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SDR Ventures Advises ACUPOLL Precision Research on Acquisition by Park River Corporation

SDR Ventures is pleased to announce that [ACUPOLL Precision Research](#) ("ACUPOLL" or "the Company") has received a majority share from Park River Corporation. SDR served as the exclusive [sell-side advisor](#) to ACUPOLL throughout the transaction process.

Founded in 1991, ACUPOLL is a respected name in the market research and innovation testing space, known for its advanced methodologies and research leadership that help global brands launch, market, and grow successful products. Over the past few years, ACUPOLL has contributed to eleven Top 10 US launches – including helping to build three new billion-dollar brands – and recently advised on a successful \$1.5B acquisition. It has built a reputation for blending innovative research methodology with consultative research and strategy advice to drive Fortune 500 marketing and innovation success across industries including consumer goods/services, telecommunications, healthcare, and energy.

"We've spent years refining our approach to provide clients with more actionable insights that truly drive business success," said Jeff Goldstein, President of ACUPOLL. "As we looked toward the next phase of growth, it was important for us to find a partner that aligns with our commitment to leadership in innovation, research quality, client service, and employee engagement. SDR Ventures' sound guidance and extensive experience was pivotal to managing the search process, and determined that Park River was absolutely a perfect fit, helping us feel confident, informed, and excited for the next chapter of ACUPOLL."

"We admire ACUPOLL's ability to blend deep research capabilities with nimble execution," said Ron Walker, CEO of Park River Corporation. "We are excited to build on their team, tools, and people-first culture with new tools to be rolled out in the near future as part of our long-term growth strategy."

"Working with Jeff through this transaction was both exciting and meaningful," said Logan Bohlender, [Director](#) at SDR Ventures. "ACUPOLL has created a truly distinctive presence in the research industry, and this partnership gives them the support to accelerate growth while staying true to the values that have made them so successful for the last 30+ years."

"It was a privilege to work alongside Jeff throughout this process," said Ben Paddor, [Associate](#) at SDR Ventures. "I'm excited to see how this partnership helps propel their growth while maintaining the innovation, integrity, and team culture that make them so unique in the marketplace. It's always such a joy to work with a rockstar business like ACUPOLL serving well-known market leaders and emerging growth brands across the spectrum; not only in advising them through their objectives but also seeing the owners themselves reach the desired conclusion or continuation of their hard work."



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About ACUPOLL

ACUPOLL is a market research firm that specializes in helping businesses evaluate and refine their products, services, and marketing strategies by using a combination of quantitative and qualitative research methods to provide insights into consumer preferences, brand perceptions, and market trends.