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ONLINE RESEARCH BUYERS' GUIDE 2010

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Leveraging social media to recruit and engage today's online panellist

The key to building a valuable long-term relationship with panellists is to engage them in online communities, says Rachel Adams, Marketing Director, Toluna

Due to the growth and success of online panels, businesses today requiring fast, accurate, cost-effective market insight now have immediate access to millions of profiled, opted-in consumers. Recruited online, these individuals are financially incentivised to respond to surveys, having undergone a de-duplication and double opt-in procedure, provided demographic information and agreed to a maximum number of surveys they can take part in.

However, the phenomenon of over-exposure to the sheer volume of targeted survey invitations and web pop-ups has caused an industry-wide decline in response rates, compounded by the limited number of individuals predisposed to participate in the first place.

One solution to this has been more accurate profiling, enabling better targeting for specific projects. Involving only the most relevant audience increases response probability and reduces burn-out. However, gathering so much data on an individual takes time, and places constant demands on panellists.

The other solution is to increase incentivisation, but this merely encourages multi-panel membership, attracting 'professional' survey-takers, and avoids attracting panellists who would not normally join a panel.

For Toluna, with ten years' experience of building and managing online panels such solutions, although maybe logical and effective in the short term, stem from a one-sided, clinical view of the panellist.



A POWERFUL VALUE

Rooted in this 'community' ethos is the desire to provide value to the panellist, rather than pure financial rewards. Panellists are currently using toluna.com to gather information about a product or service before making a purchase. They are also encouraged by brands to be actively involved in the NPD process by providing valuable feedback about a product prior to launch.

It is therefore apparent that Toluna.com is rapidly becoming known as an aid to consumer decision-making – with social interaction across thousands of different topics and the ability to

THE PANEL COMMUNITY ARRIVES

In September 2007, Toluna launched its unique online research community in the UK with 400,000 members. Ten years on, the Toluna community has grown to include four million members across 34 countries. From the outset, the site has sought to overcome response rates and recruitment issues by embracing the social media concept. Members conduct their own online research, creating polls for the community to answer, viewing and drilling down into live demographic results. They create debates, rate user opinions and create personal profile pages describing themselves, their interests, opinions and voting history. They even create video and image polls with multiple response options. Every vote and poll created is recorded against the individual member's profile, building a mass of data allowing targeting with previously unheard of levels of precision.

quantify it. Significantly, alongside Toluna.com's millions of votes (a recorded one million votes a day) and debate strings, we have seen a dramatic stabilising effect on survey response and completion rates.

With such increases in engagement comes a natural increase in brand involvement and perceived value. We are attracting tens of thousands of organically generated new members (not from recruitment campaigns), most of whom would not otherwise have considered joining an online panel. Because of its alignment with the mature web audience of the post-Web 2.0 revolution, Toluna.com provides considerably more fulfilment than pure financial rewards. It re-balances the relationship between panel and panellist.

To find out more about Toluna and to hear from some of our panellists as to why they enjoy being a member of the Toluna community, visit www.toluna-group.com

Online Research Buyers' Guide 2010

In Admap's 2010 guide to online panel research, entries are listed alphabetically by company name and classified into two categories: those providing software to undertake research through online panels; and those that carry out the research for clients.

An online version of this guide is available at: www.warc.com/buyersguides

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- Online research service
- Software provider

Cint Panel Exchange – Direct access to several million online panelists across six continents

ABOUT THE COMPANY

Cint is a global technology company focused on the market research sector. Cint's SaaS-based platform, Cint Panel Exchange (CPX), brings research buyers and panel owners together in a unique transparent solution. In an increasingly competitive marketplace, we can give your company a competitive edge by cutting down the time and money spent on conducting online research by sourcing the right quality sample.

DISTINCTIVE FEATURES

- Direct access via self-service tools to online sample across the globe. In July 2010, more than 500 panels totaling 3 million panelists in over 45 countries were available, a number targeted to grow significantly.
- Reduce project management time by between 30% and 70% by automating your ad hoc and tracker surveys.
- Easy and cost effective set-up of online panels.
- Open up access to your panel and earn an incremental revenue.

OUR PRODUCTS AND SERVICES ARE:

- Cint Sample Access includes: Pricing and feasibility tools, sample access and management, invitation and send-out management, real time project status monitoring, and automated invoicing.
- Cint Automated Tracker (CAT): set your requirements and then the CAT completes the fieldwork, taking care of all mail-outs and any quotas or waves of research you have set, through our unique automated sampling software.
- Cint Panel Manager – providing: extensive panel management functionality, incentive management, revenue generation and automated invoicing.
- Cint Direct – a series of 'plug-ins' available to survey software producers to broaden their offering with market research capabilities. We can give your users access to sample directly in your software suite.

SAMPLE MANAGEMENT

The Cint Sample Access Tool gives you the opportunity to get instant feasibility and pricing, from the panels YOU select. We put you in the driver's seat to not only choose your panel but also the sample out-go. This results in full consistency coupled with transparency. We are the only company offering these two keys to quality and efficient project management.

PANEL MANAGEMENT

By building your own panel or importing existing panels (in an automated way) you also have the option to earn additional revenue, if you choose to allow the online sample buyers in CPX to purchase the surplus capacity in your panels within secure and high quality processes. More importantly by allowing your panel to be a partner within the Cint Panel Exchange, we are helping you keep your panel "alive" and actively engaged by providing panelists with more opportunities to take surveys, earn incentives and provide their opinion.

