

The Decision Co. Acquires Stake in response: AI

Market research leaders combine forces to provide an automated, AI-driven capability for corporate insights generation through survey research.

California, Los Angeles, Jan 30, 2021 ([IssueWire.com](https://www.issuewire.com)) - The Decision Co., leading survey research and data science firm, announced today it has acquired a majority stake in response:AI effective January 22, 2021.

The marriage between the two firms creates an industry-leading team with over 40 years of combined corporate leadership & market research experience. The two companies have handled hundreds of projects over the past 24 months for regional players as well as globally recognized brands/OEMs.

"The Decision Company has been delivering Intelligence for Action for our Corporate, Non-Profit & State Agency clients since 2016. We had the opportunity to partner with Fred Barber and his team at the response:AI on several projects over the last 12 months and were incredibly impressed with their innovative approach to research and the platform itself," said Tom Broughton, President at The Decision Co.

"It is not enough to just provide good data," Broughton continued. "you must also help the client understand what to do with it and walk alongside them throughout the implementation. Our companies have the same "client first" and "outcomes-based" approach, which led to the partnership we are excited to announce today. We look forward to accomplishing great things together!"

By joining forces, The Decision Co. will now be able to offer clients both a DIY option and a full-service option for their market research needs, enabling the firm to work with a wider range of budgets and help even more businesses realize success and growth.

"The response:AI platform provides a technical solution for The Decision Company to deliver rapid and cost-effective market research insights to corporate marketers," said Dr. Frederick Barber, CEO at the response:AI. "Combining survey scripting with programmatic access to respondents and AI-powered data analysis and reporting engine, response:AI delivers survey methodologies and presentation-ready results at a fraction of the time and cost of traditional methods"

For more information on how this acquisition will affect current and future clients, please click here: <https://www.thedecisionco.com/blog/the-decision-co-acquires-a-stake-in-responseai>

About The Decision Co.: [The Decision Co.](https://www.thedecisionco.com) is survey research and data science business that goes beyond numbers to provide intelligence for action. The Decision Co. combines survey research, predictive analytics, communication strategy, and strategic business consulting into a customized service offering that empowers businesses to make better decisions.

About response:AI: [Response:AI](https://www.responseai.com) uses automation and AI to deliver world-class market research faster and more affordably than ever. By automating much of the process, what used to take months and thousands of dollars can be done in a week for a fraction of the cost. Established brands, startups, agencies, and organizations have trusted response:AI for years to gain crucial market insights.

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