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## **For Immediate Release**

# **Dialsmith and Qualtrics Partner to Add Online Dial Testing to Qualtrics Surveys**

Portland, Ore. and San Francisco, Calif. (Jan 19, 2016)—Today, Dialsmith and Qualtrics announced a partnership that will give Qualtrics customers the ability to add Dialsmith’s online dial testing to their surveys. Qualtrics is offering Dialsmith’s service through the Qualtrics Innovation Exchange marketplace.

Used by researchers in more than 45 countries around the world and featured regularly on CNN, Fox News and other television networks, Dialsmith’s dial testing tools and services are widely used to gather real time, in-the-moment feedback on media, speeches, presentations and messages. By integrating Dialsmith’s tools into Qualtrics surveys, researchers can conduct quantitative and qualitative analysis on recorded video and/or audio and test various lengths of content from shorter clips (e.g., ads, promos, trailers, animatics) to full-length content (e.g., TV pilot episodes, speeches, sales presentations, debates).

“There is excitement and interest on the part of both Qualtrics and Dialsmith clients for a way to pair online dial testing with Qualtrics surveys,” said Tucker Stockman, Qualtrics Manager of Global Strategic Partnerships and Alliances. “These are exactly the types of partnerships and synergies we envisioned we when launched the Qualtrics Innovation Exchange, and we’ll continue to add partners, such as Dialsmith, that bring value and help us best serve the Qualtrics community.”

To learn more about Dialsmith’s online dial testing and integrating it with Qualtrics surveys, go to <http://www.qualtrics.com/innovation-exchange/dialsmith/>.

## **About Qualtrics**

Qualtrics is a rapidly growing software-as-a-service company and the provider of the world’s leading insight platform. More than 7,000 enterprises worldwide, including half of the Fortune 100 and 99 of the top 100 business schools, rely on Qualtrics technology. Our solutions make it fast and easy to capture customer, employee, and market insights in one place. These insights help our clients make informed, data-driven business decisions. Global enterprises, academic institutions, and government agencies use Qualtrics to collect, analyze, and act on voice of the customer, customer satisfaction, employee engagement, 360-degree reviews, brand, market, product concept, and employee feedback. To learn more, please visit [www.qualtrics.com](http://www.qualtrics.com).

## **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](http://www.dialsmith.com).