



> markettools.com > web solutions

Survey Manager

Remove Inefficiencies and Accelerate Results.

Researchers today are in a bind. Faced with real challenges like highly fragmented audiences and fast-moving markets, it has become harder to meet rising expectations and complete more projects, faster and with a tighter budget. What's worse, the barriers to delivering high-quality insights like questionable sample and ad hoc processes only further complicate things. You need a platform that will simplify and streamline the research process. That's precisely why MarketTools built Survey Manager—the quantitative data collection module in our intelligent market research center, MarketTools.com.™

The Latest Capabilities Easily Applied

Jaw-droppingly simple, Survey Manager allows you to quickly and easily build sophisticated and engaging surveys. With the advanced survey functionality you expect, plus new capabilities not previously available to market researchers, Survey Manager will empower you to succeed.

Survey Manager addresses the most pressing issues of researchers today:

- > **How can I extract more value from my research?**
- > **How can I be ready to meet any research need?**
- > **How can I be certain my sample and data are valid?**
- > **How can I manage more projects, faster and with a tighter budget?**

An essential component of MarketTools.com, Survey Manager delivers exactly the capabilities you need:

- > **Uncover new truths.** With contextual insight and dynamic data, you'll get a deeper understanding of research results and gain fresh insights into your target markets—allowing you to extract the most value from your research.

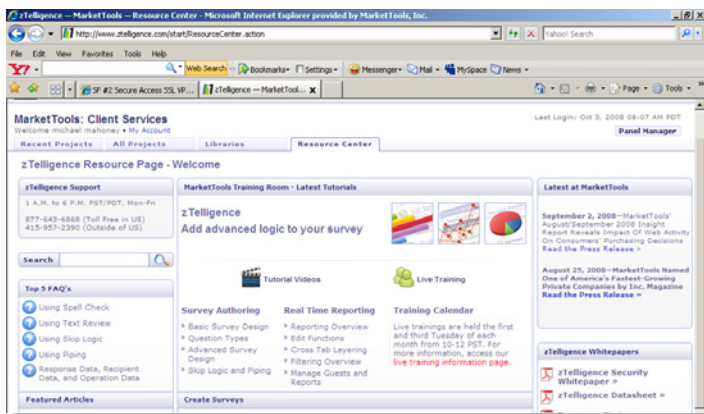
- > **Expand service choices.** Survey Manager puts you in control of your research programs. You can easily program and deploy your own surveys, or call on MarketTools to help with design, programming, or even analysis and reporting.
- > **Get results you can believe in.** Studies show that on average 29.2% of panelists are not who they say they are.¹ With Survey Manager and the MarketTools® TrueSample™ process, you can trust that your respondents are real, unique, and engaged—so you can stop spending scarce resources on fraudulent respondents.
- > **Accelerate results.** Survey Manager and MarketTools.com give you coordinated control over a wide range of research activities, so you can eliminate rework, minimize one-offs, and better manage your projects—in less time.

Productivity Boosters 	Centralized Control 	Enable Collaboration
<ul style="list-style-type: none"> > Survey Import > Templates > Asset Libraries 	<ul style="list-style-type: none"> > Administrative Control > Role-based Permissions 	<ul style="list-style-type: none"> > Research Manager > Team Projects > Notifications

MarketTools.com features that accelerate your results while reducing inefficiencies and costs

1. Conklin, Michael. What Impact Do "Bad Respondents" Have on Business Decisions? November 2008, MarketTools.

Survey Manager



From the Survey Manager All Projects menu, you can manage all aspects of your survey, from editing and deployment to reporting and data management.

Get Started Right Now

With Survey Manager you don't have to download anything, install anything, or upgrade anything. You just log on and use it. With its intuitive interface, it's simple to learn and use, so you're conducting high-quality quantitative research with extraordinary speed. Go ahead and try it! You could be a registered user in the time it takes to read this data sheet.

Key Product Features

Survey Manager does for market research what the spreadsheet did for finance. It integrates and automates tasks, so you can get more done faster without compromising quality or accuracy. With Survey Manager you can:

- > **Easily build and customize your surveys.** Survey Manager is an easy tool for creating quick, high-impact surveys, but it can also be used to build sophisticated surveys with comprehensive logic, quota, and question design capabilities. Plus, our newest feature lets you import text and Word files directly into Survey Manager and save hours of programming time.
- > **Deploy surveys seamlessly.** MarketTools gives you access to prescreened, validated sample—you can choose from more than 2.5 million individuals profiled on over 500 attributes to take your survey. And you can deploy your surveys through multiple options to fit your needs.

- > **Analyze data and share results.** Once you deploy your survey, you can monitor responses in real time as they come in. And with our built-in analysis tools like cross-tabs and filters, you can quickly transform raw data into new insights. Plus, easily share survey results with peers and managers using the Survey Manager Reporting Portal or export data and graphs to your favorite analysis software.
- > **Scale safely with Survey Manager.** Survey Manager is a Web-based tool that easily scales to accommodate any volume of usage. And we've gone to great lengths to ensure data security, privacy, confidentiality, and a comprehensive permissions model.

Uncover New Truths with MarketTools.com

When you sign on for Survey Manager, you also gain fast, easy access to MarketTools.com, our intelligent, Web-based market research center that helps you extract more value from your research. Access and manage all your research projects via Research Manager for complete control over all aspects of project organization, import surveys into Panel Manager to gain better insight into your target market, and get results you can believe in with TrueSample Manager by ensuring that all survey respondents are real, unique, and engaged.

About MarketTools

MarketTools is the leading technology and service provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class insight and feedback platforms, quality-assured global panels, and research innovation, MarketTools enables companies to better identify new opportunities, fuel greater product success, and build customer advocacy. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate, and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes MarketTools.com, Zoomerang,™ CustomerSat,™ TrueSample, and ZoomPanel.™

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