

7 steps for building a scalable DIY research program that influences business growth



SurveyMonkey® | Market Research Solutions



Market Research Solutions



**Global Survey
Panel**



**Expert
Solutions**



**Research
Services**

Global Survey Panel

- High quality panels & vetted partners
- Access to 50M people in 100+ countries
- 50+ profiled targeting criteria
- Custom screening questions

The screenshot displays the SurveyMonkey Audience targeting interface, which is organized into three main steps for configuring a survey audience.

STEP 1: Who do you want to survey?

This step allows users to define their target audience using four primary criteria:

- Country:** United States (Region: All Regions)
- Gender:** Female (Balancing: None)
- Age:** 25-54 (Balancing: None)
- Household Income:** All options

A button labeled "MORE TARGETING OPTIONS" is available for additional refinement.

STEP 2: How many complete responses do you need?

Users can specify the number of responses needed using a slider. The current selection is 500, with a margin of error of 4%.

STEP 3: (Optional) Do you want to add your own screening questions to your survey?

Adding screening questions can help target a more specific audience. The interface shows radio buttons for "Yes" and "No", with "No" currently selected.

Summary and Cost:

- Total Cost*:** \$1,675 (plus applicable tax)
- Complete Responses:** 500
- Price per Response:** \$3.35
- Survey Questions:** 20
- Estimated Completion Date:** 1 day

A green button labeled "NEXT: CREATE SURVEY" is located at the bottom right. A footnote indicates: "* Excludes the cost of a SurveyMonkey plan".

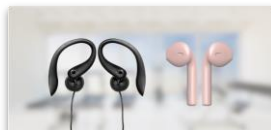
Expert Solutions

- Built-in expert methodology
- Integrated Audience panel
- AI-Powered Insights
- Presentation-ready insights
- Industry benchmarks



Ad Creative Analysis

Optimize your campaigns pre-launch. Get feedback on ads, webpages, or collateral.



Product Concept Analysis

Validate and improve your ideas for new products, services, or features.



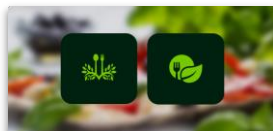
Video Creative Analysis

Find out how effective and compelling your videos are to your target audience.



Packaging Design Analysis

Get insights about which product packaging designs will stand out the most.



Logo Design Analysis

Get insights into which logo designs will work best for your brand, products, and services.



Brand Name Analysis

Get consumer feedback on the potential names for your brand, product, or service.



Messaging & Claims Analysis

Does your messaging resonate? Get feedback on claims, taglines, copy, and more.



Research Services

- Team of market research specialists
- Bundled packages and à la carte options
- Fast turnarounds

Bundled with “Audience Premium”:

Dedicated
Account
Manager

Survey
Review

Product
Training

Customized
Templates

Express
Delivery

IR Tests

B2B Targeting

Low IR
Targeting

À la carte:

