

# Chris Thompson on eResearch Corp.'s Update Report on EQ Inc. (TSXV: EQ)

written by InvestorNews | October 5, 2021

In a recent InvestorIntel interview, Tracy Weslosky spoke with Chris Thompson, President of [eResearch Corp.](#) about his 14-page [Update Report](#) on [EQ Inc.](#) (TSXV: EQ).

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Chris explained that EQ's proprietary SaaS platform mines insights from proprietary and third-party locations will play an important role for businesses in understanding consumer behaviour in a post-COVID-19 market. The EQ geospatial data, which enables businesses to track and target customers, is integrated into the eResearch [Update Report](#) on [EQ Inc.](#) Touching on EQ's acquisition of Paymi, a cloud-based rewards and marketing platform, Chris explains how Paymi provides another new proprietary dataset and opens a new consumer line of business that should generate revenue for EQ.

To watch the full interview, [click here](#)

## About eResearch Corporation

eResearch Corporation is a respected source for institutional-quality, equity research focused primarily on small- and mid-cap companies. The purpose of the focus is to identify companies that have interesting prospects, sound management, and a significant potential for share price appreciation. eResearch complements its corporate research coverage with a diversified selection of informative, insightful, and thought-provoking

research publications from a wide variety of investment professionals. The professional investment research and analysis is provided directly to the subscriber network of discerning investors, and is done electronically through its website, [www.eresearch.com](http://www.eresearch.com)

## **About EQ Works**

EQ Works enables businesses to understand, predict, and influence customer behaviour. Using unique data sets, advanced analytics, machine learning and artificial intelligence, EQ Works creates actionable intelligence for businesses to attract, retain, and grow the customers that matter most. The Company's proprietary SaaS platform mines insights from movement and geospatial data, enabling businesses to close the loop between digital and real-world consumer actions.

To learn more about EQ Inc., [click here](#)

**Disclaimer:** This interview, which was produced by InvestorIntel Corp. (IIC) does not contain, nor does it purport to contain, a summary of all the material information concerning the "Company" being interviewed. IIC offers no representations or warranties that any of the information contained in this interview is accurate or complete.

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If you have any questions surrounding the content of this interview, please email [info@investorintel.com](mailto:info@investorintel.com).

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## **Chris Thompson on eResearch's Update Equity Research Report on EQ Inc.**

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In a recent InvestorIntel interview, Tracy Weslosky spoke with Chris Thompson, President of [eResearch Corp.](https://www.eresearchcorp.com) about their recent [Update Equity Research Report](#) on [EQ Inc.](https://www.eqinc.com) ("EQ Works") (TSXV: EQ | OTC: CYPXF).

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Chris went on to say that EQ's proprietary SaaS platform uses location and geospatial data to enable business to close the

loop between digital and real-world consumer actions through targeted advertising. Referencing how EQ is one of the largest providers of location-based data in Canada with 96% of its revenue coming from Canada, has great growth potential in the US. With EQ registering 100% data growth last year, Chris estimates overall revenue to grow “...about 40% from 2020 to 2021.”

To watch the full interview, [click here](#)

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