

The Strategic Benefits of Customer Panels

A wide variety of research and marketing objectives can be met through the development of a proprietary or customer panels, from short-term needs through long-term planning. Here are a few examples:

- A **cost-effective** research tool compared to paying for ad hoc custom research projects. While you will invest in the initial building and maintenance of the panel, you will then have a low-cost research tool, since you will own the online sample source
- **Longitudinal tracking** -track panelists over months and years according to your purposes
- **Segmentation** of panelists according to your criteria
- **Immediate access** -the ability to talk to panelists when you need to about what you want
- **Behavioural linking** -the ability to easily link survey responses to actual purchase data at an individual level
- **Public relations benefits** -feeding media sources timely and topical information gained from the panel
- A ready made "**innovation test**" sample for the design of new concepts, products, and services. Quick turn-around **idea evaluation**
- **Usability testing** whereby respondents can view products online, click on features, request additional information, and ultimately provide ratings, rankings, or choices in a choice-set/conjoint scenario
- **Online focus groups**, with the ability to "push" websites, audio, and video to respondents for their evaluation
- **Traditional focus groups** without the need for expensive recruitment
- **Advertising** and Awareness testing