

PANEL SERVICES

# Finding Your Ideal Audience, Made Easy

How the Alchemer Panels Team Can Help You

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# TABLE OF CONTENTS

<b>DISCOVER THE ALCHEMER PANELS TEAM</b> .....	3
<b>1 FIND YOUR IDEAL AUDIENCE</b> .....	4
Premier Panel Providers .....	5
Sometimes We Can't Help .....	5
What's Required .....	5
<b>2 WHEN TO USE PANELS</b> .....	6
To Reach Hard-to-Reach Groups .....	7
To Conduct Research .....	7
To Uncover Your Brand Identity .....	8
<b>3 HOW TO GET THE MOST FROM PANELS</b> .....	9
Smartphones Work Well .....	10
Be Aware of Timing .....	10
Industries and Professions Vary .....	11
Non-technical Audiences .....	11
Three Keys to Success .....	11
<b>4 GET QUICK ANSWERS</b> .....	12





# Discover the Alchemer Panels Team

## Finding the right audience and getting the right responses

is rarely as easy as pick and go. Different demographics respond at different times, different countries respond in different ways, and balancing the feedback you collect requires skill and patience. This is what you get with Alchemer Panel Services.

The Alchemer Panels Team has access to well-known panel providers who can deliver more than 100 million respondents worldwide. We are ready to help you with projects of all sizes, although we have a self-service option for small projects. And we give you access to a dedicated fulfillment manager, who will help you and answer questions for you throughout the process. We'll even help you optimize your survey to get the results you need.

You don't need to be an accredited researcher. We've helped authors, gamers, marketers, salespeople, market researchers, scientific researchers, anthropologists, sociologists, psychologists, and scores of other professions find the right audiences, quickly and affordably.



**We use Alchemer to learn about behaviors, motivators, and more.** Retailers, distributors, and manufacturers are all trying to better understand customers and what motivates them. We field ten to fifteen surveys a year with a target audience of 1,500 – 2,000 consumers per survey. Typically, we test the survey internally and with a few consumers, then we work with Wendy on the Alchemer Panels Team to set quotas—geographic, age, economic, and other factors using Census balancing. Quotas may differ based on who we are looking for.

**Anne-Marie Roerink**, Founder of 210 Analytics



# **1 Find Your Ideal Audience**





## 1 Find Your Ideal Audience

## 2 When to Use Panels

## 3 How to Get the Most from Panels

## 4 Get Quick Answers

**We are ready to help you find what you need**, even if you're not sure who that is. We start by understanding what you're trying to achieve. Then we work with the very best panel providers in the world to deliver the audiences you need. After your Alchemer project team installs redirections that enable us to track the respondents, we take over the launch of your survey, send additional invitations, and monitor the progress so you get a fair representation of all the audiences, not just the first to respond. We do this to ensure you get the results you need.

### PREMIER PANEL PROVIDERS

We also have access to more than 100 million respondents worldwide in 100 countries. They are all double opt-in respondents from well-known providers. What this means is that the people you survey have agreed to take surveys. They also update their consumer habits and job experience every six to twelve months with the panel provider to ensure that they match the demographics you want. Other companies often fill surveys with “river samples”—respondents who replied to another survey—because these respondents are cheaper. However, it also means that you're not necessarily getting the specific responses you want and need.

Your dedicated fulfillment manager knows where to find the best panelists for you. Each panel provider has strengths in different areas, and your fulfillment manager knows where to go for each group. We'll work with you to get you the most accurate audience possible for your study.

### SOMETIMES WE CAN'T HELP

We can help in more than 100 countries. In the past year, we have secured panels in South Korea, China, Brazil, the USA, Canada, Australia, New Zealand, India, the Middle East, North Africa, and almost all of Europe. However, we cannot help you survey people in countries that the U.S. Office of Foreign Assets Control (OFAC) prohibits companies from doing business with. This includes Cuba, Iran, Syria, Lebanon, Libya, Sudan, Somalia, and North Korea (The Democratic People's Republic of Korea).

### WHAT'S REQUIRED

Alchemer Panel Services is focused on mid-size to larger projects, and those involving international research. We have a \$1,500 minimum spend for Panel Services, excluding the seat license. You will need a Full Access or Professional license because these licenses have the features necessary to run a panel (such as disqualification logic, URL redirect, and quotas). For smaller projects, we recommend the do-it-yourself solution Alchemer Audiences. With Alchemer Audience you can start with groups as small as 50. Just create your survey, test it with our system, select your criteria, and you can be gathering results within an hour.

