

logit RESEARCH
EXECUTED



**ONLINE MR STRATEGIES
AT THE CUTTING EDGE**

ABOUT US



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WHAT WE'RE COVERING



Online
Analysis



Innovative
Applications



Hybrid
Methodologies



Cost Benefits &
Future



Q & A

ONLINE ANALYSIS

Successes:

- Easy to setup and deploy
- Cost-efficient



Successes:

- Gen pop applications with large audiences
- Rep to pop trackers
- IR studies

Limitations:

- Lack of representation for smaller markets
- Quality can be an issue in longer surveys

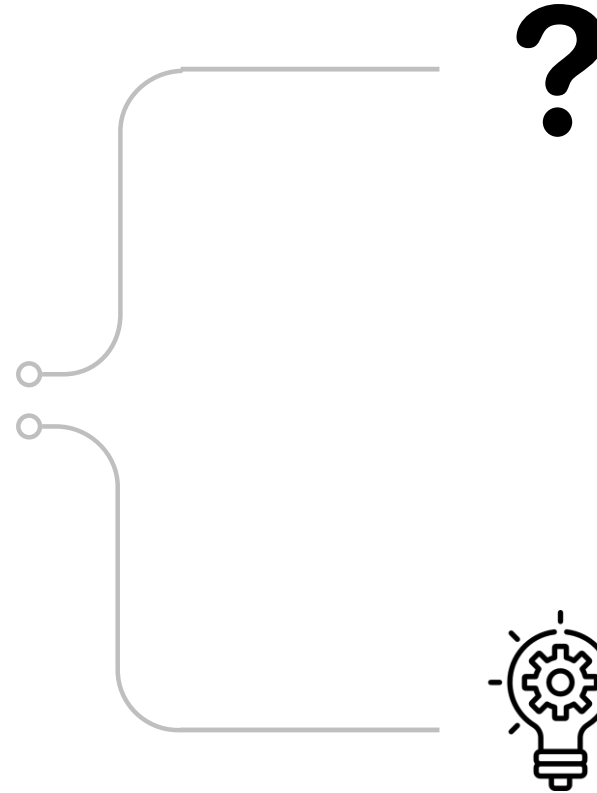


Limitations:

- Lack of user verification and attribution
- Niche, low IR studies can be challenging to execute



