



# itracks Market Research Online Communities

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# Market Research Online Communities



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# Market Research Online Communities



Real people  
engaged in regular  
market research  
activities via  
an innovative  
online and mobile  
community  
platform.

# Communities are a cost effective way to conduct frequent market research activities.



- Eliminates travel costs associated with traditional focus groups
- Convenience for participants makes recruitment easier, lowering the cost of recruitment and incentives

# Communities allow you to engage with participants over a longer timeframe.



Doing away with the travel involved in traditional focus groups means that more time and effort can go into longer and more complex studies. It tracks Communities can last anywhere from three days to over a year. Long term Communities allow participants to provide feedback as the study evolves over a longer timeframe. As participants spend more time within a study, they may also become more comfortable in the community and provide more valuable feedback as the study progresses.

# Communities provide efficient access to participants on a regular basis, eliminating recruitment timeframes for each activity.



Computers and mobile devices make participating in Communities easy and convenient. Eliminating the travel needed for traditional focus groups opens up Communities to participants who may not have been reached otherwise. More potential participants makes recruitment easier. Additionally, the long term nature of Communities allows you to gain more information over a longer timeframe with less recruitment needed.

# Community Design Considerations



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Activity Types

Recruitment &  
Project Management

Participant Engagement &  
Moderation

Time Commitment

Incentive Structure

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# Things to Consider When Running a Community

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**Ethno/Mobile Activities**



**Polling Style Questions**



**Surveys**

# Activity Types

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Select a mix of activities with different levels of involvement.



**Special Projects**



**Brainstorming**



**Concept Evaluations**



**Stimulus Exposure**

# Recruitment & Project Management



Ongoing participation and drop off rates for Community members can vary for a number of reasons including topic, incentive program, moderation, and study requirements

Consider segmenting participants into groups for a more structured engaging Community.

Project managers will ensure that the sample is refreshed periodically to guarantee the utmost success of your study, and will screen for qualified participants. Project discussions throughout the study between project managers and clients will enhance the quality of the study.



# Keeping Participants Engaged



## Moderator

Select the moderator(s) that are best fit for your project. Moderators ensure the forum is active by posting questions and presenting content at an appropriate frequency. Regular questions requiring a reasonable amount of time to respond increases engagement. Sporadic questions posted at an unpredictable frequency will lower engagement.

Moderators should make the participants feel that this is an exclusive discussion, and that they are part of a group or membership. Private messaging participants when more information is needed is a great way to engage participants, and can help make participants feel that their input is of value.

## Discussion Guide

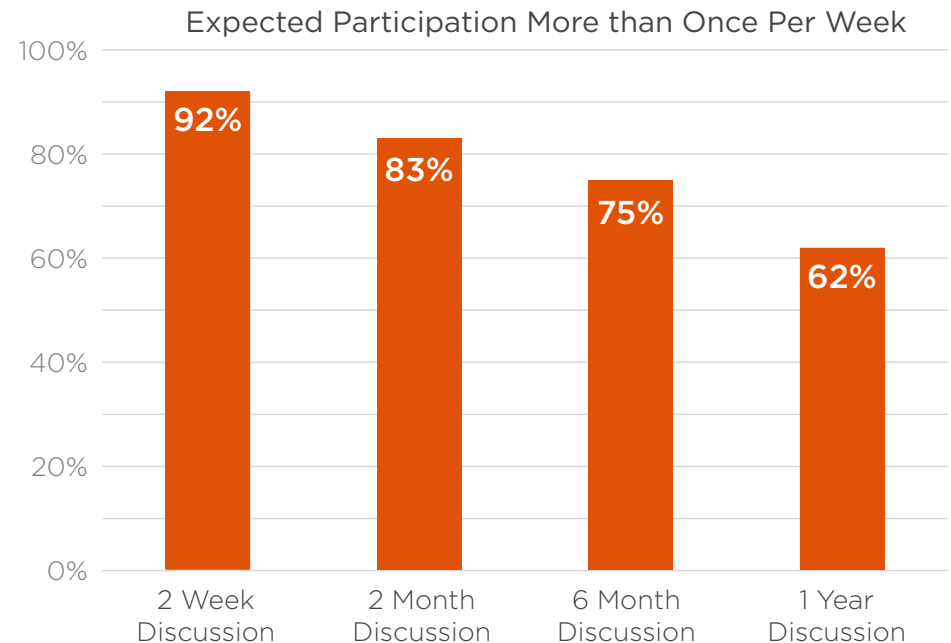
The discussion guide should include topics that are fit for and interest your audience. The questions asked should be clear and easy for the participants to understand.

