

Focus Pointe Global announces the expansion of its Online Division

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Focus Pointe Online offers the company's client base a full suite of online research solutions.

Focus Pointe Global (FPG), a leading provider of qualitative and quantitative marketing research data collection solutions with 18 focus group locations nationwide, recently announced the expansion of its online division, Focus Pointe Online.

With last year's acquisition of marketing research company, Delve, FPG has combined the core strengths of both companies' online service offerings, creating a comprehensive "one stop shop" approach that offers clients a complete suite of qualitative and quantitative online research solutions.

Laura Livers, FPG President, comments, "Our clients' needs are evolving with the times, reflecting an increased focus on including online services as part of an overall research strategy. Our goal is to create an environment where our clients feel secure in knowing they can rely on us to provide them the expertise they need for every aspect of their research" no matter what the scope of the project or methodology. Our online service offerings, coupled with more traditional methodologies, create such an environment.

The expanded Focus Pointe Online presents a complete and comprehensive online research solution set, including online communities, webcam interviews and focus groups, quant-to-qual methodologies, online surveys, sampling, programming, and hosting. All are fueled by the company's large proprietary respondent panel that boasts 1.4 million members, with 600+ registering every day.

Wally Balden, Managing Director of Online Research, is leading the expanded online team. Balden has been in the marketing research business for the past 34 years, with the last 18 dedicated to online research. He is a recognized authority for online data collection methods and data quality. "The combination of the two companies puts us in a unique position to address all of our clients' online research needs," Balden commented. "We can truly be a one-stop shop for sample, online quantitative and online survey programming and hosting. Plus, our clients benefit from the tremendous pool of experience and expertise that exists company-wide." For more information about Focus Pointe Online, please visit: www.focuspointeglobal.com | @FocusPointeGLB