

W5 on Online Marketing Research

Committed to delivering the highest quality and most cost effective online solutions to meet your research needs, W5 develops individually tailored, customized solutions to address the specific questions and issues unique to each client and each research engagement.

With extensive experience selecting and employing the methodology most appropriate for each project, W5's consultation services offer clients a full spectrum of online marketing research solutions.

W5 Online Surveys

W5 combines years of experience using established research techniques with the power and utility of online interviewing tools to deliver sophisticated research solutions designed to meet each client's specific needs. We enable our clients to connect to target audiences through expert design and implementation of state-of-the-art online surveys.

W5 designs and fields online surveys, distributing programmed questionnaires to targeted respondent bases. Questionnaires of various lengths, complexity, and question types can be programmed, incorporating graphics and multimedia files. Additionally, during the study's design stage W5 can match the online survey to the client's web site, product, or campaign look-and-feel, including co-branded design, logos and graphics, and promotional elements.

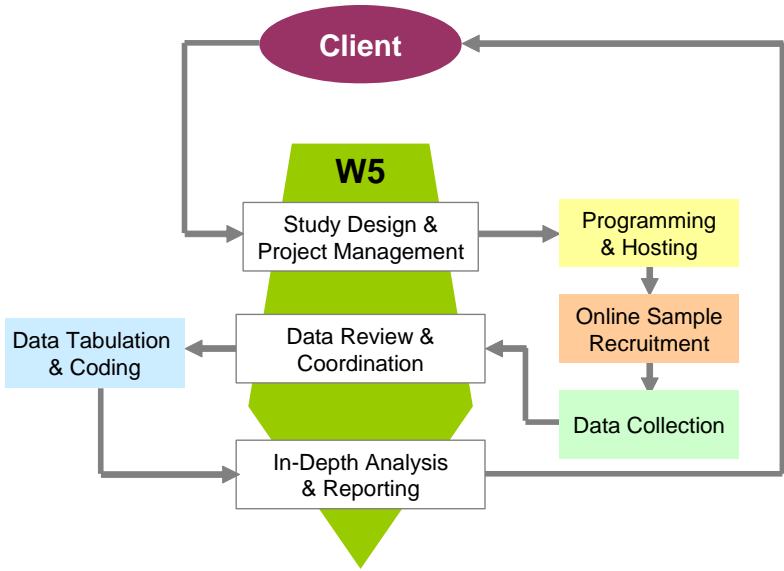
Real-time online reporting tools allow the researcher and client to continuously monitor the study performance, and results are compiled into an SPSS or Excel data file that can be used for analysis and reporting. These reports ensure your data collection process is proceeding exactly as planned. W5 consultants then conduct further data tabulation, in-depth analysis and reporting, ultimately preparing study-related conclusions and actionable recommendations.

W5 is highly experienced in the successful execution of online survey projects, including:

- Ad and media stimulus copy review (print, audio, and video capabilities)
- Ad and media stimulus review (print, audio, and video capabilities)
- Attitudinal studies
- Behavioral studies
- Customer/employee satisfaction
- Online product/service evaluation
- Product and concept testing
- Research where written feedback and data is required ("open-ended" questions)
- Segmentation determination and analysis
- Tracking of advertising awareness and performance

W5 consultants customize the design of each online research engagement to maximize quality, cost efficiency, and timeliness. A typical online research project may be coordinated as depicted below:

