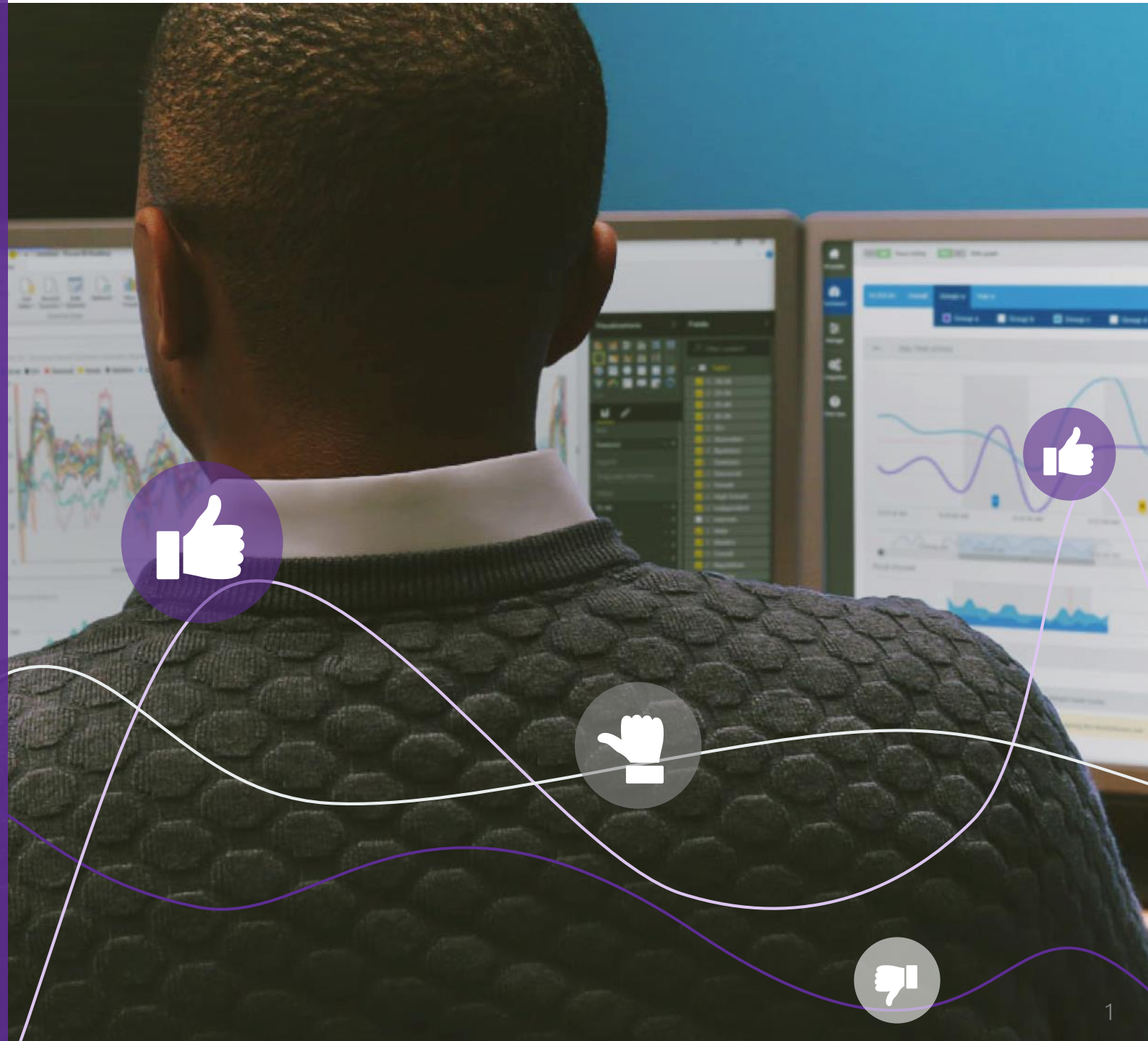
