Voxpopme raises $1.5 million to become standard video solution for research industry

Contributed by Voxpopme
Friday, 09 October 2015

Voxpopme, the leading video platform for Market Research and Voice of the Customer insight, today announced the completion of a $1.5 million growth funding round.Â The investment will support the company's next stage of growth and its intent to become the industry standard for video capture and analytics.
Existing shareholders and prominent UK angel investors have contributed to this funding round, led by Co Founder of Research Now Andrew Cooper and former Research Now Chairman Geoff Westmore. Together, they bring a wealth of experience and expertise in the research field and a strong legacy of support for rapid growth start ups.

â€˜We are excited to have the support of Andrew and Geoff. Their investment represents a strong vote of confidence in our belief that Voxpopme video will become a widely adopted medium across the research industry.Â This investment marks the next stage of global growth for Voxpopme, and will support further our ambition to be the industry standard solution for anyone looking to add video capture with automated analytics to their surveys.â€™ said Dave Carruthers, CEO of VoxPopMe.

Voxpopme allows brands to add video questions into their surveys.Â Customers can then record short selfie-style video responses on any device. Once captured, Voxpopmeâ€™s powerful analytics platform automatically illuminates key themes and unique insights within minutes, which can then be shared by clients in just a few clicks. Â

Andrew Cooper states â€œI am delighted to be involved in this exciting stage of growth of Voxpopme.Â The platform enables the unarguably powerful medium of video customer insight to be brought into businesses in a rapid, robust and easily analysable way â€“ at a fraction of the effort and cost of existing approaches.

Voxpopme brings the voice of the customer into businesses and their boardrooms in an impactful way that no decision maker can fail to understand â€“ it is a brilliant approach to communicating insight.â€•