

Evolve Research

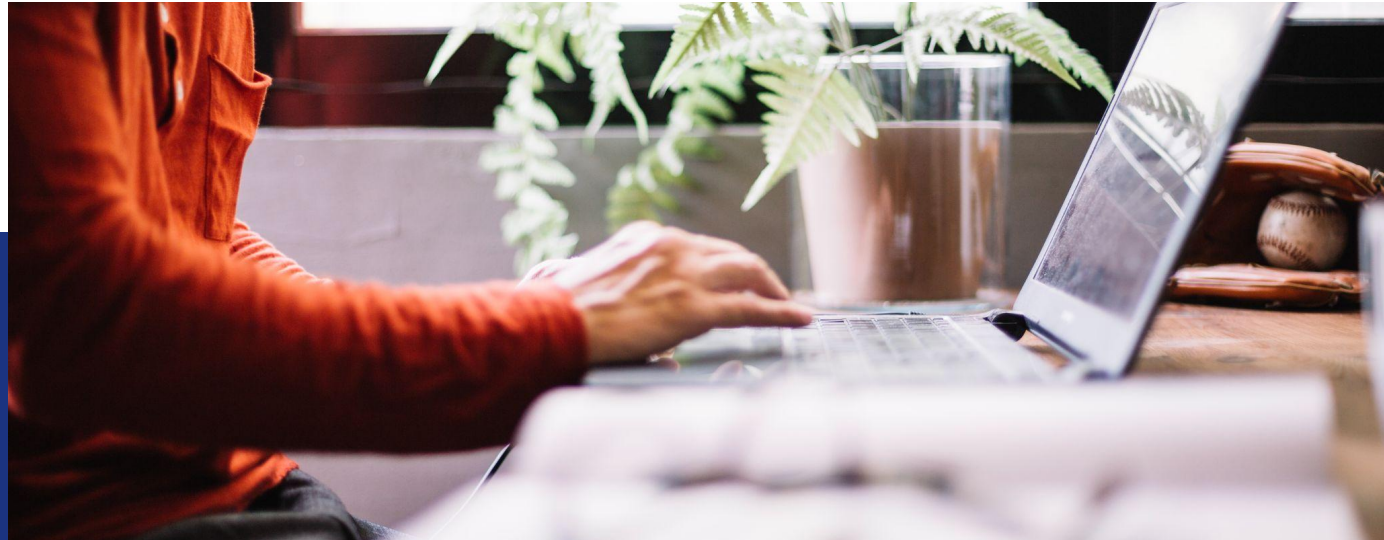
The behavioral marketing and research firm streamlines survey programming, complex data analysis, and client reporting.



CONTACT

Kevin Jessop

CEO, Evolve Research



SOLUTION

Research Edition +
QuestionPro BI

OVERVIEW

Evolve Research switched to QuestionPro for a cost-effective, customizable solution. Using features like MaxDiff and advanced segmentation, they saved hours on reports and improved client satisfaction.

ABOUT EVOLVE RESEARCH

- Founded in 2005
- Based in Oklahoma

evolve-research.com

CHALLENGES

- Find a cost-effective research platform.
- Regain control over survey customization and flexibility.
- Access to timely and responsive customer support.

Overview

Evolve Research is a full-service research consultancy that specializes in decoding human behavior. The team provides clients with strategy-first, data-driven insights to drive behavior change, from message testing to public health interventions.

Led by a multidisciplinary team of strategists, analysts, and consultants, Evolve takes pride in developing deeply tailored research methodologies and translating findings into meaningful recommendations.

“We don’t just deliver data. We tell our clients very specifically what actions they need to take, in order to get their customers or stakeholders to do what it is they want them to do” — Stewart Law, Marketing Insight Consultant and Behavior Change Strategist.

Goal

Find a research platform that offered the right balance of flexibility, advanced functionality, and an intuitive user interface. Their ideal solution needed to support both simple and complex survey methodologies, like MaxDiff, custom logic, and segmentation, while also accelerating reporting and improving the delivery of insights to clients. Just as important, they were looking for a partner known for responsive, people-first customer support.

"What used to take us one or two days now takes just a few hours. The AI-driven dashboards and reporting tools have been a game-changer for our team."



Kevin Jessop
CEO, Evolve Research

Process and activation

After identifying QuestionPro through G2 reviews and competitive research, Evolve shortlisted three platforms. A standout demo and responsive pre-sales experience made the decision clear. Even before formal onboarding, QuestionPro's team, from sales to product, was already engaged and delivering value.

During setup, the team received personal training sessions, fast-tracked technical support, and tailored solutions, including a custom redirect script for a multi-panel study. As a result, Evolve's researchers were able to hit the ground running with full confidence in both the platform and the people behind it.

QuestionPro enabled the team to:

1. Save 8–10 hours per project that would have been spent creating reports.
2. Share client-ready dashboards in under 10 minutes.
3. Implement auto-focus for matrix questions to reduce bias.
4. Utilize segmented insights to compare responses by demographics (age, gender, political affiliation, etc.).
5. Create custom question flows and split samples with ease.
6. Run gap analysis and bipolar scale questions for more detailed data.
7. Increase internal efficiency and client satisfaction.

QuestionPro Research Edition overview:

- Multilingual surveys
- Advanced branching logic
- Looping logic
- Real-time dashboards
- 20+ survey themes
- Van Westendorp
- Gabor-Granger
- Conjoint
- MaxDiff

And much more!

Learn more

questionpro.com/research-edition



Future

Evolve plans to continue using QuestionPro for both large-scale public health studies and smaller commercial messaging tests. They look forward to further improvements in dashboard widgets for question types like MaxDiff and gap analysis.

“We feel heard. We feel respected. This is the first time we’ve truly felt like a partner to a vendor.”

— Stewart Law, Marketing Insight Consultant and Behavior Change Strategist.