



Custom Market Research Solutions Built for Data Analysis & Searchability

There is no shortage of ways to collect data and information on target markets and customers. In an effort to make this data actionable and remove manual work, Verbit has designed solutions for the market research industry's specific needs.

Verbit is making it easier than ever for companies responsible for qualitative and quantitative market research efforts to collect information more efficiently with transcription, as well as gain insights from international audiences more effectively with professional translation.

Verbit's Offerings

With Verbit, market research companies can quickly and easily reference sound bytes and data points at scale as they are collected live, as well as pulled from recorded events, videos, audio and interviews. With Verbit, market researchers can benefit from:



Translation

into 50+ languages to expand your reach to international audiences



Verbatim transcription

at the highest accuracy with speaker identification



Note taking

for summaries of dialogue taking place during market research efforts



Integrations

(API and out-of-the-box) with dozens of platforms like Zoom and YouTube for a smooth process



Captions

on live and recorded video and audio to make it searchable, accessible and to improve comprehension of participants and viewers



Unbeatable turnaround time

of transcripts and translations

Consider Verbit's translation & transcription to collect and reference information from:

- ▶ Surveys & Interviews
- ▶ Product Testing Testimonials
- ▶ In-Person & Virtual Meetings
- ▶ Focus Groups
- ▶ Marketing & Awareness Videos
- ▶ Events

Market Research Made Easier

Verbit offers a straightforward, user-friendly experience to make market research efforts scalable and frictionless. You can request services like translation and transcription for multiple recordings in bulk or events happening simultaneously.

We can also tailor Verbit's offerings to fit into your budget and meet your unique market research needs with templates and customization. Benefit from fast turnaround times without sacrificing on your need for word-for-word accuracy, which is essential for data collection.



Summing it Up

Verbit's team is with you every step of the way to provide expertise tailored to meet your needs.



An essential partner

Committed to helping market research professionals in their work.



Accelerating progress

Helping you access your materials and events with greater ease with searchable features and referencing opportunities.



Specialized teams and technology

Deep understanding of market research professionals' needs with expert teams and purpose-built technology.



Compliance covered

Supporting your need to meet ADA and Equality Act 2010 guidelines for accessible & inclusive content & experiences.

Don't Take Our Word For It

Verbit is trusted by leading corporations, media agencies and government bodies alike, who are often held to the highest standards of access, including:

