

Nicequest App, the first mobile app that combines declarative and observational research

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In just one week it has got 3,000 downloads from over 10 countries. And in 3 months, there are over 10,000 users who have downloaded the app on their smartphones.

Netquest, online data collection specialist for the Latin American, Spanish and Portuguese market research industry, launches Nicequest App, the first mobile app in the world that captures consumers'™ opinions through surveys, as well as their online navigation data, all from one single platform.

The development of this app has two objectives. On the one hand, it aims to improve the participation experience of Netquest's online panels collaborators. The other main goal is to meet the industry's demands in order to capture the consumers' opinions along with their online behavior.

The new Netquest app is a faster and more convenient mobile solution for the participant. It allows the collaborators to answer surveys, have access to their incentives, manage their personal data and share both their online navigation information and their geolocation.

In addition, it provides the market researcher with a powerful tool to approach the new and increasingly interconnected consumer reality and to know in a more reliable way, their habits and consumption decisions.

According to Netquest's™ Marketing Director, Carlos Ochoa, "this new app is a result of over 10 years of experience creating online panels together with the latest technology measuring the online behavior -provided by Wakoopa, the leader company in this field and part of Netquest's group".