Survey
Translations

Survey
Programming

Tracker
Management

Survey
Reporting

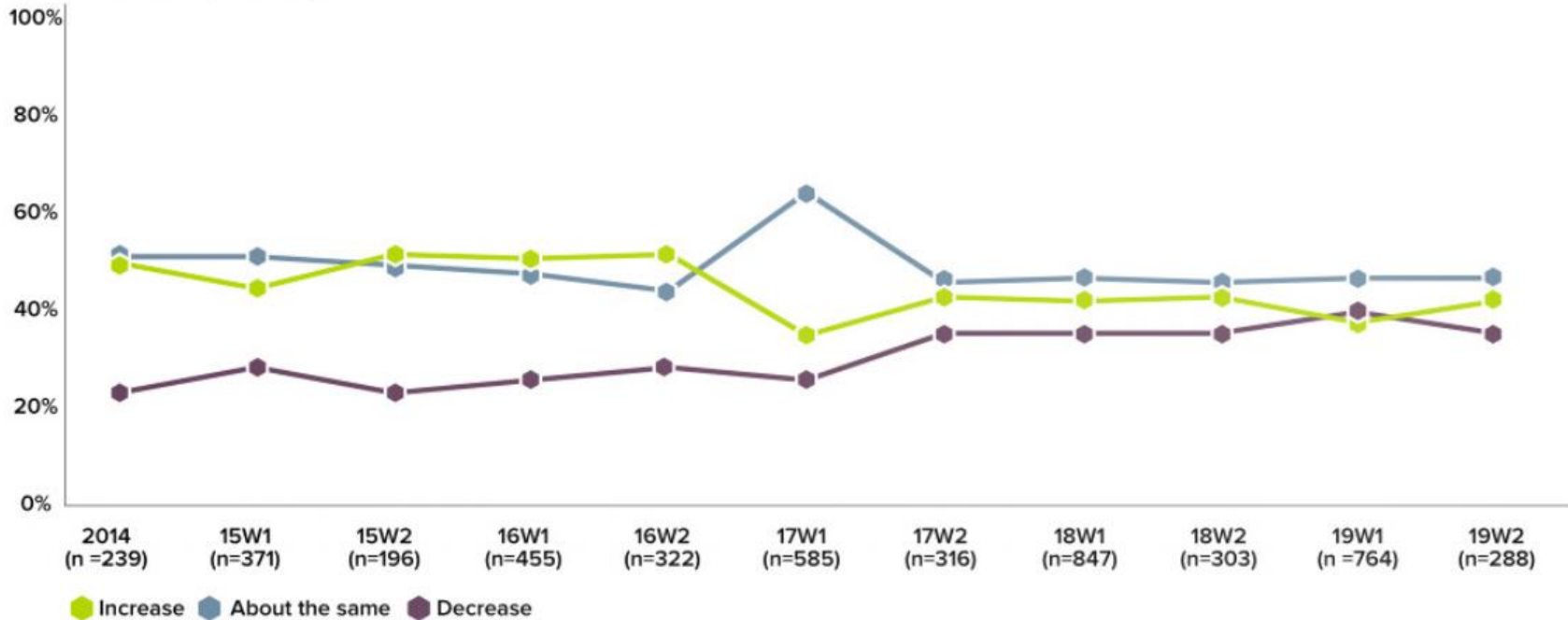


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Why build a DIY research program?

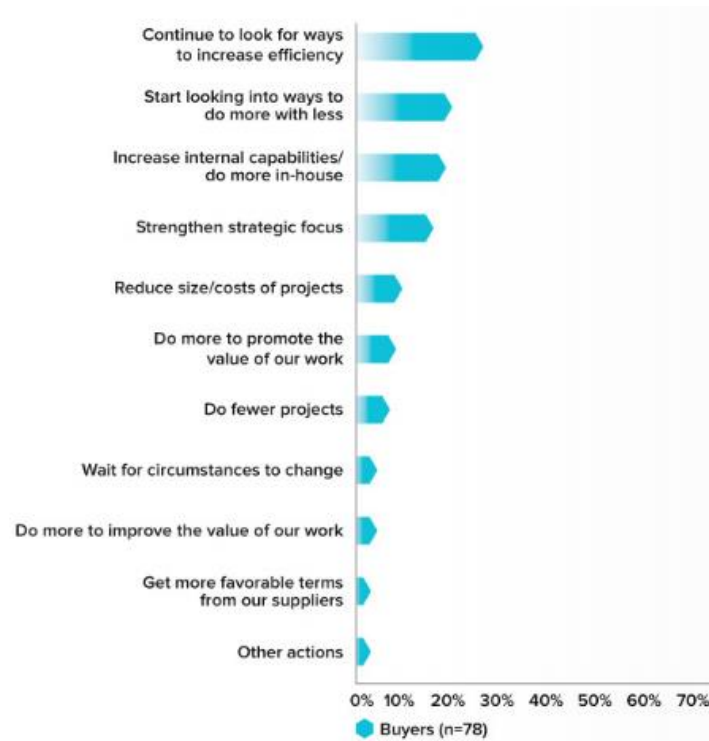
Roughly 1/3 of client-side research budgets are decreasing

ANNUAL RESEARCH PROJECT BUDGET SPENDING TREND
BY GRIT WAVE (BUYERS)



How insights teams are responding to budget decreases:

- 1) Continue to look for more ways to increase efficiency
- 1) Start looking into ways to do more with less
- 1) Increase internal capabilities; do more in-house



