



Fact sheet

DISQO is a new kind of customer experience platform that helps brands understand **every** customer, **every** touchpoint, and **every** outcome.

Mission

To build the most trusted customer experience platform that fuels brand growth.

Boilerplate

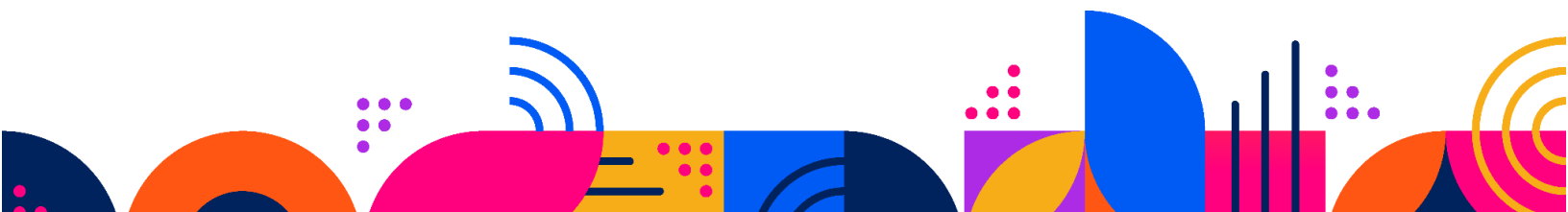
[DISQO](#) is the CX platform for understanding every customer experience. Businesses trust DISQO to power better decisions for every customer, touchpoint, and outcome. DISQO's insights, agile testing and advertising measurement products are powered by millions of consumers on the industry's largest opt-in consumer data platform. DISQO is recognized in Deloitte's Fast 500 and Ad Age's Best Places to Work, and is a Top 100 Next Gen Workplace. Follow @DISQO on [LinkedIn](#) and [Twitter](#).

How is DISQO's platform different?

Unlike other CX platforms, only DISQO's platform comes with a built-in audience of 2M+ members who share data from their customer experiences. Our 100% direct relationships enable speed, efficiency and industry-leading fraud prevention via innovative data science and proven traditional methods.

Clients combine sentiment and behavioral data from a single source, at scale – powering an understanding of what customers think, what they do, and why they do it.

Clients get fully permissioned and complete cross-platform views of customer journeys, even visibility into social media and e-commerce platforms.





Key Facts

COMPANY STATS

- **400+ employees** in 32 states and 7 countries
- **Founded** in 2015
- **Headquarters:** Los Angeles, CA
- **Founders:**
Armen Adjemian, CEO & Co-founder
Drew Kutcharian, CTO & Co-founder
Armen Petrosian, CGO & Co-founder
- [Download leadership bios here](#)

DISQO AUDIENCE (stats to-date)

- 30M+ lifetime members, 100% opted in
- 197M+ surveys completed
- IT+ total digital touchpoints measured

DISQO CLIENTS

The DISQO customer experience (CX) platform powers **800+ clients**.

365+ blue-chip brands

Including:

- Ad Council
- Best Egg
- Colgate- Palmolive
- Experian
- Party City
- Utz Brands

315+ of the top market research firms

Including:

- Decision Analyst
- Media Storm
- Research Results
- The NPD Group
- Universal McCann

60+ leading advertising agencies

Including:

- Havas Media
- Omnicom Media Group
- Phoenix
- Publicis Groupe

65+ consumers' favorite media platforms

Including:

- A&E
- Conde Nast
- Hulu
- Vevo
- Warner Bros. Discovery





DISQO products

DISQO AUDIENCE

- **Managed Services** - Get support fast from an industry leading professional services team that will help manage and guide you through the entire project lifecycle, no matter how complex.
- **Audience API** - Access the largest proprietary audience in the US instantly via an API and start fielding your projects in seconds, saving time and money.

DISQO BRAND

- **Brand Lift** - Understand how your ads change attitudes and intent.
- **Outcomes Lift** - Uncover the digital actions people take after seeing an ad
- **Ad Testing** - Eliminate campaign risks. Only DISQO's direct audience makes testing for every creative fast and efficient.

DISQO PRODUCT

Our **Product** research tests enable product teams to keep customers at the center of every critical decision.

- **Early Stage Discovery** - Uncover unmet needs and find your next big product opportunity with early-stage discovery
- **Concept Testing** - Test before you invest to ensure your next big idea will be a hit
- **Comparison Testing** - Comparison testing to prioritize your roadmap based on data, not opinion

EXPERIENCE SUITE

Our agile research **Experience Suite** product enables business teams to conduct surveys that target their preferred audience for fast directional insights.

