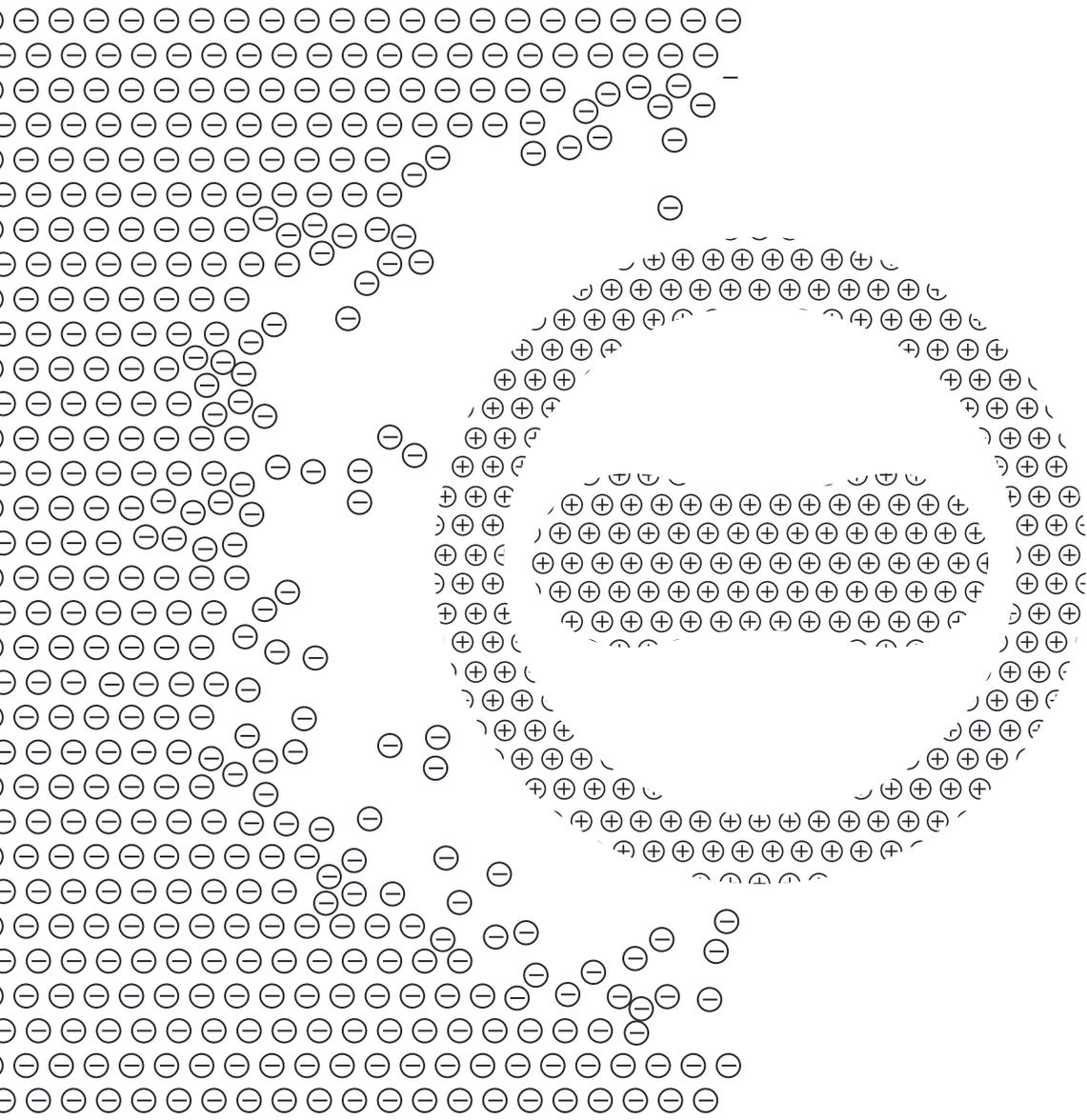


PEANUT LABS

11 WAYS TO
LEVERAGE CROWDVI.BE

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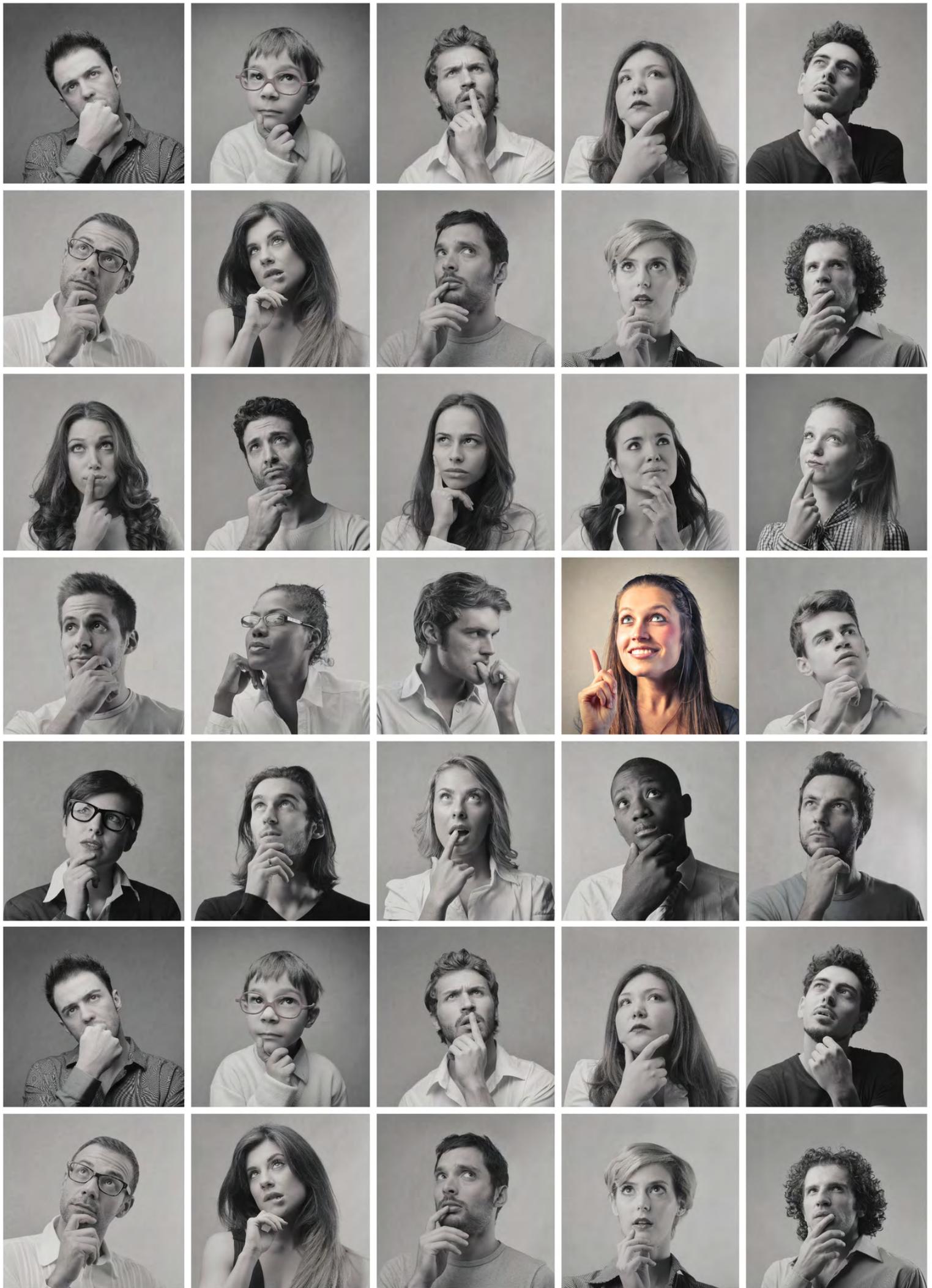
INTRODUCTION

Peanut Labs is an award-winning innovator in the market research industry, delivering on-demand access to a global sample of opted-in, ready-to-survey panelists with a multi-dimensional engagement platform. As the premier monetization vehicle for leading social networks, including Facebook, Peanut Labs continues to build long-lasting strategic relationships with over 400 website publishers, social media communities and global partners, enabling one of the highest traffic rates in the research industry. Peanut Labs provides clients with access to a uniquely engaged sample of over 15 million highly diverse and active panelists in a growing number of countries around the world.

crowdvi.be

INTRODUCTION

Crowdvi.be allows you to collect opinions about single questions in real time, in high volume, via social networks. In mere minutes, you can collect 100 to 1,000 responses from demographically targeted consumers across the country to any question you pose. There are many different reasons to use a polling product like this and eleven of those reasons follow.



