COMMNITY SOLUTIONS TO RESEARCH PROBLEMS

INSIGHTRIX COMMUNITIES

insightrix
COMMUNITIES

Research story-telling requires the "why" be answered.

Insightrix Online Community software allows you to engage your target audience with next generation communication

brand engagement
community engagement
peer discussion
product information
company philosophy sharing

THE "WHY" REQUIRES OBTAINING A DEEPER UNDERSTANDING OF CONSUMERS

GO BEYOND TRADITIONAL FORMS OF RESEARCH SUCH AS SURVEYS AND FOCUS GROUPS.

Engage your consumer.

Test your ideas.

Understand motivations, feelings, views and concerns.

See how the product is used.

Answering the "why" can help you avoid marketing blunders.

In a marketing environment with high pressure to produce rapid marketing content, necessity of proper testing can get overlooked.

But it is still important.

Avoid creating costly ads that need to get pulled.

Avoid negative backlash for an oversight in context or tone.

Gather input from both inside and outside the company.

Answering the "why" allows the researcher to pull together the story

Surveys/polling to present high level overviews.

Analytics for deep dives and segmentation.

Group discussions.

One-on-one discussions.

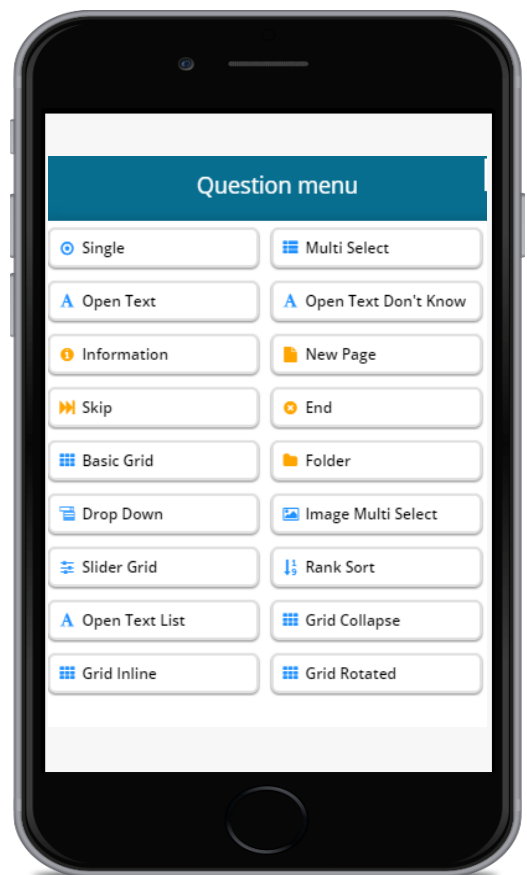Videos and pictures showing "in the moment" experiences.

Video dialogue explaining customer experience.

MULTI-TOOL APPROACH

Tool Capabilities:

Basic question types available:

- Single, Multi, Grid, Open Text, Ranking.

- Images, Files, Audio, Video can be easily included in the questions through a drag and drop file uploader.

- Skip logic, randomization (with anchoring), question masking / answer masking.

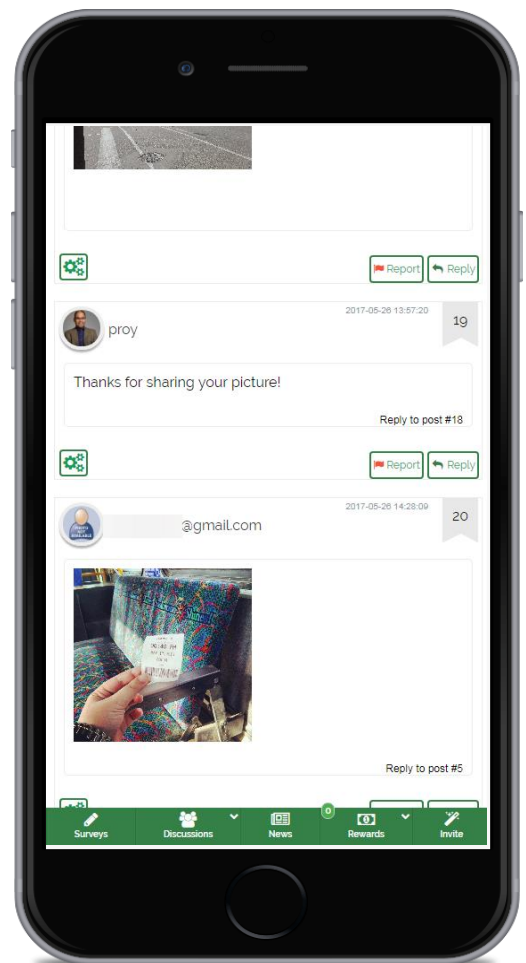- Advanced tools available as well (detailed in following slides).