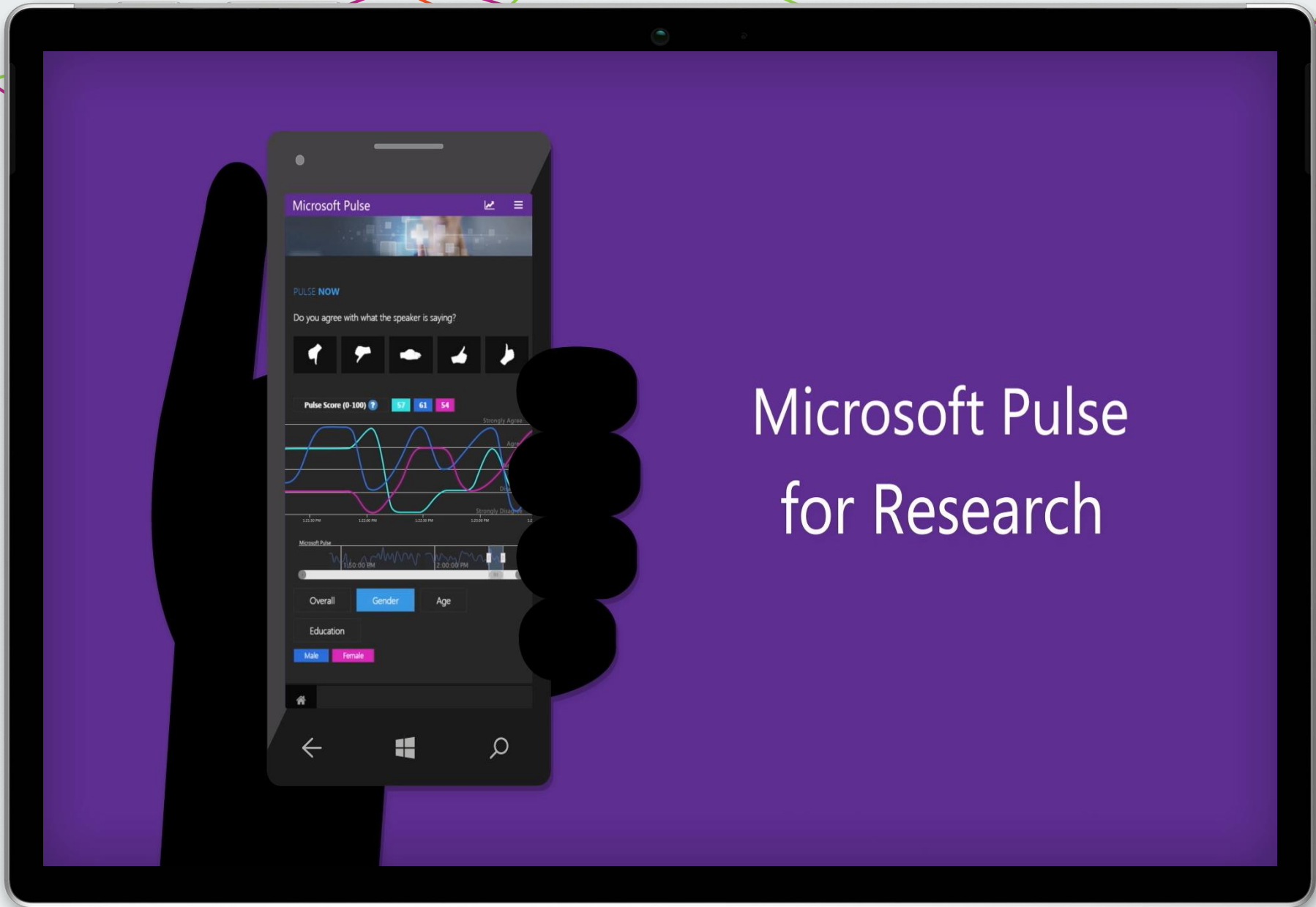


