



PRResearch

Rapidly executed market research for **PR & Communications Firms**



MERCURY
ANALYTICS

Survey Research
Online Focus Groups + IDIs
Advanced Media Testing
Advanced Research Support Services



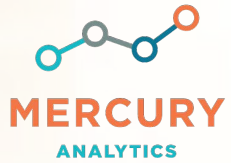
Mercury Analytics is the leader in specialized market research for communications professionals.

Mercury drives PR strategy and success by combining unparalleled service with groundbreaking advanced research & analytics solutions for media and message testing.

- **In-house-level** research support
- **Proven PR expertise** for clients & pitches
- **Rapid launch** & project turnaround

Examples of Mercury's Media Testing Tools line the entry wall at Mercury headquarters in Washington, D.C.





REQUESTED BY THE BEST

Mercury Analytics is one of the most dependable, accurate, research firms in the world. They are the ones that can get the impossible done – tight timeframes, hard-to-reach audiences, etc. The team is always on it, like an extension of our own.

- Mike Berland
CEO & Founder, Decode_M/Penta



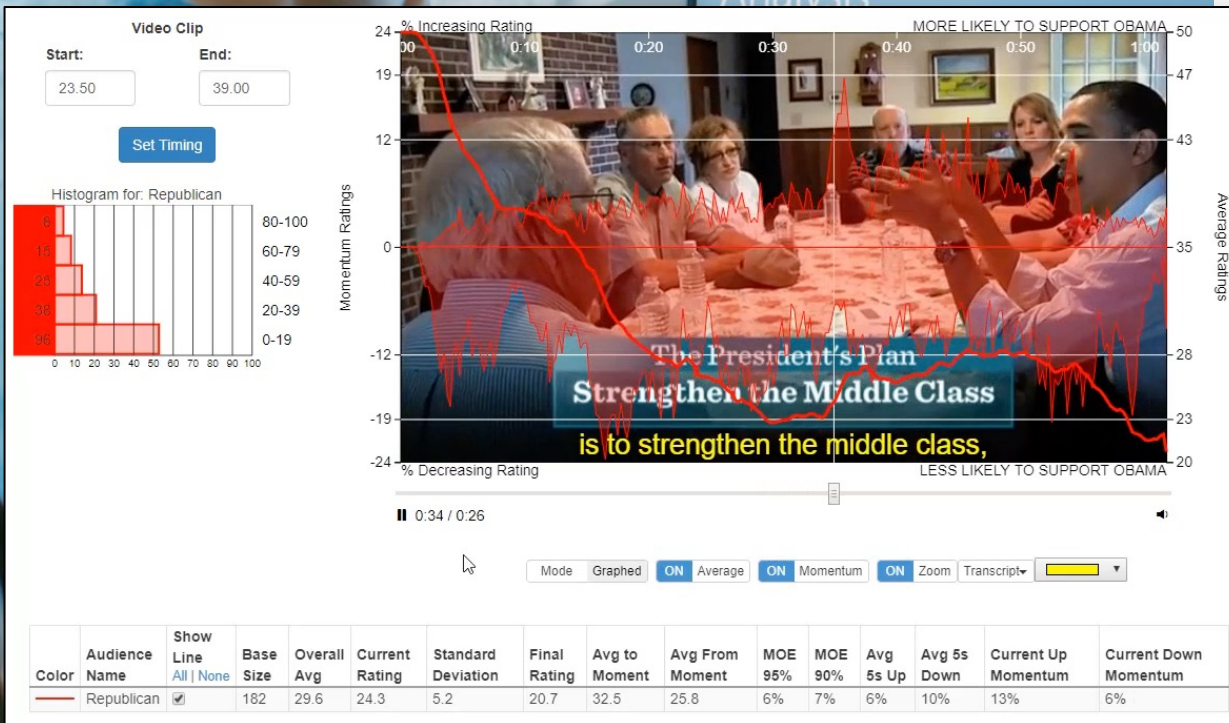
SURVEY RESEARCH

Mercury delivers groundbreaking data fast through our best-in-class survey technology, custom built by research technologists for rapid and actionable quantitative insights.

Your data is captured in real time in our Analytics Workbench, with **interactive segmentation and visualization tools** that deliver everything from topline level data analysis to deep reports, with full data export capabilities.

Every study is managed from start to finish by our Projects Team including **sample procurement, programming & fielding, and data delivery.**

Mercury's Insights Team is available to assist with survey research support including questionnaire design, translation management, and customized Top Line and Full reports.



