Net Con Consumer Surveys

Net Conversion will manage and analyze consumer surveys as part of your larger marketing strategy to ensure results are driving total business performance.

Integrate real consumer insights into business decisions.

Gain timely insight into brand, market, and competitive trends with online consumer surveys.

DEFINE AUDIENCE
Define audience of survey respondents including geography, age, gender, etc.

DEVELOP SURVEY QUESTIONS
Types: Single answers, multiple answers, ratings, open ended, image-based.

CONSUMER RESPONSES
Target audience answers your questions as they browse the internet.

ANALYZE & INTEGRATE
Traditional market research can take months. Consumer Surveys get initial results within a week. We'll provide reporting to help you make sense of the data and integrate real consumer insights into business decisions.

HOW IT WORKS

Surveys is a platform reaching individuals both on the internet and smartphones users.

CONNECTIVITY
The platform has a reach of tens of millions of unique daily users and a new mobile app panel that has 4M+ active users.

NETWORK DISTRIBUTION
Surveys run on the publisher network and are distributed across a wide-ranging network of 1.5k+ sites that focus on diverse topics.

PLACEMENT
Web users are enticed to participate in surveys with incentives to access premium content on third party news, reference, and entertainment sites.

CONSUMER SURVEY EXAMPLES

Surveys are established based on your business questions.

Brand Awareness
Have you ever heard of us?

Advertising Effectiveness
Where did you see the ad?

Product Fulfillment
Which of the following attributes is most important?

Habits & Usage
How often do you travel outside of the U.S.?

Customer Attitudes
What do you think of when you see this logo?

OTHERS

Quantify the size of a given market.

Determine the likeability of a new product concept.

Identify who the customers are, who they are not, and why they are or not your customers.

SURVEY TYPES

1. **Single/Multiple Choice Answers** (with or without image)

2. **Open Ended** (with or without image)

3. **Rating-Based Scale**

4. **Side-by-Side Image Comparison**