

Campos Inc Launches Strategic Partnership With CivicScience

By Shelley Shaw

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Pittsburgh, PA

Campos Inc today announced a strategic partnership with CivicScience to provide unprecedented marketing research capabilities to businesses and non-profits in Western Pennsylvania. This partnership will combine Campos Inc's 23 years of research experience with CivicScience's proprietary web-based software to create a one-of-a-kind force in the marketing research industry.

The partnership between Campos Inc and CivicScience will add three new research products to Campos Inc's toolbox. The CS BallotBox™ is a social media and website application that turns fun poll questions into valuable profile data about web users. The CS PanelManager™ allows companies and non-profits to turn their email list and newsletter audience into a vibrant social community for conducting online research including surveys and forums. And, by integrating CivicScience technology into their Voice of the Region panel, Campos Inc can offer affordable online research capabilities to organizations of all sizes.

"The current economic environment has significantly impacted our clients' marketing research budgets and personnel," continued Ms. Campos. "The beauty of these online techniques is that we can generate tremendous marketing intelligence efficiently."

"We've spent two years researching and developing our technology," said CivicScience CEO John Dick. "And as we prepare to head aggressively to market, we wanted to partner with only the most experienced and reputable marketing research firm in Western Pennsylvania. Campos Inc is in a league of its own."

"We have known for years that the Internet represented the future of marketing research," observed Yvonne Campos, CEO of Campos Inc. "Still, the industry has been waiting for the technology that could overcome the inherent biases and limitations of the web. CivicScience is the most exciting innovation I have seen in many years and we can't wait to complement our capabilities and add value for our clients."

About Campos Inc <http://campos.com>

Founded in 1986, Campos Inc is a full-service market research strategy firm specializing in providing deep insight into the Real Experience of the Customer through its business and marketing consultation, market research, and Voice of the Regional opinion panel services, a community of more than 20,000 Western Pennsylvania residents. Campos Inc specializes in conducting consumer, B2B, and employee research.

About CivicScience <http://civicscience.com>

Based in Pittsburgh, CivicScience has developed proprietary software for performing consumer marketing research and polling online. By engaging with consumers while they surf the web, CivicScience builds massive research databases for retailers, media companies, sports teams, and non-profits. The company's software then uses advanced machine learning technology to generate automated insights into consumer attitudes.

Category Marketing, Research, Business

Tags Research, Marketing, survey, Online, Technology, strategy, consumer, pittsburgh, pennsylvania,

B2B, branding, focus group, polling

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