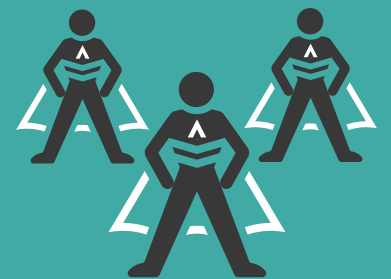


After I built the survey with Alchemer, I wanted to test it with people who didn't know me. So I selected a census-balanced random group with the Alchemer Survey Audience feature. I got 50 people very fast, with lots of great comments. I was delighted. **And it gave me the confidence that my survey would produce the data I was hoping to get.**

**Peter Gibb,**  
Author of Count on Spot  
and King of Doubt



# 2 When to Use Panels





**You can take advantage of the Panels Team whenever you need to reach a new audience.** One client uses the Panels Team several times a year to survey consumers about trends in food purchases. One gaming company asked us to recruit almost 5,000 serious gamers in four countries to discover how different art styles affected their desire to play a game. The Panels Team can help you reach very niche consumers, including business professionals from a multitude of industries. If you need to reach a B2B audience such as IT decision-makers or HR managers, the team can find it for you.

### TO REACH HARD-TO-REACH GROUPS

A teaching hospital regularly uses our Panels Team to survey consumers about health and lifestyle, and medical professionals about ongoing education, training, and more. As you might guess, it's much easier to fill the consumer survey than the medical professionals. People with demanding jobs and little personal time take much longer to respond than most people. This is true of medical professionals and business leaders.

### TO CONDUCT RESEARCH

The classic reason to purchase a panel is to conduct market research for a product or service. In 2020 many more companies were using panel audiences to help them adjust their business models to stay relevant during the pandemic. We fielded quite a few "pulse check" surveys asking if consumers are using curbside grocery pickup or delivery, for instance. We expect that companies will be checking on consumer mindsets as vaccines get widely distributed and people begin life again.

Often companies come to us to sample a 50/50 split of current customers and people who are customers of their competitors. This kind of research allows them to capture the most representative trends and developments in their market. Continually researching your customers exclusively biases your data and could bias your decision-making.

Combining a panels purchase with video feedback allows you to replace in-person focus groups while still collecting non-verbal cues and sentiment. Other companies have switched their research from the reasons for purchasing products to discovering what businesspeople, teachers, and students need to be effective online. Museums are using surveys to find out what might compel somebody to visit online.





1 Find Your Ideal Audience

2 When to Use Panels

3 How to Get the Most from Panels

4 Get Quick Answers

## TO UNCOVER YOUR BRAND IDENTITY

You might think you know your brand's identity, but the reality is that the market decides your identity. The only way to know what your customers think of you is to survey them. We help companies run blind brand awareness surveys all the time, so they can discover their aided and unaided brand awareness. We recommend fielding a blind survey from an independent website (not the site for the brand you want to know about) and remove all company logos, color schemes, and even survey titles to get more unbiased results.

“Gaming companies are doing market research for their next characters and themes to attract new players and keep existing players' attention. Start-ups and established companies are testing concepts for home delivery and subscription options. We've seen new alcoholic (and a few non-alcoholic) drinks being evaluated. We've fielded several surveys for everyday items like bedding too. Companies are capitalizing on in-home staples like sheets and pillows becoming a luxury indulgence that wasn't as important a year ago.

Wendy Wyss, Alchemer Audience Fulfillment Expert







# 3 How to Get the Most from Panels



- 1 Find Your Ideal Audience
- 2 When to Use Panels
- 3 How to Get the Most from Panels
- 4 Get Quick Answers



**The first step in getting the most from your panels investment is to be realistic** about what you can expect. Finding a thousand Fortune 500 C-level executives is going to be tough. Finding them in 24 hours will be pretty much impossible. Extremely demanding positions, such as high-ranking executives and doctors, take longer to fill because these people don't have the incentive or the free time to complete surveys.

### SMARTPHONES WORK WELL

The percentage of people taking surveys on their mobile devices is growing—so much so that about 70% of people are taking surveys on their mobile devices now. If you want to reach more people, don't restrict your survey to laptops or desktops. Especially if you want younger demographics.