MULTI-TOOL APPROACH

Tool Capabilities:

Conduct qualitative research exercises with large or small groups.

- Bulletin Board Style

- Diary Mode Style

- Multimedia tools – participants upload images, videos, and other files directly from their devices

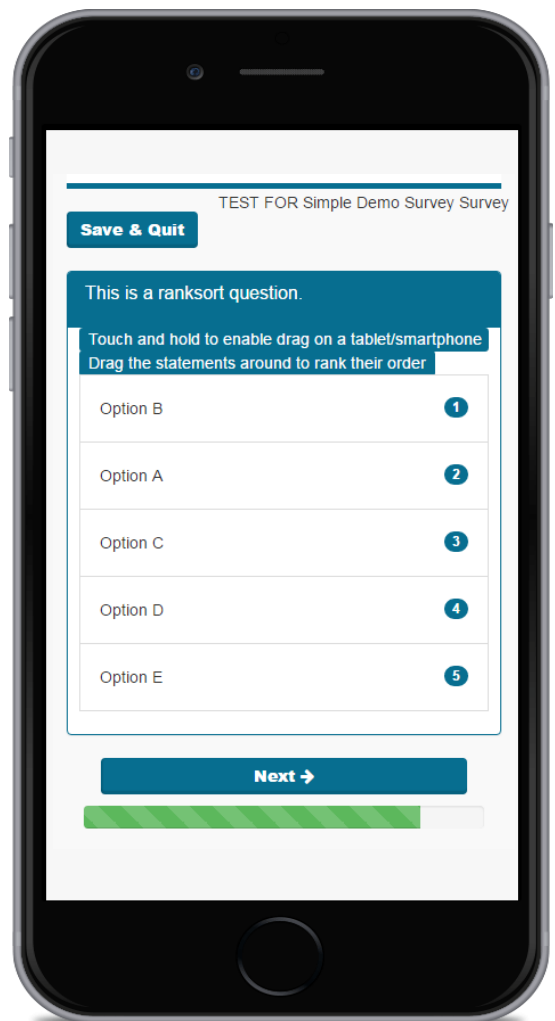- Filtering tools to control participation in groups

MULTI-TOOL APPROACH

Tool Capabilities:

Surveys accessible on computers and mobile.

- Fully mobile optimized web application which automatically adapts for the device used to access it.

- The community experience is consistent - whether the community member uses a desktop, laptop, tablet, and or smartphone.

- This approach maintains brand consistency and user experience as the device used to access the software does not affect (or limit) the appearance or function.

- Easily tag data, and click to export findings that can be categorized and sent as you like.

ENGAGE. TEST. REPORT.

Test a pilot project with a control group.

Test an ad before campaign launch.

Test the perception of packaging before mass production.

Test the integration of a product into a new market.