OUR PHILOSOPHY

Is to provide researchers the opportunity to purchase their sample in an open environment (Cint Panel Exchange) allowing for transparency, timely project management, consistent sampling methodology, quality responders; in summary we are the only one stop quality solution like this for the market researcher. We provide products and services that make it easy and cost effective for anyone doing online market research. Market researchers see what panels they are sampling from, including key data such as recruitment methods and response rates, but also have full control of the online fieldwork process.

Cint complies with CASRO, MRA, MRS and ESOMAR quality and personal integrity standards and has built-in functionality and processes that ensure high quality standards across all accessible panels in the platform.

HISTORY

Cint has been in operation since 1998. The last 12 months have seen a growth of 50% in available countries and 100% in available active panelists. The number of started interviews each day now averages over 35,000.

COVERAGE

Cint Panel Exchange offers instant access to well profiled online sample across the globe.

Western Europe

Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Ireland, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, UK

Eastern Europe

Bulgaria, Czech Republic, Estonia, Kazakhstan, Latvia, Lithuania, Romania, Russia, Slovakia, Turkey, Ukraine

North America

Canada, Mexico, USA

Central/South America

Argentina, Brazil, Chile, Colombia, Ecuador, Guatemala, Peru, Puerto Rico, Uruguay, Venezuela

Africa

South Africa

Asia

China, India, Japan

Australia & Oceania

Australia

Suppliers that publish their panels in CPX are a mix of Publishers, Media owners, Brands, and both large market research companies with global reach and smaller firms with local expertise. Panels are recruited both through CATI and CAPI, as well as online. The diverse panel origins gives the best possible penetration of the population. For more details on the latest markets covered, visit our website.

TYPE OF CONTACT

Our panel-building and management solutions have been used by many organizations, online media businesses, online communities and market research agencies. The majority of panels are consumer focused, with deep profiling on interest areas like media consumption, technology, travel, consumer habits, etc. Increasingly though, the Cint Panel Exchange is the home for hard to reach target groups and vertical sector panels like B2B and professional medical panels.

TRAINING AND TECHNICAL SUPPORT

Cint provides training and technical support for all users of CPX. At the same time, all our products and services have been designed to be easy to use.

FURTHER INFORMATION

Whether you just want an informal chat or an online presentation on how our products and services can benefit you, we would be happy to hear from you.

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Web: www.cint.com

Other offices: Sweden (HQ), North America (Atlanta, California, Toronto), UK, Russia, Germany, Spain, the Netherlands, Denmark, Australia



GfK NOP

- Online research service
- Software provider

ABOUT THE COMPANY

GfK NOP Ltd is the UK arm of the GfK Group (a top five market research company worldwide) and is one of the most successful market research agencies based in the UK.

Our On-Line Services Practice provides a dedicated team of researchers, marketing scientists and technologists, focused on creating and executing best practice online research. With internet experience stretching back to the earliest days of the web, we design and implement every aspect of successful internet research projects (as well as interactive TV, PDAs and SMS).

Every project is backed by our deep knowledge, gained from performing almost two million online interviews every year, using client opt-in lists, e-rdd sampling and our own consumer panels.

Full service research

Our On-Line Services Practice provides total support, including:

- Access to GfK NOP's online panels
- Building your own proprietary panels
- Mailing your customer lists to undertake online research
- Advising on methodologies, questionnaire design and alternative sampling strategies
- Supplying multivariate and choice modelling options
- Delivering video to panellists
- Devising weighting algorithms
- Creating online reporting portals.

Survey facilitation/analysis

We offer all types of analysis, from the simple cross-tabulation to the more complex multivariate research techniques. Our expertise, however, is in turning data into knowledge by our understanding of consumer behaviour.

Other services

- ValueScope™: unique algorithms allow you to weight online data, so you can project results to both online and offline populations.
- LifeMatrix™: facilitates online segmentation of your customer database into our exclusive LifeMatrix groupings.
- WebReporter™: a powerful online reporting system, allowing you to conduct real-time analysis while your study is still in the field.

DISTINCTIVE FEATURES

GfK NOP's On-line Services Practice is at the forefront of the methodological and technological innovations that have driven the growth of e-research. Our online specialists support your success at every phase of the marketing cycle, from market exploration to concept development, to brand strategy and beyond.

SOCIAL MEDIA

We have been an innovative force in using social media techniques, including:

- Socialised panels
- Online forums and discussions
- Online buzz monitoring

TRACK RECORD

We were one of the earliest users of online research and are still perceived to be an innovator in this area. We are continually adopting and developing in this area and have a long list of blue-chip clients for whom we regularly conduct all sizes of research projects.

COVERAGE

GfK NOP coordinates a great deal of multicountry research via the GfK global network which operates in more than 100 countries, with a current total of over 10,000 staff. We operate online panels in 25 countries, and regularly conduct national, regional and international projects from our local research hubs to the highest global standard.

TYPE OF CONTACT

We conduct all types of custom and syndicated research and also have specialist divisions for automotive, business, consumer (including products and retail, travel and new media), employee research, field marketing, financial, healthcare, media, mystery shopping, social research and technology.

