

PANEL MANAGEMENT

**Building and maintaining your own
self-service panel for research**



A QuestionPro Publication

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What is a Panel?

A Panel is a group of people who have signed up to be a member of a community for the purposes of participating in surveys.

Why are Panels important?

If you intend to do any research online, you must utilize a Panel. You can't just send email to people who have not previously agreed to participate. That is spam, and it will get a very negative reaction and potentially damage your company's reputation. So you have to find people who have already said they'll take surveys when you want to conduct an online research project.

Why do I need my own Panel?

Since you have to invite people from an existing Panel, you can only conduct surveys with the kinds of people who are already in Panels. If you want to reach the general public (or some large subset like adult women), you probably don't need your own Panel—you can purchase access from companies who have national panels. But, if you want to reach a more specific group (like, say, your own customers) there is no existing Panel that has them ready to participate! In that case, you need to build a Panel of those people ahead of time. Customer panels are the most common type of Panel we manage at SurveyAnalytics. In addition to the research/spam issue, having your own Panel also lets you build a relationship with your customers as you gather their opinions, give them rewards and inside information, and show them how their involvement has made a difference.

What is required to manage a Panel?

Managing a Panel requires three things: tools, time and expertise. You'll need tools to be able to create and maintain the online community environment for your panelist (website, interactive login area, prize catalog, etc.) and you need a response center to respond to and track communications with panelists. You'll need time to interact with your panelists—especially if they are your existing customers—so they feel appreciated and get responses quickly. And you'll need expertise on the nuances of survey programming, lottery and sweepstakes rules, referral network strategies, privacy policies and similar issues in order to answer questions from your Panelists.

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SurveyAnalytics Panel Lite

You can now collect your own respondent panel with SurveyAnalytics Panel Lite tool. Building and Managing Your Self-Service Panel without hiring a thirdparty Panel provider. Some of the key features are listed below:

Unlimited & Extended Profiling

Have panel members signup and take surveys for profiling. Sub-Panels/Selects can be done by segmenting the data from any of the profiling surveys

Panel Recruitment Portal

Create a panel recruitment portal using a point and click interface. Customize the look and feel to match your company's website.

Double Opt-In Email Verification

Enable Double Opt-In verification for enhanced reliability of email invitation delivery

Online Research Made Easy

Why more organizations choose SurveyAnalytics.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



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