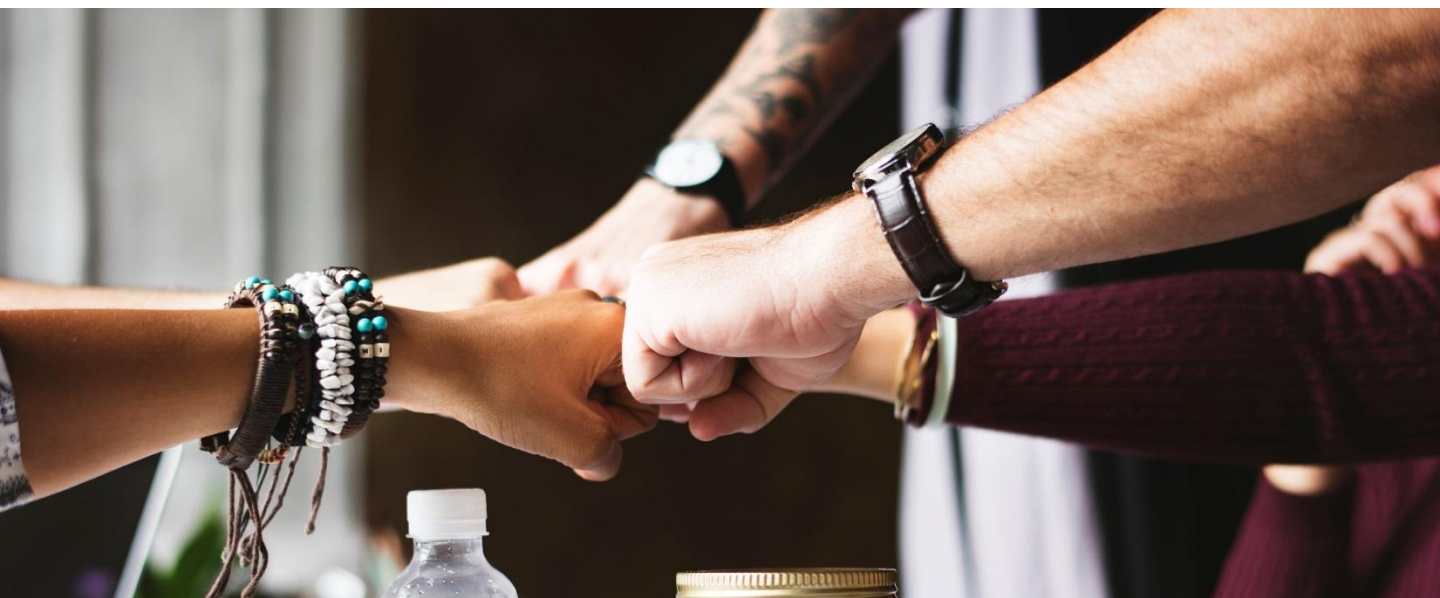# USE YOUR FINDINGS TO INFORM YOUR CREATIVE PROCESS

Feedback from your testing phases should influence your creative process.

Create and test.

Respond to feedback.
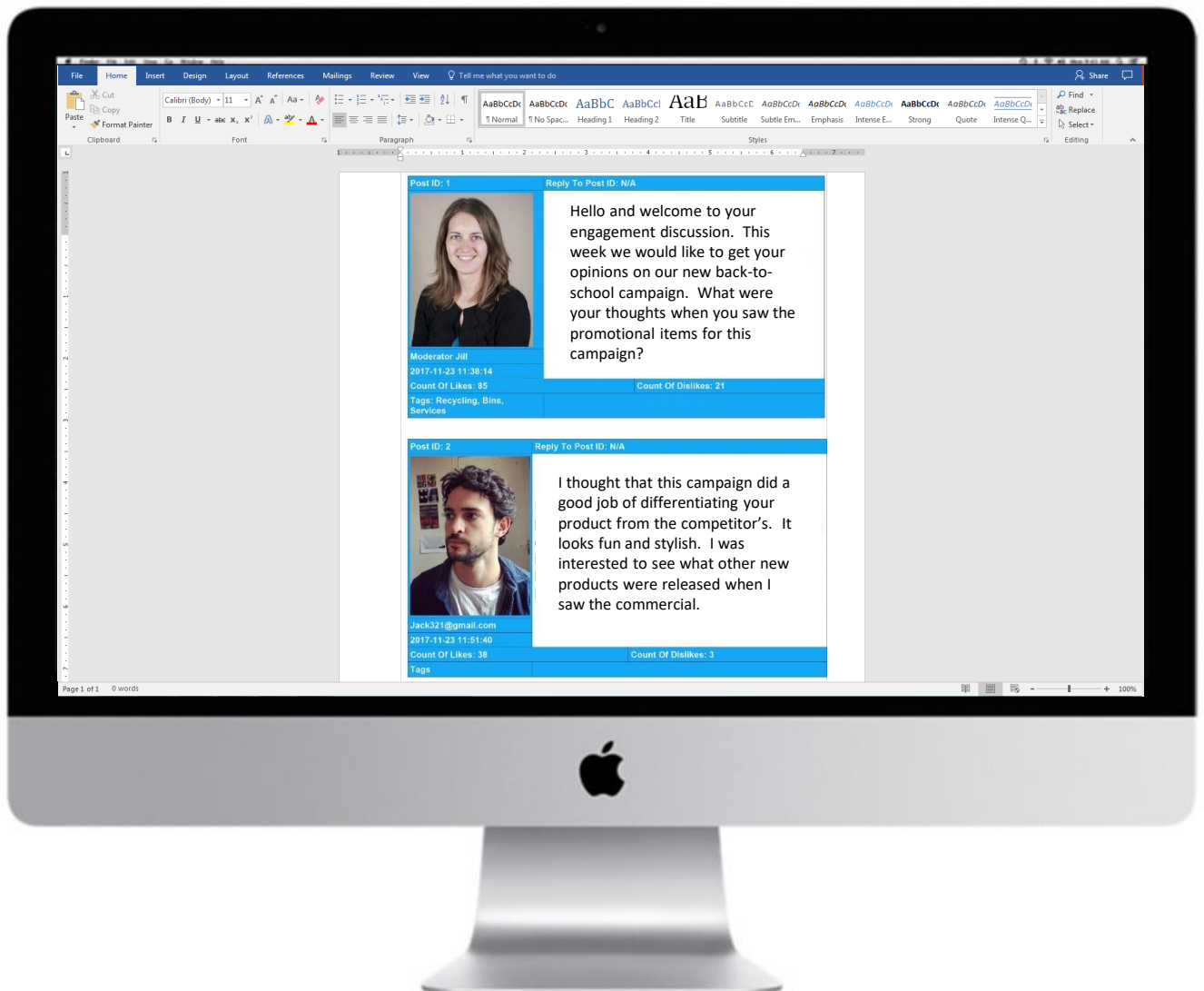
MARKET RESEARCHERS NEED TO BE CLIENT CENTRIC

