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Programs of Research

Break the One-off Habit. Get with the Program.

Why start from scratch every time you need to test a product, concept, or ad? Bring some consistency and efficiency to your testing. Let MarketTools create a systematized Program of Research for you so that you can compare results among multiple projects, build on what you've already learned, save a significant amount of time and money, and gain a deeper understanding of what drives success.

Make Apples-to-apples Comparisons

A MarketTools® Program of Research applies research methods consistently across projects, product lines, and industries—so you can test different concepts in the same way and cross-compare the results.

We systematize the testing. We capture the data. We house all the studies in one place—delivered seamlessly via secure portal access. And we create a normative, response-level database so that you can apply advanced analytic techniques across studies and interactive scorecards that allow for cross-project and normative comparisons at a glance. That means you get a clearer picture, more quickly, with less cost—without reinventing the wheel for each new study.

Learn Continuously—And Learn More

With a Program of Research, you get beyond the ad hoc learning of individual studies and gain new insights continuously. You get a broader, deeper understanding of what a “good” result is, drawn from the continuum of your research activities. And your studies become a source of hard data that provides meaningful, strategic guidance about products, concepts, and ads. It spells the end of guesswork and hunches as decision-support tools.

Improve Research Quality—And Keep Score

A MarketTools Program of Research systematizes research methods and streamlines data collection and analysis. That speeds up the research process and improves the quality of the results. It also ensures that the process stays constant even if project ownership changes.

And your interactive scorecard of cross-project data is updated with each new project, so you can see the results of each new test in the context of the whole program of work, immediately. The scorecard includes:

- > **Simple and intuitive interfaces**
- > **Automated data transfer from the database to the scorecard**
- > **Sorting by total respondents or by subsegments**
- > **Norms that are automatically calculated for each response category**
- > **Built-in benchmarks**
- > **Quick and simple access via a secure Web portal**

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A Program of Research systematizes your data and makes it easy to compare findings.

Key Product Features

Response-level database. MarketTools builds a database containing multiple concept, product, or advertising projects, so you get a broader context for understanding consumer input, you can apply advanced analytic techniques, and you learn continuously from your research.

Excel-based scorecard. The scorecard is your interface to the database and provides a summary of the key measures across all concepts for comparisons through simple, intuitive interfaces—at your fingertips through our secure Web portal.

Systematized testing. The research methodologies, measurements, sample specifications, data tables, and analytics stay the same, so you can get to the field more quickly and with less cost—and you can make apples-to-apples comparisons and extend your learning.

Meta-analysis capabilities. We can apply analytic techniques such as derived importance to help you identify what's working and what isn't—in general or by subgroup.

Who Can Benefit from Programs of Research?

A MarketTools Program of Research is ideal for companies with established innovation and development processes. It can be applied to several areas of testing and evaluation:

- **Concept testing** with a Program of Research can help you uncover why certain target consumer groups respond the way they do and help you form general hypotheses. It's an excellent solution for concept screening and monadic concept testing.
- **Product testing** through a Program of Research can result in a broader, deeper understanding of how to make a product as appealing to target consumers as possible. It's ideal for new-product testing because it applies your learning from previous product tests, providing context to scores that can be tied to in-market category behavior.
- **Ad evaluations** with a Program of Research can help you identify particular executional components that consistently work well—or that consistently have a negative impact on your advertising effectiveness.

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.

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