

iMarkIt



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itracks iMarkIt will help you receive the visual feedback you need in order to deliver the best results. This media mark-up tool can be added to any itracks Board or itracks Realtime activity to add a creative twist to any project.

The screenshot displays the iMarkIt moderation interface. At the top left, there is a back arrow, a '0%' progress indicator, and the role 'Moderator (Moderator)'. The main instruction reads: 'Please review the concept and then mark what you like and dislike using the emoticons on the left.' On the left side, there is an 'Emoticon' panel with four options: a green smiley face, a red frowny face, a yellow neutral face, and a red question mark. The main area shows a poster for 'RIPE & RAW ORGANIC FROM THE'. The poster features a bowl of salad with avocado, tomatoes, and lettuce. A feedback popup is visible over the poster, containing the text 'I really like the typography!' and two buttons: 'Delete' and 'Update'.

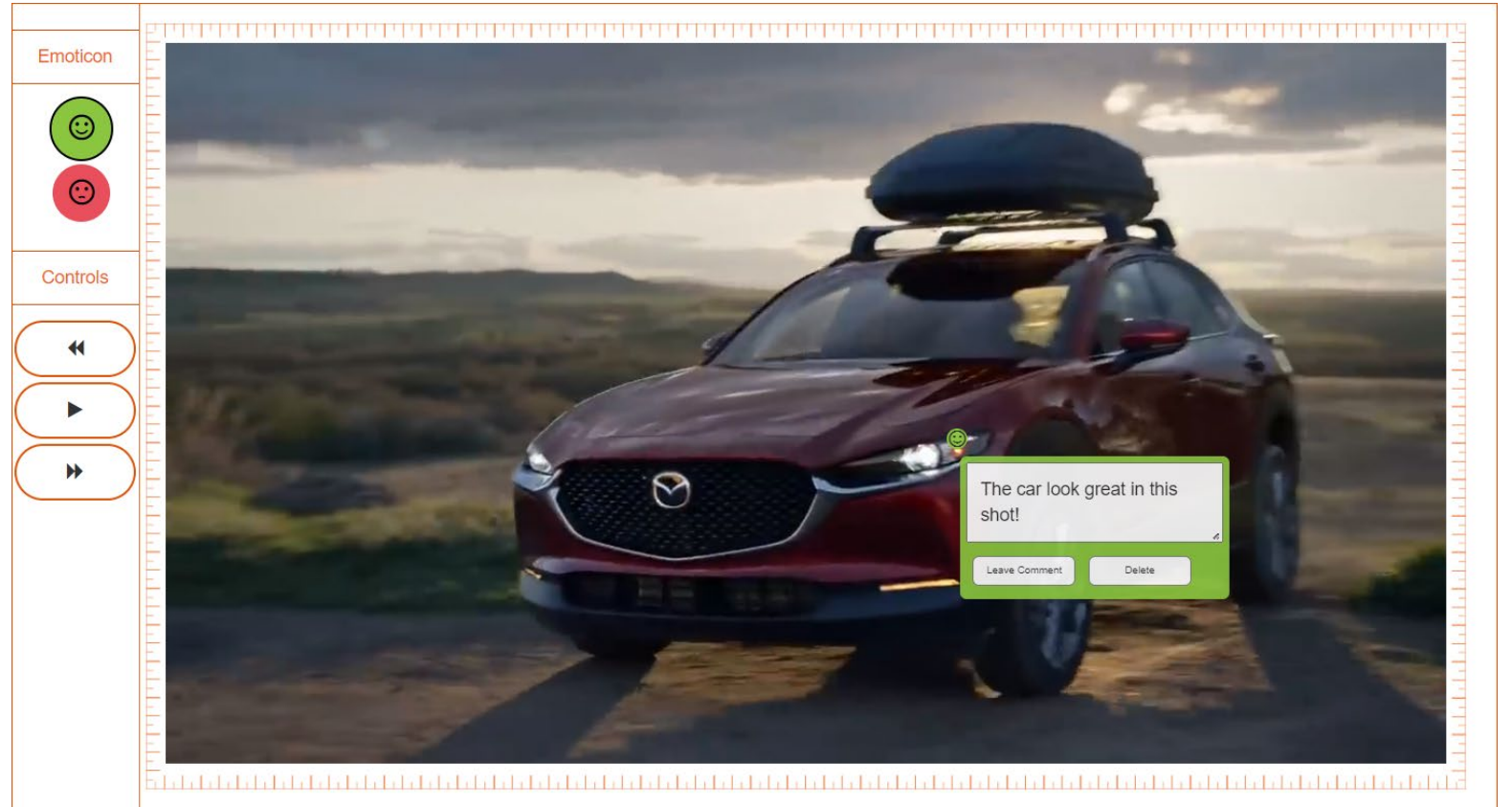
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Results are reported immediately, allowing the moderator to ask relevant probing questions while the activity is still occurring. Filter positive, neutral, and negative responses to more easily visualize feedback, and report your research via heat maps and other visual examples.