# Time Commitment



Length of discussion will vary depending on what you would like to achieve. Product testing may take a couple of weeks, whereas if you are wanting to analyze the evolution of a product/service, a one year discussion would be ideal.

As Communities are longitudinal, the recommendation for participant time commitment is between 30 - 60 minutes per week. Some participants will lower their frequency as the Community length increases. With a 2 week Community the participation rate is 92% and decreases to 83% after 2 months of activity.





# Incentive Structure



There are a few ways to provide incentives to participants for your study:

- Gift cards
- Cash
- Points in a loyalty program
- Sweepstakes entry
- Random draws for a cash prize
- Creating a leaderboard where participants accumulate points which have the potential to earn points or cash incentives through a number of channels
- Pick-a-prize
- Participants are able to convert points into entries for multiple prizes

Incentives are typically paid on a monthly basis to keep participants engaged. The incentives will vary by project, and can be discussed with a project manager.

# itracks Community Software



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## Lower your costs. Gain more insights.

With online research Communities, decision makers can gain insights on customer satisfaction, loyalty, perception, and spending habits. Imagine being able to ask your customers a question whenever you want and receive feedback almost instantly. Whether you have a proprietary panel or you need a panel recruited, customer and potential customers can be set up within the Community and regularly engage in research activities.

## ••• Why use itracks Community?

- Advanced video management capabilities
- Points-based incentive management
- Member-profiling features
- Mobile video ethnography and in-home usage testing
- Mobile notifications keep users engaged
- Enter a community directly from an online screener
- No plugins required
- Custom branding available
- Virtual backroom

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Longitudinal  
qual and  
quant  
research  
at your  
disposal.

# Benefits



Participant	Score
1. Kristy	830
2. Leah	679
3. Junimar	426
4. Rosandra	208
5. Janid	205
6. Kory	165
7. Natalie	155
8. Lauren	101
9. Hailey	101
10. Poggio	100
11. Nina	95
12. Shelly	85
13. Patricia	75
14. Farrah	65
15. Tyler	65
16. Gracie	25
17. Isabelle	25
18. Jon	25
19. Katelynn	25
20. Neven	25

- Access participants instantly for feedback on time-sensitive topics
- Fully integrated with the itracks mobile app
- Create engaging reports with advanced reporting features and video management capabilities
- Offer an interactive channel to regularly communicate with members of the Community
- Develop relationships with customers by engaging with them through meaningful research activities

# ●●● Keep the conversation going.



## How does the itracks Community work?

Through itracks Community, respondents discuss topics using a secure feature-rich web application and mobile app over a set period of weeks or months. They provide text and video responses creating a threaded discussion or diary over time. Researchers often engage respondents in polling questions, concept markup exercises and other activities.

# ●●● itracks Community Features

Flexible reporting options, custom branding, and more.

## Survey Platform Integration

Allow participant direct entry from an online screener with any main-stream survey platform integration.

## Multimedia Transcripts

Instantly available for download.

## Interview Mode

Specific participants can have a private one-on-one discussion with the moderator.

## Leaderboard

System points to participants based on participation frequency and types of responses.

## Quick Poll Questions

Single or multiple choice questions can be added.

## Profiles

Users can update and manage profiles including images.

## Inter-Participant Discussions

Interactive discussions take place posting comments provided from desktop or mobile app.

## Video Questions

Moderators ask questions via webcam.

## Multimedia

Respondents can record or upload pictures and videos from their device library.

## Randomization

Randomization questions and/or topics to eliminate order bias.

## Real-Time Participant Transcript

Follow a participant story within the discussion with a single click.

## Segmentation

Segment group participants.

# ●●● itracks Community Features

## Mobile App Features

### Inter-Participant Discussions

Interactive discussions take place posting comments provided from desktop or mobile app.

