

DMNNews

The Authority for Direct Marketers

Loyal customer opinions help revenue



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Your online community of loyal customers who visit your Web site to get information, place orders, provide feedback or enjoy interactive engagement with your brand is a valuable asset. With visitors numbering in the hundreds, thousands or perhaps millions, you've likely already added a revenue stream from this traffic by giving access to advertisers who need those eyeballs and clickthroughs.

That asset is worth more than you realize, because that community is also rich in benefits both for your organization and for the community itself through online market research surveys. Surveys enable you to deliver members to online research companies in need of panelists. For every survey completed by a panelist from your site, you'll receive a revenue share from the researcher. With payments continu-

ing over the panelist's lifetime, that amounts to an annuity for you. The more capability you have to provide specific target audiences, the higher premium you'll earn. Online survey companies value access to vertically focused Web site communities in segments such as finance, legal, tax/accounting, science, healthcare, government and other business decision makers and professionals.

Marketers spent more than \$5 billion in the online market research industry in 2008. Online surveys are the single fastest growing category. Brands can achieve a steady stream of revenue by partnering with online researchers.

It's a win for your audience too: They are given a chance to voice their opinions, and they typically receive incentives for participating, whether online gift cards, PayPal cash credits, charity donations made in their name, or flexible rewards of your choice that can reinforce your brand. The result is a group of highly motivated, incredibly attentive panelists -- ideal for market researchers, and perfect for your company as your visitors feel important. Web users are fiercely loyal when their expectations are fulfilled and their trust ensured.

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