



insight
consultants
group

**Business name,
Contact details and
links**

QuestionPro

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Title of Session

Collecting Qual in a Quant Environment

Date of Session

13th May 2026

Summarise your business and what it offers ICG members

Why QuestionPro?

QuestionPro is a leading research software provider built to deliver advanced methodologies without the traditional enterprise-level price tag. We help independent consultants and enterprise research teams access powerful tools that drive deeper insights while staying cost-effective.

Advanced Research Capabilities

Access sophisticated methodologies typically associated with premium research platforms, including:

- **MaxDiff Analysis**
- **Conjoint Analysis**
- **Image Testing**
- **Advanced Survey Logic & Experimentation**
- **Communities & Diary Studies**
- **CX and Market Research Solutions**

Built for Consultants & Enterprises

Whether you're an **independent consultant looking for affordability and flexibility** or an **enterprise team focused on reducing research costs without compromising quality**, QuestionPro is designed to scale with your needs.

End-to-End Research Ecosystem

Our platform supports the full research lifecycle across:

- **Quantitative Research**
- **Qualitative Research**
- **Access to Global Audiences**
- **Advanced Analytics & Reporting**
- **Survey & Experience Management**

Global Reach, Local Support

With **12 global offices** and **8 regional data centres**, including locations across the **UK, US, Canada, Mexico, Brazil, South Africa, Saudi Arabia, UAE, Germany, France, Netherlands, Japan, Australia, New Zealand, and India**, we provide:

- **24/7 access to expert support specialists and engineers**
- **Enterprise-grade security and data hosting options**
- **Reliable performance and scalability for global research projects**

The Value Proposition

Powerful research software. Enterprise-level capabilities. Cost-effective pricing. Designed for consultants who need flexibility without compromise.

Any discount available to ICG members? (please specify for how long)

ICG members are eligible for a 20% discount. Please contact Oku directly for more information.



Any questions, interested in buying another Pitch Perfect slot, or advertising with the ICG in another way?

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