



## CONDUCTING E-MAIL & WEB SITE RESEARCH

### INTERNET RESEARCH – FAST, ACCURATE, ECONOMICAL

Because both the media and advertisers anticipate a steep growth in the number of business & consumer Internet users...the industry is in the process of developing research that will quantify Internet users in two ways:

1. How many “hits/visits” does a web site, and its web site pages, generate? (Ratings)
2. What are the characteristics of web site users? (User profiles)

It is the second, user profile research, which we are focusing on...the development of web site research panels that profile your web site audience on a number of critical variables.

Internet panel research offers publishers with web sites, and other e-commerce web sites, the ability to respond to specific research requests, and offer unique information, on an as-needed basis, and at an affordable price.

The concept of developing a web site research panel using state-of-the-art “electronic” survey techniques makes a great deal of sense, both from a perceptual and cost efficiency viewpoint. You will be able to combine the benefits of a research panel with the speed, efficiency, and accuracy of conducting your panel research with both e-mail and web site options.

### BUILDING A WEB SITE RESEARCH PANEL

Essentially up to 3,000 web site users are recruited to participate in research over a 12-month period. If your web site requires a “login” and a login database has been created, panel application forms are e-mailed to web site users that have already provided contact information. Each is e-mailed a research panel application form to be completed online and submitted on an interactive real-time basis via “hotlink”.

For those web sites that do not require login registration a banner containing a contest offer, or gift premium offer, is displayed on your web site for up to two weeks. Web site users are asked to complete the form by clicking on the banner (name, address, and e-mail address only) and submit it via hot link so that their contest entry/gift can be processed. With either option these responses form the basis for selecting a panel sample of your web site users.

Applicants are notified via e-mail when they are placed on an “active” research panel along with their first panel survey questionnaire. Once in place, panel survey response rates are high (70% or better in most cases) even with a long questionnaire/phone interview. The panel sample is balanced to bring demographic characteristics into alignment so that tabular reports reflect your audience profiles.

Some broad web site panel applications are to:

- Help consolidate your position as an information resource by providing panel study results to advertisers and prospects
- Encourage advertisers to participate and add their own questions to scheduled panel studies
- Help close a sale by giving advertisers/agencies deadlines for requests or question inserts
- Help build heavier schedules by offering research findings as a merchandising premium to heavier advertisers
- Use the panel to recruit focus group and other qualitative research samples
- Measure ad readership using Starch readership ratings

Some broad web site panel applications (continued)

- Target product sampling and follow-up studies to selected panel members
- Build regional/geo-demographic panels that represent these segments, where applicable
- Add panel survey participation as part of a merchandising program
- Offer panel research findings to advertisers in "light" issue months/weeks, helping to increase ad revenue
- Offer the use of a panel, for non-media purposes, to key advertisers/agencies as a direct billing project
- Panel research can also track reader editorial interest and attitude levels

Internet reader panels will give your sales staff another reason to make a productive sales call by providing unique and current data, from an independent research Company, to ad sales prospects.

### **ONLINE PANEL STUDY DESIGN**

As a first step in the panel sample selection process a basic panel is selected on a quota basis, so that it represents the proper proportions of panel members within critical demographic cells.

Because a representative panel sample is critical to the success of the program, a second sample balancing process is conducted prior to generating tabular reports for each subsequent panel study. The in-tab panel sample is balanced again, using our iterative sample balancing computer program, to bring all demographic characteristics into alignment with independent target objectives that you supply.

Only selected panel members are notified of a panel study via e-mail including a request for participation and instructing the selected respondent to "click" the web site "link", located on their email page, for their study questionnaire. After the respondent clicks, he/she will be linked to the appropriate panel research questionnaire page. The panel member electronically submits completed questionnaires by clicking on the "submit" hot link at the bottom of the questionnaire. Completed questionnaire data are merged with panel member I.D. information and added to the specific study database electronically.

Internet panel surveys cost as little as \$3,000.

### **CGC -- A FULL SERVICE RESEARCH FIRM**

CGC is a full service research organization that prides itself on offering a wide range of marketing and media research capabilities at a reasonable cost:

- |                                  |                                  |
|----------------------------------|----------------------------------|
| • Research design                | • High speed data imaging        |
| • Questionnaire development      | • Personal & mail interviewing   |
| • Data collection & processing   | • Data interpretation & analysis |
| • A 200 station telephone center | • Qualitative Research           |

Whether you are interested in retaining your market lead, increasing your market position, or eyeing a new opportunity, we look forward to discussing your goals and needs. The Cyber Group can help you to generate special insights to help improve your marketing decisions.