Figure 1: Typical Online Study Workflow

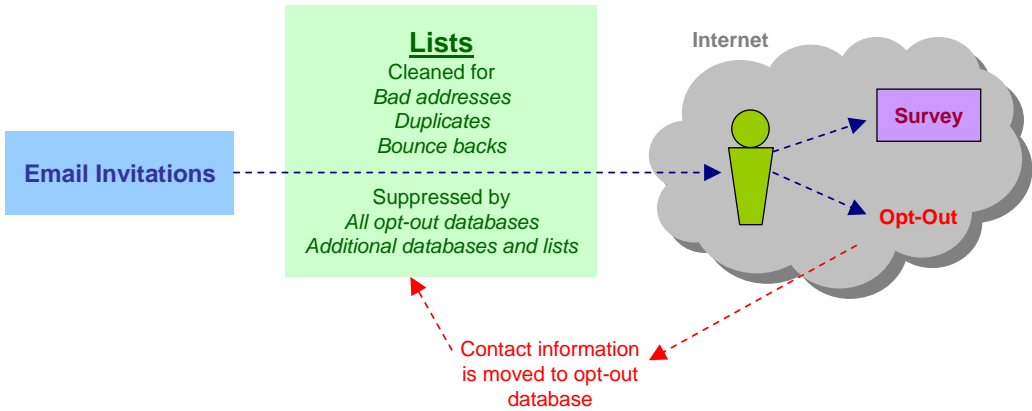


W5 Data Collection Partners

W5 is constantly developing relationships with specialized online data collection partners. Rather than maintaining a comprehensive internal data collection function, W5 adheres to a “best-of-breed” philosophy regarding data collection, working with only the best providers in each area required by a specific project’s parameters.

Data collection is a specialty unto itself. Some firms excel at certain forms of data collection, and some are more specialized within certain industry categories than others. We select the “best-of-breed” partner most appropriate for the specific project, and work closely with them to manage the collection of data.

Figure 2: Online Recruitment Process



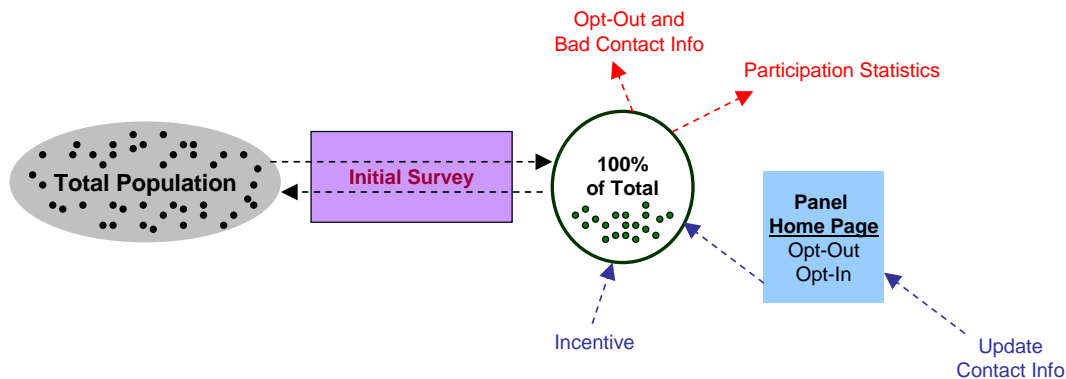
Online Panels and Bulletin Boards

In addition to successful design and fielding of online survey interviewing solutions, W5 is expert in implementation of advanced online marketing research methodologies including *online panels*; *proprietary online panels through bulletin board solutions*; *online bulletin board solutions*; *online focus groups*; *online access to traditional focus group research*; and *online ethnography*.

Online Panels

Online panels consist of existing, prescreened groups of individuals who are homogeneous on a range of characteristics. Online panels accelerate the screening process for an online marketing research study; because the panels are managed and maintained over time, extended studies can be conducted with ease. Online panelists tend to be significantly more knowledgeable about the topics that form the basis of their panels than the general population and thus offer a ready-made pool of likely respondents. With our "best-of-breed" data collection partners, W5 has access to a series of online panels specific to the industries we serve, including healthcare, technology, financial services, and consumer goods. We can also develop custom specialized online panels to meet your project specifications.

Figure 3: Online Panel Maintenance



Proprietary Online Panels through Bulletin Board Solutions

Instead of building a traditional online panel which would require creation of a proprietary database and software tools for moderation, reporting, observation and web hosting, W5 recommends using existing bulletin board software to create online bulletin board sessions consisting of an online “panel” of participants recruited from existing research and supplemented by participants recruited from existing outside databases. W5 can conduct periodic research projects of various formats (qualitative, quantitative, survey, discussion, etc.) with the collected panelist group. By mirroring traditional in-person marketing research instead of developing a pure online panel model, this approach increases cost efficiencies by eliminating steps needed to keep non-participating panelists engaged and interested throughout the year.