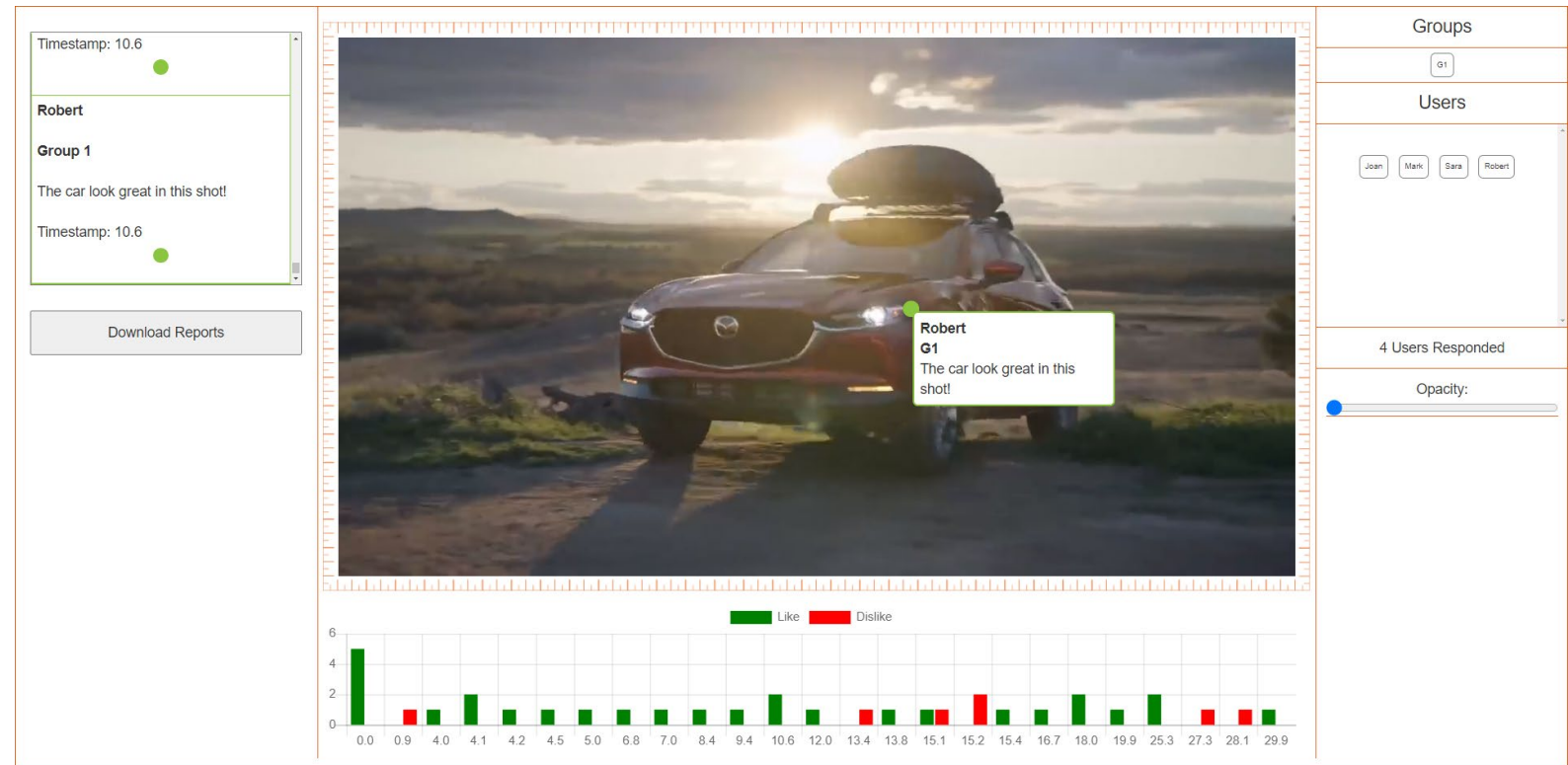
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iMarkit can also be used on Video, allowing your participants to watch a video and leave comments on frames that they like or dislike. This is a great way to get feedback on your video advertisements.





iMarkIt Video Reports allows clients to view the responses and get aggregate results of each frame that was marked up by active participants. This is a great way to get feedback on your video content.



iMarkIt is Great for:



Usability testing



Web Markups



Ad Testing

iMarkIt

Learn more about iMarkit visit

<https://www.itracks.com/imarkit>

Check out our iMarkit webinar

<https://youtu.be/Bty0re-iIDQ>

Watch iMarkit Video Demonstration

https://youtu.be/D_N2fCLrAho



iMarkIt a simple and fun way to engage your participants in an itracks Realtime Focus Group or itracks Bulletin Board



Allows you to capture in the moment responses and probe to the why in Realtime



Instant heatmapping reports that can be generated during or after the focus group



Quantifiable data that let know how many from your group like, dislike or find confusing about the visual concept



Responsive and mobile friendly allowing engagement from all smart devices