Brands wanting to gain insight will benefit from integrating an API to reach more individuals, says Cint

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Stockholm, Sweden (RPRN) 10/12/12 — Companies looking to gain market insight from as large a number of individuals as possible would stand out from competitors by integrating and insight solution to their existing survey software, advises Cint, the provider of market research tools. As the marketplace becomes increasingly competitive on global scale, brands that get ahead will be the ones that have a thorough understanding of their target market, and the most effective way of doing this is by obtaining market insight from as wide a pool as possible.

Tools such as Cint Link offer an application programming interface (API) that creates a connection between third party systems and the marketplace, OpinionHUB. Cint's exchange platform, OpinionHUB, offers access to seven million individuals from 50 different countries, recruited through 500 different panel owners including publishers, local media outlets, market research agencies and nonprofit organizations. Agencies and brands integrating Cint Link with their existing survey software will then have a vital audience at their fingertips in order to understand needs and opinions of their target market, whether for new product development or to form the basis of sales and marketing strategies.

Bo Mattsson, chief executive of Cint comments: “In order to obtain market intelligence, the chosen field needs to be as wide as possible to obtain the best results. Many organizations and market research agencies have existing software they use to deploy surveys but do not have access to the an audience big enough to ensure their outcomes are valid and worthwhile. Utilizing a tool with open API abilities, like Cint Link is essential to establish the most valuable results to form future business and marketing strategies.”

Cint partners with a number of market research agencies and software providers all across the world.

For more information on accessing opinions through DIY market research solutions, or to find out how to partner with Cint, please visit www.cint.com.

Media Contact Name: Keredy Andrews
Media Phone: 0044 1858411600
Media Web Address: http://www.punchcomms.com
Company Contact Name: Keredy Andrews
Company Phone: 0044 1858411600
Company Web Address: http://www.cint.com

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