



## **ACUPOLL Honored with Two 2020 Achievement in Insight and Research Awards**

*Global Leader Confirmit Announces AIR Awards to Recognize Innovative Leaders in Market Research*

**Cincinnati, OH, October 6, 2020** – ACUPOLL Precision Research, Inc., has been awarded two 2020 [Confirmit AIR \(Achievement in Insight and Research\) Awards](#) for insight and innovation throughout the course of the COVID-19 pandemic.

The **AIR Agency Award** recognizes ACUPOLL’s success in delivering outstanding Market Research and insight practices. “We’re delighted to recognize ACUPOLL as a 2020 Confirmit AIR Award winner for its excellence in delivering critical insights to its clients,” said Kyle Ferguson, CEO of Confirmit. “Combining effective data collection with actionable and inspiring data interpretation is central to deliver value to clients. We are proud to partner with ACUPOLL as they continue to make this combination possible and drive the future of the MR market forward.”

The **Business Transformation Award** was specially created to commend ACUPOLL’s expertise and tenacity in providing innovative insight to help mitigate the impact of the coronavirus pandemic. “2020 has been an extraordinary and challenging year for every business, and MR agencies are no exception,” said Ferguson. “ACUPOLL has done exceptional work in pivoting its business to meet the changed needs of their clients. We are extremely proud to be their partner as they continue to deliver some of the most innovative research approaches that truly lead the industry.”

“We are grateful to receive these two Confirmit Achievement Awards,” notes Jeff Goldstein, President of ACUPOLL, “and even more delighted to be able to help so many people better understand how to navigate their businesses and communities through these difficult times. Our team always strives to *Transcend the Status Quo*, and that couldn’t be more important than it is today as we work to build a better tomorrow.” When the world virtually stopped in March of this year, ACUPOLL led the charge in seeking to understand the effect on consumers and their behavior – and what it would mean for clients’ brands and the future of their businesses and communities. In particular, ACUPOLL focused on 1) helping clients, the community and government better respond to the crisis; 2) ensuring research data quality amid the changing atmosphere; and 3) anticipating how to come out even stronger as a company than before the crisis.

ACUPOLL set the course in tracking the emotions, opinions, and evolving behaviors of consumers by posing questions other firms weren’t asking. The results from over a dozen waves of research fielded among more than 20,000 consumers have been published freely to help clients and the nation’s communities thrive. In tandem with these surveys, ACUPOLL provided COVID-19 tracking research for local business incubator CincyTech, who used the findings to help inform Governor DeWine – one of the most progressive and successful American governors operating during the pandemic – and the Re-Start Ohio committee. ACUPOLL’s COVID-19 Reports have also been incorporated in the global research portals of some of the world’s largest financial, consumer products, and consulting companies – clients and non-clients alike.

Within a few weeks of the shutdown, ACUPOLL also took the lead in understanding its impact on client research results by analyzing data from prior crises, sharing learnings from sample providers, and re-testing more than 20 concepts and Spark MCR® idea screening studies to compare results to those from before the crisis. And ACUPOLL has risen to the occasion during the crisis to innovate within its own company, funding development of three new methodologies and research platforms that will be rolled out in the coming months, while retaining all employees to support client demand.

Now in their third year, the prestigious AIR Awards celebrate Conformat clients committed to driving business success by unlocking powerful insights. Receiving a Conformat AIR Award demonstrates ACUPOLL's ability to break down the barriers and transform complex data into actionable insights that enable their clients to fuel action. ACUPOLL earned these Conformat AIR Awards based on its fierce commitment to client satisfaction and responsiveness, data quality, and leadership in innovation – all while protecting worker safety.

For more information about ACUPOLL, its unique methodologies, ongoing Covid-19 tracking, and tests on data quality, please visit <https://www.acupoll.com/>. For more information about the 2020 Conformat AIR Awards, visit <https://www.conformat.com/Company/Awards/AIR-Awards/>

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### **About the Conformat AIR Awards**

The Conformat AIR (Achievement in Insight and Research) Awards have been created to recognize innovation and excellence in Market Research and Insight practices. Open exclusively to Conformat clients, the AIR Awards provide an opportunity for Market Research agencies and enterprise insight teams to showcase their success by demonstrating their commitment to delivering insight that drives business performance.

With over 20 years of experience in driving and supporting the Market Research industry worldwide, Conformat is delighted to share its clients' successes and honor the people and businesses whose dedication to insight and analytics fuel this dynamic industry. For more information on awards criteria, visit: <https://www.conformat.com/Company/Awards/AIR-Awards/>

### **About Conformat**

Conformat is the world's leading vendor for Market Research, Customer Experience, and Employee Engagement solutions. Conformat platforms enable data collection, analysis, visualization and action management to empower businesses to make smarter decisions that drive business growth. Conformat supports over 650 clients in more than 50 countries, including many of the world's leading brands.

Conformat has offices in Australia, Bosnia and Herzegovina, Canada, Germany, Norway, Russia, Sweden, the United Kingdom and the United States. Conformat's software is also distributed through partner resellers in Madrid, Milan, and Tokyo. Visit [www.conformat.com](http://www.conformat.com) for more information.

### **About ACUPOLL**

ACUPOLL Precision Research, Inc., is a disruptive market research firm committed to providing more precise solutions that empower clients to make better business decisions. Everything we do is designed to drive success in innovation, marketing strategy, and execution. Beginning in 1991, we sought to break through the barriers of traditional concept research to get more predictive results faster, and invented an in-person qual+quant methodology to provide more actionable learning in real time. Nearly three decades later, we continue to "transcend the status quo" with our unique methodologies aimed at delivering *more* for our clients, all with the speed and cost-efficiency they demand.

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