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Zoomerang™

Easiest Way to Ask. Fastest Way to Know.

In the time it takes you to read this, you could create a survey and e-mail it to hundreds of respondents using Zoomerang. But keep reading—because there’s more to Zoomerang than the fast, easy survey tools used by more than 1 million people. It’s a complete family of powerful online services for any organization that wants quick, insightful answers to pressing questions with minimal cost and effort.

Zoomerang zPro™ for Fast, Professional Online Surveys

Zoomerang zPro self-service online surveys are the professional way to collect and analyze market research, employee surveys, and customer satisfaction surveys. You’ll get started quickly with our easy-to-use survey templates. Take advantage of our advanced data analysis capabilities, including filtering and cross-tabulation, skip logic, and more. Access dedicated customer support phone numbers. Customize the look-and-feel of your surveys with your corporate branding. View reports in real time. Download your data to spreadsheets. And collect unlimited survey responses.

Zoomerang Sample™ for Reliable Results

Zoomerang Sample is your reliable, affordable source for an on-target sample. It gives you fast access to respondents who are engaged—and data you can trust. Zoomerang Sample respondents are selected from our impeccably maintained ZoomPanel™ of more than 2.5 million individuals. And they’re deeply profiled across more than 500 attributes—from demographics to lifestyle and behavioral characteristics—so you can target your surveys with pinpoint accuracy and get reliable answers to your questions.

Zoomerang Sample is:

- > **Balanced.** We employ diverse online and offline recruiting sources to engage and profile a balanced panel.
- > **Representative.** Samples accurately reflect the U.S. Census or client-specific segmentation, using real-time monitoring and detailed profiling.
- > **High-quality.** Our panel is actively managed using a series of usage and behavioral metrics to ensure optimum tenure, engagement, and representation.

Zoomerang Professional Services for Expert Assistance

Zoomerang zPro is a self-service offering, but you don’t have to go it alone. Get professional assistance from our experts to help you design, program, translate, and deploy your surveys. We can help you prepare your questions or suggest the best way to get the type of feedback you need. We’ll show you how to use Zoomerang as a confidential third-party deployment agent—for those times when survey-takers need confidence that responses will not be seen by a survey administrator. And we can convert your surveys and responses into your language of choice.



Zoomerang provides online tools that let you easily create, manage, and evaluate your surveys.

Key Product Features

Tools and templates for professional-looking surveys. We give you a full toolset to make it easy to design and deploy professional-quality surveys—including skip logic, customization and branding, and the ability to pose an unlimited number of questions.

Participation boosters. You can maximize participation and response rates by sending reminder e-mails, personalizing invitations, and using your own “Sender” and “Reply to” e-mail addresses.

Powerful analysis tools. You can analyze your results using our flexible, powerful online tools. View results in real time, cross-tabulate results for key comparisons, and download results to your favorite spreadsheet or software package.

Who Can Benefit from Zoomerang?

- **Any business** conducting market research can use Zoomerang for customer/employee satisfaction surveys; feedback on new products or concepts; or awareness, attitude, and usage studies.
- **Educators and students** can use Zoomerang for feedback on program changes, impact studies, a better understanding of student issues and concerns, course evaluations, and surveys for trainings or as a replacement for paper surveys.
- **Non-profit organizations** can use Zoomerang for fundraising, advocacy programs, recruiting, community outreach, program satisfaction studies, membership drives, needs assessment, and more.

About MarketTools and Zoomerang

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’ full range of research applications and services provides organizations ranging from small businesses to Fortune 500 companies with unique access to their target markets—to uncover unmet needs, reduce time to market for new products, and capture more market share. Through Zoomerang, the pioneer in online surveys, MarketTools provides the leading self-service platform and services for fast feedback

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