Microsoft Pulse

Pulse for Research

Instant research:
anytime,
anywhere,
for free.





Microsoft Pulse for Research

Our Goal

Qualitative and quantitative
research that is **scalable,**
affordable, fast, and free.

Online polling
and market
research is now
the **new norm**.



MOBILE SOLUTIONS



SOCIAL



Anne Jones

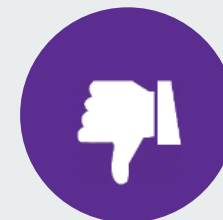
1 min | New York, NY

Which design do
you like better?
Vote in my poll!

She did this:

Like | Comment | Share

Technology has enabled market
researchers to collect data **faster**,
better, and **cheaper than ever**.





The old paradigm.

Market Research

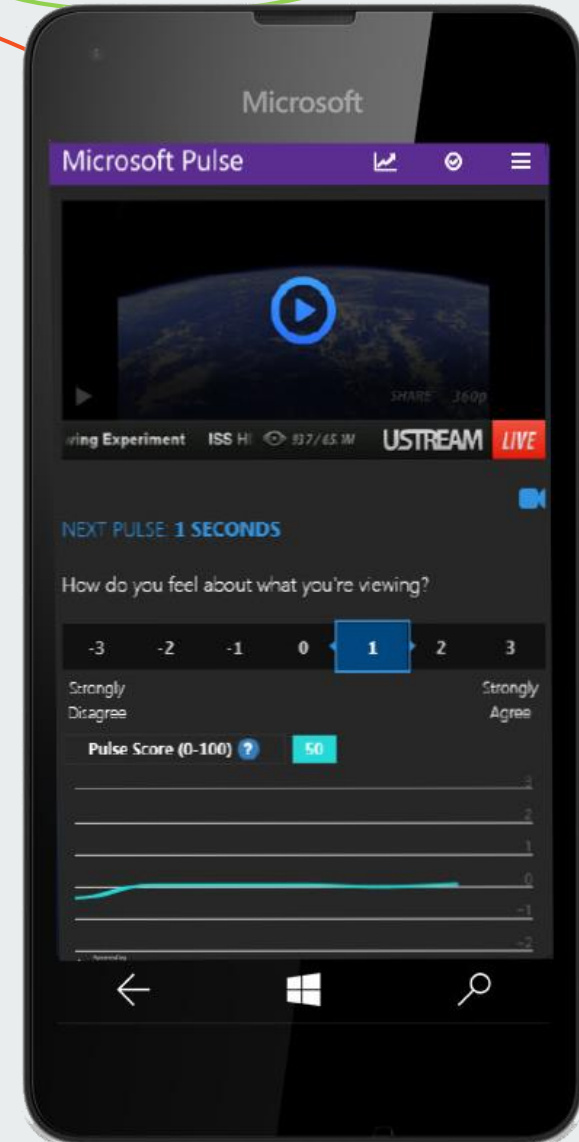


- Required hardware and/or travel
- Expensive and time consuming
- Limited to in-person studies
- Limited uses and insights
- Difficult or costly to get second-by-second reactions

