

## PRESS RELEASE

### **Greenfield Online Offers Clients Enhanced Survey Reporting and Analytic Tool**

#### **GoReport™ will be provided to all clients that program their surveys with Greenfield Online**

Wilton, CT, January 5, 2009 – Greenfield Online, Inc., today announced the launch of GoReport,™ the company's web-based reporting and analytic tool. GoReport™ will enable clients to access data in real-time, and begin conducting analysis of both data and verbatim responses while their survey is still in-field. GoReport provides users with an easy-to-use interface and the ability to drag and drop data into Power Point® slides.

"Many of our clients have looked to us to provide technology-based solutions that help reduce their cost and improve cycle time, says Keith Price, EVP, Greenfield Online. "Providing research companies with real-time analytic capabilities enables them to expedite data analysis and top-line reporting, allowing more time to provide their clients with relevant insights and value-added consulting services.

GoReport is provided as part of a standard offering to all clients that use Greenfield Online for survey programming. GoReport integrates with GoClient, the company's password-protected client portal.

"Last year, we were awarded a Connecticut Quality and Improvement Award for our "First time Right" programming process. We have grown not only our programming capacity, but it has become a strong area of focus for our business" says John Tan, SVP Global Operations. "By adding GoReport to the offering we've truly become a one-stop-shop for many of our clients."

The company partnered with Invoke Solutions, a technology-driven custom market research firm to create GoReport, which was built based on the Invoke Engage Analytics platform. Select Greenfield Online clients began using the tool in October 2008.

To view a demonstration of GoReport, click here <http://www.greenfield-ciaosurveys.com/goreport.asp> to enroll in the company's weekly webinar.

#### **About Greenfield Online, Inc.**

**Greenfield Online, Inc.** is a global interactive media and services company that collects consumer attitudes about products and services, enabling consumers to reach informed purchasing decisions about the products and services they want to buy; and helping companies better understand their customer in order to formulate effective product marketing strategies. Proprietary, innovative technology enables us to collect these opinions quickly and accurately, and to organize them into actionable form. Through our Greenfield Online and Ciao Surveys websites and affiliate networks, we collect, organize and sell consumer opinions in the form of survey responses to marketing research companies and companies worldwide. For more

information, visit [www.greenfield-ciaosurveys.com](http://www.greenfield-ciaosurveys.com). To take a survey, go to [www.greenfieldonline.com](http://www.greenfieldonline.com).

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### **About Invoke Solutions**

Invoke Solutions is a technology-driven, innovative custom market research firm focused on supporting specific decisions about brands, communications, product innovation and customer strategies. Our unique value proposition of speed, flexibility, and efficiency is proven by a decade of performance with very demanding customers. In a word where the desire to tie research to business results is paramount Invoke prides itself in delivering “results that matter”. Visit <http://www.invoke.com/> for more information.