DigitalMR Adds Intercept Surveys to Services

LONDON, UK, December 6, 2017 /EINPresswire.com/ --
London-based DigitalMR - a technology company with deep
understanding and focus on market research, has added
"Intercept Surveys" to their two existing products listening247
and communities247, offered to end clients and partner
market research agencies alike.

Intercept surveys, in addition to being very short, are prompted by a particular action of a visitor to a
website in real-time, and therefore do not rely on memory, making it possible to reach the right
respondent at the right time and maximise completion rates.

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This product brings us a step
closer to our 'Next-Gen MR
vision' which is all about
enabling clients to synthesise
unique and actionable
insights from multiple
sources"
_Michalis Michael, DigitalMR
CEO_

About DigitalMR
DigitalMR is a technology company with proprietary solutions
for market research, that specialises in the use of Artificial
Intelligence for customer insights and the integration of Social,
Survey, and Sales data. Following years of R&D, partly
financed by multiple government grants, DigitalMR's main
areas of research include text and image analytics,
particularly sentiment and semantic (topics) analysis,
emotions analysis, and image theme and logo detection.
DigitalMR has presence in numerous countries and works
with blue-chip multinationals such as DIAGEO, Radley, YPO,
Nielsen and many more.

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