Q4 Launches Perception Survey and Analytics for Investor Relations Officers

Q4 Perception uses webcast audience feedback to help IROs to better understand their company's perception in the marketplace

January 12, 2016 - Toronto, ON - Q4 Inc., the leading provider of SaaS investor relations solutions announced today its latest product 'Q4 Perception', providing Investor Relations Officers (IROs) with timely and actionable insight, gathered directly from their investors following their earnings call.

Q4 Perception is comprised of a Perception Survey and Perception Report. The Perception Survey features a standardized set of questions and multiple choice answers to be completed by a webcast participant following their earnings call. The data is then gathered into a Perception Report, which presents the survey results through robust graphs and charts, providing a clear understanding of how investors perceive both the outcome of the call, and of the company's performance in general.

The feedback provided through Q4 Perception helps IROs identify what strengths and weaknesses their investors perceive following an earnings call webcast. As a result, IROs are able to incorporate this knowledge into their future IR communications strategy.

"What's valuable about Q4 Perception is it provides a unique opportunity for IROs to get first hand feedback from investors in the form of qualitative reports. This provides IROs data that they can report to management which drives better decision making in terms of positioning and future investor engagement" said Darrell Heaps, Founder & CEO of Q4. "Q4 Perception is part of our ongoing effort to deliver actionable intelligence to our clients and helping them improve their investor relations and engagement with the capital markets".

Q4 Perception is available today. To learn more about the product's features and benefits, visit: http://q4websystems.com/products/intelligence/Q4-Perception.

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About Q4 Inc.

Q4 is a leading capital markets SaaS platform that provides advanced communication and intelligence solutions to investor relations officers and the C-suite of public companies. Focused on the best customer experience in the market, hundreds of Fortune 1000 brands including Nike, Salesforce, LinkedIn, FedEx and McDonald's use Q4 delivered websites, mobile applications and market surveillance solutions to manage, report and improve their engagement with the capital markets..

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