



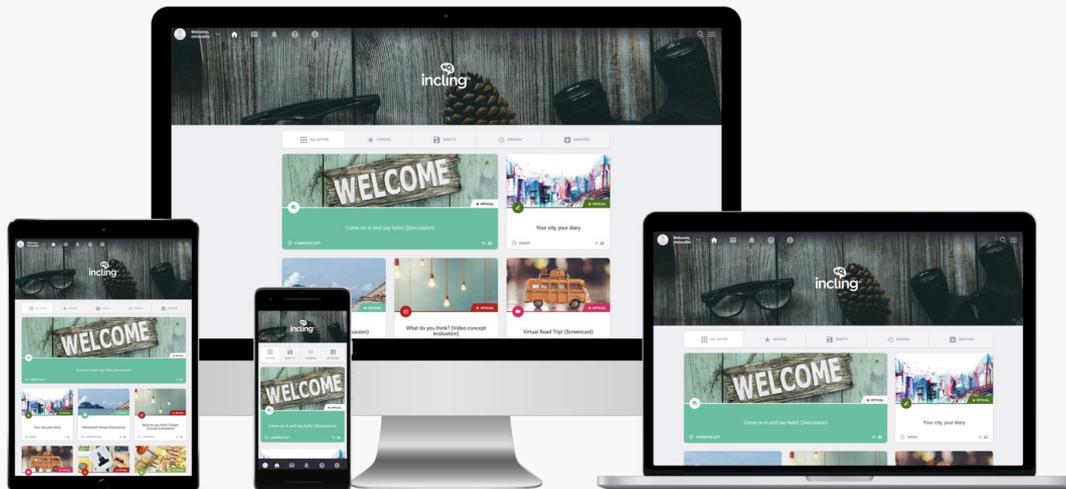
# All under one roof

**How online communities have evolved to help you do more with digital research!**



# Hello, we are incing!

Founded in 2013, we specialise in setting up and running bespoke insight communities of all shapes and sizes - from short mobile diary studies, through to large always-on insight communities. We've been fortunate enough to work with insight and strategy teams from all walks of life.

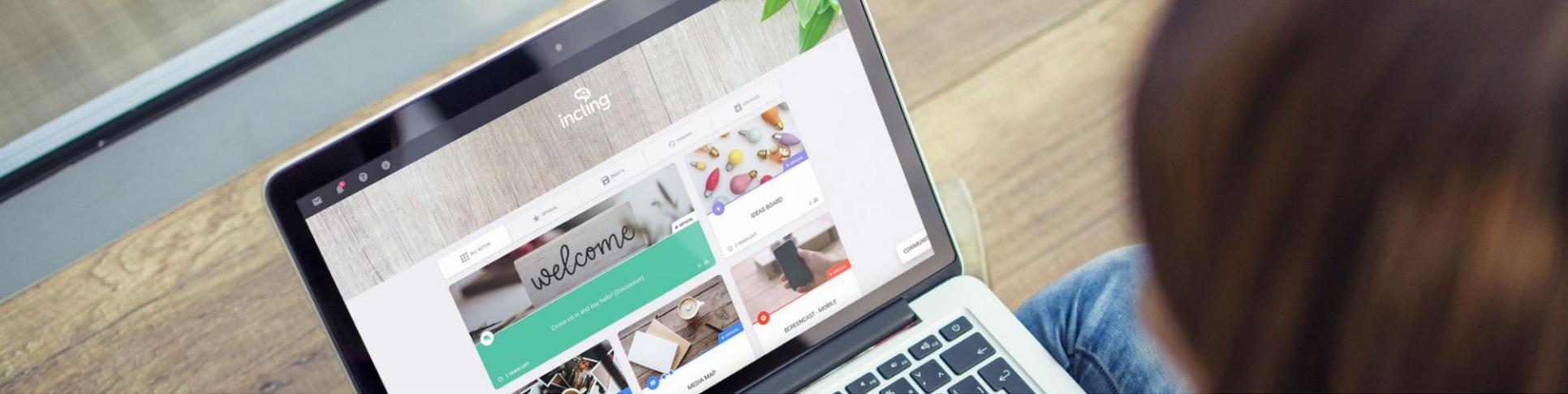


**WE'VE HAD OVER 400,000  
IN DEPTH ONLINE  
CONVERSATIONS**

**WITH PARTICIPANTS IN 31  
LANGUAGES  
ACROSS 92 COUNTRIES**

**ACROSS HUNDREDS OF  
CLIENTS IN THE UK &  
INTERNATIONALLY**

**ALL RUN ON OUR  
HOMEGROWN ONLINE  
COMMUNITY PLATFORM**



### **Flexible research platform**

Our online community platform is a versatile research engine with easy to use technology



### **Qual & quant hybrid toolkit**

Our 10+ research tasks can help with a large range of research briefs and objectives



### **DIY, or with support**

We support client with DIY platforms, or with specific research and management services

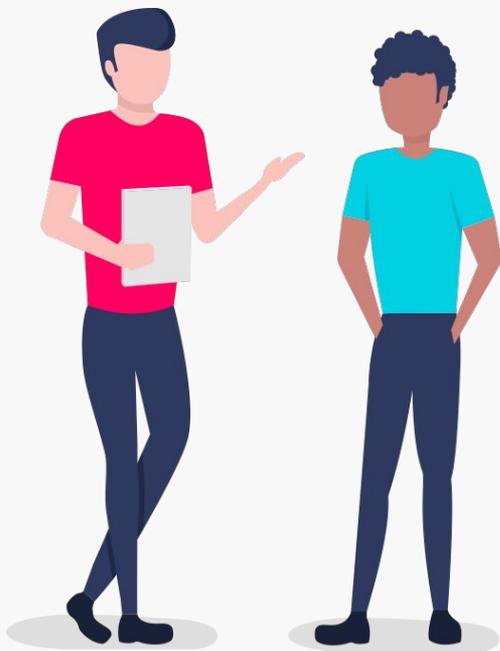
# Why do clients choose to work with **incling**?



A mix of agency types...



# We offer a **partnership**, not just a platform...



1

## **An independent UK agency... that understands agency work**

UK-based | GDPR & ISO certified | MRS  
Member since 2013

2

## **Expert support every step of the way**

Ex-agency Director team | Free project briefing/demo  
call | Dedicated Community Manager

3

## **Free guides & templates!**

Platform training pack | Activity plan templates | Project &  
screener templates | Visual mock-ups for pitches

4

## **ICG-exclusive 'Pre-Launch' review from incling**

A free platform review of any tasks, settings,  
screener setup to ensure 100% smooth  
launch.



# So, what's changed in the last 3 years?



2020

2021

2022



**Synchronous + Asynchronous Research**

-  **Automatic Translation & Video Transcription**
-  **Automatic text & themes analysis**
-  **Expanded Data Visualisations & Dashboards**

# ... leading to even broader insight possibilities!



-  **Mobile diaries**
-  **Digital ethnos**
-  **Cultural insight**
-  **Audience needs, drivers, behaviours**
-  **Segmentation enrichment**



-  **Ideation**
-  **Co-creation**
-  **Innovation**
-  **NPD**
-  **Concept testing**
-  **Proposition dev**



-  **UX Research**
-  **CX Research**
-  **User journeys**
-  **Usability testing**
-  **Prototype testing**



-  **Brand & positioning**
-  **Comms evaluation**
-  **Purchase & pricing**
-  **Market positioning**
-  **Customer closeness**

# Want a full demo or bespoke cost?

**Get in touch with our team:**

**[info@incling.com](mailto:info@incling.com)**

**+44(0)203 070 3936**

