

The DigitalMR Partner Network is Growing Larger With MindTake Offering 'communities247' to its Clients in Central Europe

LONDON, UNITED KINGDOM, March 31, 2016 /EINPresswire.com/ -- MindTake Research, a large Austrian market research agency, has joined the DigitalMR partner network to offer 'communities247' to its clients globally.

communities247 is an award winning private online communities platform by DigitalMR that allows companies anywhere in the world to recruit customers for the purposes of marketing insights, co-creation, customer activation, and customer advocacy.

The platform for online communities is multilingual, fully customisable, and equipped with a range of useful marketing research and communication tools, designed by the DigitalMR team of researchers and technology specialists to bring innovation, agility, and efficiency to the marketing insights process. Forrester and [Ovum](#) analysts have published positive opinions about communities247 as one of the most innovative platforms in the world. Some of the available tools that enable engagement with the community members are:

- board247 – moderated bulletin board discussions enabling the use of rich media
- diary247 – video and photo diaries for ethnography
- chat247 – chat group discussions
- poll247 – polls
- online surveys
- wall for informal conversations



DigitalMR
market research evolved



Michalis A. Michael - DigitalMR CEO

Klaus Oberecker, MindTake Managing Partner, said: “We at MindTake are delighted to join the communities247 family and look forward to making the most of its potential for qualitative research in our projects across central and southeastern Europe. We have so far used the platform in projects that required both real-time discussions and reflective diary reports, and are especially keen to use its capabilities to expand our use of rich-media in brand and impact assessments.”

Michalis Michael, DigitalMR CEO, said: “MindTake is a great addition to our partner network because they offer coverage in Austria and other CEE countries.”

About MindTake

MindTake is a digital native full-service market and opinion research company based in Vienna, doing quantitative and qualitative research with a digital focus. It has 18 online panels with about 400,000 active panel members in 18 countries and carries out around 700 projects every year. Due to presence in international markets, transnational survey projects are one of their areas of expertise; MindTake is especially active in Central and Eastern Europe.

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About DigitalMR

The DigitalMR team uniquely combines the skill-sets of software engineers, data scientists and market researchers. You can think of us as a tech company with a deep understanding and focus in market research. DigitalMR is focussed in developing state of the art platforms for [social media listening](#) and private online communities. Our claim to fame is that we consistently achieve and offer over 80% sentiment accuracy in any language. DigitalMR is headed by founder and CEO, Michalis Michael and has presence in London UK, Nicosia Cyprus, Warsaw Poland, Italy, the US, Romania, France, Greece, KSA, Austria, and Iraq.

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