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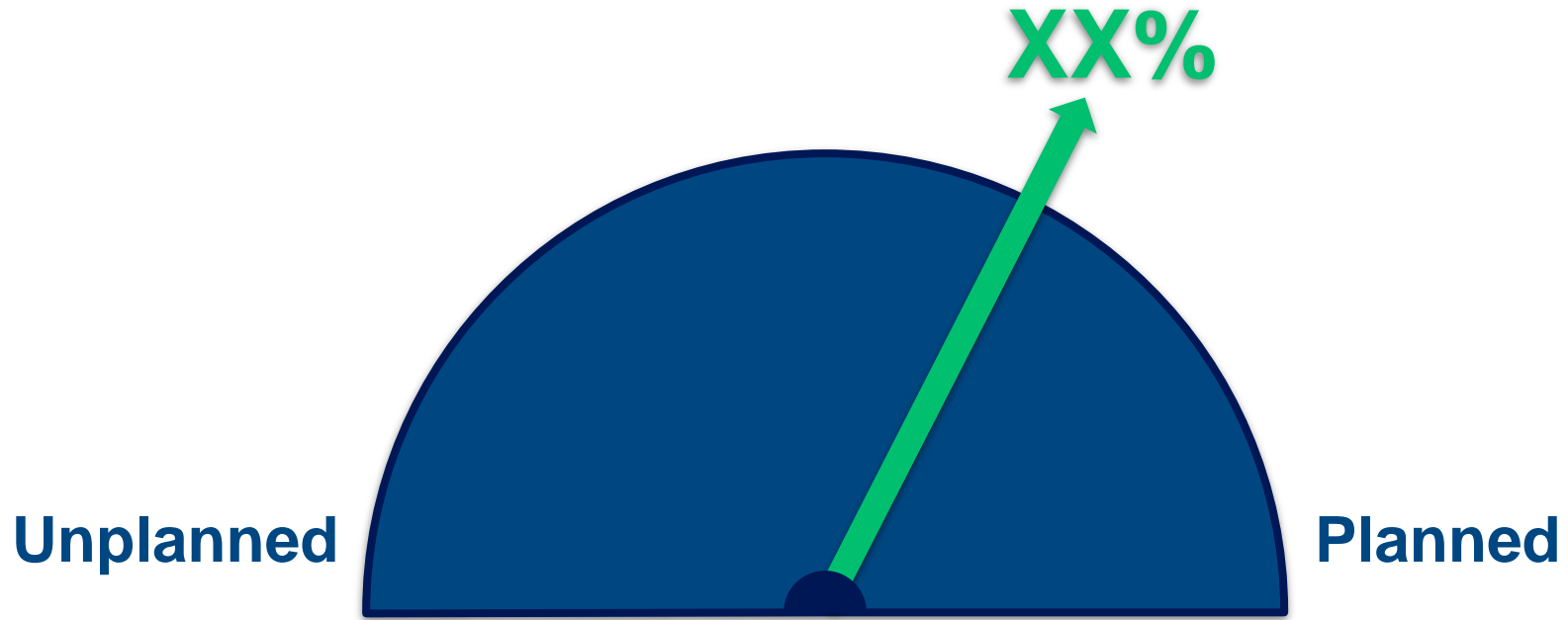
- 1 Conduct a research audit
- 2 Build your DIY research tech stack
- 3 Run calibration studies
- 4 Establish internal DIY processes
- 5 Train your team
- 6 Enable transparency & knowledge sharing
- 7 Transform into a center of excellence



Step 1

Conduct a research audit

How much of your market research is planned vs unplanned?



What market research studies do you...

... conduct every year like clockwork?

... conduct fairly consistently?

... anticipate needing this year?



Take stock of the research you do and tools you use

Quarter	Research Study	Method	Vendor / Tool
Q1			
Q2			
Q3			
Q4			



Evaluate whether DIY will work for each project

Quarter	Research Study	Method	Vendor / Tool	Fit for DIY?
Q1				
Q2				
Q3				
Q4				



Good fit for DIY

- Simple methodology
- Recurring projects
- Internal expertise
- Tools can automate manual work
- Feasible targeting with online panels
- Tight deadlines

Bad fit for DIY

- Complex methodology
- No expertise in-house
- Requires advanced analytics
- Targeting *not* feasible with online panels



Step 2

Build your DIY
research tech stack

What DIY tools will support your research needs?



