

Identify Key Respondents for Deeper Insights in Real-Time

profilesNow is a key tool within InsightsNow's proprietary technology, reportsNow. profilesNow allows you to access and analyze individual participant data as your survey is happening. This gives you the ability to flag key respondents for follow-up research, whether it be an extension to the survey, one-on-one live chat or an online interview.

By allowing this instant identification during data collection, you can eliminate time lag between stages and elements of your study as well as seamlessly and effectively combine quantitative and qualitative methodology. This is especially ideal for complex concept testing or product repositioning for deep consumer feedback. The entire platform is highly customizable to your unique research needs, and integrates with your survey technology for cost and timing efficiencies.



userid	city	type	label	Overall Liking	Like Open End	Dislike Open End	Purchase intent	PercentComplete	IsActive
2201	Dallas	Females with Kids	Control: PM dou...	like very much	Too powerful and you can taste all the other flavors.	Too much cheese.	Definitely WOULD buy	100	false
2202	Dallas	Females with Kids	amylose batter (154)	like moderately	The crust is crunchy. It's flavorful.	I don't like how the inside looks.	Probably WOULD buy	45	true
2203	Dallas	Females with Kids	Control: PM dough & batter (462)	like moderately	I like the color of the hot pocket.	nothing	Probably WOULD buy	100	false

Do more in less time

- Easily filter and identify targeted respondents using any criteria
- Access patterns within the data as they are occurring
- Identify participants who are active, in the moment, in your study
- Callout features of the dashboard to drill down for discovery

How you can get deeper insights...

Monitor Participants

Set up a dashboard to monitor and select your participants based on established or emergent criteria, as surveys are happening.

Collaborative Tools

Engage with your research partners and stakeholders from remote locations to monitor and interact with reports in real time, together.

Screening Participants

Make decisions on the spot of which participants will continue into multiple phases of research, and get it done all at once.

Engaging with Participants

Combine the initial quant portion of your study with immediate, subsequent qual research by engaging directly with chosen participants.



Start gaining deeper insights now—get in touch with us!