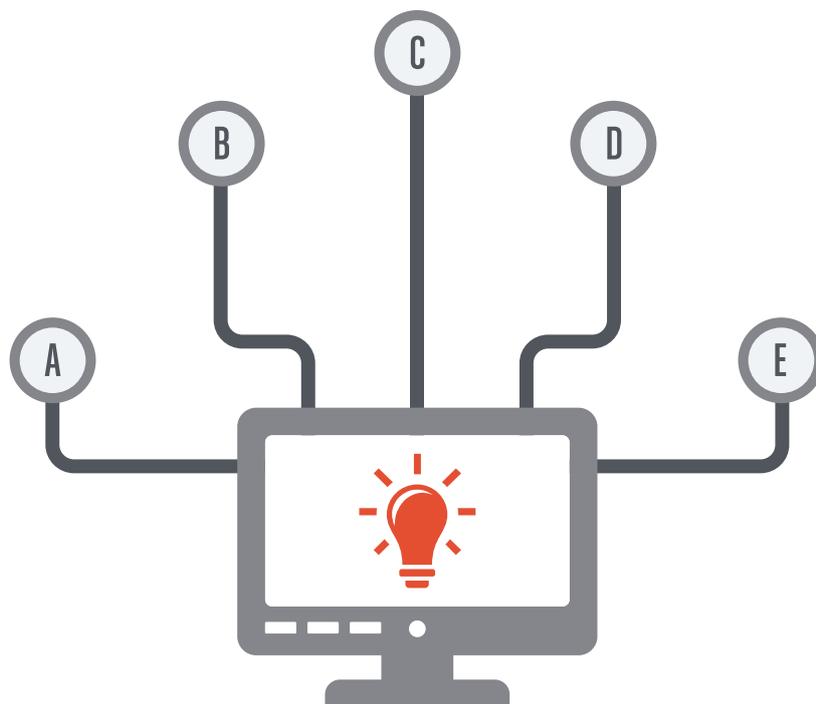
PRE-TEST YOUR SURVEY

You'd hate to use up entire research budget by launching a full-length survey to 500 people only to find out afterwards that you should have tweaked one of the questions. Here are a few things you can easily check on Crowdvi.be before a full survey launch.

1

Choose the right answer breaks

How often do you go grocery shopping? How often do you ride a bike? Choosing the right answer breaks for questions like these can be very difficult. Your instincts might tell you that break points "once a week" and "once a month" make sense but how do you know for sure? You also want to make sure that you choose options that generate a nice frequency distribution. If everyone chooses the first option and none of the second, third, or fourth options, then those extra options were a waste of space, a waste of your responders' time, and you missed out on knowing the most descriptive answer. Quickly try out your preferred answer options first to make sure they use the right "smallest" number and the right "biggest" number.



4

Choose the popular options and the geographical popular options

Do you plan to do any geographical comparisons in your full length survey?

Make sure to check which answer options are most likely to be chosen in each

geographical region. Some grocery stores, fast food restaurants, and other brands and services are only available in limited areas so b

sure to include the main ones in each area, not just overall.

For instance, you'd want to include Kroger in a grocery store list because it's a national chain, but also H-E-B as a popular store in Texas.

**PLAN YOUR LARGE-SCALE RESEARCH**

5

Choose the right question

Should you use the word "disgust" or "hate"? What about "Somewhat Agree" or "Moderately Agree?" Changing one word in a question can generate completely different responses so be sure you know what the possible outcomes before there is no turning back. If you're not sure which word will generate the appropriate response, run a quick check and then apply the best question to your full-length survey.

6

Check awareness of your campaign

Do you really need to launch an extensive survey to evaluate awareness and recall of a commercial you just launched? If you only need answers to one or two questions, don't waste your money on a long survey. Just ask what you need to know. That's good advice for a long survey too - just ask what you need to know.

7

Launch your survey at the right time

As much as you'd like to evaluate a new product or marketing campaign immediately after launch, you might end up wasting your sample on people who've never heard of it. Awareness could be very low in the early days. Launch single question surveys on a daily, weekly, or monthly basis to identify the time when sufficient consumers have become aware of your brand. Then you can launch your full length survey and know that enough consumers will be speaking intelligently.



8

Evaluate competing taglines

You and your colleagues might have come up with the best tagline ever but going live with your great discovery could turn into a waste of business cards and web programming time if you find out that no one else likes the tagline. It's quick and easy to test out your tagline options with a one question survey. You could ask people to choose one of the options (e.g., Which tagline do you like better for our new cereal?), or you could set up two questions and ask people to rate each slogan on a five point scale from "Love it" to "Hate it."

9

Confirm your personal instinct

You've conducted full-scale research before only to come upon that one result that doesn't seem quite right. Perhaps a demographic group is using a product you didn't expect them to use, or a highly rated product is suddenly getting poor scores. Rather than run the full study all over again, you can easily confirm or deny that result by running a quick confirmatory question.

ENGAGE YOUR CONSUMERS!

10

Encourage website visits

Lots of websites are boring. There's no new information, no new insights, no reason to keep coming back. But if you constantly have a stream of new and current knowledge, you can encourage consumers to visit your website or even open your newsletters regularly. Try running quick polls to learn about consumer behaviours and opinions. Then, use those answers to identify new trends, consumer myths, or popular opinions and educate consumers about those issues.

