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For Immediate Release

Dialsmith Launches New Website Featuring New Dial Testing and In-The-Moment Research Content

Portland, Ore. (September 9, 2015)—Today, Dialsmith announced the launch of its new corporate website. The site features a host of new dial testing and in-the-moment market research resources and includes a newly remodeled blog with content created over the past decade from dial testing experts and market research insiders. The new website can be found at: www.dialsmith.com.

Purchase a System | Hire an Expert Consultant

You won't find any team more knowledgeable and passionate about dial testing than Dialsmith. Whether you're interested in the market to purchase a Perception Analyzer dial testing system to run yourself or would like to tap into our expertise to provide consultation, equipment, and on-site support, we can help. [CONTACT US](#) and we'll get things rolling.

“ Perception Analyzer dial testing captures that visceral reaction as it happens, allowing researchers to understand what's working and what's not on a second-by-second basis, as well as the 'flow' throughout an entire piece. We use this deeper level of feedback to make editing decisions, remove entire scenes, reorder elements and quicken pace. We also use this to ask thoughtful follow-up questions that can address moments of confusion, boredom or offensiveness. *Aaron Paquette, EVP of Media and Entertainment | Vision Critical* ”

RECOMMENDED READING

ESSENTIALS OF MOMENT-TO-MOMENT RESEARCH
Experts on the forefront of audience response methodologies share their tips, best practices and professional guidance for understanding and conducting Moment-to-Moment research.
[GET THE eBook >](#)

10 WAYS DIAL TESTING IMPROVES YOUR RESEARCH
Whether to eliminate groupthink, validate an idea, or drive deeper and more meaningful group discussion, dial testing can play a critical role in focus group and survey research. Here are 10 good reasons why it should be part of your research mix.
[READ MORE >](#)

The website is aimed at providing relevant information about dial testing for marketers and communication and research consultants across various industries, including: media and entertainment, advertising, political and public policy, litigation, consumer packaged goods (CPG) and more. The new site provides easy access to free downloads of case studies, reports, on-demand webinars and eBooks and a regularly refreshed blog that is searchable by keyword, category or tags.

eBook: Essentials of Moment-to-Moment Research

The eBook provides practical, field-tested advice, tips and insights from researchers who have been using the Moment-to-Moment methodology in their own consulting projects for years. It's written as a helpful and easily reference-able resource to help the research community get the most out of the methodology and to address some of the most common questions we hear from clients.

[DOWNLOAD IT >](#)

You may also want to check out these related articles:

[Delving Deeper into Emotional Response and Moment-to-Moment Testing with Sarah Evans and Joy Mackenbracht](#)

[Vision Critical's Aaron Paquette "raises the curtain" on entertainment research, online dial testing and more](#)

About Dialsmith

Dialsmith is a Portland, Oregon-based technology company that develops products and services for research, audience engagement and live event scoring. We are pioneers in the development of tools for capturing and displaying continuous and moment-to-moment feedback and are the worldwide marketers, sellers and service providers for Perception Analyzer®, Perception Analyzer Online®, ISX Scoring™ and Slidermetrix®. Featured on CNN, FOX News, Food Network, ESPN X Games, The New York Times and more, Dialsmith's Perception Analyzer tools are the gold standard for dial-based focus group testing, public opinion polling and audience engagement. To learn more, visit www.dialsmith.com.

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