### BE AWARE OF TIMING

There are certain times of year that affect how people think, especially consumers. Favorite foods and drinks change during the winter holidays (think about pumpkin spice), as do purchase intent. People plan to purchase different things as they head into summer breaks than they do in autumn. For business-to-business research, remember that people plan on both fiscal and annual years. People also take vacations when students are out of school.

1 Find Your Ideal Audience

2 When to Use Panels

3 How to Get the Most from Panels

4 Get Quick Answers

## INDUSTRIES AND PROFESSIONS VARY

You might want HR or IT professionals in different industries, but not everybody sees their industry the same way. A professional in an area that could easily span different industries might see themselves in the HR or IT industry, even though they are working for a toy company. Similarly, a videogame company might consider itself in the entertainment business or the software industry.

## NON-TECHNICAL AUDIENCES

Since you're fielding your survey online, your respondents will most likely have either a computer or a smartphone, often both. Trying to reach a non-technical audience means that they will have to respond to the survey request, often after work. Filling requests like this can take time.

## THREE KEYS TO SUCCESS

- **Be flexible** in juggling who you want to answer your survey and how long it might take to get them. We can find the people you want (in most cases); it just might cost more and take more time. Don't expect to get 1200 responses from hard-to-find people in a couple of hours. It might take time to find them and get them to take the survey (as much as 1-2 weeks).
- **Be realistic** about how specific you get with your audience. Trying to find a book club that buys dinnerware and lives on Whiteheart Lane is going to take some time if it's even possible. It might be what your client or executive wants, but they will be easier to find by going door-to-door.
- **Be a little knowledgeable** about your audience. Out-of-work actors are pretty easy to find. Social-media CEOs are much fewer and harder to reach. Besides, they're all dealing with who to ban and free-speech issues right now. A quick web search will show you that 10% of the global population is left-handed, but 13.1% of Americans. You'll find that 6.1% of American children are being treated for ADHD while 4.4% of American adults struggle with it. Knowing a little about your market could help you form your survey and select the right audience.

“A panel is a great way to zero in on specific target audiences. For instance, finding people that grocery shop online can be somewhat of a challenging endeavor since it is still a relatively small part of the industry. **But a panel lets us focus on finding and listening to those shoppers.**”

Brian Numainville, PRC-certified researcher



# 4 Get Quick Answers





1 Find Your Ideal Audience

2 When to Use Panels

3 How to Get the Most from Panels

4 Get Quick Answers

**Whether it's your first panel purchase ever or just your first with us, we know you have a lot of questions.** So, we put together this short Q&A for you. If you want to know more, you can visit the [Panel Services webpage](#).

**Q:** What's required to use Panels Services?

**A:** An Alchemer Full Access or Professional license is required as these levels have the features necessary to run a panel, such as disqualification logic, URL redirect, and quotas.

**Q:** Where do you source your respondents?

**A:** We partner with two of the world's leading panel companies, Lucid and Cint, to source our respondents.

**Q:** How many respondents do you have access to?

**A:** We're able to send survey invitations directly to hundreds of panel supplier networks worldwide. With this, we have a reach of more than 100 million overall respondents!

**Q:** Who are the respondents?

**A:** Respondents are double opt-in recruited where they maintain a profile of their demographics, consumer habits, job experience, etc. Respondents are rewarded for each minute that they spend on the survey. Respondents come from every walk of life and a wide array of demographics, hobbies, consumer habits, work experience, household stats, medical conditions, etc.

**Q:** Can Panel Services fill custom quotas?

**A:** Of course! We can balance your results by any customized factors or attributes (i.e. age, gender, region), including, of course, any census representative quotas.