MAJOR RESEARCH ACTIVITIES/ FORMATS SUPPORTED

Panel description: We have over eight million panellists with whom we conduct online research. We have conducted 14 million online interviews in the last 12 months.

Ad hoc sampling methods: GfK is a methodological leading-edge company that can undertake any type of sampling. We have marketing sciences experts in all our countries who can construct the appropriate sample for our clients' purposes. We have sent 13 million invitations to client-supplied lists in the last 12 months. This makes us experts in handling large numbers of studies, dealing with ISPs and ensuring that our respondents' privacy is protected.

Quantitative: We undertake all types of quantitative research for our clients and bring to each both our methodological and market expertise.

Qualitative: We are one of the world's leading qualitative agencies using socialised panels, online forums and discussions, online buzz monitoring and blog analysis, and continue to explore the use of emerging technology with, as well as in, social media.

TYPICAL PROJECTS

Size: Any.

Scale: We can cover any project at a regional, national or international level from one or more of our 130 companies worldwide.

Specialist targets: We can sample representative or highly targeted niche samples as required.

STANDARDS

We are fully compliant with all international privacy standards and are conscious of our responsibilities to meet international legislation, including the European Directive EU 95/46/EC and COPPA. At GfK we conduct our work in line with the requirements of:

- ICC/ESOMAR (the World Association of Research Professionals) International Code of Marketing and Social Research Practice
- CASRO – Council of American Survey Research Organizations
- MRS – UK Market Research Society (MRS).

Our UK offices are registered to BS EN ISO 9001:2008 Quality Assurance and ISO 20252:2006 Market, Opinion and Social Research Standard.

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- Online research service
- Software provider

ABOUT THE COMPANY

GMI (Global Market Insite, Inc.) provides the right insight from the right people at the right time, empowering researchers and marketers worldwide to generate the most actionable insights possible for enhanced decision making. Founded in 1999 with global headquarters in Bellevue, WA, GMI has operations in America, Europe and Asia Pacific.

FULL-SERVICE RESEARCH

GMI is not a full-service research firm. We do not design projects or do analysis based on results. We power marketers and research specialists from research firms and enterprises with a market research solutions including panel databases, panel support and interactive surveys.

OTHER SERVICES

- Full Service projects
- Interactive surveys
- Click-testing
- Ad-testing
- Heat mapping capabilities
- Performance dashboards
- Employee feedback services
- Virtual shopping experiences

DISTINCTIVE FEATURES

GMI powers marketers and researchers around the world with a global panel that reaches millions of people; and services that include survey programming, data processing and interactive flash programming, GMI is your one-stop shop for online global market research.

TRACK RECORD

GMI has experienced 100% annual revenue growth for the last five years. Profitable and debt free, GMI has a global footprint with over 1,400 clients in more than 60 countries and we operate in 17 offices around the world.

COVERAGE

United States

Seattle, WA
Boston, MA
Minneapolis, MN
Chicago, IL
Los Angeles, CA

International

Hamburg, Germany
Hong Kong, China
London, UK
Munich, Germany
Paris, France
's Hertogenbosch, The Netherlands
Shanghai, China
Singapore
Sydney, Australia
Tokyo, Japan
Valencia, Spain
Vancouver, BC Canada

SPECIAL TECHNIQUES/ BRANDED OFFERINGS

We support our customers 24x7x365, providing global access to research data anytime and offer scalable performance and can handle projects of any scope or complexity with ease. By using only one vendor, productivity is raised and research quality is enhanced, while keeping the total cost of ownership low.

Specialist targets: Our GlobalTestMarket (GTM) panel reaches millions of people worldwide in 200 countries and territories, with surveys distributed in 75 languages. Encompassed in our panel are several specialty panels that provide access to the following highly profiled markets: gamers, physicians, nurses, patients, new and expecting mothers, IT, youth and various ethnicities.

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INSITES



● Online research service

ABOUT THE COMPANY

InSites Consulting is a fast-growing, full service, global, online marketing research agency, delivering comprehensive solutions and advice to world leading brands in nearly all industries. We are headquartered in Belgium, having offices in the UK, France, the Netherlands, and Switzerland.

OUR PHILOSOPHY

Our mission is to challenge conventional marketing & research wisdom by putting conversations and storytelling at the heart of our thinking and acting. We stay ahead of the game via our ForwaR&D lab, co-creating state-of-the-art research solutions together with clients, suppliers, academics, consumers, and professional organizations. We do not believe in 'one-size-fits-all' solutions, emphasizing the need for customization and consulting in formulating answers to marketing challenges. Being fully independent, we stand for flexibility and long-term focus.

TRACK RECORD

InSites Consulting was established as a spin-off of the Vlerick Leuven Ghent Management School in 1999. Today InSites has over 90 highly-skilled and experienced employees. Over the last 2 years, we received no less than 10 awards from different internationally well-respected bodies such as AMA, ARF, ESOMAR, MRS, MOA, SPSS, AMMA, and eConsultancy. We currently work with over 40 of the top 100 global brands, such as Danone, Heinz, MTV Networks, Nestlé, Nokia, PepsiCo, Panasonic, Pioneer, Sony, and Unilever.