Online
surveys



Research
automation



Syndicated
data



Analytics
software



Panels &
communities



Online
qualitative



Behavioral
data



Data viz &
reporting





DIY research toolkit:

- Industry publications
- Secondary research
- Expert reviews
- Consumer reviews
- Social listening
- Product registrations
- Online surveys
- Cuisinart sales data
- Syndicated sales data
- Digital analytics



Step 3

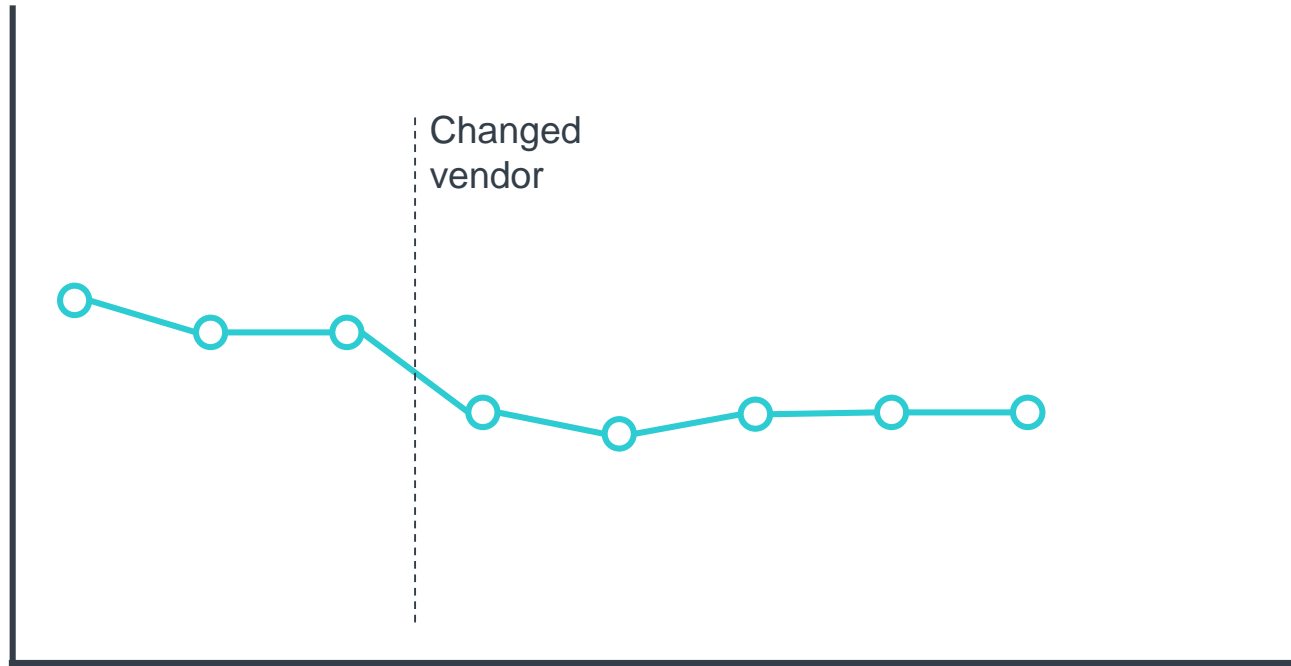
Run calibration studies

What is a calibration study?