**Q:** How often are the respondents contacted to ensure accuracy with their profile data?

**A:** Respondents are re-profiled every six months to ensure that profiling remains accurate.

**Q:** What's the process to address respondents who provide poor answers?

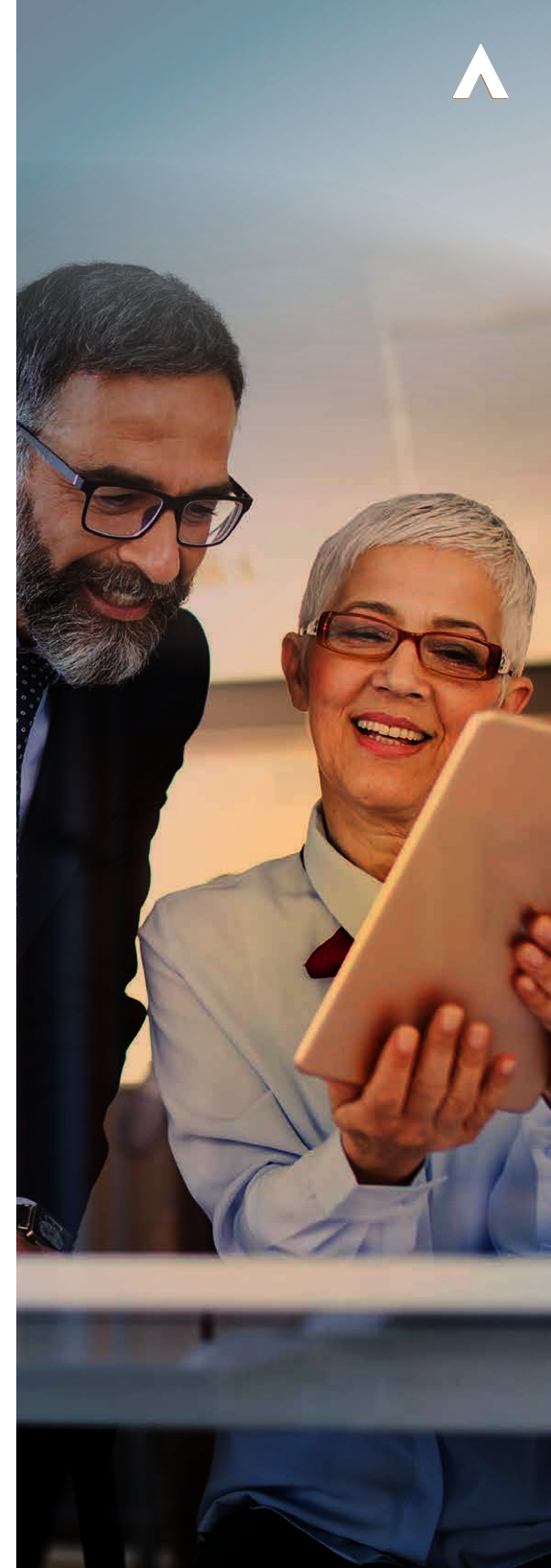
**A:** Respondents deemed unusable due to data quality reasons are replaced at no extra cost.

**Q:** Is there a project minimum?

**A:** Panel Services has a minimum spend of \$1,500 per project (excluding the Alchemer license fee)

**Q:** What about projects that don't meet the \$1,500 minimum for Panel Services?

**A:** Alchemer provides a self-service panel option designed for simplified surveys and a budget of less than \$1,500. Learn more here, <https://help.alchemer.com/help/survey-audiences>.





- 1 Find Your Ideal Audience
- 2 When to Use Panels
- 3 How to Get the Most from Panels
- 4 Get Quick Answers

**Q:** How does the reporting work?

**A:** Responses flow into the survey in real-time as respondents complete it.

**Q:** How are the surveys sent to the panelists?

**A:** Respondents are sent an unbiased email or SMS invitation.

**Q:** Who builds the survey?

**A:** Survey Builds are performed on a DIY basis. However, we also offer Survey Builds as a service. Simply supply the Alchemer Professional Services Team with a draft of your survey and they can program it within your account for a fee.

**Q:** How fast is the process?

**A:** Once we have the proper authorization (PO number, check, etc.), most surveys can be fielded immediately, and results (depending on your audience) can be collected in as little as one day.

**Q:** How much data should I collect?

**A:** That depends on what is a statistically valid sample size for you in your market. We can help you determine the best minimum size for you.

**Q:** What is Census-balanced?

**A:** Census-balanced panels represent every different demographic group according to their representation in the U.S. Census. That would mean 50.8% female, 49.2% male, and so on.

**Q:** What is White-Glove Treatment?

**A:** The White Glove Treatment is when the Panels Team handles every aspect for you – from creating or finessing the survey through to delivering exactly the right respondent pool (making sure everybody is represented in the percentages you desire). It's very hands-on, as we constantly monitor results to make sure that your quotas are filled.

## Want to know more?

Visit the [Panel Services](#) webpage or call 1.800.609.6480 today. We will answer your questions and get you started collecting the information you need right away.