



# eri company profile



# eri: powering insights

## our vision

“To be the global leader in permission-based digital data collection and reporting to power insight.”

### company overview

ERI is a global leader in permission-based digital data collection and reporting, headquartered in Plano, Texas. With over 1,200 employees worldwide, the company operates through its business units: Research Now, e-Miles, Peanut Labs and Conversation Strategies.

### our companies at a glance



Research Now is the leading global online sampling and survey data collection company, with over 6 million panelists in 38 countries worldwide.  
[www.researchnow.com](http://www.researchnow.com)



e-Miles is a revolutionary online advertising channel that allows advertisers to engage with consumers.  
[www.e-miles.com](http://www.e-miles.com)



Peanut Labs is an innovative company that provides monetization for social media sites through advertising offers and market research surveys.  
[www.peanutlabs.com](http://www.peanutlabs.com)



Conversation Strategies is a pioneer in the field of Social Media Research, applying scientific principles to the collection and analysis of social media data.  
[www.conversation.com](http://www.conversation.com)

### company history

e-Rewards, Inc. (ERI), founded in 1999, launched the first opinion panel utilizing a unique “by-invitation-only” approach to panel recruitment and inviting customers of leading global brands to join its program and be rewarded for time spent sharing opinions online. Over the years, the company grew quickly, building its panels to over four million panelists serving more than 1,000 customers, and became recognized in the market research industry for setting high quality standards through the combination of innovative technology and proven research practices.

In December 2009, ERI acquired Research Now plc, a London-based research company with operations in the Americas, EMEA and APAC and panels in 36 countries (branded Valued Opinions), to realize its strategic objective to establish a global footprint. Soon after the acquisition, the company began marketing its combined research business Research Now, with over 6 million panelists in 38 countries worldwide. As the leading global online sampling and data collection company, Research Now offers a full suite of data collection services, and operates both the Valued Opinions and e-Rewards Opinion Panels.

In October 2010, ERI acquired San Francisco-based Peanut Labs, Inc. Founded in 2007, Peanut Labs had become well-known as a fast growing and innovative social monetization company that connected researchers to social media sample and helped publishers maximize the earning potential of their virtual goods and currencies via advertising. As part of the acquisition, the Peanut Labs research business was integrated with Research Now, but continues to trade the social media monetization business as Peanut Labs.

One month later, in November 2010, ERI expanded its advertising proposition with the acquisition of e-Miles, LLC. e-Miles, launched in November 2006, is an interactive advertising channel that rewards consumers for the time they spend viewing ads online.

In April 2011, ERI acquired Conversation Strategies, a pioneer in the field of Social Media Research that applies scientific principles to online social data, helping companies gain a more holistic view of how people engage in conversation regarding their product, service or brand.

Today, ERI is the parent company of Research Now, Peanut Labs, e-Miles, and Conversation. The combined businesses serve over 3,000 clients globally, and employ over 1,200 employees in more than 22 offices around the world.

## our values

Throughout changing times, our common values serve as a foundation for our business strategy and define ways in which we aspire to achieve our company vision and goals. They inspire us to be leaders of our companies, our industries, and our communities and reflect who we are and what we stand for.

The core values we, at ERI, aim to live by:

- Work together as 'one team'...
- Play to win...
- Deliver the highest quality...
- Have fun and enjoy the journey...
- Do the right thing, even when the right thing is hard...
- Take accountability for actions...
- Build trusting relationships...

## management

Kurt Knapton, President and Chief Executive Officer

Nathan Runnicles , Chief Financial Officer

Miles Worne , Chief Strategy Officer

## board of directors

Donald J. Carty, Chairman - e-Rewards, Inc.

David Anderson, Managing Director - Sutter Hill Ventures

Hal Brierley, Chairman Emeritus - e-Rewards, Inc.

J. Braxton Carter, Executive Vice President and Chief Financial Officer – metroPCS

John A. Deighton, Harold M. Brierley Professor of Business Administration - Harvard Business School

Kurt Knapton, President and Chief Executive Officer - e-Rewards, Inc.

A. Bruce Johnston, Managing Director - TA Associates

John H. McArthur, Dean Emeritus - Harvard Business School

Harry D. Taylor, Principal - TA Associates

Geoff Westmore, Former Global Head of M&A at PricewaterhouseCoopers

Bryce Youngren, General Partner - Polaris Venture Partners



Kurt Knapton,  
President and Chief Executive Officer

## contact

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