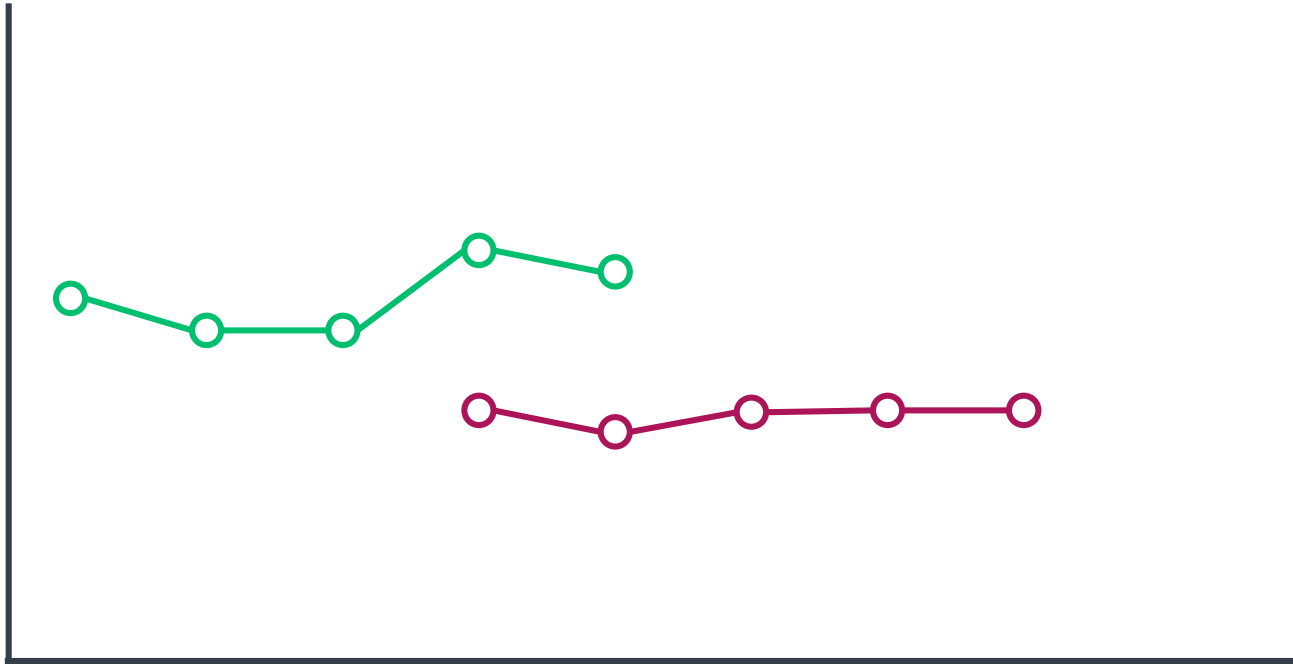
- An overlapping research study conducted with two different sources
- Using the same study specifications
 - Launch date
 - Targeting
 - Survey design
- Meant to assess results variation between the sources



Why calibration studies? An example:



Why calibration studies? An example:



Calibration study recommendations:

- Ideally, run the studies in parallel for at least 1 wave
- Our team can help you with survey programming and matching the targeting of your previous tracker
- Look for opportunities to refresh your tracking study
 - Research goals
 - Survey questions
 - Frequency





allbirds

Moved from a full-service agency to SurveyMonkey Audience.

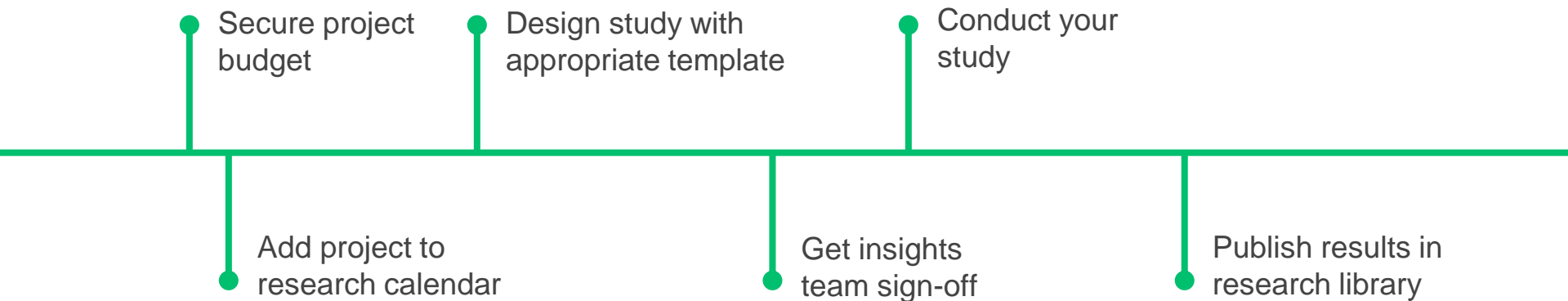
Our team helped Allbirds set up their international, continuous brand health tracker with oversampling in select US cities.



