



Interpret LLC Builds Business on GMI Speed

UP-AND-COMING MEDIA MEASUREMENT AND MARKET RESEARCH AGENCY GROWS BY OVER 700% IN ONE YEAR THANKS TO GMI SOLUTIONS

CUSTOMER PROFILE

Interpret LLC was founded in March 2006 by Michael Dowling, Jason Kramer and Grant Johnson, three market research veterans with a vision: to create the first-ever agency to focus on evaluating and measuring the intersections of content, advertising, technology and consumer behavior.

In today's evolving media landscape, this innovative, next-generation media measurement and market research firm provides a common language for content providers, advertisers, marketers, and enabling-technology providers to understand consumer attitudes and behavior. Interpret's suite of products, services and unique methodologies help companies conduct fast, high-quality global market research to plan, test, and measure their strategies.

The company, whose headquarters are based in Santa Monica, CA, also has an office in New York City, and is hoping to soon go international by opening a new office in the UK by the end of 2007. Since its inception, Interpret has grown by leaps and bounds at the significant double-digit rate of over 700% from 2006 to 2007, and now employs over 20 people.

For more information on Interpret, please visit www.interpretllc.com.

THE CHALLENGE

Setting up and growing a next-generation market research business from scratch is no small endeavor, especially at a time when clients are constantly demanding better-quality insights to be delivered quicker than ever before, and on a global scale. Interpret needed a strategic and reliable partner who could not only start right away, but could also offer fast turnaround and global reach.

"When we founded Interpret, we set out to provide our clients with a different kind of service," comments Michael Dowling, Interpret's CEO. "This required the adoption of an all-in-one integrated solution to power our research on several fronts."

Interpret conducts many multi-country studies in the video game, wireless and home entertainment industries, including mixed-mode research to benchmark data efficiency.

"Although we leverage the whole gamut of data collection methods, we conduct approximately 55-65% of our research projects online," Dowling continues. "To address our clients' unique fast turnaround and custom needs, it was crucial for us to have a flexible and adaptive solution. Having already worked successfully with GMI in the past, we knew that they were able to meet our buying needs, execute fast and deliver the data we were looking for in record time."

THE SOLUTION

To deliver fast, full-service global market research, Interpret relies on all three pillars of GMI's integrated solutions:

- Market research software
Interpret is a power user of GMI's integrated market research platform Net-MR®, and uses nearly every tool the application offers, from panel management to reporting. As a comprehensive solution, Net-MR enables Interpret to conduct multi-mode data collection, supported by regular training to maintain consistent education on the product.
- Global panels
Interpret calls upon GMI's panels to conduct global studies in a variety of sectors, helping the company gain access to both general consumer population and harder-to-reach entertainment and media consumption segments.
- Service bureau
Interpret leverages the GMI Service Bureau for survey programming and hosting, and has worked with GMI to execute on a variety of survey designs, from more standard to highly specialized and complex methodologies.

"We have built our business with GMI as a key strategic partner and services provider," adds Dowling. "But our relationship with GMI goes beyond the solutions they provide. The staff dedicated to our account have been very involved since day one of our partnership. They have been responsive to our requests, and addressed issues in a timely manner. We often deal with very challenging projects. We present those to our knowledgeable team of GMI experts, and they strategize with us on how best to deliver, with the help of their integrated processes. What is good about GMI is that they constantly get better at what they do because they are totally focused on their core competencies, and don't aim to be all things to all people."

THE RESULTS

Interpret's partnership with GMI has been key to growing the business, and has translated into the following ROI:

- Business growth by over 700% from 2006 to 2007
- Increased customer confidence in delivering quality global research, on time and within budget
- Fast execution, e.g. turning around thousands of completes globally over very short time periods.

"Thanks to GMI and their ability to offer three integrated solutions under one roof, our research volumes have increased significantly in the past year, and as a result, we have been able to realize significant cost efficiencies and increased ROI," concludes Dowling. "GMI enables us to stop wasting time on processes, and really spend our time where it matters most: deriving meaningful insights for our customers, so they can make better business decisions."

FOR MORE INFORMATION AND INTERVIEW REQUESTS, PLEASE CONTACT:

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