Introducing **Pulse** for research

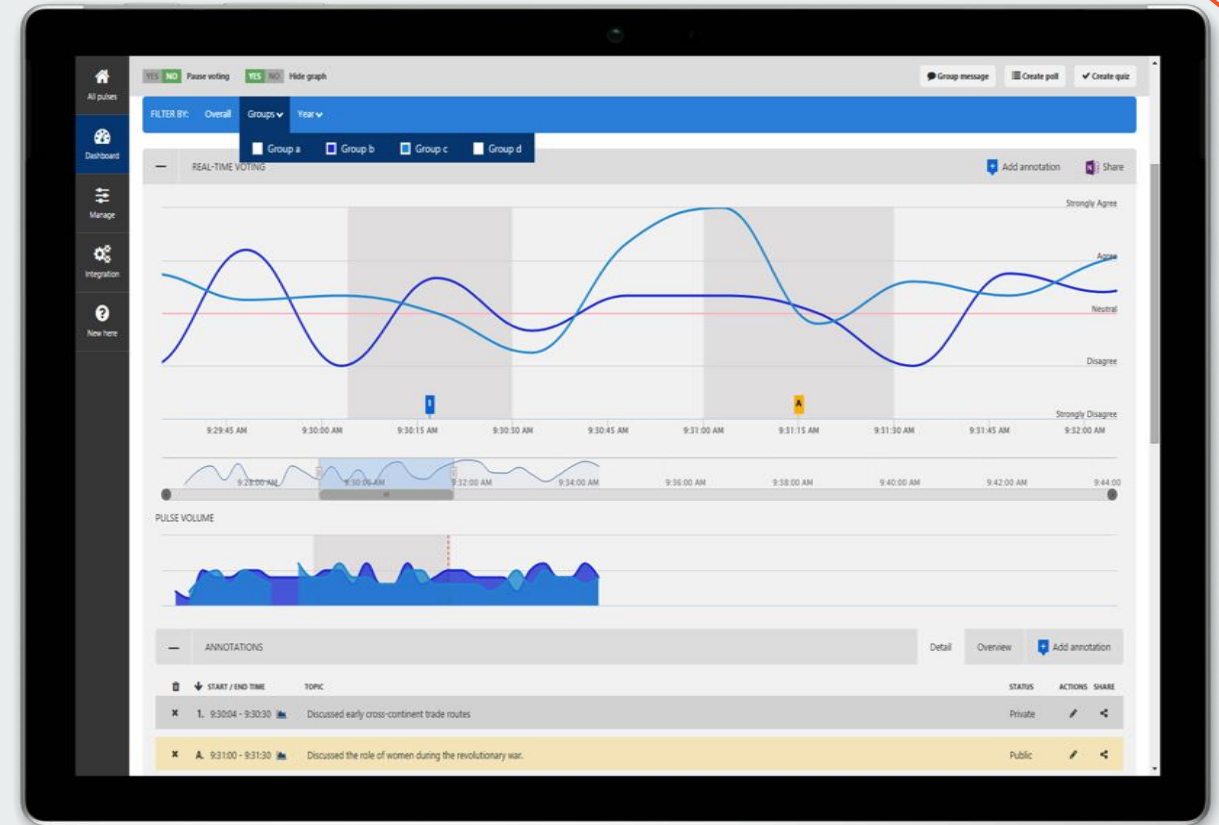
Pulse features

- Sentiment tracking, polls, and surveys
- Flexible voting scales
- Video streaming
- Customizable voting pages
- Message your respondents
- Private chatrooms and social media modules
- Works on any internet-connected device and browser