Step 4

Establish internal DIY
processes

Processes are meant to enable teams.
They're simple to follow.
They *remove* bottlenecks.



A project checklist
helps other
departments follow
your process

<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	



Ad Testing Template
Make sure your
advertising message



Brand Awareness Template
Learn if consumers are
thinking of your brand



Market Research - Product Testing...
Launching a new
product isn't easy



Market Research - Service Testing...
Launching a new
service isn't easy



Brand Conversion Template
Deep dive into the
purchase funnel from



Brand Performance Template
What features matter
most in a brand or



Brand Personality Template
What characteristics
come to mind when



Claims Testing Template
Make sure your claims
and messaging

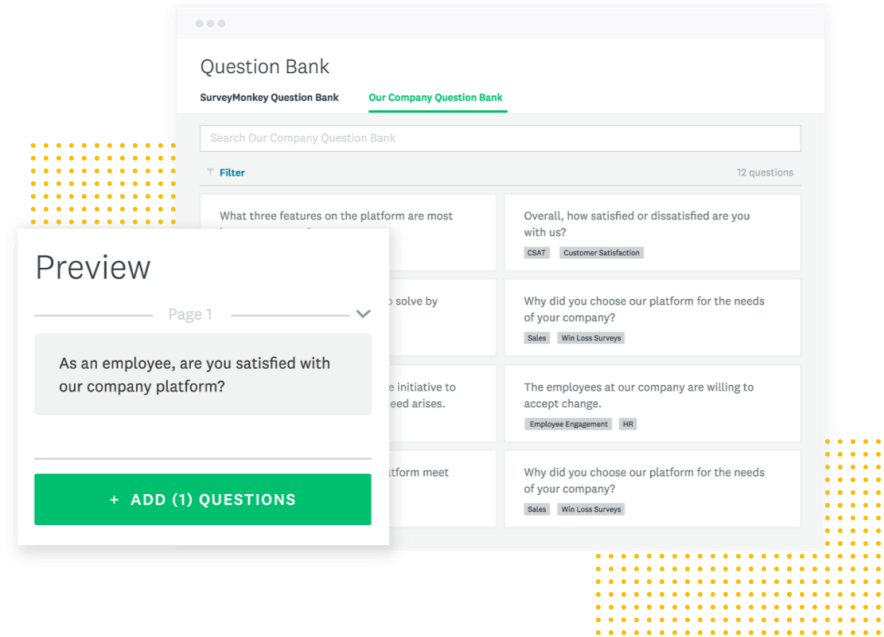


Consumer Behavior Survey Template
Become familiar with
each stage of the

Survey templates enable methodology consistency



Question banks can be customized for your brand/industry



Step 5

Train your team

Walk teams through your process, give access to templates and tools, and make sure everything's easy to find!



A blue-toned background image featuring various financial data points, including stock prices (e.g., 36.25, 22.14, 56.36, 125.56, 68.25, 125.36), percentages (e.g., 15.2%, 02.5%), and candlestick charts, suggesting a financial market or trading environment.

You're not alone!

How we helped a financial services firm expand their agile market research program:

- Team-wide access to SurveyMonkey Enterprise
- Customized survey library
- On-site training for 20+ analysts
- Individual review for analysts' first few surveys
- Ongoing dedicated support



Step 6

Enable transparency
& knowledge sharing

Share the news!

March 15, 2019

Cuisinart

SAVOR THE GOOD LIFE

Small Kitchen Appliances: News, Updates & Trends

Housewares Show Highlights

Our favorite products from the International Home and Housewares Show

The International Home and Housewares Show is huge – 16 miles of aisles, three buildings at Chicago's McCormick Place, with more than 2,200 vendors showcasing some of the latest tech and great design for home goods, along with updated favorites.

15 Awesome Gadgets from the 2019 Home and Housewares Show

What's hot in household gadgets for 2019? I attended the International Home and Housewares Show in Chicago, which showcases products from 2,200 exhibitors, to find out. After spending countless hours scouring the show floor, I found 15 products I'd gladly make room for.