COVERAGE

InSites Consulting is truly international, having conducted projects in over 70 countries worldwide last year. We also have a proprietary research community comprising more than 2,500,000 panel members across more than 30 European countries and offices in Ghent, Rotterdam, London, Geneva and Paris.

TYPE OF CONTACT

We deliver services to a range of businesses, from leading global blue-chips to mid-sized national players. Our clients cover a wide range of industries spanning FMCG, retail, pharma & health, financial services, technology, media, telecoms, travel, transportation and others.

MAJOR RESEARCH ACTIVITIES

Our business is structured around four strategic business units: Exploration & Insight Generation, Brand Activation & Conversations, Innovation & Renovation and Customer Experience. InSites Consulting also has three specialist knowledge centers dedicated to Pharma, Youth Marketing and Digital Marketing.

Additionally, our panel team is responsible for managing our proprietary research community TalkToChange, and we have specialist client and panel IT teams.

SPECIAL TECHNIQUES/ BRANDED OFFERINGS

InSites Consulting is specialized in Fusion Research, which involves the blending of discussions, surveys and observational research methods to deliver deeper insights. We offer a range of methodologies across the spectrum of techniques, but no "black boxes". All our projects are tailored to our clients' needs, and through our award-winning ForwaR&D Lab we are constantly developing co-creating approaches together with customers, suppliers and research participants.

We specialize in online research methods including online discussion groups and web-assisted depth interviews, connected ethnography, social media ethnography, co-creation communities and blog / diary research. We also offer a full range of advanced analytical services.

FURTHER INFORMATION

To find out more about InSites Consulting please contact your local team and we would be pleased to have an informal discussion or to arrange a presentation.

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Ipsos MORI



● Online research service

ABOUT THE COMPANY

Starting out as two separate, yet equally research-focused companies, Ipsos UK and MORI merged in 2005, becoming Ipsos MORI. It is the second largest and one of the best-known research companies in the UK. Ipsos MORI specialises in global operations, advertising, loyalty, marketing, corporate reputation and social research. We believe that specialising in specifically located fields of research offers our clients more in-depth, thorough and confident results from our findings. Ipsos MORI values its integrity, client commitment, accountability, leadership, partnership and entrepreneurial spirit.

FULL SERVICE RESEARCH

Ipsos MORI is a full service agency with unparalleled depth of technical and industry expertise and international reach. We offer a full range of qualitative and quantitative research services to meet even the most complex requirements.

OUR PHILOSOPHY

We are a company of enquiring minds and passionate people – an ethos which, we believe, helps us maintain our unique approach and dedication to providing excellent research solutions.

Our values

- **Client commitment:** we aim to deliver the finest service to our clients and to satisfy them above and beyond their expectations.
- **Leadership:** we strive for excellence in all we do, thereby setting new standards for the research profession.
- **Entrepreneurial spirit:** we employ curious and passionate professionals and encourage them to be innovative.
- **Integrity:** we maintain honest, direct, and loyal relations with clients and colleagues.
- **Accountability:** we are accountable to our clients and colleagues. We do what we say we will and do not give up when faced with difficulties.
- **Partnership:** together, we contribute to the success of our clients and our company. We put a strong emphasis on excellent teamwork in all our work. As a diverse and international business, we appreciate and respect our differences.

TRACK RECORD

Ipsos MORI's quality procedures are renowned as being at the leading edge in the industry, setting us apart from our competitors. We were the first UK Market Research Company to sign up to the MRS Company Partnership Scheme.

Across the world, Ipsos holds over five thousand clients and carries out twenty million interviews with individuals each year.

COVERAGE

Ipsos MORI is part of Ipsos Group, the world's third largest global survey-based research company, which spans 64 countries worldwide. We carry out research in over 100 countries worldwide.

TYPE OF CONTACT

Ipsos MORI specialises in researching Advertising (brand equity and communications); Loyalty (customer and employee relationship management); Marketing (consumer, retail & shopper and healthcare); MediaCT (media and technology); Social & Political research and Reputation research.

SPECIAL TECHNIQUES/ BRANDED OFFERINGS

Ipsos Direct – a field and tab service providing survey management and delivery both locally and globally.

Ipsos MORI Omnibus – offering a complete range of face-to-face, online and telephone omnibus solutions across the world.

TYPICAL PROJECTS

Projects vary amongst local, national and international studies. The number of participants in projects vary from under one hundred to thousands. Target audiences are many and varied.

CONTACT DETAILS

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LIGHTSPEED RESEARCH



● Online research service

ABOUT THE COMPANY

Lightspeed Research was launched in May 2000 by Kantar, one of the world's largest research, insight and consultancy networks and part of WPP. Through our online global panels and products, we deliver valuable market insights to help businesses make informed decisions.

We actively manage our panels in North America, Europe, and Asia Pacific to provide responsive and engaged survey participants. Each panel is thoroughly screened, resulting in thousands of data points worldwide. Deeply profiled Specialty Panels provide quick access to target audiences in key industries.

DISTINCTIVE FEATURES

Respondent integrity is crucial to online data collection.

- Lightspeed RealRespondents – an industry-leading verification process – ensures our panels consist of real people providing real background data.
- Lightspeed RealResults leverages both our technology and survey quality management expertise to identify and remove poor survey data through a series of quality checks.

