

CASE STUDY

Ascribe and Google Surveys: Better decisions with market research



Goal: Expanding customer insights

Ascribe Intelligence Suite provides researchers with industry-leading verbatim coding, data mining, sentiment analysis, and visualization of customer feedback. Ascribe was looking to expand their offering to include an online survey solution. Google Surveys provided a simple and cost-effective way to reach and collect feedback from consumers on mobile devices and the web, across a growing list of countries, demographics, and languages.

Challenge: Finding the right solution

Ascribe spent years seeking the optimal survey tool to embed within its advanced text analysis solution to drive down the cost of high quality survey data collection. Ascribe evaluated the preeminent survey technologies in the market and none of them offered a flexible API coupled with a low-cost, global population sample. Google Surveys presented the optimal solution. Integration was quick and smooth, resulting in a survey platform with unparalleled simplicity and reach.

Solution: Capitalizing on the Google Surveys Platform

Google Surveys offers a developer API that enables programmatic creation, fielding, and analysis of surveys on the Google Surveys platform. Choosing from Google API client libraries that are available in many popular programming languages, Ascribe leveraged the .NET library to seamlessly integrate Google Surveys with the Ascribe Intelligence Suite, creating a new product called Ascribe Surveys.

Ascribe Surveys was designed to take advantage of Google Surveys' reach, speed, and quality, as well as the many survey options and features available in the platform. A variety of question types are available, including single answer, multiple choice, and open-ended, all of which Ascribe Surveys offers through their Google Surveys integration.

About Ascribe

Ascribe is the leading provider of verbatim analysis and coding software and solutions for the world's top research firms and brands across 57 countries.

Results

- Researchers have quick, cost-effective access to a global validated sample
- Ascribe customers can create and field surveys on the Google Surveys platform via the Ascribe Intelligence Suite
- Survey results can be analyzed and visualized in the Intelligence Suite alongside other forms of feedback and Ascribe analytics data
- Companies are equipped with an easy tool at their fingertips to drive better decisions based on consumer insight conservatives



Implementation: Integrating with the Google Surveys API

To integrate with Google Surveys, Ascribe modified their code base to securely connect with the Surveys API using the .NET library, and then chose the popular OAuth 2.0 format (one of several supported by Google) to authenticate with Google's servers. Once authenticated, Ascribe's servers could communicate with Google's, allowing for seamless survey creation and fielding.

Once the survey starts and gathers enough responses, Google Surveys organizes the results and makes them available as an Excel file. Ascribe then retrieves this file via the API, parses it, and imports it into their system. This seamless integration allows Ascribe Intelligence Suite users to analyze the survey results alongside their other Suite metrics.

"This solution combines the fastest and most cost-effective survey/sample SaaS offering on the market with world-leading comment analysis suite" explains Sr. Data Scientist, Kellan Williams of IBM's Client Center for Advanced Analytics. "The result is a new insights platform that equips researchers with speed, scope, and perspective they would otherwise have to piece together or forgo."

Result: Powering a new research product

"We're excited about collaborative opportunities on our platform that bring the reach, quality, and speed of our representative sample to third party research products," explains Dylan Lorimer, Google Surveys Product Manager

Ascribe Surveys enables researchers to survey global consumer samples and capture feedback instantly to inform marketing, operations, and service decisions.

About Google Surveys

Google Surveys is a market research tool that enables users to easily create online and mobile surveys in order to help make more informed business decisions. People browsing the web come across the survey questions when they try to access premium content like news articles or videos and publishers get paid as their users answer the questions. On mobile, people answer questions in exchange for credits for books, music, and apps. Google aggregates the responses and insights are automatically created, freeing users from the burden of more difficult analysis. To learn more, visit google.com/analytics/surveys.