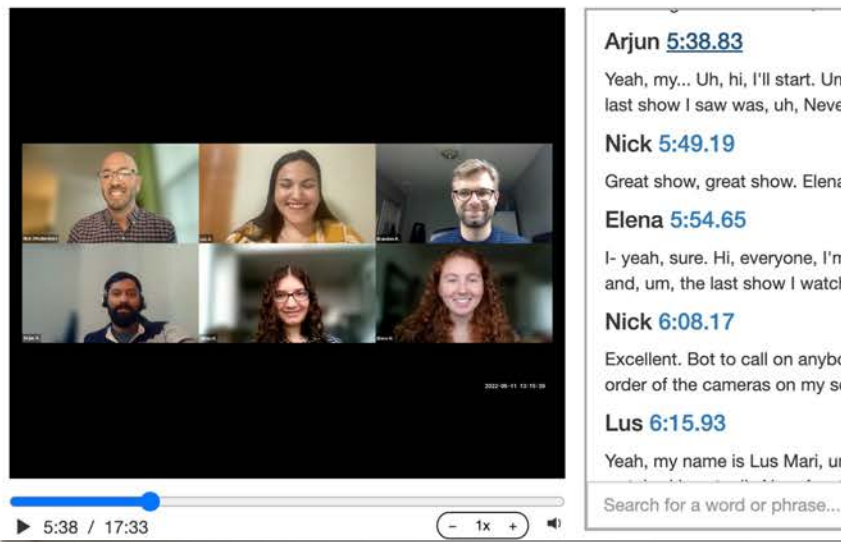
ONLINE FOCUS GROUPS

When you need qualitative insights **Mercury's Live Labs delivers a Best-In-Class Online Experience** from start to finish.

With our virtual focus groups and IDI platform, game-changing recruiting and end-to-end project management, we keep every project stress-free.

- Pre-screened audience recruiting
- Live Facilitators manage all tech
- Integrated Media Testing capabilities
- Transcripts, Videos & Presentation Tools

Plus, all Live Labs studies include Mercury's Virtual Observer Backroom which enables for Private Client & Team viewing.



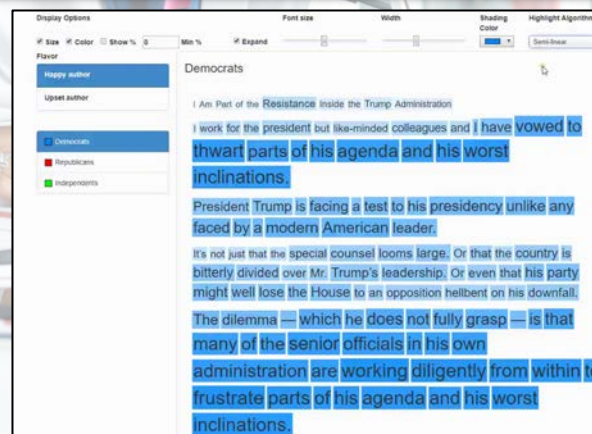
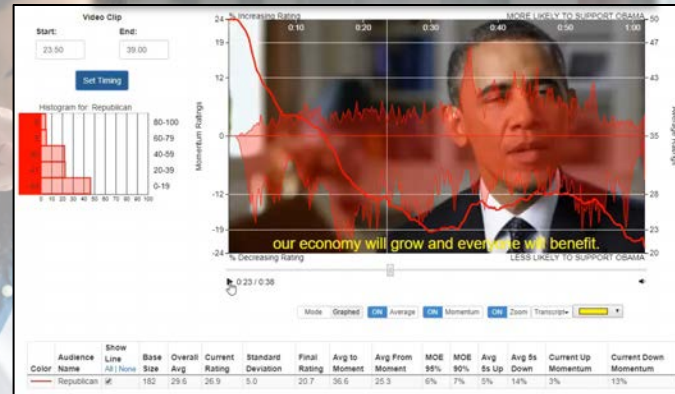
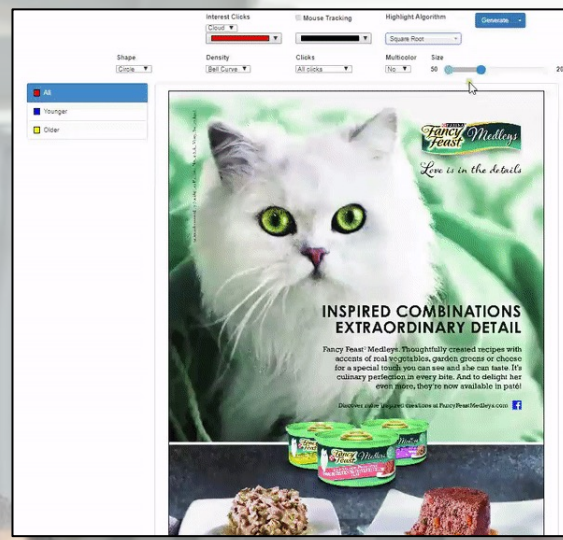
ONLINE MEDIA TESTING