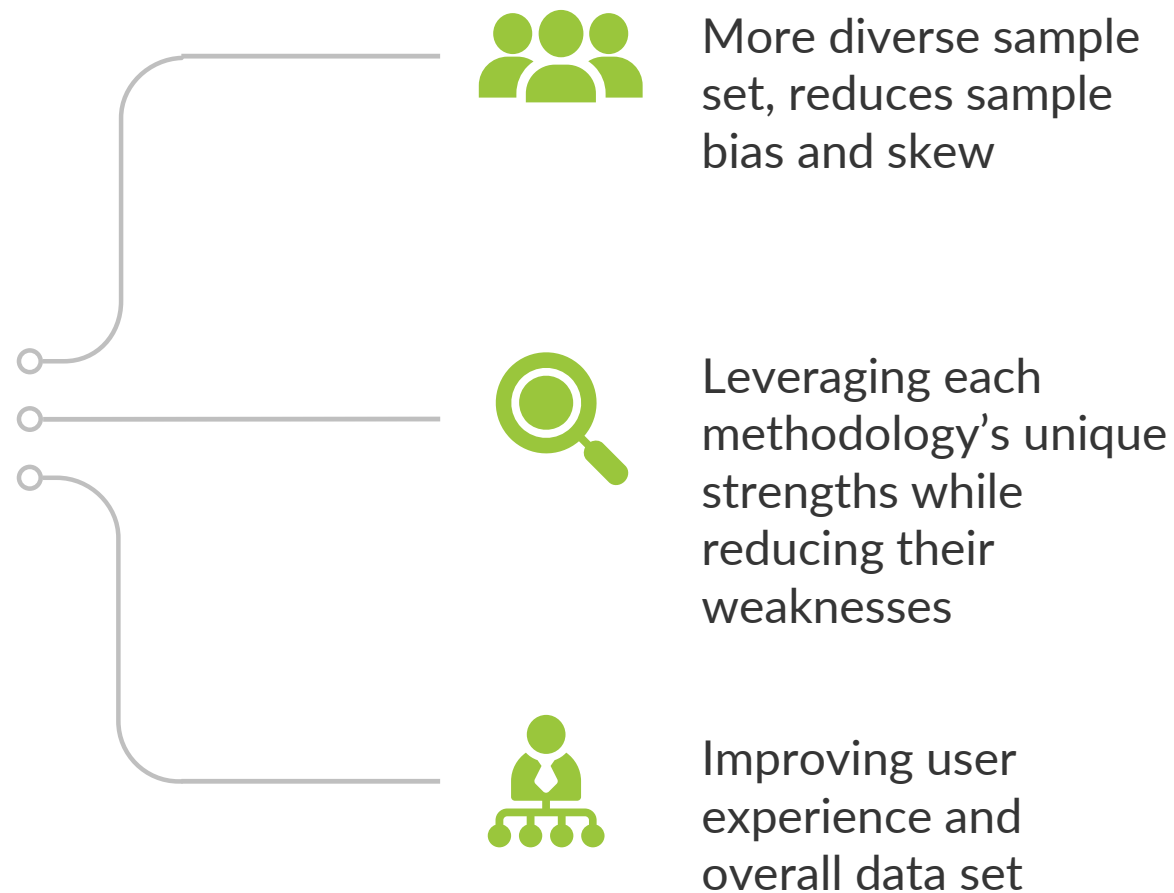
INNOVATIVE APPLICATIONS



How to improve upon existing online studies:

- Hybrid methodologies (combination of online panel, SMS, online intercept, social media, Google AdWords)
- Place more emphasis on survey framework than sample source
- Uniform security practices, enhanced validation and vetting
- Creating more user-friendly studies, shorter LOI and multi setup friendly programming
- Enhance the data (validate against third party sources, registered lists, transactional data, social registrations)

HYBRID METHODOLOGIES



CASE STUDY - VOTIFIED



Framework

N=1000 online
Select contested states and ridings
Social media and online panel mix
Goal: To create a more accurate snapshot of voter turnout, comparable to CATI polling at lower costs.



Process

- Proprietary questions to create unique profile
- Validate respondents' answers against registered voter list in real time
- Append voter file information to respondents' data and store in the survey
- Manage quotas and run analysis based on data points



Outcome

- More certainty in the data
- Truer to life voter match rate in states than self reported voter registration
- Reduced survey length with appended data

CASE STUDY - MOBILE360 SMS



Framework

Alaska Statewide Poll N=800

Goal: Representative sample of Alaska residents with a strong focus on rural and Native American populations.



Process

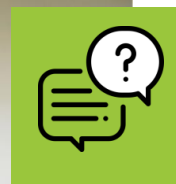
- Deployed SMS and Online
- Listed sample helped to target lagging quotas
- Back-filled rural sample with random cell and landline due to poor cell coverage



Outcome

- Representative sample achieved within cost parameters and time constraints

CASE STUDY - TRANSACTIONAL DATA

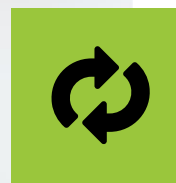


Framework

N=500 online

Nat rep study 18+, double opt in panel

Goal: To get a better understanding of purchase trends amongst a core group of online consumers.



Process

- Asked respondents a set of proprietary questions to create a unique profile segmentation
- Appended transactional data and segmentation based on user's profile points
- Segmentation data used for further reporting



Outcome

- A more complete snapshot of who a user is and how they consume online products & services.

EXECUTIONAL BENEFITS



- More cost effective than fielding an entirely offline study
- Can lead to shorter LOI and higher IR studies that help reduce cost
- Reduces re-fields and follow up studies

LOOKING TO THE FUTURE



What can we expect?

- Further blending of methodologies and hybrid approaches
- Less reliance on self reporting and traditional panel sources, better verification
- Reduced LOI studies and blending data sets

Q & A



THANK YOU
For Watching



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