



When a crisis hits, turn to Mercury Analytics to
launch same-day surveys & online focus groups.



Rapidly executed
market research
for Crisis Response

- Online survey research
- Online focus groups + IDIs
- Online message testing
 - Insights reporting

[Get Started](#)

Rapidly executed market research is an essential piece of **your crisis response playbook** and delivers immediate ROI.

Mercury Analytics helps you get **real-time feedback** directly from your key constituents so you can **make informed decisions about your response** – and, most importantly, determine whether you need one at all.

Plus, our **Mercury AI integration** gives you the the power of **instantaneous analysis** of your findings.



[Get Started](#)

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



Get Started



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

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

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

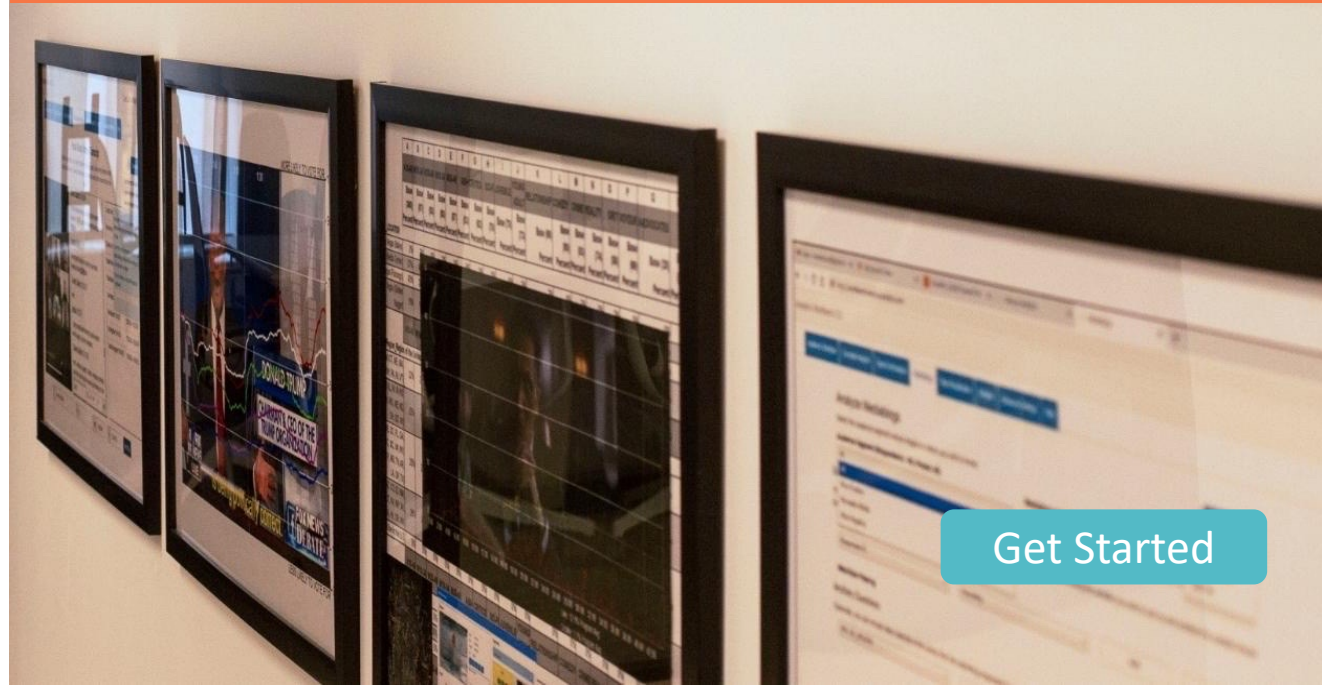


Jordan Kraft,
Partner & SVP, Insights

PRWeek
Dashboard 25
Class of 2023



RESEARCH EXPERTS



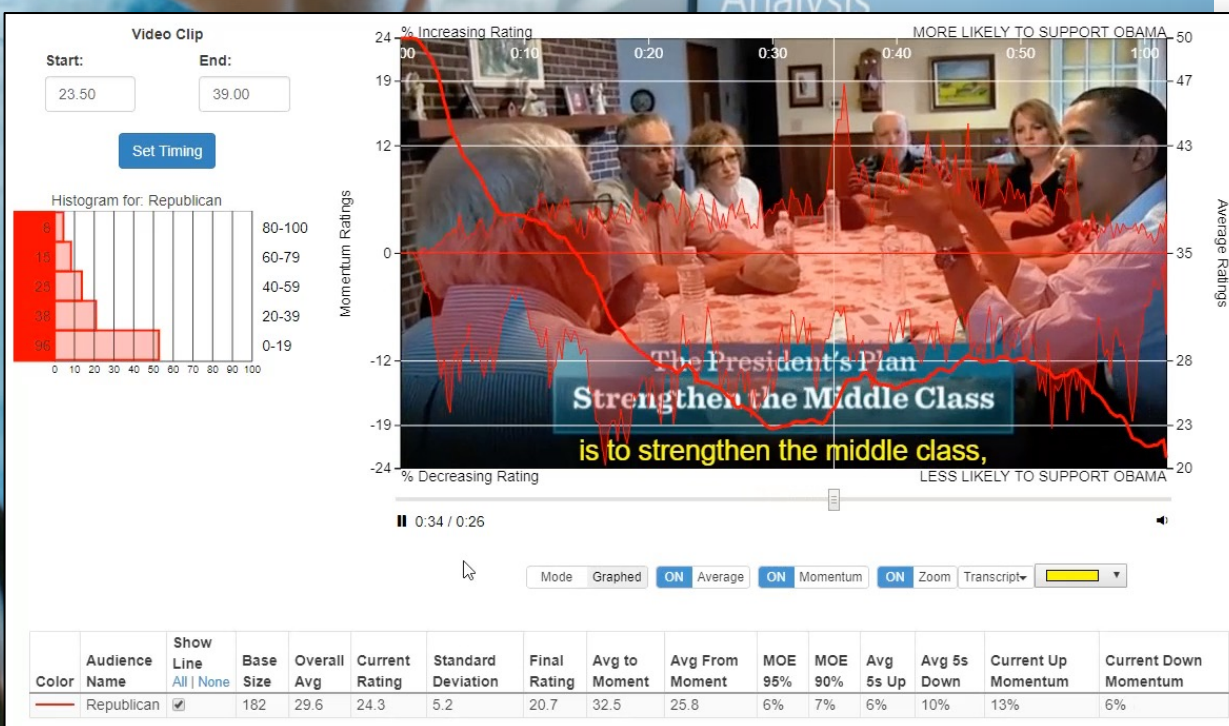
SURVEY RESEARCH

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 top-line 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, translation management, and data delivery.**

Mercury's Insights Team is available to assist with survey support including questionnaire design and research consultation, and customized top-line and full reports.



Get Started



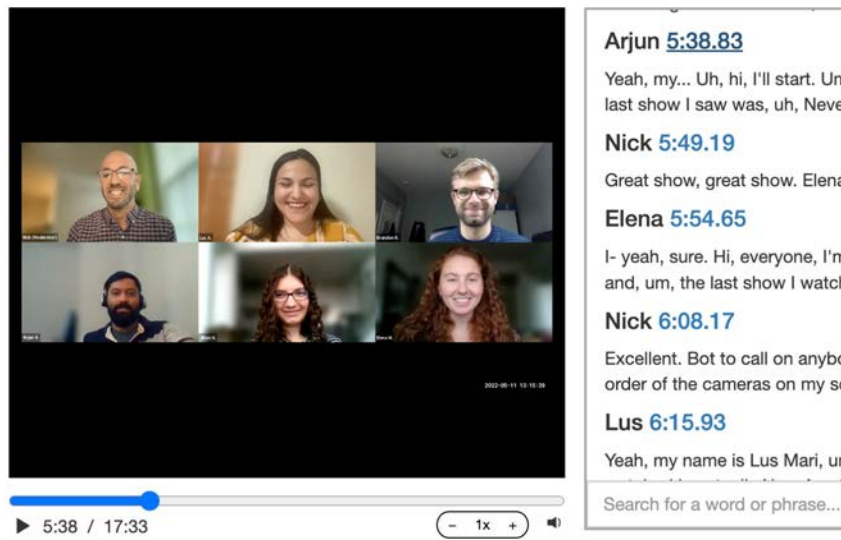
ONLINE FOCUS GROUPS

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 Observation backroom enabling private client & team viewing.