TRACK RECORD

Lightspeed Research was incorporated in May 2000 as a global provider of high-quality online market research solutions, specialising in qualitative and quantitative research methods. Currently, the organisation has over 200 clients, including market research companies, media planning agencies, marketing and PR agencies, management consultancies and corporate organisations.

COVERAGE

Lightspeed Research provides access to online panel members across the US, Europe and APAC, with offices throughout the United States, Canada, the United Kingdom, Germany, France, Spain, Italy, the Netherlands, Australia, Japan, China, South Korea, Singapore, and Bulgaria. Lightspeed Research is proud to be a member of ESOMAR, ARF, CASRO, MRA, IMRO, CMOR, PBIRG, and AIMRI and is a MRS Company partner.

TYPE OF CONTACT

Lightspeed Research provides access to a global online panel network of pre-defined targeted consumers. Each panel member has been carefully profiled, enabling clients to efficiently target specific consumer groups for individual research projects. Lightspeed Research also provides services to those clients attempting to research the business-to-business marketplace through their SME and B2B panels.

SPECIAL TECHNIQUES/BRANDED OFFERINGS

Lightspeed Research's **Specialty Panels** provide direct access to ready-to-survey samples in vertical markets worldwide. Carefully built and regularly updated, each deeply profiled Specialty Panel can be crossed by specific demographics for precise, fast, and cost-efficient targeting. These panels include Automotive, B2B, Beverage, Family and Household, Financial, Health and Wellness, Media Consumption, Mobile Phone, Beauty and Personal Care, Sports and Hobbies, and Travel and Leisure.

- Lightspeed Research's **Financial Services Group** provides unparalleled insight into consumers' use of credit, debit, banking, and alternative payment products
- Our **Mobile Survey Platform** is an advanced research solution that instantly captures both consumer responses and user-generated images from mobile phones.
- **QuickMatch**: identifies the 'needle in the haystack'. QuickMatch is a short survey designed as a cost-effective means to pre-screen the Lightspeed Consumer Panel for the purpose of identifying target respondents for further research.
- **Catalyst panels**: exclusive panels that are developed to collect in-depth information to address clients' specific business needs. The custom panels are an ideal and cost-effective way to communicate with general consumers, customers or a targeted audience on an ongoing basis.

TRAINING AND TECHNICAL SUPPORT

Lightspeed Research provides comprehensive training workshops for clients on the benefits and limitations of online data collection. Workshops focus on recruitment strategies, questionnaire design, sampling and survey planning, and give delegates a thorough understanding of the online data collection process.

TYPICAL PROJECTS

Size: From regional studies with 200 respondents to multi-national tracking studies with thousands of respondents.

Scale: Projects can be regional, national or international in scope. Currently 80% of Lightspeed Research projects cover more than one country. **Specialist targets:** Automotive, B2B, SME, Beverage, Family and Household, Financial, Health and Wellness, Media Consumption, Mobile Phone, Beauty and Personal Care, Sports and Hobbies, and Travel and Leisure.

FURTHER INFORMATION

Lightspeed Research's experienced, client-focused teams understand the nuances of online research and survey respondent management, implementing best practices throughout the project lifecycle. We are experts in panel management, survey design consultation, sample management, programming and hosting, and data collection.

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Online Consumer Research
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● Online research service

ABOUT THE COMPANY

MetrixLab is a global full-service online market research company, specialising in the areas of brand and communications, new product development, e-business performance and satisfaction research. Over the past ten years MetrixLab has grown to be one of Europe's leading online market research companies.

This growth has been built around proprietary internet-based technology, advanced research methods such as online eye tracking, and high quality international online consumer panels. The agency makes significant investment in developing innovative approaches that will help companies meet their research objectives.

EXPERIENCE AND CAPABILITY

MetrixLab combines the latest internet technology with scientifically proven qualitative and quantitative market research methods, to produce state-of-the-art approaches and techniques.

MetrixLab business solutions include:

- cross-media campaign evaluation
- brand and campaign tracking
- ad creative/pre-testing
- website performance monitors
- online communities
- idea generation
- concept development
- concept validation
- conjoint and price measurement
- pack tests
- in-home website usability test
- in-lab website usability test
- website usability review
- usability competitor benchmark
- website concept test
- customer satisfaction.

MetrixLab works with around half of the top 100 global brands, with clients such as Google, Microsoft, Philips, Canon, ING, Unilever, PepsiCo and Siemens.

COVERAGE

Through our proprietary respondent portal we can reach more than 800,000 individuals, and have conducted research in over 40 countries worldwide.

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MO'WEB RESEARCH



- Online research service

ABOUT THE COMPANY

We are an international full-service online research agency, offering state-of-the-art services and competitive pricing. We offer best-practice online market research and access to 100% verified panels in all core European and even selected American, Asian and African markets.

While we are proud to deliver full-service online research to our clients, we also deliver sample-only services to research buyers and agencies worldwide.

Our services offered include, but are not exclusive to:

- survey and questionnaire design
- questionnaire scripting and programming (Flash, PHP, HTML, Ajax)
- email invitations and reminders
- panel-based fieldwork and real-time results
- recruitment of dedicated panels
- data delivery in a variety of formats
- data analysis and tabulation
- chart preparation and full analysis of results.

DISTINCTIVE FEATURES

We take pride in our panel quality and have developed our own 7-step quality management programme. At the heart of this is our digital fingerprinting technology, which identifies fraudulent respondents and professional survey takers in 99.9% of all cases and is now included in our standard service to market research buyers.

