



## **Bilendi wins Best Technology Innovation award**

**Bilendi have won the award for the Best Technology Innovation at the MRS Awards with their Bilendi Discuss solution**

***London, 7th December 2021  
For Immediate Release***

Bilendi, one of Europe's leading players in market research technology and data, announced today that its Bilendi Discuss solution was named the winner of the MRS award for Best Technology Innovation.

The MRS awards, hosted by the UK's Market Research Society, are an annual event which showcase the best people and organisations within the industry. This year the awards were held virtually with the winners announced by video conference. The Best Technology Innovation award represents significant recognition from the industry and underlines Bilendi's technical capabilities.

"Over the last few years our panels have gained recognition as some of the best across Europe. Therefore, it is extremely pleasing that our other core strength, technology for market research, has achieved industry-wide recognition." said Marc Bidou, Chairman & CEO of Bilendi. Marc continued, "Bilendi Discuss aligns with the group's strategy to provide industry leading technology solutions for the collection and interpretation of marketing data."

Bilendi Discuss generates instant insights through online, large-scale personalised conversations on an audience's preferred messaging channels, including WhatsApp, Messenger, Twitter, Instagram and more. The solution allows market researchers to analyse consumer feedback and expectation in real time, and then

effortlessly generate insights using a single, user-friendly platform. The product generates high levels of engagement as participants choose their preferred messaging app and communication method (text, video, or photo). Importantly users are not required to download an app ensuring an effortless user experience. Bilendi Discuss aligns with the group's strategy to provide industry leading technology solutions for the collection and interpretation of marketing data.

"After a momentous 12 months which has seen tremendous growth, including the acquisition of respondi Group and Discuss Now, this award represents another important milestone for Bilendi. I look forward to the next!" said Marc Bidou.

#### **About Bilendi - [www.bilendi.com](http://www.bilendi.com)**

At a time when the volume, variety and speed of data being transmitted and exchanged are increasing exponentially, Bilendi provides an innovative and technological solution for its collection, management and use. Bilendi is positioned at the heart of data collection for two market segments: Technologies & Services for Market Research and Technologies & Services for Customer Engagement and Loyalty. The group has operations in France, the United Kingdom, Germany, Italy, Belgium, Spain, Sweden, Finland, Denmark, Switzerland and Morocco, as well as activities in Austria and Norway. In 2020, Bilendi achieved a turnover of €34.1 million. The group is listed on Euronext Growth Paris.

**ENDS**

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