ONLINE MEDIA TESTING

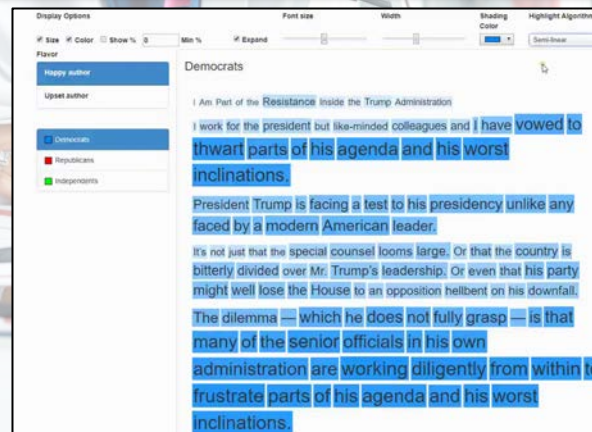
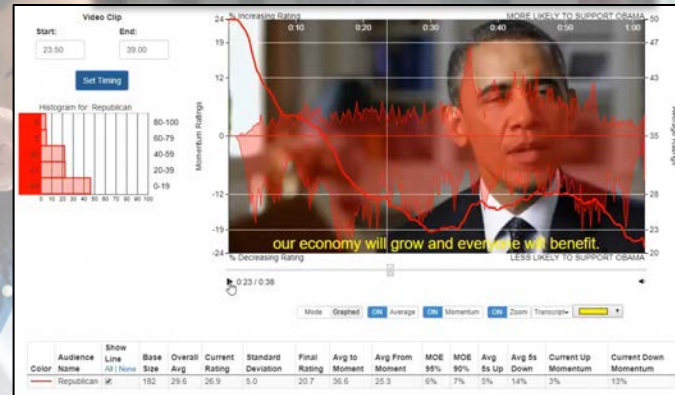
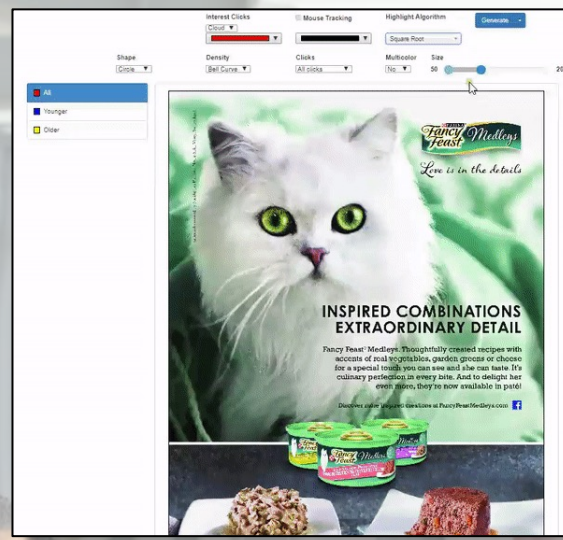
Mercury's mobile-friendly Cool Tools for surveys, focus groups and IDIs take online media testing research & analysis to a new level.

- 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 third-party tools, websites or other environments.

[Get Started](#)



