

ONLINE RESEARCH OPTIONS

ONLINE DIAL TESTING, VIRTUAL FOCUS GROUPS,
ONLINE DIAL GROUPS & REMOTE IDIS

Web-based focus groups and dial groups are the new normal.
We've got you covered.



ONLINE DIAL TESTING: FULL SERVICE OR A' LA CARTE

Whether you're looking for stand-alone (DIY) or pairing online dial testing with other online qual tools, we can help.

FULL SERVICE OPTIONS:

- ✓ Seamless dial testing of any recorded media
- ✓ Survey programming and hosting
- ✓ Technical support for integrating with other qual services
- ✓ Reporting portal gives you real-time access to your survey and media rating data
- ✓ Project management- recruiting, sample procurement, invitation emails

A' LA CARTE OPTIONS:

- ✓ Integrate dial testing into your survey, focus group platform, online community or other qual tools
- ✓ We program the dial testing exercises and provide you with links to distribute as needed



VIRTUAL FOCUS GROUPS

- ✓ We manage all the technical set-up and needs: meeting platform, respondent tech checks, etc.
- ✓ Live tech support during the session
- ✓ Secure and confidential backroom for client observations
- ✓ Each group is recorded as a deliverable

FULL-SERVICE ADD-ONS:

- ✓ Moderating
- ✓ Recruiting
- ✓ Reporting



ONLINE DIAL GROUPS

Dial groups: Same as virtual focus groups with the addition of advance dial testing or real-time dial testing.

ADVANCE DIAL TESTING:

- ✓ We send a survey and video to respondents to test in advance
- ✓ Client then reviews the results in advance
- ✓ Moderator executes online focus group with all the respondents or only the ones they choose to invite

REAL-TIME DIAL TESTING:

- ✓ All respondents log on and receive a link for rating the video/s
- ✓ Client then reviews the results in real time
- ✓ Moderator continues discussion with all respondents or keeps a breakout of them
- ✓ Multiple breakouts are also possible



REMOTE IDIS

- ✓ We provide the platform
- ✓ Our in-house moderator will perform Webcam IDI's
- ✓ Each IDI is recorded as a deliverable
- ✓ Full-service add-ons: recruiting and reporting

WE'VE GOT YOU COVERED: FROM RECRUITMENT TO PLATFORM TO RESULTS

ASK A QUESTION

REQUEST A QUOTE