



> markettools.com > research services

Weekend Omnibus and Overnight

Time Is Back on Your Side.

There are times when you need to get a quick read on the impact that an incident, a competitive maneuver, or a new concept has on your customers, constituents, products, or plans. That's when you need Weekend Omnibus or Overnight services from MarketTools. It's the fastest way to get accurate answers to business questions. Now you can field a few questions and get thoughtful responses from a national audience—over the weekend or even overnight.

Get a Quick Read over the Weekend

MarketTools® Weekend Omnibus is an online service that returns answers to your questions in just two business days. You submit your questions on Thursday; you get your results on Monday. You can ask a single question or as many as 10. Because it's an omnibus service, you share the cost of the survey with others, so the price is low. But you're tapping into our impeccably maintained online panel of 2.5 million individuals, so the quality of your results is extremely high.

And you'll love the added flexibility our Overnight service delivers. With Overnight you can deploy the survey any day you want, and we'll return answers the next business day.

Tap into a High-quality National Sample

Weekend Omnibus and Overnight studies draw from MarketTools' proprietary ZoomPanel™, giving you immediate access to a national U.S. sample. Each week we survey 1,000 panelists—all of whom are fully opted-in and carefully monitored to ensure that their involvement and experience lead to thoughtful responses.

Fast-track Your Data Delivery

MarketTools Weekend Omnibus and Overnight services get you high-quality results at breakneck speed and with exceptional value. Pricing is on a per-question basis, so you pay for only what you need and nothing more. And you have choices for data delivery:

- > **Weekend Omnibus.** Results are delivered in table format. Each includes your question with a standard demographic banner, including age, gender, income, region, education, and ethnicity.
- > **Overnight.** You view the data as soon as it is available, using our real-time reporting tool—allowing you to build report-ready graphics on the fly.

“MarketTools Overnight is an amazing tool... it allowed me to start incorporating the results into my report immediately for the executive meeting.”

—Research Director
Fortune 100 pharmaceutical company

Weekend Omnibus and Overnight

Product	Sample	Questions Due	Deploy	Data Delivery	Price
WEEKEND OMNIBUS	1,000 U.S. adults, 18+, balanced on gender	Thursday 9 a.m. (central time)	Friday morning	Monday noon (central time)	\$800/first question \$600/questions 2–10
OVERNIGHT	1,000 U.S. adults, 18+, balanced on gender	Any day 9 a.m. (central time)	Same day	Next business day	\$1,000/question

MarketTools Weekend Omnibus and Overnight services deliver quick results for a great value.

Key Product Features

MarketTools Weekend Omnibus and Overnight services give you fast, high-quality answers to survey questions when you don't need a full study. The services deliver numerous advantages:

Fast results. With Weekend Omnibus you submit your questions on Thursday morning, and we collect responses over the weekend. You receive results by noon on Monday. And for Overnight it's even faster: give us your questions one day, and your data is ready the next business day.

Flexible options. You can pose just one question or up to 10. You can receive responses the next day or in two business days, depending on your needs. And you can take advantage of any of MarketTools' research services teams to help you expand your research activities or interpret the results.

Exceptional value. MarketTools Weekend Omnibus participants share the cost of the survey with others, saving you money. And the studies are priced on a per-question basis, so you pay for only what you need.

Who Can Benefit from Weekend Omnibus and Overnight?

Here are just a few examples:

- **Public relations agencies/consultants** who want a quick read on consumer/constituent reactions to an incident or issue (issue checks) or who need some fast facts for a press release
- **Market research companies/consultants** who need fast, accurate solutions for incidence testing, name testing, or consumer awareness studies
- **Advertising agencies** that want to "reality check" ad concepts or specific headlines, words, and phrases to see which ones resonate best with the target audience

About MarketTools

MarketTools is the defining provider of on-demand market research, giving companies and individuals the ability to continuously understand their target customers through innovative approaches based on advanced technology, research expertise, and global market reach. MarketTools provides organizations with unique access to their target markets—to uncover unmet needs, reduce time to market for new products, and capture more market share.

Learn more at www.markettools.com.



150 Spear Street
Suite 600
San Francisco, California 94105

main 415.957.2049
fax 415.957.2180
toll-free 866.499.3750

web www.markettools.com
e-mail sales@markettools.com