“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

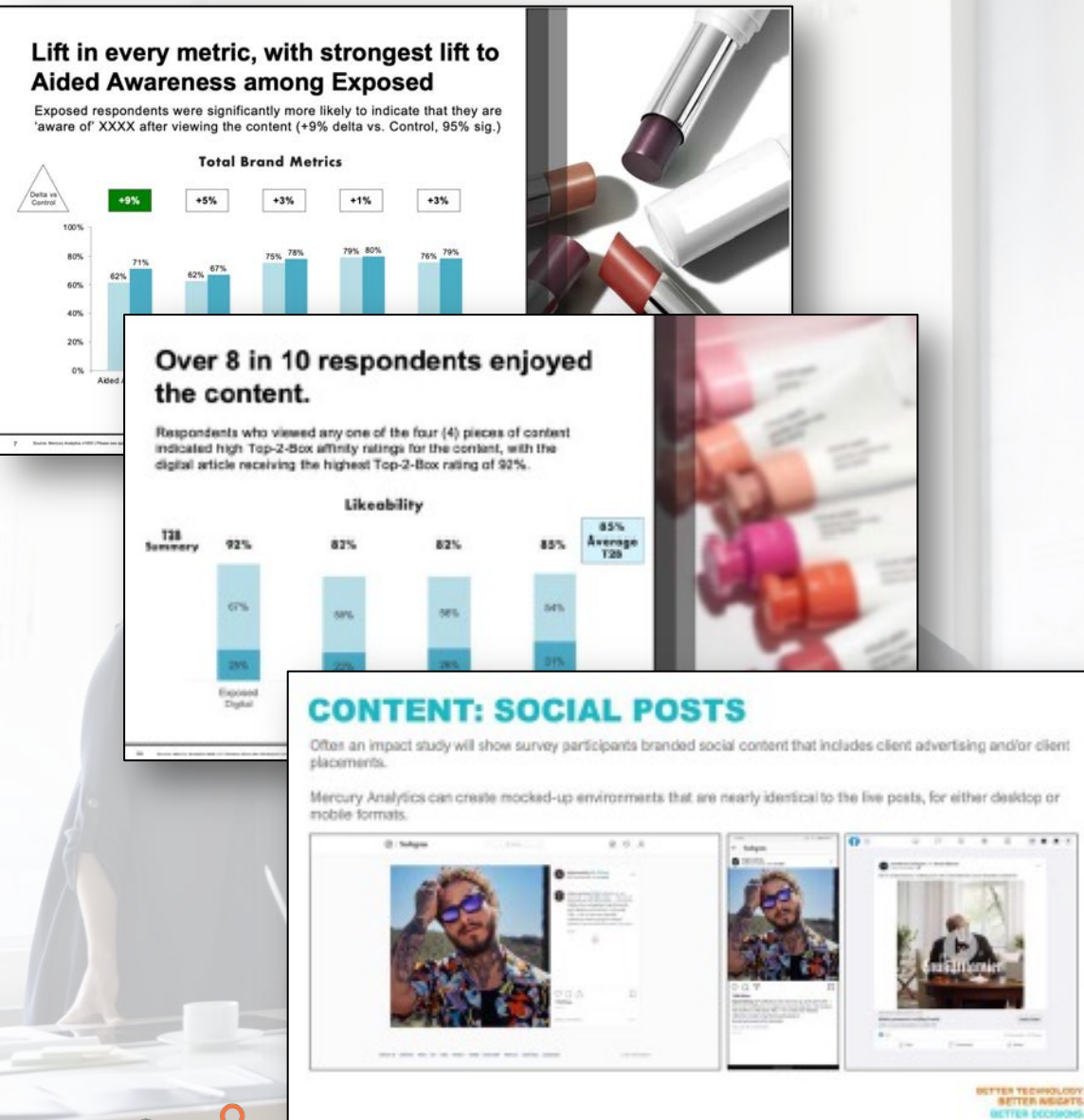
Celebrity match / brand ambassador

Thought leadership

Quant / qual hybrid studies

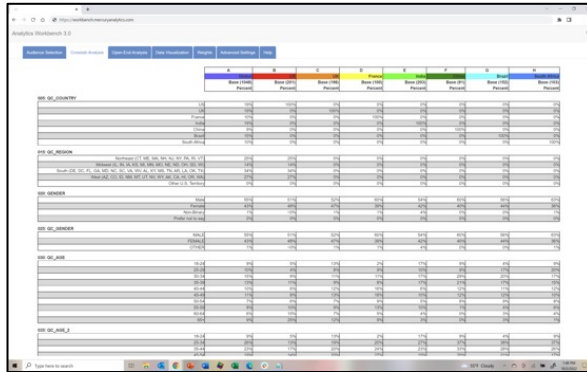
Completely custom studies

Get Started

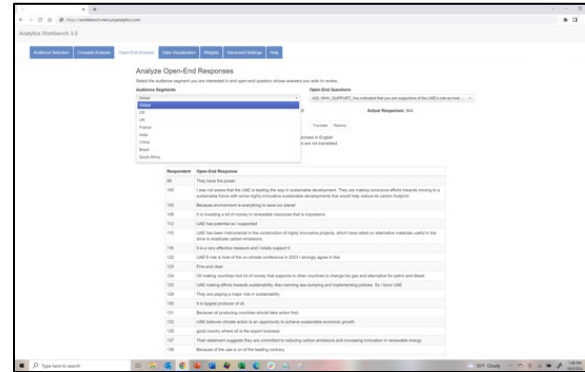


Real-time Data Intelligence & Visualization

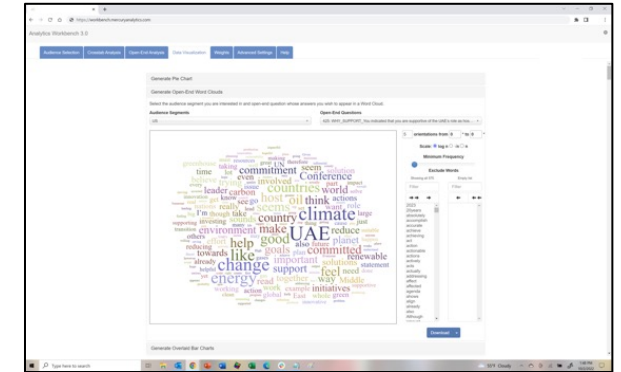
Mercury's **state-of-the-art Analytics Workbench** delivers results fast by putting real-time qualitative and quantitative data directly in your hands.



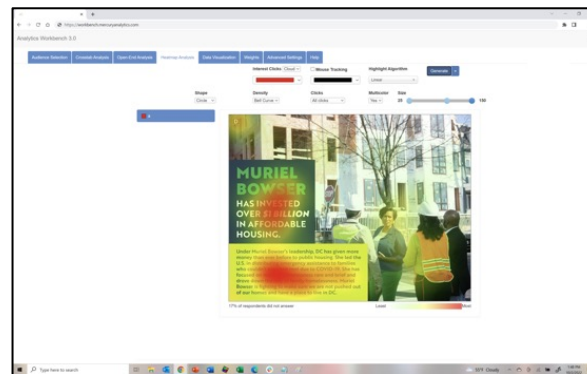
Real-time crosstabs



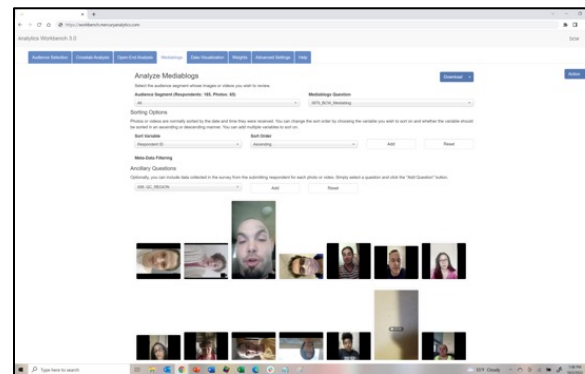
Real-time open-end reports



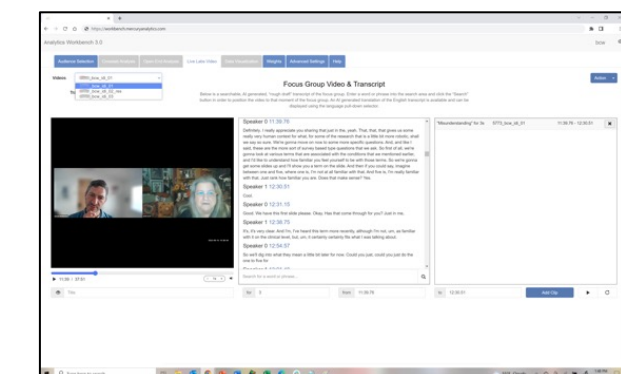
Real-time wordclouds



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	

Get Started

Exceptional People. Extraordinary Technology.

Whether Qual or Quant, testing media or messages, tracking customer sentiment, testing ad impact, brand effectiveness, or constituent reactions, or responding to a crisis, Mercury presents it all on the most advanced real-time analytics platform with extraordinary data visualizations – all delivered by the most experienced, supportive and friendliest team we call **Team Awesome**.

Get Started



MERCURY

ANUSHKA DOOD
QUALITATIVE RESEARCH

JOE FRIEDMAN
SOFTWARE ENGINEER

BRANNA GARNER
LIVE LABS PROJECT MANAGER

JILLIAN HANSEN
RESEARCH ASSOCIATE

DIANA KALA
LIVE LABS COORDINATOR



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

Get Started



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