

InCrowd Delivers 1.5 Millionth MicroSurvey Answer

Milestone Evidences InCrowd's Rapid Growth and Delivery of Insights to the Life Sciences Market Research Industry

InCrowd, pioneer of real-time market intelligence to the life sciences and healthcare industries, has passed a milestone "delivering 1.5 million answers from its Crowd of healthcare professionals. It took InCrowd 17 months to deliver 500,000 answers, compared to the six years it took to reach 1 million answers last year.

This achievement points to the appetite the life sciences industry has for the suite of InCrowd's technology products and reflects how much InCrowd has grown over the last year.

And, this milestone coincides with the launch earlier this summer of Global MicroTracker, a new automated market monitoring solution for life science and pharmaceutical brands in competitive global markets.

"The increasingly fast pace of our products and reach into global markets shows the life sciences industry is ready for a different way of doing market research," said Janet Kosloff, CEO and co-founder of InCrowd. "Thanks to the many physicians and healthcare professionals who partner with us, we are able to share valuable insights with our clients in real-time and we continue to lead technological innovation in the life sciences market research space."

InCrowd's core MicroSurvey micro research platform is the engine that powers these accomplishments and fills a growing need in the life sciences field for automated market research solutions. InCrowd's MicroSurveys elicit dramatically higher response rates by asking fewer questions, allowing surveys to be completed in 5 minutes or less. Demand for MicroSurveys is growing, as demonstrated by how quickly InCrowd reached its 1.5 millionth answer. Thanks to InCrowd's surveys, brands in the life sciences, medical device, and biotech industries can receive high quality data fast and efficiently, and much more quickly than with traditional manual market research methods.

About InCrowd InCrowd provides a mobile microsurvey methodology and analytics engine that enables clients to reach targeted specialists and stakeholders easily among our extensive and diverse "Crowd" of healthcare professionals. These experts are available on-demand throughout the United States and around the globe, through the InCrowd platform, which is offered in 20 different languages. The brevity, speed, and simplicity of InCrowd's approach has fundamentally changed the industry by providing quality data in situations where it was previously impossible to get timely market information. Nineteen of the top 20 pharmaceutical firms have relied upon InCrowd's robust quality processes and verified experts to make fast, validated business decisions. For more information, visit www.incrowdnow.com.

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