### Quick Poll Questions

Respondents can answer quick poll questions.

### Notifications

Automated notifications alert users to new discussion posts.

### Offline Mode

Users may review responses and reply offline. Reply posts are automatically uploaded.

### Video, Image, Text

All users can record and post as well as view a variety of response types.

### Branding

Custom brand the software with your own logos, background images and color schemes.



### Profiles

Users can update and manage profiles including images.

### Multimedia

Respondents can record or upload pictures and videos from their device library.

### Segmentation

App respects grouping setup to segment respondents.

### Interview Mode

Specific participants can have a private one-on-one discussion with the moderator.

# itracks Community software is available in 19 Languages.



English ●●● French ●●● German ●●● Italian ●●● Spanish ●●● Arabic  
Dutch ●●● Chinese (simplified) ●●● Chinese (traditional)  
Japanese ●●● Norwegian ●●● Polish ●●● Portuguese ●●● Russian  
Swedish ●●● Indonesian ●●● Turkish ●●● Finnish ●●● Korean



**Take your  
research  
anywhere  
with our  
mobile  
app.**

## Complete Mobility

Give your respondents the ability to respond from their mobile device, opening up your research to a wider variety of activities and methods.



## Real Ethnography

Respondents can complete at-home or shop-along activities. Using their mobile devices on their own time, allowing for more authentic responses.



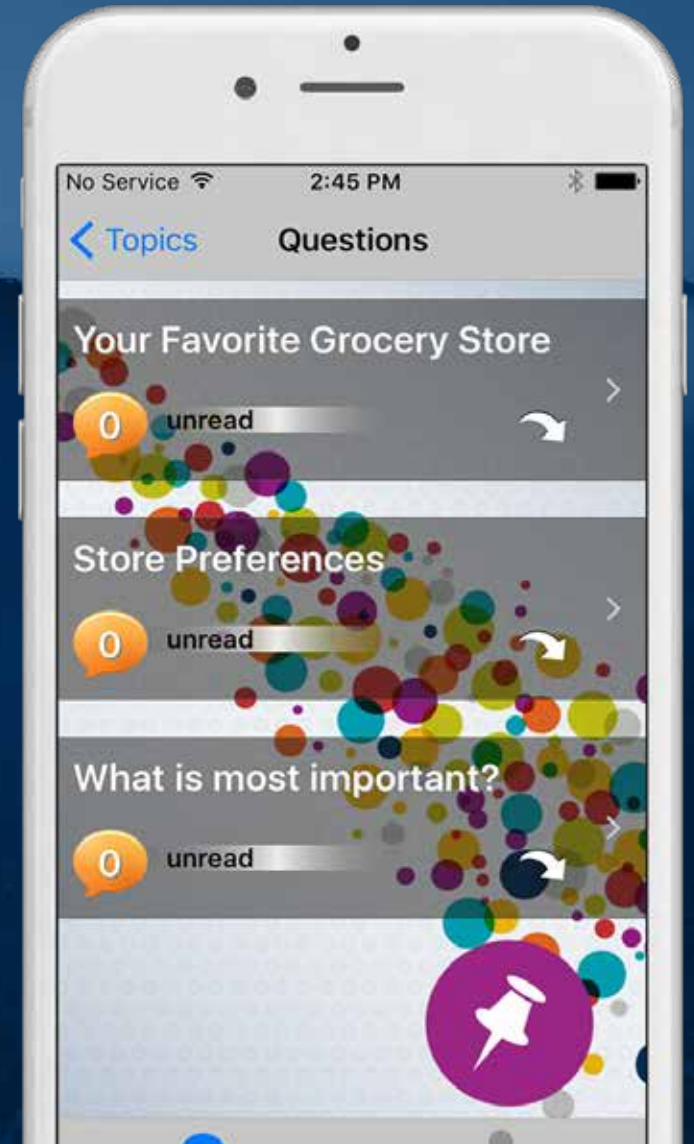
## Upload from Anywhere

With the itracks mobile app, users can review posts and reply while offline. Reply posts are automatically uploaded once users reconnect.



