Potloc Expands Operations to the United States, Opening New Market for Social Media-Based Consumer Surveying Platform

Software Veteran Mickael Seyman to Lead New York Office and Build on Innovative Start-Up's Success in Europe and Canada

NEW YORK, NY – December 9, 2020 – In a time when understanding consumer sentiment has never been more important, Potloc, Inc., the pioneer in leveraging the reach and precision of social media for improving consumer research sampling, today announced it is expanding into the United States. The company will open its U.S. headquarters in New York City and has tapped software industry veteran, Mickael Seyman, as country head. Potloc is disrupting the $80B global market research industry with a social media-based survey solution that brings new levels of insight and targeting to consumer surveying.

The U.S. operations will focus on driving growth for Potloc's innovative research solution and follows on the heels of the company closing its $CAD 20M Series A funding.

"As Covid19 accelerates structural changes in society, the need for real consumer insights has never been greater. Potloc's game-changing approach to customer surveying delivers businesses timely, precise and insightful data," said Mickael Seyman, General Manager of U.S. Operations for Potloc. "One of the things so compelling about Potloc is its ability to demographically and geographically target relevant respondents and get them answering surveys with no other incentive than their desire to be part of the conversation. This level of targeting and quality data collection is why it has had such success to date in other geographies and with multinational firms and brands."

Seyman joins Potloc from his previous role as Vice President of Sales at Hibob, an innovator in the human resource automation space. Prior to that, he spent four years at high-growth start-up People Doc, where he joined as the company's second employee in the US and was head of enterprise sales when it was acquired by Ultimate Software for $300M. Seyman has master's degrees from Tecnologico de Monterrey in Mexico, Texas A&M University and HEC School of Management in Paris.

"Mickael's experience and track record helping start-ups open new markets and building local sales and support teams will be instrumental in running the U.S.-based operation for Potloc. We see vast potential to change how American companies can reach better qualified audiences to conduct consumer research," said Rodolphe Barrere, co-founder and CEO of Potloc. "Being based in New York -a hub for many key industries we serve, such as management consulting firms, advertising, fashion, commercial real estate – we have a strong foundation to accelerate our expansion in the U.S. and redefine how research is executed."

Potloc's innovative approach to surveying precisely-defined and often hard-to-reach, low-incidence audiences, uses the demographic and location targeting capabilities of popular social media platforms such as Facebook, Twitter, LinkedIn, Instagram and others. In total, its potential available surveying audience is more than 3.8 million people worldwide, allowing it to sample very specific niches based on detailed demographics, locations, purchasing behavior and other important criteria researchers need to produce the best quality survey results.

Potloc's approach improves on the execution times, audience relevance and quality of results that challenge traditional survey methods such as phone calling, focus groups, web panels, and email surveys. Unlike methods that use a pool of paid or randomly contacted respondents, Potloc's surveys are based on demographically-targeted and highly qualified audiences.

By using both the targeting and ease of response inherent to social media, Potloc surveys yield more accurate results in less time. Its methodology uses the proven response capabilities of social media platforms, targeting specifically-defined or located users with easy-to-respond-to surveys. The approach takes advantage of the 'downtime' periods people spend scrolling through their news feeds on social media and attracts them with very relevant topics that ensure better response rates and results. Its surveys typically meet or exceed clients' response quotas in short sampling time frames.

About Potloc

Potloc is a tech-enabled consumer research company that conducts survey sampling through social networks. With its sampling technology, Potloc can reach any niche audiences or geo-targeted survey respondents to provide businesses and organizations with valuable insights. Leading brands and top consulting firms worldwide leverage this sampling approach to acquire respondents, understand their consumer base, and solve strategic challenges. Headquartered in Montreal and founded in 2014, Potloc has global offices in North America and Europe. Check us out at www.potloc.com

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