TRACK RECORD

We have been active in the field of online research since 2002. We have completed numerous national and international surveys in consumer as well as B2B environments. One of our core strengths is our multinational B2B and IT panel.

In the past five years, mo'web research has continually been able to achieve triple-digit growth rates in revenue and currently employs two managing directors, 18 full-time employees and 31 regular freelancers.

COVERAGE

Since 2002, our online panels have grown significantly in size, now covering all core European markets and even selected American, Asian and African markets.

Currently, our proprietary panels include more than 1,100,000 registered members in 18 countries. Our core markets are the UK, Germany, France, Italy, Spain, Austria, Switzerland, Russia and Poland. For detailed and up-to-date panel figures, please visit our website at www.mowebresearch.com.

TYPE OF CONTACT

Our panels are responsive and active in purchases and daily life, and can offer dramatic insight to your clients. Our business decision makers and IT professionals are exactly that.

SPECIAL TECHNIQUES/ BRANDED OFFERINGS

Beyond the usual quantitative online sample-only jobs, we have a team of research specialists available to service your every need. We provide choice-based conjoint, online focus groups, bulletin boards, web2.0 and blog analysis, and more.

TRAINING AND TECHNICAL SUPPORT

Our technical support is available throughout your working day and is fully multilingual. We make sure we stay responsive, available and take care of your research needs prior to fielding, in-field and after completion.

TYPICAL PROJECTS

In international online market research there is no such thing as a 'typical project'. We service clients' needs in small- and large-scale online surveys for consumers as well as B2B surveys. We treat every single project with the attention and professionalism it deserves.

Special target groups

Both our consumer and B2B panels are very strong and we can offer access to a variety of different and even difficult target groups. Please feel free to ask if you have any questions, or request our current panel book.

FURTHER INFORMATION

Our panels are used for market research purposes only. Panel members are double opted in and incentivised with both prize draws and cash. We adhere scrupulously to data privacy regulations in every area in which we operate. We will gladly send you our responses to the ESOMAR 26 questions upon your request.

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● Online research service

ABOUT THE COMPANY

Research Now is a leading independent online fieldwork and panel specialist. We provide high-quality sample sourced from our **6 million strong family of online panels across 37 countries worldwide including Europe, the Middle East, North and Latin America and Asia-Pacific.** We are known for offering a comprehensive range of online fieldwork services (sample provision, scripting, online reporting and more).

We employ a strict 'research only' approach to building and maintaining our panels. The panels are multi-sourced, carefully managed and frequently refreshed to ensure the sample is responsive, reliable and representative. Research Now offers experience and expertise in all aspects of online fieldwork and panels, including multi-country/ multi-lingual international projects. We can target a range of respondents, including general consumer, B2B and healthcare specialists. We can also profile samples for many sectors – such as automotive, healthcare, financial and media.

OTHER SERVICES

Our panels and technology deliver flexible, high-quality fieldwork. This includes full-service online fieldwork and DP, client sample and survey management, OmniTaxi, omnibus pre and post-ad testing, trackers, product concept testing, online diaries, bespoke projects, conjoint and multivariate techniques and much more.

Recent product developments include our online reporting tool and online ad tracking capabilities, which are continuously being updated and improved to ensure high quality and service.

DISTINCTIVE FEATURES

We strongly believe that excellent client service is key to our business. At Research Now we offer a dedicated client service team, providing diligent, intelligent and timely service to researchers.

More than half of our client service team are experienced agency or client-side researchers.

This gives our customers more senior, more experienced, more knowledgeable assistance, while enabling us to really understand what researchers need, and to consistently provide better service day in, day out.

TRACK RECORD

We manage around 2000 projects per month, providing both sample-only and full-service studies. Our clients include well-known research agencies, as well as the fieldwork departments of some of the world's leading corporates across a wide range of market sectors. We are equally experienced in handling both multinational, multilingual projects as well as smaller domestic projects.

COVERAGE

Research Now owns and operates the extensive family of Valued Opinions and the e-Rewards online panels across Europe, the Middle East, North and Latin America and Asia-Pacific. With 20 offices in Europe, the Middle East, North America and Asia-Pacific, Research Now is able to service clients' needs across the globe.

TYPE OF CONTACT

Our proprietary network of online panels includes more than 6 million panellists in 37 countries, across Europe, the Middle East, North and Latin America and Asia-Pacific. We include a range of specialist panels specifically profiled in areas including business-to-business, healthcare, automotive, financial, media and our 'Mums Opinions' panel of new mums and mums-to-be in the UK.

AD HOC SAMPLING METHODS/ PRINCIPLES

Quantitative: Online fieldwork and panels

Qualitative: Online focus groups

SPECIAL TECHNIQUES/ BRANDED OFFERINGS

Research Now uses its proprietary family of online panels to offer a wide range of online fieldwork solutions. The 6 million-plus online panel is multi-sourced and frequently refreshed to maintain high-quality, unbiased samples.

