



Krealinks teams up with Voxpopme to collect video from global communities

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[Krealinks](#), specialists in online communities, today announced that it is teaming up with video insight pioneers [Voxpopme](#). The collaboration will add consumer recorded video feedback to Krealinks' rapidly expanding community services.

Since launching in 2009, Krealinks has strived to continually innovate their community-based approach, and Voxpopme's video technology provides an ideal way to incorporate video insight into their already established platform.

By integrating Voxpopme video open-ends into community research, Krealinks clients will be able to capture and analyse video at scale. This will enable respondents to express greater emotion, expression and insights when recording feedback from their digital devices, and allow researchers to benefit from more detailed, visual data.

Krealinks will access Voxpopme's full suite of tools, delivering quick turnaround video projects from initial capture and analysis, culminating in impactful consumer showreels. The ease of integration and the extensive language capabilities offered by both companies mean that researchers can immediately start capturing video feedback in over forty countries.

Ronan Rigaud, Krealinks CEO, commented:

"Since 2009, Krealinks creates and manages several thousand communities per year in more than 150 countries. We already have the largest range of community platforms available, including pop up Communities, Community Labs and Community Portals, which can host more than half a million participants. Our desire is to have the widest and best range of features

possible on the market for the collection of qualitative insight, moderation, content and member management as well as analysis of qualitative data. Our partnership with Voxpopme allows us to further expand our range of features with a quality, proven solution, and continue to deliver to our clients the most innovative solutions with the best quality of service to all."

Dave Carruthers, Voxpopme CEO, commented:

"It's great to be working so closely with Krealinks. The power of video and communities combined provides an excellent opportunity for companies to engage respondents and gain a deeper understanding of their opinions. The ability to capture, analyse and share instant video feedback from established communities will offer Krealinks an exciting way to deliver impactful video insights for clients."

Notes to editors:

1. Founded in 2013, Voxpopme has quickly established an impressive global client list of brands and agencies and has offices across North America, Europe and Asia-Pacific. The Voxpopme platform allows clients to quickly capture video within any survey, analyse at scale and share with ease - Voxpopme for a deeper understanding and greater impact.
2. To find out more please visit www.voxpopme.com or watch this short [explainer video](#)
3. Founded in 2009, Krealinks quickly became the global leader in the creation of community platforms in the world. The platforms are available in 150 countries and allow hundreds of big brands, market research institutes and digital agencies to address their daily community needs : engagement, brand content creation, qualitative market research, crowdsourcing, co-creation and knowledge sharing.
4. To find out more, please visit www.krealinks.com or contact us at info@krealinks.com

For more information:

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