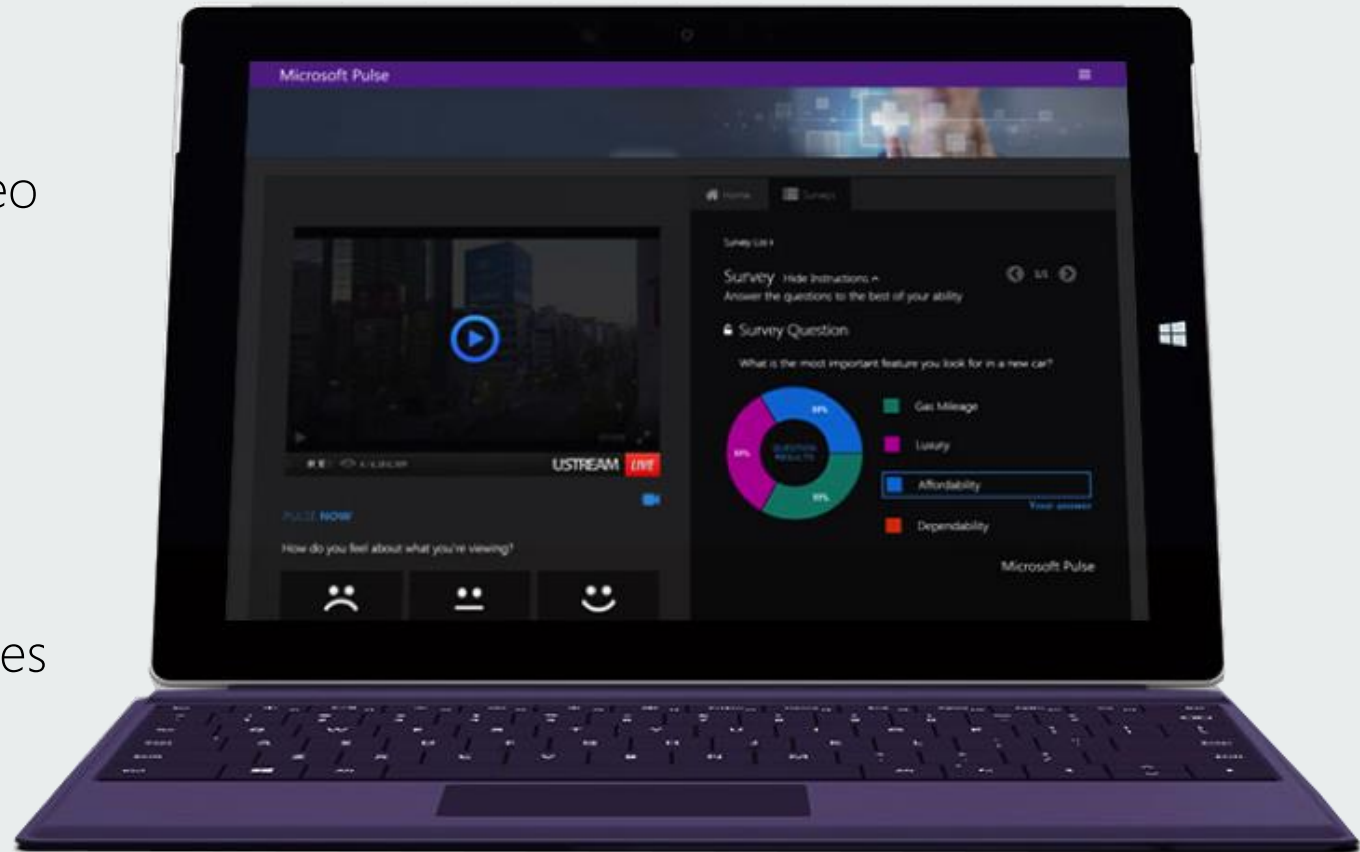
Pulse features

- Live voting with immediate results and insights
- Custom screeners and demographics
- Password protected studies
- One click voting page push to social media or a listserve
- Annotate results
- Rich analytics dashboard
- High and low voting and engagement
- Dashboard access to API and iframes
- Rich data tracking, including total votes, highest and lowest participation, unique and active visits or voters, and more



Video Integration

- Control when and how video content is displayed
- Perfect for:
 - Ad tests
 - Message test
 - Focus groups
 - Remote audience studies
 - Live content rating
 - And more...



Data & Analytics

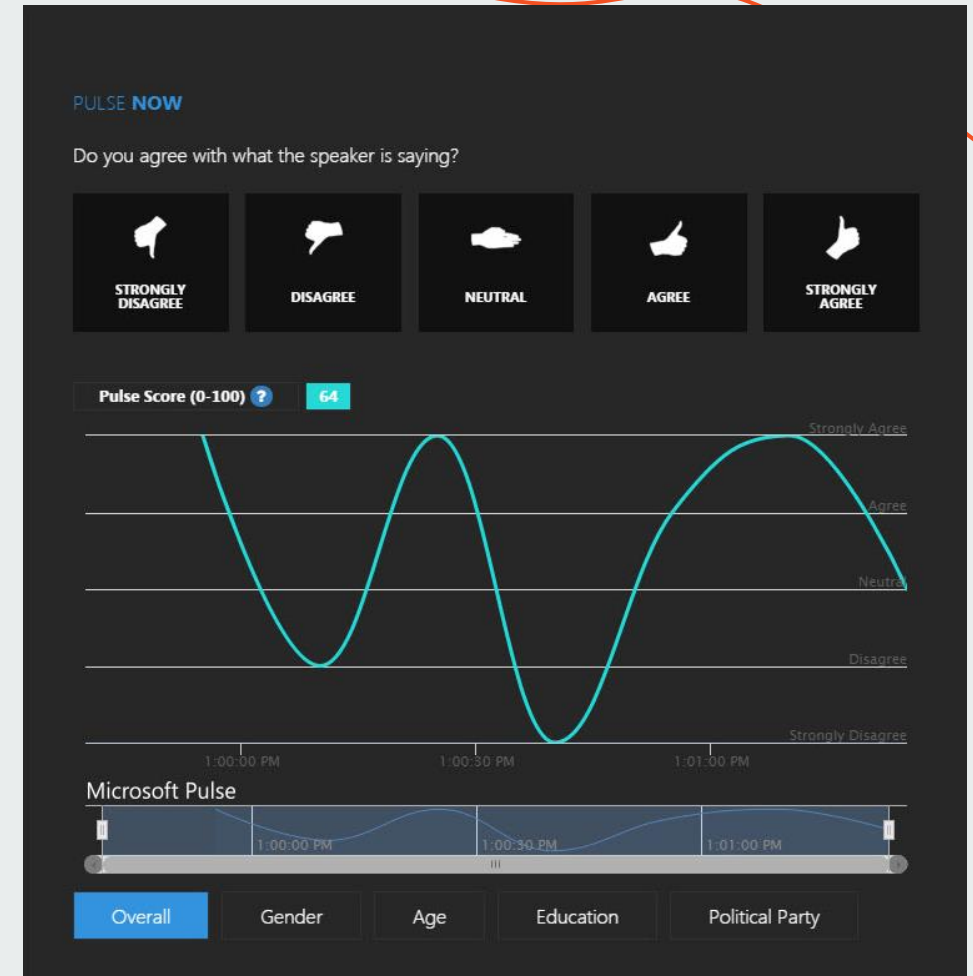
- One click download of results into Excel
- API access to gather data in real-time
- Integrates with Power BI for deeper analysis and longitudinal studies



