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**CROWD SCIENCE ANNOUNCES FIRST APPLET TO MEASURE & ANALYZE MOBILE WEBSITE TRAFFIC**

*Market Research Company Provides Companies With a Tool That* Analyzes the Demographics and Contextual Insights of Mobile Websites

**Mountain View, CA, February 7, 2010 —** Crowd Science today announced its latest applet, MOB, a audience measurement tool for mobile websites. MOB makes it easy for any businesses−large or small− to observe visitor’s behaviours by detecting basic demographic information, determining the purpose for their site visit and the context or “place” from which it was made. MOB is a lightweight website “tag” that combines analytics and robust survey technology to provide information that’s been unavailable to-date.

MOB is one of Crowd Science’s, ***Free Market Research Tools***, aimed at small-to-medium websites, blogs and other web properties that want to better understand their visitors. MOB meets the rapidly-growing demand for advertisers and marketers to leverage the market shift to mobile—it’s estimated that there has been 2,000% growth in mobile-ready websites in the last two years[[1]](#footnote-1) and Morgan Stanley recently predicted that nearly half of all web browsing in the US will be conducted on mobile devices by 2014.

Quote to be inserted

**About MOB:**

Available today at [xxx,](http://crowdscience.com/free_tools/who)  MOB is a free survey-based online market research tool for marketers and mobile website managers to better understand their visitors. MOB is the ideal measurement solution for new mobile (m.dot or .mobi) sites to optimize their site to meet site objectives and grow their business.

The MOB tag, works in the background to politely invite a statistically relevant cross-section of your mobile audience to complete a short survey. The findings are gathered in real time in your personal dashboard. The data is gathered in helpful groupings that allow you to easily understand and act upon your findings so that you can improve your mobile site performance and potentially grow your mobile audience.

Crowd Science’s ***Free Market Research Tools*** initiative focuses on small business, top-tier online publishers and networks. Crowd Science’s premium research services are used by over 5,000 websites including some of the most highly-trafficked web properties such as the Federated Media, Everyday Health, Better Homes & Gardens, NetShelter, and Technorati. All of the company’s services, including the new free series, leverage the power of web analytics and online survey research in real time to improve marketing and advertising precision. Crowd Science’s technology provides richer, more accurate data than most simple online survey approaches by employing market research best practices in random sampling, survey invitation and questionnaire design.

More information on Crowd Science can be found at www.crowdscience.com. For press inquiries please call +1-650-279-8619.

**About Crowd Science**

Crowd Science ([http://crowdscience.com](http://crowdscience.com/)), based in Mountain View, CA and with offices in New York, Toronto and Sydney provides online market research applications that combine the benefits of web analytics and survey research in a single platform. This revolutionary approach enables easier, faster, and more accurate online research results via low-overhead, turnkey research apps, opening up a new world of research possibilities. Crowd Science’s growing suite of products includes Audience Profiler, a tool to help website publishers better understand their audiences, and Campaign Profiler, an online ad effectiveness solution. Both are based on the innovative Crowd Science Research Platform and proprietary SmartSample™ methodology. Crowd Science is helping publishers, brands, agencies, and ad networks generate better insights that increase ad sales, inform editorial decisions, and demonstrate the ROI of marketing programs. Crowd Science’s market research technology has been deployed on over 5,000 web sites. Clients include Everyday Health, Federated Media, Halogen Network, Meredith, and Technorati.

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1. dotMobi [↑](#footnote-ref-1)