



TOUCHPOINT

YOUR ONLINE PANEL

Informa avails itself of a large community of online panelists available to participate in surveys. Customised surveys can be carried out for clients at any point and can target samples of different sizes accordingly. Depending on the nature of the research, Informa will carefully craft an adequate questionnaire to target the respective objectives set out by the client. The online panel will then be invited to complete the questionnaire, after which a report of the findings will be presented accordingly.

Depending on the research needs of the clients, Informa will suggest an adequate sample size for the survey and draft out the questions to be asked accordingly. Besides the economic benefits of Online surveys, they also have the advantage of providing results within a relatively short time span.

Fees vary according to:

1. The sample size
2. Targeting criteria
3. Survey length

Example Projects & Pricing:

An outlet wants help picking their new logo, tagline and homepage.

€100

- 100 responses for €1 per response
- General population
- 10 question survey

An advertising agency wants to research consumers' awareness of a specific brand. €1,000

- 400 responses for €2.50 per response
- General population
- 20 question survey

An Insurance Agency wants feedback on one of their latest motor vehicle policies. €600

- 200 responses for €3 per response
- Female drivers
- 20 question survey

A Bank is interested in reaching frequent travellers.

Get a Quote

- 1000 responses / custom price
- Frequent travellers
- 20 question survey

All prices quoted are exclusive of VAT.

ADD-ONS

Target Criteria

In some cases, a client might be interested in targeting a specific subset of people rather than a typical nationally representative sample of the population. For instance, a client can specify that the survey targets only females, or people within a specific age bracket, or only people from certain areas in Malta & Gozo.

Different panelist profiles can be targeted depending on the research needs of the clients. Extra fees are charged, depending of the type of target criteria and the sample size desired.

Most Common Targeting Criteria:

- | | | |
|-------------|-----------------------|------------------|
| ✓ Gender | ✓ Living Arrangements | ✓ Student Status |
| ✓ Age | ✓ Marital Status | ✓ Industry |
| ✓ Income | ✓ Parental Status | ✓ Mobile Phones |
| ✓ Education | ✓ Travel habits | ✓ Devices Owned |
| ✓ Location | ✓ Driving habits | ✓ Internet Usage |

Detailed Analysis & Reporting

The online surveys detailed above present the client with a user friendly report which presents the findings to the questions asked in a pdf report containing attractive charts and tables.

In some cases however, clients might request a more detailed report with the respective results cross tabulated by various factors as well as adequate commentary to the results obtained. Informa can provide clients with a detailed analysis and report of the findings. The fee for this add-on will amount to **€450**.

Data File

Clients might also wish to have a copy of the actual data file, in order to analyse results further at their own convenience. Upon request, Informa can supply the data file in .xls or SPSS format at a fee of **€300**.

All prices quoted are exclusive of VAT.

60QPACK



The **60Q PACK** solution allows companies to purchase a total of 60 questions to be utilised throughout the period of one year. This solution gives the company **maximum flexibility**, allowing the use of tapping into the panel at any point throughout the year. The questions can vary between one online survey and another, with a minimum of 5 questions asked during any survey.

The online survey allows for the use of typical survey questions but also for the use of visuals in the case of ad testing or recalls for instance. The 60Q PACK is ideal when a company needs to obtain information within a short time span, and can be used in a number of ways eg. testing a campaign or specific advert; brand recall; awareness; perception etc.

The **60Q PACK**:

- *maximum flexibility*
- *tap into the panel at any point throughout the year*
- *questions can vary between one survey and another*
- *minimum of 5 questions during any survey*

Fees:

Monthly fee of **€354**

[Based on a sample size of 350 respondents - margin of error $\pm 5.2\%$]

Prices quoted are excluding VAT.

TRACKPACK



The **TRACKPACK** solution provides companies with the opportunity to carry out research regularly and in an affordable manner. A company can ask up to 10 questions every month / every two months, making use of our online panel community. The questions asked can be similar throughout the various surveys - for instance to monitor performance, brand awareness etc; or they can vary every time depending of the need of the company.

The TRACK solution is carried out monthly and requires a commitment to either 12 consecutive surveys or 6 surveys (alternating months), over the period of one year. TRACK involves a maximum of 3 companies participating during each survey.

Fees:

€625 per survey for 6 surveys carried out over one year

€560 per survey for 12 surveys carried out over one year

[Based on a sample size of 350 respondents - margin of error $\pm 5.2\%$]

Prices quoted are excluding VAT.

Customer Advisory Panel

A customer advisory panel consists of a group of customers that provides routine feedback to help facilitate the company's decision-making process. Participation is voluntary and member customers agree to provide feedback using online questionnaires, telephone interviews, one-on-one meetings, and focus groups. Their involvement is generally limited to a survey per month or every two months. Online questionnaires serve as the primary means of contact with the panel. The company can use the panel's feedback to make decisions in the areas of marketing, product development, customer satisfaction, case studies, strategic planning, and more.

In order to encourage long-term participation, the panel is rewarded with financial compensation or the company offers customers special services and unique opportunities available only to panel participants. The company is also encouraged to send customers regular communications discussing decisions made in direct response to their feedback.

Fees:

The fee for this service is subject to the type of panel and the respective size of the panel utilised.

NICHE Panel

Informa is also able to provide you with a specialised panel which targets customers within a very specific subset of an industry. This could consist, for instance, of: mothers with young children; people who drive certain categories of cars etc. The 'Niche' Panels are screened to a specific customer profile and designed around the research needs of the client. Following the design of a questionnaire, the panel is then interviewed by means of an online survey. Such surveys can be carried out on a one-off basis or on a regular basis, depending on the client's needs.

Fees:

The fee for this service is subject to the type of niche panel and the respective size of the panel utilised.



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