Mercury's Mobile-friendly Cool Tools for surveys, focus groups and IDIs take Online Media Testing Research & Analysis to a new level.

- **M2M Dial-testing**
- **Digital Flipbooks**
- **Spotlight Image Heatmaps**
- **Text Highlighting**
- **Media Blogs**

Mercury's Cool Tools for Advanced Online Media Testing record responses naturally and accurately, whether on desktop, laptop or any mobile devices, rapidly delivering your team powerful data visualizations for any audience segments.

Cool Tools are available with Mercury research tech or via API for usage within 3rd party tools, websites or other environments.



“IN-HOUSE” SERVICES

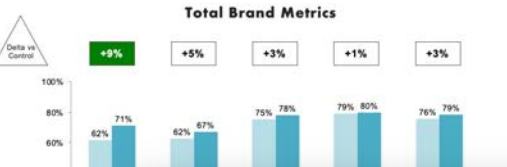
Extend your team’s bandwidth & research services by letting Mercury develop and execute custom projects with you – and for you - from start to finish.

Our Projects and Insights & Analytics Teams regularly partner directly with clients on both the research and strategy sides, working together from the earliest planning stages to help with questionnaire design, and following through with in-depth analysis.

- Brand Perception
- Brand Lift / Ad Effectiveness
- Tracking Studies
- Crisis / Media Impact Studies**
- Consumer Profiles
- Concept Testing
- Celebrity Match / Brand Ambassador
- Thought Leadership**
- Quant / Qual Hybrid Studies
- Completely Custom Studies

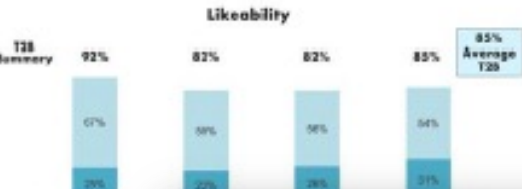
Lift in every metric, with strongest lift to Aided Awareness among Exposed

Exposed respondents were significantly more likely to indicate that they are 'aware of XXXX' after viewing the content (+9% delta vs. Control, 95% sig.)



Over 8 in 10 respondents enjoyed the content.

Respondents who viewed any one of the four (4) pieces of content indicated high Top-2-Box affinity ratings for the content, with the digital article receiving the highest Top-2-Box rating of 92%.



CONTENT: SOCIAL POSTS

Often an impact study will show survey participants branded social content that includes client advertising and/or client placements.

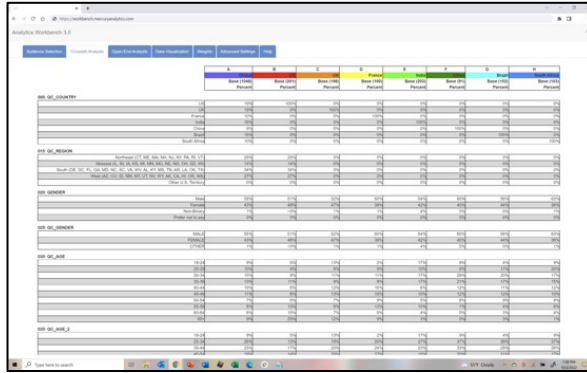
Mercury Analytics can create mocked-up environments that are nearly identical to the live posts, for either desktop or mobile formats.



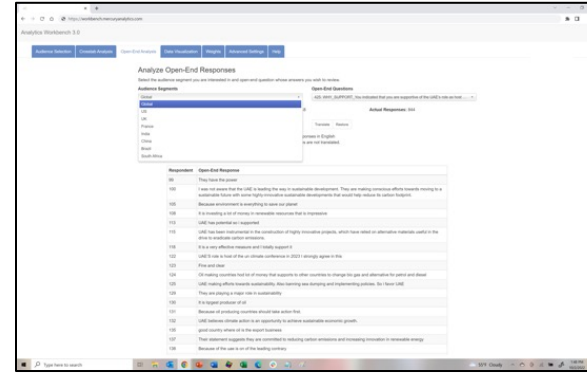
BETTER TECHNOLOGY. BETTER RESULTS. BETTER DECISIONS.

