Research Technology (ResTech) Scape

LUCID

Questions or comments
restech@luc.id

Denotes Aquisition

Market Research Agencies & Consultancies

Research

Ipsos, npd, SKIM, Burke, ENGINE, maru/, GfK, KANTAR, Reach3, chadwick martin bailey, GutCheck, MATERIAL+, YouGov, STRAT7, marc, System1, SENTIENT, Savanta, PHOENIX, eyesee, protobrand, ADVANIS, Hall & Partners, hotspex, CRGGlobal, NielsenIQ, mo'web research, IRi, 360 market reach, DIG insights, escalent, SCHLESINGER GROUP, DIRECTIONS RESEARCH

Consulting Firms

McKinsey & Company, pwc, BCG, BAIN & COMPANY, PARTHENON, Deloitte., KPMG, nunwood

Market Research Platforms

Full Stack Survey Platform

Alchemer, sightx, askia, Confirmit, IntelliSurvey, SurveyMonkey, QuestionPro, Decipher, qualtrics.

Employee Experience

Culture Amp, TemboSocial, Meetoo, *Receptiviti, GLINT, limeade, TINYpulse, Maritz, QUANTUM WORKPLACE

Agile Research

quantilope, WIZER, ATTEST, response:AI, Toluna, appinio, Feedback Loop, zappi, methodify, PollFish, aytm, SUZY, OnePulse, zinklar, Pilotly, GAUGE, MAKER/SIGHTS, KANTAR MARKETPLACE

Marketplaces

LUCID, dynata, Kantar Profiles, PURESPECTRUM, Cint

CX Specific

CLARABRIDGE, opiniator, prodsight, MEDALLIA, worthix, ECHONOVUM, InMoment, TruRating, stratifyd

Brand Tracking

Latana, proquo, BERA, Streetbees

Mobile Ethnography

CrowdLab, indeemo, QualSights, mdi, obvi, Over the shoulder

Syndicated Insights

globalwebindex, resonate

Media Measurement

SWAYABLE, nielsen, LUCID, MOAT, Upwave, comscore, KANTAR MEDIA

Social Polling

Qutee, potloc

User Experience

Doorbell.io, UX Testing, UserZoom, maze, helio, User Testing, userlytics

AB Testing & Optimization

unbounce, Optimizely, Ometrics

Eye Tracking

eye square, oculid, loceye, tobii pro, real eyes, eyetracker, LUMEN, TVISION, Element Human

Qualitative

bigsofa, 20|20, CMNTY, FocusVision, USER INTERVIEWS, Voxpopme, discuss.io, Medallia LivingLens, remesh, itracks, GroupSolver, hubux, Further, dscout, recollective

Communities

RIVAL, FUEL CYCLE, potentiate, Alida., sampleninja, platformone, flex MR

Analytics / Visualization

Text Analytics

Gavagai, MonkeyLearn, LUMINOSO, Thematic, SPOONSHOT, LEXALYTICS, decooda, myforce, OdinAnswers, codeit, meaning cloud, PREDIQT, kimola, Harmonize, Feedback Fish, ascribe

Social Media Listening & Analytics

Klarity, linkfluence, sproutsocial, Brandwatch, PULSAR, Meltwater, Talkwalker

Dashboards, Visualization & Infographics

VIZZLO, Canva, MERCURY ANALYTICS, Qlik, +ableau, GoodData, PIKTOCHART, dapresy, Power BI, ScanmarQED

Statistics & Data Science

Sawtooth Software, IBM SPSS, OUTRA, STATA, alteryx, focaldata, DataLion

Survey Analysis

CRUNCH.IO, mTab, E-Tabs, DISPLAYR, INFOTOOLS

SEO & Keyword Search

SE Ranking, ahrefs, STAT, Pi, Datametrics

Visual Analytics

beautifeye, clarifai, Google Data Studio, DASHMOTE, VisualEyes, creativex, Dragonfly AI

Sample & Fielding

Global Audience

prodege, Dalia, qmee, Persona.ly, tap research, BitBurst, datadiggers, theoremreach, Tapjoy, P2SAMPLE, branded, innovate MR

DMP / Identity

ID5, LiveRamp, TAPAD, LOTAME, theTradeDesk, neustar, TEALIUM, ORACLE

Quality

IMPERIUM, SAMPLECHAIN, QUBED, TransUnion, distil networks

Regional Audience

Bilendi, dataSpring, DISQO, BORDERLESS ACCESS, respondi, norstat, Rakuten, ondevice research, inBrain.ai, GMO RESEARCH, Pureprofile, PARADIGM, netquest, ROI

Expert Networks

AlphaSights, LinkedIn, GUIDEPOINT, GLG, Third Bridge

Loyalty

Rewardly, rybbon, TREMENDOUS, VIRTUAL INCENTIVES

Behavioral Analytics

verto, RealityMine

CRM

HubSpot, salesforce, monday.com

Market Makers

REPDATA, QUEST MINDSHARE, ISA DATA DRIVEN, GAZELLE GLOBAL RESEARCH SERVICES, MIS GROUP, wiseworks, ruhas RESEARCH, marketcube, emi, OpinionRoute, ugam SOLUTIONS