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MarketTools® Community Manager

Interact with Your Customers—and Truly Understand Their Likes, Dislikes, and Unmet Needs

The truth can be elusive, especially if you're using only traditional methods to gain better market and customer insights. Survey research alone doesn't always uncover authentic insights and can miss the bigger picture. If you want to supplement your current insights with a better understanding of your target or current customers' opinions, behaviors, preferences, and satisfaction levels, you need to tap into the conversations they are having with one another. You need an innovative online community solution.

MarketTools Community Manager allows you to create and engage with an online community of targeted consumers or customers who are passionate about the topic at hand. By participating in specific conversations with them, you get a more complete picture of what your customers are thinking—so you can get closer to the truth, see possibilities you might otherwise miss, and draw sharper insights.

Fully Integrated with Online Surveys

Because online communities offer a less structured but more engaging way to interact with your customers, they also provide unique insights into additional questions you should be asking in your surveys to improve the quality of quantitative insights. Only MarketTools offers you an integrated solution that combines online surveys and online communities to help you gain better customer insights in multiple areas:

- > Tracking product adoption and product satisfaction levels
- > Identifying the product attributes that matter most in adoption
- > Understanding customer experiences with products and services
- > Ideating with customers
- > Identifying long-term habits and practices
- > Getting closer to the truth in concept building and evaluation
- > Monitoring competitor activities

MarketTools Community Manager is fully integrated with MarketTools.com,™ MarketTools' software suite for market research, as well as with MarketTools' CustomerSat,™ MarketTools' leading enterprise feedback management solution.



Fast Implementation, Low Cost

Most online community solutions on the market suffer from two problems. First, most are designed to stand alone, completely divorced from other market insight solutions. Second, many require extensive custom development, which makes the cost of creating and operating a community prohibitive, especially if you intend to use it for only a few months to gain specific insights. MarketTools Community Manager is fully integrated with other MarketTools insight solutions, and is designed to enable you to create and configure an online community within minutes, and operate it at a very attractive cost of ownership.

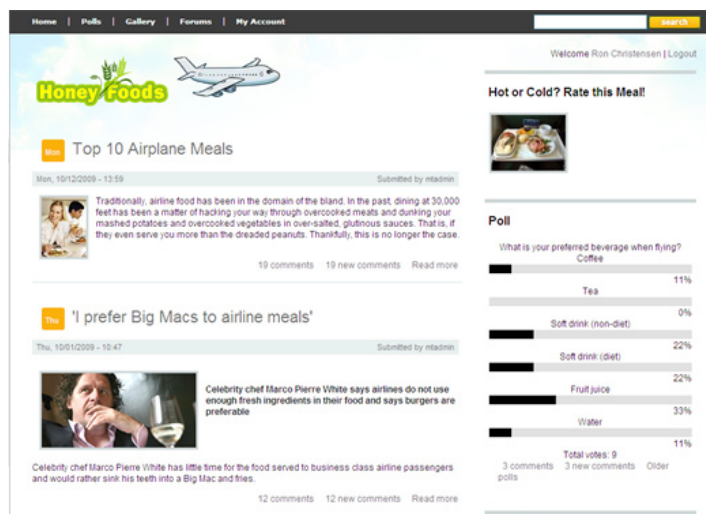
How it Works

MarketTools Community Manager is available in an on-demand subscription model—you have no hardware or software to install. After you subscribe, you can configure the look and feel of your private online community site in minutes, and then upload the articles and other content you need. Your site is now ready. Simply identify the specific customers you want to engage, create a panel of these customers, invite its members, and you're ready to go. Create specific polls, discussions, and incentives to move the conversation along. Robust community analytics give you insights into site content as well as panel health.

Features

With communities created with MarketTools Community Manager, you can see emerging trends, understand what your customers think, collaborate with target consumers to create breakthrough solutions, and use integrated surveys to quantify the potential of new ideas and concepts. The following table outlines the solution's capabilities:

Feature	Description
Self-service configuration and design	> Customize the look and feel of your community site in minutes with the easy-to-use community platform
Forums and discussions	> Interact with your community members through forum topics and discussion threads
Stories and articles	> Prompt users with posted stories and articles, with the option of allowing users to comment directly
Blogs	> Allow site moderators and users to create blogs
Image and video galleries	> Upload images and videos to stories and articles and allow users to comment
Text analysis	<ul style="list-style-type: none"> > Analyze the qualitative textual data generated in the communities using word clouds and tags > Organize and review panelist comments against collected panel attributes and samples > Create and export reports based on textual data and panelist data
Integrated panel management	<ul style="list-style-type: none"> > Manage your panelist data and panel health > Recruit members, manage attributes, and create samples > Send announcements, newsletters, and updates > Use the rule-based points system for incentive management



An online MarketTools community built with MarketTools Community Manager

About MarketTools, Inc.

MarketTools is the leading 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 identify new opportunities, optimize product success and build customer loyalty. 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,[™] ZoomPanel,[™] and ZoomPanel[™] Tech.

MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit www.markettools.com.

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