

# FGI SMARTPANEL™



FGI RESEARCH

Catch up with today's consumer.

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## What is a consumer panel?

A **consumer panel** is a pool of research participants from the general U.S. population who sign up to receive survey invitations and participate in quantitative and qualitative research. Many consumer panels enable members (panelists) to create profiles, complete with personal and demographic information and photo, and connect with other panelists in the “social” context of discussion boards and online communities.

Consumer panels are among the foremost tools driving online market research today. The FGI online consumer panel, **SmartPanel™**, is one of the most diverse and engaged in the industry, and our patented sampling method makes it an ideal source of recruitment for any study. When you field a study through SmartPanel, you will receive the same quality of results that you would from any other research we conduct. In addition, you'll have access to our team of experts, who will guide your study through the design and implementation phase and help you analyze results once your data rolls in. Based on that analysis, they can consult you on how to proceed.

## iGAGE

Using patented methods that incorporate **gender, age, geographic** and **ethnic** diversity, FGI's marketing scientists ensure that every sample recruited from SmartPanel is balanced to recent U.S. Census data. The iGAGE method is an exclusive feature of FGI Research's capabilities and guarantees representative results on every single study.

You can use SmartPanel for any type or number of studies. Gauge consumer awareness and usage with a survey, evaluate ad effectiveness with a focus group, try out a concept in a community study of consumers from your target audience, and more. FGI's sampling best practices and devotion to ethics in online research make certain that you will get results that fuel a better business strategy –and that you need never doubt your data's accuracy or quality.



## SmartPanel Features

- Stored panelist profile data that includes geographic, demographic, and photos
- Topic-voting and quick-polling
- Support for custom surveys, focus groups and community studies
- Comprehensive multimedia capabilities
- Seamless integration with the SmartPanel Community
- Secure 24/7 client access to data through the FGI SmartPortal



## Benefits of SmartPanel Research

- Custom questionnaire design.
- General population sample balanced to U.S. Census data using FGI's patented iGAGE method.
- Comprehensive data reporting and analysis.
- Complete support and ongoing guidance from experienced project managers.

## SmartPanel Community

In addition to answering surveys, SmartPanel panelists are eligible for invitation to the SmartPanel Community. In this private online community, members may engage in one-to-two-week community sessions devoted to specific topics, or they can interact at any time with other panelists in the Hot Trends forum. Live-streaming data from Twitter and quantitative “quick polls” keep the discussion lively, and moderation and monitoring guard against abuse.

As an alternative to buying a custom community, clients can field a unbranded study on the SmartPanel Community and interact with their panelists for one-to-two-week sessions. These unbranded studies offer the benefits of a custom community at a lower cost.

Online communities are a fresh addition to the toolbox of market research professionals. Structured like an online discussion board, often with quantitative capabilities built in, communities can stay open either on an ongoing basis or for just a few weeks, to collect more topic-specific feedback. The most effective uses for online communities remain: refining quantitative studies, crowd-sourcing for ideas, and helping to make sense of existing quantitative results.



## Benefits of a Unbranded Study

- Targeted recruitment and sample-screening
- Discussion monitoring and moderation.
- Public posting and replying for all members
- Private-messaging abilities for clients and moderators
- Integrated multimedia.
- Streaming data from Twitter.
- A “quick poll” to add quantitative insight to your qualitative study.

Your unbranded community session is a flexible and affordable option for qualitative research, but the real benefit is that you can conduct research without having to attach your brand, if that is part of your strategy; and you can get powerful insights at a lower cost than if you had bought a custom community.

## CONTACT

If you would like to learn more about SmartPanel and our consumer research capabilities, you may benefit from a complimentary needs evaluation. Contact FGI Research New Business Development, or visit our website ([www.fgiresearch.com](http://www.fgiresearch.com)).

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