



## Consumer Panels

# Access a global network of high quality survey respondents

SmartSurvey customers can now manage the entire research process from start to finish, connecting you with thousands of survey respondents in an instant. Define your target audience, send your survey, analyse your results and get the answers you need to make #smartdecisions all from one place.

# Engage with real people through the latest technology

SmartSurvey have partnered with leading research technology platforms to enable you to access opinions of real people in just a few clicks. Reach over 7 million people in 80+ countries, recruited through 500 different panel owners like publishers, media outlets, market research agencies and non-profits.

## What sort of research can you run?

- Test creative assets such as ad campaigns or packaging
- Validate New Product ideas
- See what strap line or value proposition resonate with your target customers
- Understand more about your market – local or global we can reach them all
- Get insights on consumer attitudes, pricing, behaviour and value
- Understand brand perception – is your brand trusted and recognised?

## How it works



### Create your survey

Sign up to one of our paid accounts and create your survey in a couple of minutes through our powerful and intuitive survey builder – it couldn't be easier.



### Select your target audience

Whether you're looking to reach business owners or a balanced sample of consumers, you can create the perfect segment in just a few clicks.



### Launch your survey and analyse your results

You will start to receive responses as soon as you have launched your survey. You can view and analyse your results in real time in your account.

## Pricing

Pricing is based on the number of responses you require, the number of targeting criteria, the length of your survey and the respondent locations you have selected.