Online Bulletin Board Research

W5 conducts online bulletin board discussion-based research projects, where bulletin board section and sub-sections are utilized for topical discussion-based research with groups of N=15-200 participants. These focus group-style discussions can span two weeks to several months and are ideal for qualitative research, in-depth discussions, and participant feedback and comment collection. This bulletin board format allows respondents to compose their answers, taking their time to submit detailed, insightful responses. The moderator employs a Discussion Guide to lead the discussion day-by-day and can utilize a graphic/multimedia “whiteboard” and discussion transcripts for presentation and analysis of findings.

Advanced Online Methodologies

Online Focus Groups

Online focus groups operate like traditional focus groups, with groups of 5-10 participants logging onto online software tools to provide real-time feedback. The moderator fields traditional focus-group style questioning and activities, taking full advantage of a graphic/multimedia “whiteboard” and quick and easy access to participants from any geographic location. Online focus groups are great for image testing, sensitive topic research, concept testing, consumer feedback, ad effectiveness, trend analysis, Internet-related topics and other qualitative research studies.


Online Access to Traditional Focus Group Research

W5 can enable online access to traditional focus group sessions. Utilizing such web-based software and services eliminates travel and timing issues normally associated with focus group research. Rather than physically attending the focus group, researchers and clients can simply log on through any high speed Internet connection and watch the session live. The researcher can chat with all of the other viewers who are also logged in using the viewing interface. Additionally, the service enables instant transcriptions, electronic notes and other helpful research tools.

Online Ethnography

Ethnography represents an integral, rapidly-expanding field within the marketing research community. Relative to the online realm, W5 ethnographers search existing bulletin boards, chat rooms, blogs, community web sites, informational web sites, and other resources for access to online dialogue and consumer behavior. W5 also creates proprietary online bulletin boards to enable independent discussion of different topics. W5 online ethnographers monitor and participate in observational and note-taking roles. This methodology is ideal for collection of comments, feedback, insight into product areas, settings for potential questioning in other studies, and in-depth exploratory research. Online ethnography is particularly useful in the collection of information in preparation and application to subsequent research.

Figure 4: Example Online Bulletin Board Excerpt

CodeTalker	Posted on: Today, 08:02 PM
	Hey,
Member ■■■■■	I found these capsules that have pure licorice root in them on the internet. Now i know that licorice is meant to be effective in whitening the skin. Do you think that i could use this in with my green tea toner or maybe make a serum with say evening primrose oil or Glucosamine to ask as a delivery, C mixed with a little water to make a paste and the licorice root all mixed together. What do u think? I will put this in a little serum bottle and use this to spot treat red marks. The green tea toner has helped alot so far but i just want a serum to spot treat with.

Virtual Environments

Virtual 3D environments may be designed to simulate any place that a respondent can see, visit or explore, offering a rich visual and interactive canvas to draw upon when designing a study.

- Virtual retail modules allow an examination of the dynamics of the entire marketplace, resulting in increased indicative behavior from respondents.

Figure 5: Example Virtual Retail Environment



- Survey questions and virtual environments may be intertwined to create a profile of respondents' thoughts and habits.
- Simulated shelf sets provide realistic visualizations for consumer research. A simulated shelf set is ideal for consumer choice studies, testing of new packaging, pricing research and product placement.

Figure 6: Example Simulated Shelf Set



- Simulated communications testing can be utilized to measure the impact of advertising communications. Consumers are exposed to television, radio, and print content using a simulated home, office or vehicle environment.

Frequently Asked Questions

1. What are the benefits of working with W5 for online marketing research solutions?

W5 custom online marketing research solutions offer a high quality, cost-effective structure by replacing more labor-intensive traditional methods. Our efficient methods enable data collection from larger audiences, maximizing client marketing and research dollars.

