

Lighthouse™

Effective, efficient online research requires a powerful set of tools. Morpace's Lighthouse™ Internet tools have superior design capabilities, provide a broad range of sampling options, and have a documented process to effectively monitor and control the entire process.

Our Lighthouse™ tools provide the flexibility and power needed to design virtually any type of internet study, from the simple to the most challenging. Unique measurement scales and data collection routines, complex adaptive questionnaire structures, conjoint, choice model, and configurator designs are all well within the scope of Lighthouse™ capabilities.

Some online applications that Morpace offers include:

- Ad Concept Testing – using text, still images, or video
- Conjoint Discrete Choice and Max-Diff studies that require real-time generation of randomized choice sets
- Online Focus Groups using our TeleWeb™ technology
- SOCO™ – complexity management
- B-Link™ – determining what customers want and why

Sampling Options

For panel-based samples, we use our relationships with U.S. and international panel suppliers to provide efficient, targeted samples that exactly meet your needs. This provides you with panel solutions that:

- Target specific populations – youth, ethnic groups, geographic regions, countries, business/industry targets, etc.
- Employ multiple panels to complete projects with low incidence populations or large sample sizes – samples that no single panel could provide
- Provide national and global solutions to meet your online research needs
- Provide sampling freedom not possible with a captive panel

Though we use multiple panel sources, all data collection is done in-house on our own servers. We can thus effectively monitor samples, even from multiple panels, and also keep tabs on completion rates and emerging results.

Privacy Policy

Morpace respects the privacy and security of personal information by adhering to the CASRO Code of Standards and Ethics for Survey Research. For more information, please view the Privacy Policy section of our website.

Please contact Morpace at 248.737.5300 or information@morpace.com for more information.