

Marketers must familiarize themselves with all available consumer insight options as global interest in DIY research increases, says Cint

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With online giants like Google entering the field, do-it-yourself marketing solutions have received heightened worldwide exposure, and brands would be remiss in not delving into their unique properties, advises global provider of market research and panel management (<http://www.cint.com/explore/panel-management>) solutions, Cint.

As with all Google-related news, it is hard to have missed the launch of Google Consumer Surveys. Clearly, this move has been inspired by the growing clout of the DIY research industry, and Google wants in on the action. As online tools like these multiply and flourish, the technology itself gains an increasingly positive reputation as a legitimate and dependable method for gaining consumer insights.

Market intelligence (<http://www.cint.com/engage>) is only as reliable as the people providing the information. With the online survey business booming, panel quality has become a greater consideration when choosing research solutions. Marketers must be aware of the ways in which participants are approached for their opinions, as this will affect their answers and the overall outcome of the study. Transparent market research solutions, such as those offered by Cint, allow marketers to choose the exact demographic of survey respondents or choose the panel from which the people originate, such as those owned by trusted businesses and publishers, for example, Emma's Diary and STAR panel.

Bo Mattsson, CEO of Cint, says: "Positive relationships between respondents and brands, which go beyond just the moment of completing a survey, can induce an eagerness to be of service and to provide useful information. This factor is the reason why we have always believed the right way to offer high quality responses is to utilize existing relationships between the survey respondent and the panel owner, engaging that audience in a responsible manner."

"Moving forward, technology will be the key to maintaining stringent quality measures while ensuring that survey participants feel appreciated and researchers receive transparent access to global target audiences."

The results of a recent poll conducted by Cint, which questioned marketers in the U.S., UK, Germany, Spain, and Sweden, reveal that one in four marketers are unsure whether they have used a DIY market research solution. This uncertainty could be related to several factors, but the results point to marketers simply not exploring, understanding and taking advantage of all the options out there to gain a greater understanding of their consumer.

For more information regarding the market research tools (<http://www.cint.com/access>) provided by Cint, please visit www.cint.com.