It has been extensively profiled offering specialised panels in areas including **automotive, business-to-business, financial and healthcare** to help readily meet our client needs. Specialist services include:

- full-service online fieldwork (from scripting, through to online sample provision and delivery of results)
- fieldwork support for a range of different research methodologies – for example, trackers, online diaries, product concept testing, advertising testing, conjoint, and much more
- bespoke projects
- OmniTaxi – up to five questions to a specifically profiled sample group (for example, women only, people in Scotland, parents, mobile phone owners, and so on) in 24 hours.

TRAINING AND TECHNICAL SUPPORT

Research Now technology has been responsible for building our highly scalable proprietary panel management platform, and continues to develop innovative solutions for online fieldwork and panel management. This resource is available to all clients seeking to conduct online research and we are more than happy to explore the options with you.

FURTHER INFORMATION

For further information or advice please contact our client service team, Chris Dubreuil or Ben Hogg.

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TOLUNA



Toluna™

In touch with people

- Online research service
- Software provider

ABOUT THE COMPANY

Toluna is a leading online research panel and survey technology provider to the global market research industry. It has built and manages a panel community of 4 million members across 34 countries and has pioneered the use of Web 2.0-based technology to improve panellist engagement and data reliability. As well as providing access to its B2C and B2B panellists for online research studies, Toluna provides advanced questionnaire programming and custom panel building services. In addition, PanelPortal™, Toluna's online panel community management solution, enables marketing and research professionals to easily build, manage and survey their own online panel communities.

ONLINE RESEARCH PANELS

Toluna assists marketing and research professionals through the provision of panel and survey technology services. Our full service online data collection services incorporates project management, questionnaire programming, hosting, translations, sample and data processing.

PRODUCTS AND SERVICES

- Access to the world's most engaged panellists: 4 million highly engaged, responsive and deeply profiled panellists across 34 countries.
- Toluna QuickSurveys: a self-service online tool that enables organisations to quickly and easily launch affordable online surveys via Toluna's social voting community site and receive real-time results within hours.
- Custom panel building consultancy: recruit and maintain your own online research panel.
- Advanced questionnaire scripting: enhance the respondent's experience with engaging animation, 3D imaging and video.
- PanelPortal: a comprehensive online tool for creating, hosting and managing private online communities.
- BrandSpector – a unique online ad tracking service which enables organisations to measure the effectiveness of online advertising campaigns using members of Toluna's online research community.
- Global Omnibus – provide your clients with the ability to conduct high-quality research quickly and cost-effectively using one of the most robust online research panels in the industry.

DISTINCTIVE FEATURES

- A unique Web 2.0 panel community model ensures our clients have access to the world's most engaged panellists.
- 15 specialist panels covering specific market sectors.
- Exclusive access to Incisive Opinion, a dedicated B2B panel community site developed in partnership with Incisive Media, one of the world's

leading publishers of professional magazines.

- Industry-leading panel quality procedures to maintain panel responsiveness and data reliability.

TRACK RECORD

Established in 2000, Toluna is the world's fastest-growing online panel provider, with over 700 employees across 11 countries. We have a unique blend of research and online panel backgrounds from years of experience working with global research organisations.

COVERAGE

- Offices in London, Paris, Frankfurt, Munich, Amsterdam, Haifa, Dallas, Wilton, Andover, Encino, Gurgaon, Timisoara, Tokyo, Toronto and Sydney with clients on five continents.
- 34 proprietary online panels in: Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, India, Ireland, Italy, Japan, Korea, Mexico, Netherlands, New Zealand, Norway, Peru, Poland, Portugal, Russia, Singapore, Spain, Sweden, Switzerland, UK and USA.

TYPE OF CONTACT

Toluna conducts online fieldwork among consumer and B2B audiences. Our panel profiling maps the specific dynamics and evolution of a market therefore by increasing the speed with which you can successfully reach niche audiences. We have developed 15 specialist panels: Automotive, Employment, Personal Finance, Household Shopping, Health, Leisure & Hobbies, Home & Family, Media, Mobile Phone, Travel, Video Games, Green, Internet, Personal Care, Sports.

Toluna has also partnered with Incisive Media, one of the world's leading publishers of professional magazines to provide you with access to a range of senior level professionals in the IT & Telecoms, Risk Management, Financial Services and Accountancy sectors.

MAJOR RESEARCH ACTIVITIES/ FORMATS SUPPORTED

- Online quantitative: Ad hoc, tracking, diaries, in-home usage tests.
- Online qualitative: Recruit to qualitative offline or online focus groups/bulletin boards.

SPECIAL TECHNIQUES/BRANDED OFFERINGS

- World's first Web 2.0-based online panel community. Our panellists can create their own polls or qualitative discussions and see demographic results live in their browser. Toluna focuses on improving panellists' online experience in order to maximise respondent engagement, survey responsiveness and data reliability for our

clients. Visit www.toluna.com to see our unique Web 2.0 panel community in action.

- PanelPortal: enables an organisation to recruit individuals into a branded online panel community for the purpose of conducting online surveys and qualitative discussions. PanelPortal allows marketing and research professionals to manage the entire member recruitment process as well as construct online questionnaires and run qualitative discussions.
- AutomateSurvey: hosted survey software for advanced questionnaire scripting and live results reporting.
- BrandSpector – a unique online ad tracking service which enables organisations to measure the effectiveness of online advertising campaigns using members of Toluna's online research community.
- QuickSurveys: a self-service online tool that enables organisations to quickly and easily launch affordable online surveys via Toluna's social voting community site and receive real-time results within hours.