11

Encourage Facebook engagement

Facebook was designed to be fun and informative but it's not always easy to find relevant and fun information about your brand or category. Fortunately, you can generate this kind of information yourself. Ask interesting and unique questions about your product category and share the responses on your Facebook page. Use these tidbits to remind people about your brand's personality. If you're responsible for a cereal page, why not ask people about the strangest thing they add to their cereal, what TV shows they watch while eating their cereal, or which celebrity they think would eat that cereal. If it's a neat thing you'd like to know, then it's probably a neat thing other people would want to know too.





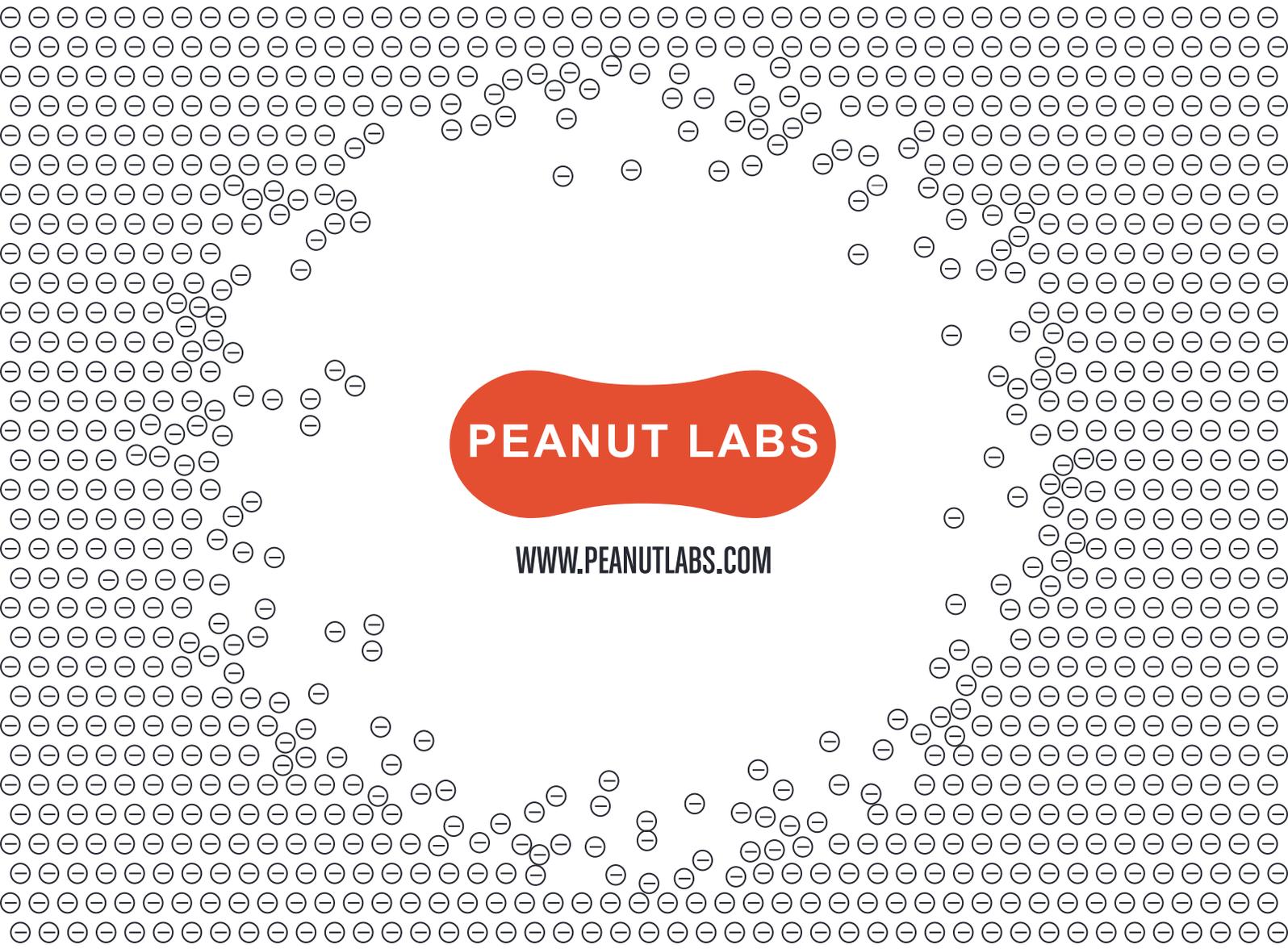
**GET IN
TOUCH &**

FEEL FREE TO CONTACT US

180 Montgomery Street
Suite 1700
San Francisco, CA 94104

Phone: (415) 659-6266

SAN FRANCISCO
Email: info@peanutlabs.com
Web: www.peanutlabs.com



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