

# DCA Capital in the News

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## DCA Portfolio Company Decipher included on the Lead411 Tech 200 list for 2011

Decipher, a market research services firm, was included on this year's Lead411 Tech 200 list, which was released yesterday. Lead411, a business data and information company, ranked the Tech 200 based on revenue percentage growth from 2008 to 2010. Applicants had to be a privately-held business in the United States, and have earned more than \$1 million in the past year.

"We experienced record-style growth over the past several years, both in revenue and job creation," said Kristin Luck, president of the market research firm. "We attribute our growth in large part to new product development and diversification - particularly as it relates to the release of our Beacon research software suite."

Beacon provides built-in functionality for users to author their own surveys, with numerous question formats, multiple languages and branding customization. A reporting portal monitors data collection in real-time, providing various downloadable data file types and the ability to quickly customize data to any level of complexity. Beacon is a full-service system that has been creating significant growth for Decipher.

In the past, Lead411 has focused on the top 500 companies, but this year's list ranks only the best of the best with 200 listings. The finalists on the list ranked highest for revenue and growth among all applicants. In addition to collecting the proper data for the ranking, Lead411 also asked voluntary questions regarding marketing and ROI to help other companies learn which activities result in profitability.

The additional survey questions found that more than 50 percent of applicants did not do any traditional advertising at all, and more than 80 percent had budget set aside for public relations. Companies saw the highest ROI from email marketing, although it only represented 10 percent of company budgets. Many more statistics were gathered and can be viewed [here](#).

Complete results of Lead411 Tech 200, including company profiles and a complete listing by rank, can be found [here](#).

### About Lead411

Lead411 was founded in 2001 and has grown 30% yearly since inception without accepting venture capital financing. We are based in California, but have satellite offices in New York. In addition to our current subscriptions, we also offer corporate information, company news and

awards for up-and-coming businesses. We plan to add on additional services and companies in the near future.

## **About Decipher**

A marketing research services provider, Decipher specializes in online survey programming, sampling, data collection and data reporting. Utilizing proprietary Web-based applications, Decipher integrates state-of-the-art technology with traditional research techniques. Decipher is all about uncovering opportunities in whatever territory is explored with clients. As a true partner, Decipher isn't interested in just data, but also about what that data represents for each client. The company focuses on technology and research systems that bring data to life, and in doing so, helps reveal how even seemingly small discoveries can yield meaningful insights.

[www.decipherinc.com](http://www.decipherinc.com)