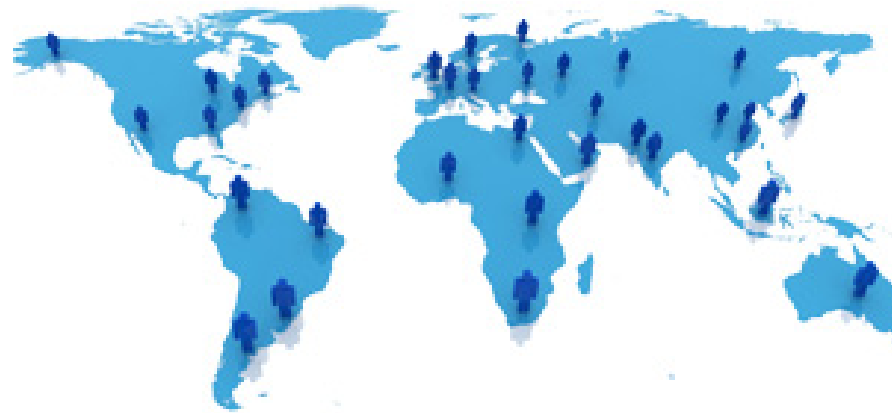


iReach Market Research Custom Panels



www.ireachonline.com



iReach Custom Panels

What are Custom or Property Panels?

A Custom, or Proprietary Panel, is a panel that is owned by a client. Generally, a Custom Panel would consist of your customers and perhaps potential customers. It is your ongoing proprietary research tool that employs traditional research methods and online technology to survey your target group.

Custom Panel respondents have agreed to participate in surveys and have provided key demographic and marketing information through a "staging" survey. You may choose to ask whatever questions you like in the staging questionnaire. This creates a common base of information that forms the foundation for future research studies by allowing you to select targeted groups, and allows us to segment the customers according to their attitudes and behaviours. Only clients access their panellists - nobody else is able to.

iReach Market Research would recruit and build the Custom panel for our clients using our state of the art online survey and panel management software. We would also provide ongoing support and management of the research process to provide the required skills in questionnaire design, survey execution and research reporting.

The Strategic Benefits Of Custom Panels

A wide variety of research and marketing objectives can be met through the development of a proprietary panel, from short-term needs through long-term planning.

Benefits:

- A cost-effective research tool compared to paying for ad hoc custom research projects. While you will invest in the initial building and maintenance of the panel, you will then have a low-cost research tool, since you will own the online sample source
- Longitudinal tracking -track panelists over months and years according to your purposes
- Segmentation of panelists according to your criteria
- Immediate access -the ability to talk to panelists when you need to about what you want
- Behavioural linking -the ability to easily link survey responses to actual purchase data at an individual level
- Public relations benefits -feeding media sources timely and topical information gained from the panel
- A ready made "beta test" sample for the design of new concepts, products, and services



Customer Feedback has never been so easy



iReach Market Research can now provide you with a branded and fully customisable feedback form built to your specifications to increase sales and customer retention. While there are many web analytical tools, these do not provide feedback from the perspective of the Customer or Website Visitor.

Our solution will integrate with such tools as Google Analytics to connect the website traffic data to customer feedback creating a 'closed feedback loop'. iReach also offer a full Website Visitor Profiling service as well as Usability studies to measure and improve website processes and performance.

-  **Monthly Omnibus**
-  **Online & CATI**
-  **Focus Groups & IDIs**



For more details:

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iReach Market Research is a full Agency in Ireland covering all methods and techniques.

See more:

www.ireachonline.com