W5 delivers data captured from a broad and diverse audience and a targeted reach. Our hands-on, consultative approach provides richly detailed results that are accurate and reliable.

The ability to conduct online research becomes increasingly important as cooperation rates among offline survey participants decline. W5 is able to quickly obtain information from highly targeted segments at a cost and level of quality unavailable through conventional methodologies.

2. What are the advantages of the online survey methodology?

Online survey research continues to evolve as one of the most dynamic forms of data collection. The World Wide Web reached "critical mass" as a mainstream communications medium some time ago, as people across a broad spectrum of demographics now routinely use the web for a wide variety of purposes. Meanwhile, technological evolution is rapidly expanding broadband access to the home, enabling more sophisticated online testing techniques supported by multimedia presentation and increased interactivity.

Improvements in speed and usability allow for increased complexity of programming of questionnaires, incorporating skip patterns, rotations, randomization, full quota control, and password protection. Additionally, this format enables customized, advanced testing techniques that extend beyond traditional monadic testing to include paired comparisons, repeated pairs and triangulated comparisons.

3. What are the strengths of online panel research?

W5 employs online panels composed of millions of potential respondents who can be targeted based on demographic and psychographic information and recruited in a variety of ways. Panel respondents are recruited through multiple online marketing techniques including banner ads, randomized pop-ups, pop-unders, affiliate marketing, co-registration techniques, text links, RDD telephone recruitment and search engine optimization. W5 also works with online sample providers that operate on affiliate networks across the web. These sites aggregate various offers and give their members points, miles, minutes or other incentives to encourage participation in W5 research. These sample networks cut a cross-section of the Internet census and offer different capabilities in terms of segmentation and demographics, including representation closely matching the 2000 U.S. census.

Sample bases for W5 projects are recruited using permission-based techniques. Members undergo a "double opt-in" process, limiting the number of respondents who may have misrepresented their data or attempted to defraud the process by signing up multiple times. Additionally, IP addresses are monitored for registrants as an additional preventive measure to eliminate duplicate sign-ups and fraudulent activity.

4. What are the advantages of online panel research through the bulletin board format?

Extensive W5 project experience has proven there are multiple benefits to conducting online panel research through bulletin board formats. Some of these benefits include:

- Reduced set-up and maintenance costs
- Easier periodic and ongoing study launches

- Easier addition of new participants to replace those who drop out
- Richer qualitative responses instead of closed-end quantitative data
- Increased flexibility within discussions with participants
- Increased participant opt-in due to use of traditional recruitment methods (telephone recruiting) in addition to e-mail
- Extended session time frames allowing for flexibility in duration of participation and consideration of responses
- Active discourse between moderator and participant allowing for analysis of participant responses over time
- The ability to establish a sense of community and camaraderie through interaction between individuals is two-fold (between participants and between participants and moderator)

5. How is the target market typically contacted and surveyed?

As internet penetration increases, W5 gains access to a broader population increasingly matching the makeup of the off-line world. Issues of “representative-ness” are becoming less and less of a concern, while other research methodologies are suffering from reduced availability and participation.

Over 70% of US adults have Internet access via computers at home, work, or school, and this online population closely matches 2000 US Census demographics. In order to target groups underrepresented on the Internet, W5 utilizes stratified sample techniques to increase inclusion. These groups are typically not a significant target segment to the researcher, so the benefits of using the online research methodologies for data collection will continue to far out-weigh any issues of representative coverage.

Online interviewing offers numerous options for directing respondents to the questionnaire, including e-mail contact, pop-ups, direct links from other sites, and even off-line approaches such as mailings and telephone contacts. When W5 collects data online, we often allow all potential respondents to complete the questionnaire as well as the screening questions, rather than turning away those who are excluded by screening criteria. At times we will compare screened survey results to those who did not qualify for study inclusion, using them as a quasi-control group. This can serve multiple purposes, including market sizing.

Want to Know More?

Visit our web site at www.W5insight.com or contact us at inquiry@W5insight.com or (919) 932-1117 for more information.