## Real-Time Probing

itracks offers the only mobile qualitative research app that allows researchers to probe participants in real-time.



With our itracks mobile app, users are able to post text and multimedia responses using their mobile devices. Client observers can privately engage in discussions with other observers and the moderator in our virtual backroom.

# ••• White Labelling

Customize your Community to reflect your brand.



# Community Support Services



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## ●●● Project Services

We help put the right pieces in place for your research.



### Benefits:

- Faster results
- Higher quality insights
- Higher return on investment
- Enhanced research capabilities

We support our innovative technology by surrounding it with project and research services that are critical to ensure your research is successful. The itracks team members provide a range of project and technical support services as well as sourcing partners to meet your research objectives.

Our comprehensive international supplier network allows us to source the ideal partner with expertise in your industry when needed.

# ●●● Survey Services

A simple, streamlined, secure way to collect survey data.



## Benefits:

- Specialized questionnaire type
- Secure hosting
- Participant data reports, surveys you monitor
- Comprehensive analysis and hosting services

Our survey services deliver quick, secure online survey data collection. Whether your survey is relatively straightforward or highly complex, you can sit back, relax, and watch your results accumulate in real-time quickly and accurately.

# ●●● Recruitment Services

## itracks Recruitment Network



### Benefits:

- Faster results
- Higher quality insights
- Higher return on investment
- Enhanced research capabilities

itracks provides qualitative research software to many different research companies and verticals. For this reason, we have developed an extensive network to source participants for your research activities.

This network includes local recruiters, large panel companies, and international fieldwork agencies. This allows us to work internally or recommend a source that will best fit your project.

# ●●● itracks Real Time IDIs and Video Focus Groups with Community Participants



Integrate realtime focus groups or interviews into your Community offering to go in depth with Community participants for typically more than 30 minutes. Minimize project management time by leveraging itracks GO platform project management and automated scheduling tools.

## ●●● itracks Real Time Chat Focus Groups with Community Participants



itracks Chat activities integrated into the Community provide real-time data and provide the opportunity for in-depth interaction between moderators and participants via text Chat.

# Time Selection

- Using itracks GO project management system, set up your real time focus groups or IDI's as activities with scheduled times that the moderator is available.
- Allow participants to select a convenient time.
- Participants will receive an email with a calendar item attached.
- Increase show rates and engagement with sessions chosen by participants
- A new “standby” time slot can also be added for backup participants in the event someone cannot attend the session.



# Case Studies



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Mass Mutual challenged their teams to tackle the “real world” view of customers in the financial vertical. An internal team was created to address and build a customer strategy and engagement engine. The goal was to enable plan sponsors to provide employees with the ability to improve their financial wellness.



## Introducing Reality Voice

The client’s proprietary community for retirement provides a real world view of consumers. Much like reality TV for retirement.

The program helps plan sponsors keep the pulse on what employees in their industry and others, care about for retirement planning and financial wellness using an online research community filled with video responses from participants on a weekly basis. These videos are accessed by the client’s Sales Organization to understand the pulse in the industry on key topics relating to financial wellness.

# Reality Voice Case Study

**Corporate Internal Stakeholder:** *“This is such an impactful tool to have available to truly hear the voice of our participants. The ability to get real time feedback is so critical in this day and age. We are living in a social media driven world, so to have this as an outlet to express opinions on various topics is industry changing.”*

**Client Quote:** *“Working with itracks to build out a custom-designed community that is high-profile within our organization has been very rewarding. They have met our challenges and continue to keep our objectives and requests in mind every step of the way.”*



# Case Study

Using Insights to Energize Your Retail Channel



USING INSIGHTS  
To Energize Your  
Retail Channel

TMRE 2015



**PEPSICO**

&

**PULSE**



# Using Insights to Energize Your Retail Channel

Presented by Dan Coates



Dan Coates, CEO of Ypulse, showcases how a millennial shopper immersion community conducted on the itracks Board platform provided a deep dive with consumers revealing the 'why' behind the 'what'. Dan's interactive presentation covers the research design and tool set used to go deep with millennial consumers as well as deliver a compelling narrative to motivate and inspire.



**[Click here to watch the full case study](#)**

• • • Thank You!



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