April 5 2019

Cuisinart

SAVOR THE GOOD LIFE

Small Kitchen Appliances: News, Updates & Trends

Retail & Industry

Looking for a New Product? You Probably Searched Amazon

Google has the biggest reach of any digital property, and the majority of all US search queries start there. But product searches are switching things up as several surveys point to Amazon as the leading place to research new items.

Where Do US Amazon Buyers Start Their New Product Research?
% of respondents, Feb 2019



Search engine	Brand website	Retailer website	Social media	Other marketplace	Other
20%	4%	4%	1%	3%	1%

As the Classic Department Store Falters, 4 Challengers Want to Upend the Retail Landscape


Don't call it a comeback—call it a renaissance age of retail. Contrary to headlines bemoaning the death of merchandising, the so-called "retail apocalypse" is still alive and kicking and was all anyone talked about at this year's Suptalk retail/commerce conference.



Lifestyle & Design

Post-millennial generation more accepting

The next generation of consumers is making its impact and the food industry might find it a little more forgiving than millennials, says a market research expert. Generation Z is composed of 12- to 24-year-olds and is "so different" than millennials, said Lynn Dornblaser, director of innovation and insight at Mintel.




Can Your Refrigerator Improve Your dating Life?

The first time John Stonehill was invited back to his girlfriend's house, he headed straight for the refrigerator. It was stainless steel with a water and ice dispenser. It told him that his girlfriend was financially comfortable.

The Best Cookbooks of Spring 2019

In a world of food blogs, Pinterest, and smart speakers that spout off recipes on command, the mere existence of cookbooks may seem like an anachronism.