TRAINING AND TECHNICAL SUPPORT

- Full training and consultancy packages available for all PanelPortal users.
- Panel building consultancy and training packages available.
- Experts in migrating offline work online.

TYPICAL PROJECTS

Size: from 100 to 100,000+ interviews.

Scale: global.

Specialist targets: Automotive, B2B and IT professionals, health, mobile phone users, grocery shoppers, media, household, sports, finance, travel, cosmetics, video gamers, web users, green and ethical consumers and personal hobbies.

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● Online research service

YouGov is the authoritative measure of public opinion and consumer behaviour. It is YouGov's ambition to supply a live stream of continuous, accurate data and insight into what people are thinking and doing all over the world, all of the time, so that companies, governments and institutions can better serve the people that sustain them.

ABOUT THE COMPANY

YouGov is an international, full-service market research company, providing:

- Added value consultancy
- Qualitative research
- Field and tab services
- Syndicated product offers
- Fast-turnaround omnibus
- Market intelligence reports

We have dedicated teams of research and industry experts covering the following areas:

- Consumer markets
- Financial services
- Technology and telecoms
- Media
- Politics
- Public sector

One of YouGov's key strengths is its panel of over 280,000 UK consumers representing all ages, socio-economic groups and other demographic types. The quality of its panel allows YouGov to access difficult to reach groups, both consumer and professional.

TRACK RECORD

YouGov dominates Britain's media polling and is the most quoted market research agency in the UK. Its well-documented and published track record demonstrates the accuracy of its survey methods and quality of its client service work.

DISTINCTIVE PRODUCTS

As well as conducting bespoke research for clients, YouGov's sector teams have developed a series of syndicated products to make key industry-specific insight accessible even when budgets are limited.

Financial services: Products include: tracking consumer indebtedness and borrowing behaviour, tracking usage of and attitudes towards price comparison sites and providing regular access to a panel of independent financial advisers and respondents with at least £100,000 in investable assets.

Technology and telecoms: Products include: tracking users and purchasers of mobile broadband products and services and measuring consumer experience of smartphones (including iPhone) versus traditional handsets.

Media: Products include: tracking public perceptions of celebrities, exploring the ways in which people engage in social media and measuring changing television viewing habits.

Public sector: Products include: measuring public perceptions of public and third sector organisations and exploring consumer relationships with charities.

The YouGov Omnibus

YouGov runs daily omnibus surveys to supply clients with results quickly and cost-effectively, providing more responses than competitors in one of the quickest turnaround times.

Every weekday the YouGov Omnibus interviews a nationally representative sample of GB adults aged 18+. Clients can choose from 1,000 responses in 24 hours or 2,000 responses in 48 hours.

YouGov also conducts weekly surveys of Scottish and Welsh consumers and regularly runs research worldwide, allowing clients to find out the opinions, attitudes and behaviours of a particular nation or region, get a global snapshot or compare results across multiple countries.

YouGov also offers specialist omnibus services that enable clients to focus on their target market, for example:

- Residents of the UK's biggest cities
- Business decision makers
- Main shoppers
- Parents
- Sports fans

Although omnibus services are typically quantitative, YouGov also offers qualitative add-ons such as online forums, to generate additional insight and real life case studies.

Online Qualitative Research

YouGov has a dedicated qualitative division supporting all the sector specialist divisions. In addition to conducting traditional offline qualitative research, YouGov has developed online qual, enabling clients to reach disparate audience and get more authentic and truthful responses from consumers, by using techniques such as online forums and group discussions. Turnaround is quick (with instant transcripts) and cost-effective (by avoiding travel and facility costs).

BrandIndex – The index by which all brands are measured daily

YouGov's BrandIndex is the authoritative measure of brand perception amongst the general public, providing subscribers with daily updates on thousands of consumer brands.

Unlike other brand intelligence services, BrandIndex continuously measures public perception of brands across multiple sectors simultaneously, so that clients get a real time picture of the health of their brand, their competitors and their sector.

BrandIndex measures 'buzz', quality, value, corporate reputation, customer satisfaction and whether respondents would recommend the brand to a friend.

BrandIndex operates at a national and international level, allowing clients to track brand perception in just one country, compares across multiple countries and / or monitor a global picture.

YouGov SixthSense

SixthSense is a new concept in comprehensive market intelligence, providing reports that are packed with original consumer data and analysis and delivering them through an online platform that updates as soon as things change in any market. This is designed to enable businesses to make the best possible decisions, quickly.

SixthSense collects its own bespoke data using YouGov's online panel, packing its reports with ten times the amount of original consumer research found in other market reports. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

GLOBAL COVERAGE

Since being launched in the UK in 2000, YouGov has grown considerably and has expanded internationally. YouGov has offices in the UK, US, Europe, Scandinavia and the Middle East and can conduct research in all continents using its extensive network of panels.

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In touch with people

Ask 1 to 100 questions to
anyone, anytime, anywhere...

- A unique web 2.0 panel community of 4 million panellists in 34 countries
- Consumer, B2B and Healthcare proprietary panels
- Advanced questionnaire programming and hosting
- Panel building and management services
- QuickSurveys, online ad tracking and mobile survey capabilities
- 24/7 global project management support

For more information please call **+44 (0)203 058 5000** or email **contact@toluna.com**