



## **Prismira to gauge investor sentiment using internet tool**

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**NEW YORK:** Prismira, a newly formed stakeholder research firm, has developed a new internet-based IR technique designed to track the sentiments of a company's investors.

One of the firm's main product offerings is called QuickTakes, an internet-based IR polling service designed to gauge investor sentiment before and after important company events and announcements, such as earnings releases.

Using an e-mail service, the company will attempt to offer clients a quick read on investor sentiment and expectations before an announcement. Prismira will then conduct a similar poll after the announcement to gauge immediate reaction.

QuickTakes is not unlike so-called investor-perception studies that many IR firms use to gauge investor sentiment. However, Prismira says that because theirs is an internet-based product as opposed to the more traditional phone-based method, it's executed more quickly and cost-effectively than most other perception studies.

"We can often compile results in a week, which is a much shorter time frame," explained Prismira cofounder Lev Janashvili. "And because we use the internet, it is much less labor intensive."

The product was born out of a trial with the firm's first client, technology company Network Associates, which has used the product in recent quarters.