QuestionPro

Lab42 Research

The boutique market research agency finds a flexible, intuitive survey platform to power quick-turn, complex, and customized studies.

lab42
market research

CONTACT

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Founder & Managing Director, Lab42
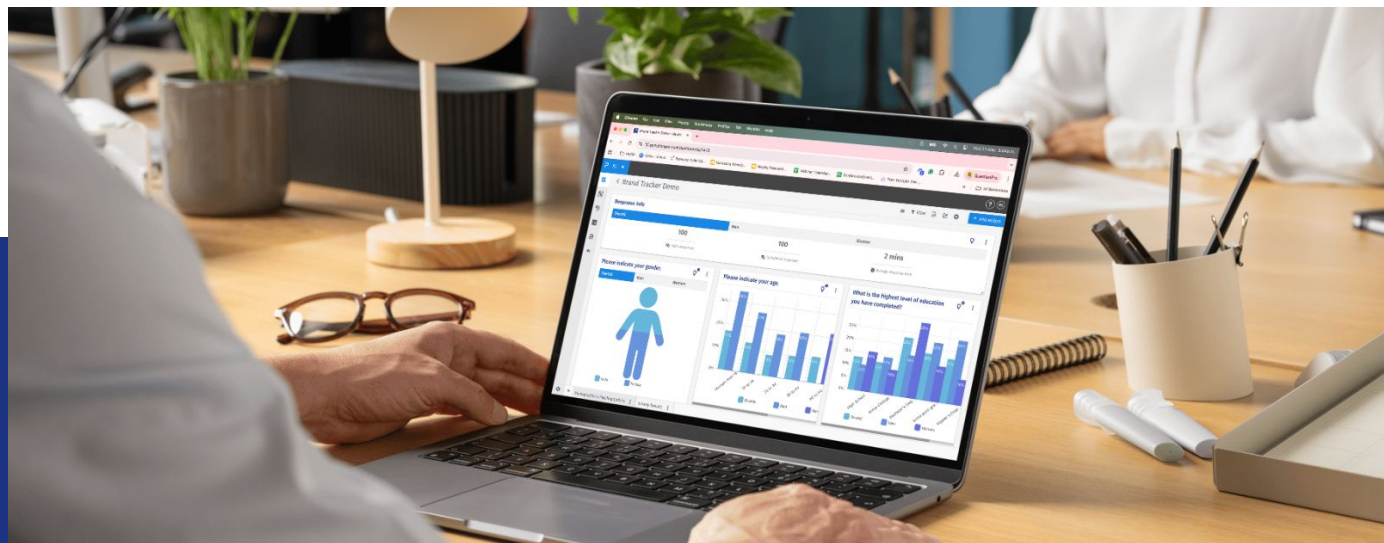
SOLUTION

Research Edition + QuestionPro BI

OVERVIEW

Lab42 chose QuestionPro for its flexibility and ease of use. Leveraging advanced logic and quota controls, they streamlined complex projects, saved time, and improved client outcomes.

ABOUT LAB42

- Founded in 2010
- Based in Chicago

lab42.com

CHALLENGES

- Find a platform that supports advanced logic and quota management.
- Ensure an intuitive user experience for fast team onboarding.
- Find a cost-effective solution without unnecessary bundled services.

Overview

Lab42 is a boutique quantitative market research firm known for delivering rapid, cost-effective, and highly customized research solutions. Their unique value lies in blending the agility and affordability of a small agency with the advanced capabilities typically found at larger firms.

They partner with brands and agencies on a wide range of projects, from quick-turn concept and ad tests to complex segmentation and brand equity studies. Always emphasizing speed, flexibility, and deep research expertise.

The challenge: Outgrowing legacy tools

As Lab42 evolved from a DIY survey platform to a full-service consultancy, their needs outpaced their previous software. The legacy provider shifted focus away from core survey features, raised costs significantly, and deprioritized the tools Lab42 relied on. This prompted a search for a new platform that could deliver:

- Advanced logic and quota management for sophisticated survey designs.
- Streamlined programming and data export processes.
- A user-friendly interface to minimize training and onboarding time.
- Responsive, knowledgeable support.
- Cost-effectiveness to keep research accessible for clients of all sizes.

> "We go hard in our marketing as being a flexible, cost-effective solution, and having QuestionPro as our software platform allows us to market that way. We know we can be flexible, we know we can find the answers, and we know it's a fair price."

Jonathan Pirc
Founder & Managing Director, Lab42

Finding the perfect fit

After extensive research and trials with several leading platforms (including Qualtrics, Alchemer, SurveySparrow, and others), Lab42 selected QuestionPro for its unique blend of power, flexibility, and support. Key factors in their decision included:

- **Advanced logic and quota controls:** QuestionPro's robust logic capabilities, including URL variables and redirect links, enable Lab42 to design and manage highly customized, complex studies with ease. Features that many competitors lacked.
- **Built-in research modules:** Tools like Gabor-Granger and Van Westendorp price sensitivity modules are integrated into the platform, saving hours of manual programming and ensuring reliable, standardized analytics for pricing research.
- **User-friendly interface:** The intuitive survey builder allows Lab42's team to quickly create, clone, and modify surveys, reducing setup time and minimizing the learning curve for new team members.
- **Exceptional support:** Lab42 cited QuestionPro's hands-on, knowledgeable support as a major differentiator. The support team not only responds quickly but also provides custom scripting and creative workarounds for advanced programming needs—something Lab42 struggled to find elsewhere.
- **Customizability and data export:** Multiple export options and the ability to tailor outputs to client needs streamline Lab42's workflow and enhance deliverables

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

Seamless transition and immediate impact

Lab42's migration to QuestionPro was smooth and efficient, thanks to a dedicated account manager and proactive support team. QuestionPro assisted with re-coding complex surveys, ensuring no disruption to ongoing tracking studies or client projects.

Since adopting QuestionPro, Lab42 has realized significant gains:

- **Time savings:** Survey templates, cloning, and standardized processes have accelerated project setup and delivery, allowing Lab42 to focus on insights rather than manual programming.
- **Improved client outcomes:** Built-in analytics and reporting modules enhance the quality and consistency of deliverables, enabling Lab42 to meet diverse client needs efficiently.
- **Enhanced flexibility:** The platform's adaptability supports Lab42's promise of custom research, letting them tackle everything from quick-turn express tests to advanced segmentation without compromise.
- **Cost control:** QuestionPro's pricing structure allows Lab42 to offer high-quality research at competitive rates, avoiding costly per-respondent fees and hidden charges

A true partnership for growth

Lab42 continues to use QuestionPro for all its quantitative research, confident in the platform's ability to scale with their needs. The relationship is defined by flexibility, innovation, and a shared commitment to client success. As Jon Pirc, Lab42's Founder & Managing Director, puts it, three words sum up their experience: accommodating, intuitive, and extremely flexible.