Provide **FAST** turn around for clients.

Research activities can be **LAUNCHED IMMEDIATELY** after conception.

Get instant feedback, and utilize **REPORTING TOOLS** with the click of a button.

QUALITATIVE REPORTING

SAVE MONEY. FACILITATE EFFECTIVE FEEDBACK.

An Insightrix Online Community eliminates the need for prolonged meetings, and lengthy and expensive focus groups.

Target your activities. Gain opinions from the people who matter most.

Profile surveys collect demographic information from community members, allowing you to effectively target your research, and control who is invited.

Use your community to test internally. Employees can participate in forums and surveys- at their own time, wherever they are.

CONSUMERS ARE ALREADY FAMILIAR WITH THIS METHODOLOGY

Instant. Understood.

Consumers already share their thoughts and in-the-moment pictures and videos through Social Media. Tap into this receptiveness to shared communication.

BULLETIN BOARD STYLE DISCUSSION GROUPS

Jacob.Redding@demo.insightrix.com   2017-08-16 10:38:28   1

It looks kind of boring and cheap. Does not impress me.

0 👍 10 👎 🚩 Report ↩ Reply

Sarah.Larken@demo.insightrix.com   2017-08-16 10:43:41   2

I like it! Looks simple and basic, in a good way. I feel like the product
will be what-you-see-is-what-you-get.

0 👍 11 👎 🚩 Report ↩ Reply

Jackie.Craig@demo.insightrix.com   2017-08-16 10:47:16   3

I like that it doesn't try to hard to be fancy. I feel like I would get good
value.

0 👍 3 👎 🚩 Report ↩ Reply

Lynette.Sanders@demo.insightrix.com   2017-08-16 10:49:21   4

This looks the same as another brand. It's confusing.

0 👍 7 👎 🚩 Report ↩ Reply

John.Cutter@demo.insightrix.com   2017-08-16 10:53:41   5

It looks "small town", not impressed

INSIGHTRIX ONLINE COMMUNITY SOFTWARE IS THE MEDIUM OF COMMUNICATION BETWEEN CONSUMERS AND CLIENTS.

"[It] was interesting to see other's opinions and values. A lot of the answers were very well thought out and people put some quality thoughts into their responses. [It] was actually nice to read some others' viewpoints that were not so negative like the social media posts out there.''

- Anonymous Community Participant

INSIGHTRIX ONLINE COMMUNITY SOFTWARE

User-friendly software.

Training and leave-behind tutorials provided.

On-demand market research expertise.

Cost competitive, Canadian hosted platform.

Unlimited engagements when you want, at no extra cost.

Explore how Insightrix Online Community software can improve consumer engagement.

Call us: 1-306-657-1897
Toll free: 1-833-227-0200

Email us:

communitysales@insightrix.com

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