2 ways to vote

Pulsing

- Pulse is a stimulus response voting tool that allows researchers to conduct a digital dial test on participants' own devices.
- Respondents can vote repeatedly, as much as every 5 seconds, and as often as they like.
- Researchers see responses instantly to measure sentiment in real time.



2 ways to vote

Polls & Surveys

- Polls and surveys are traditional multiple choice questions you can ask your audience – unlike poll questions, your audience answers these only once and we do not track changes in response over time.
- Survey function with randomization lets researchers collect responses all at once and before, during, and after a study.

Survey Hide Instructions ^

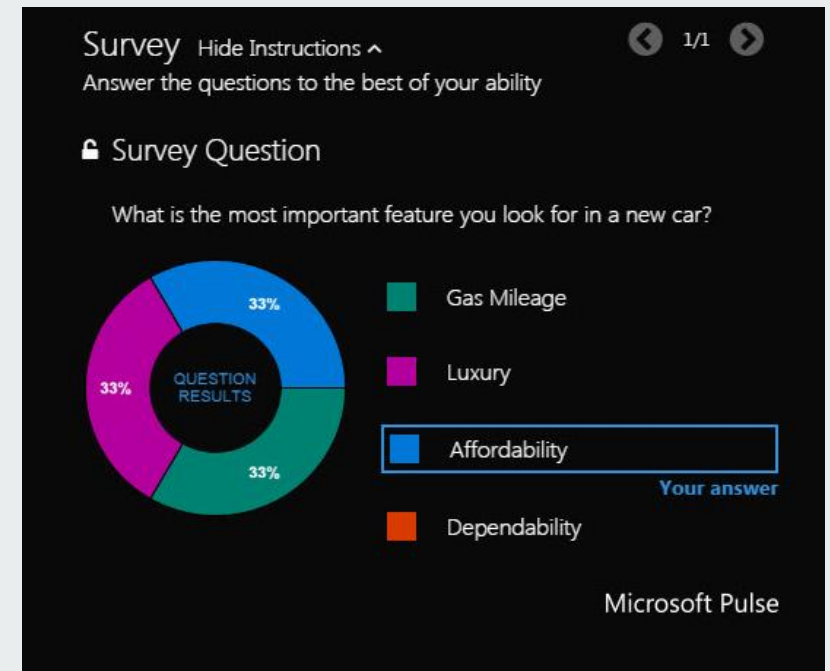
The answers to the questions are your opinion. There are no right or wrong answers.

Survey on Purchasing a New Car

What is the most important to you when buying a new car?

- Styling
- Price
- Fuel Economy
- Other

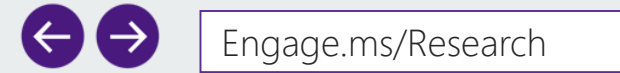
Microsoft Pulse



Research participants can Pulse in 3 easy steps

Ready

Go to market research webpage on any device



Set

Set up your profile and share a little about yourself

- Male
- Female
- Group A
- Group B

Pulse!

You're now ready to participate!

Provide live feedback on if you like or dislike the content you're seeing in real time



Create your free account
Microsoft.com/pulse/research