Real-time Data Intelligence & Visualization

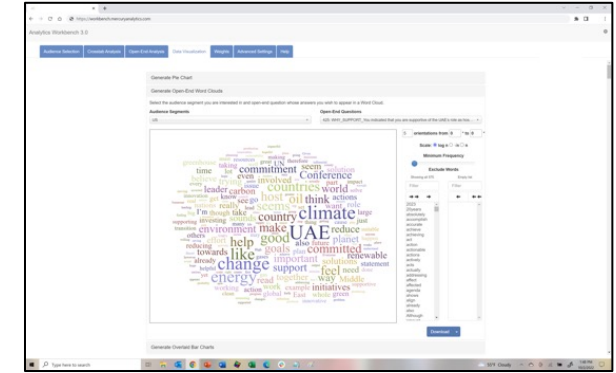
Mercury's **State-of-the-Art Analytics Workbench** delivers results fast by putting real-time qualitative and quantitative data directly in your hands.



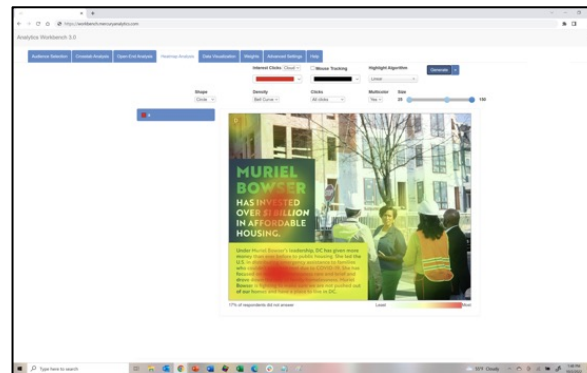
Real-time Crosstabs



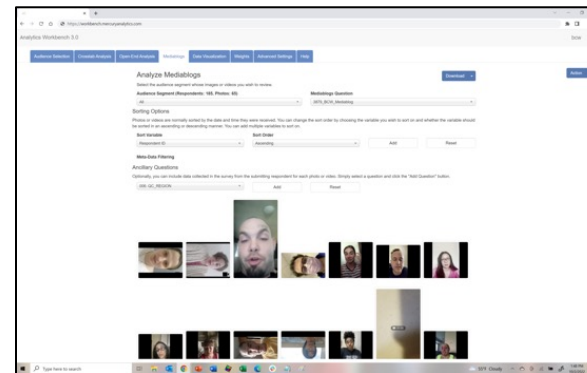
Real-time Open-end Reports



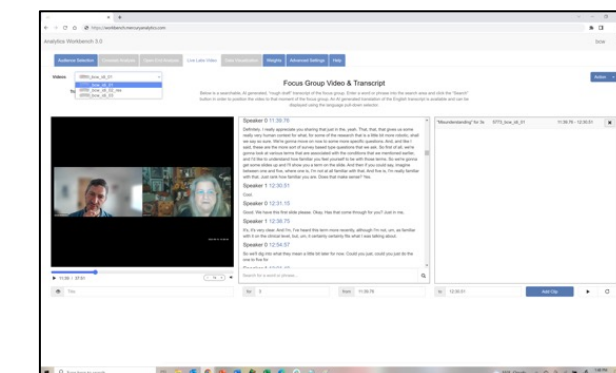
Real-time WordClouds



Real-time Image Testing



Real-time Qual Insights within Quant



Online Focus Group Analytics & Review



GLOBAL REACH

Run qual or quant research in international markets.

All Mercury surveys, online focus groups/IDIs, and media-testing Cool Tools can be seamlessly programmed in more than 30 languages and fielded via our worldwide network of recruiting partners.

Some of the over 30 languages and English translations we support:

Arabic	Finnish	Korean	Romanian
Bulgarian	French	Latvian	Russian
Catalan	German	Lithuanian	Slovak
Croatian	Greek	Malay	Slovenian
Czech	Hindi	Mandarin	Spanish
Danish	Hungarian	Norwegian	Swedish
Dutch	Italian	Polish	Turkish
English	Japanese	Portuguese	



We are proud to service a roster of “A” list brands, research organizations, consultants, political organizations and campaigns.



Explore Mercury's rapidly
executed market research
for **PR & Communications.**

PResearch



MERCURY
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