

# Marketing research has one purpose *to provide hard data for big decisions*

**EMpanel Online** can help you achieve your marketing research goals!



## **ROBUST PANELS MEAN STATISTICALLY RELEVANT RESULTS.**

Let us recruit for your next survey; whether online, by phone or in person we can help. Our executive and consumer survey panels are sure to get you the feedback you need to complete your research.

## **A FULL ARSENAL OF QUANTITATIVE AND QUALITATIVE RESEARCH**

Online Surveys, Phone Interviews and Focus Groups. Our experienced researchers, interviewers and analysts are committed to the highest standards of study design and execution.

We can assist you with your Survey design, hosting, recruiting, facilitating and analysis, or we can handle all your needs from A-to-Z. We are your full-service research provider.

## **TEST YOUR PRODUCT CONCEPTS EARLY & AVOID COSTLY ERRORS**

We use quantitative and qualitative methods to evaluate consumer response to your product ideas and help you improve functionality, marketability and usability.

A proof-of-concept study will establish viability, technical issues, and overall direction. Independent research and testing can provide unbiased, expert data to assist you with product development, setting of investment priorities, and creating efficient marketing strategies.

## **HOW WELL IS YOUR COMPANY DOING?**

Most marketing surveys are a collection of questions relating to perception and awareness, but a growing number of corporate marketing research programs execute dedicated surveys to capture a more accurate understanding of market responsiveness.

- Brand Research
- Message and Copy Testing
- Marketing Effectiveness
- Communications Strategy/Effectiveness
- Media Research

## **KNOW WHERE YOUR CUSTOMERS & COMPETITORS WILL BE TOMORROW?**

Gain key competitive intelligence, and improve your understanding of your strengths and weaknesses.

Our Customer Satisfaction and Loyalty Measurement System provides analyses of how likely your customers are to continue doing business with your company. What do your customers like best about you? Where can you improve? What can you do to get your competitors' customers to buy from you?

The success of your business depends on recruiting and retaining the best employees. We recommend focusing on both employee satisfaction and employee engagement. Engaged employees demonstrate a personal state of authentic involvement and contribution.

## **HELPING YOU ASK THE RIGHT QUESTIONS USING THE RIGHT METHOD AND THE CORRECT AUDIENCE**

Our team of experts has experience with a multitude of projects, and this expertise translates into a meticulous understanding of best practices for your survey development. We can customize or combine study types to provide you with the information you require.



Research is creating  
new knowledge.

— Neil Armstrong

## **EMpanel Online.**

Simply effective business solutions.

## **Contact us today!**



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