Other ways to document & share insights in your organization



Newsletters



Intranet



Sales cheat
sheets



Lunch &
learns



Slack channel



Dashboards /
database



Team
meetings



Company
town halls

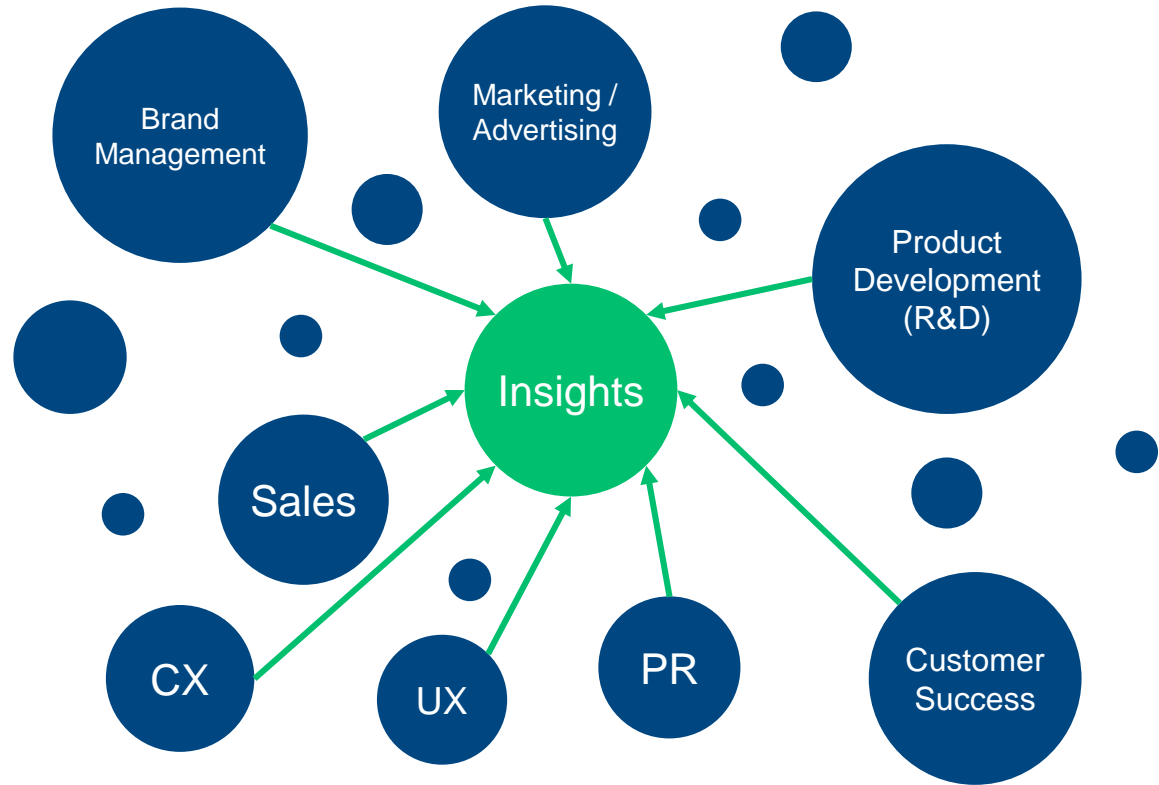


Step 7

Transform into a
center of excellence

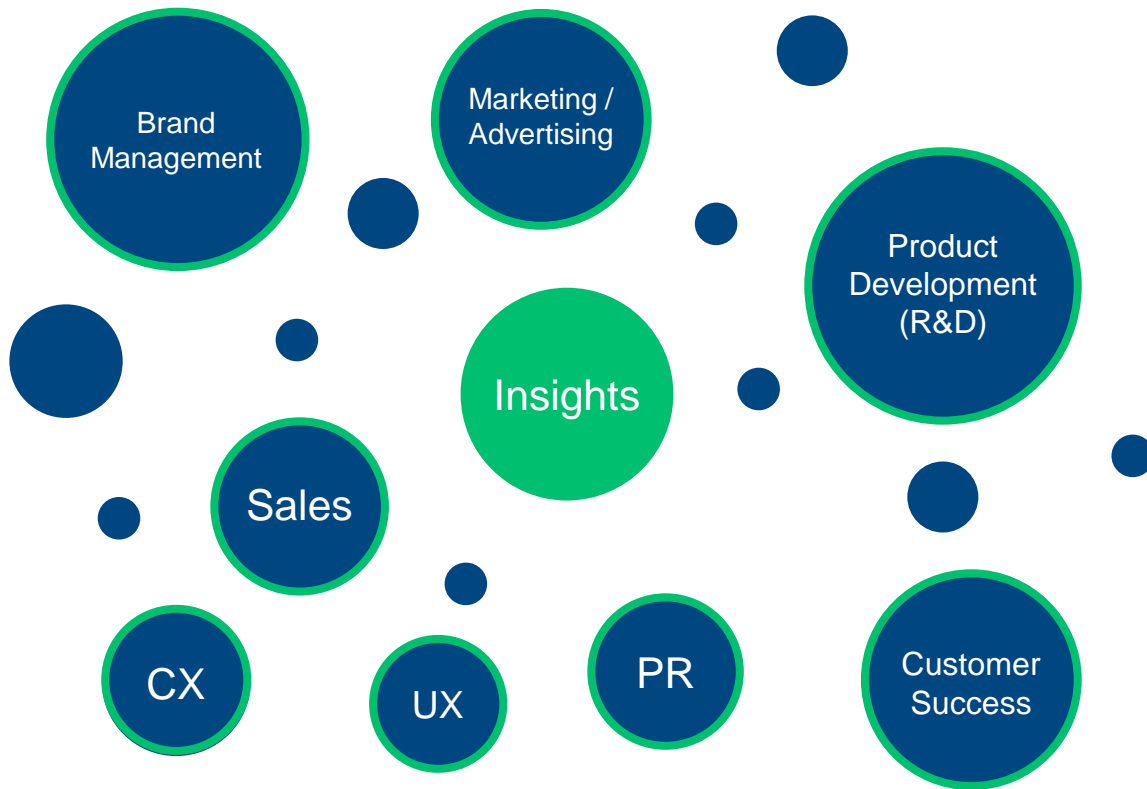
Influence your organization by democratizing market research

Go from
overwhelmed...



Influence your organization by democratizing market research

... to
overachieving!



Lasting transformation requires executive sponsorship



1. Craft a proposal
2. Pitch key executives to get buy-in and sponsorship
3. Have your executive sponsors communicate the change to their teams
4. Use executive sponsors as champions of change!



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Swing by our booth!