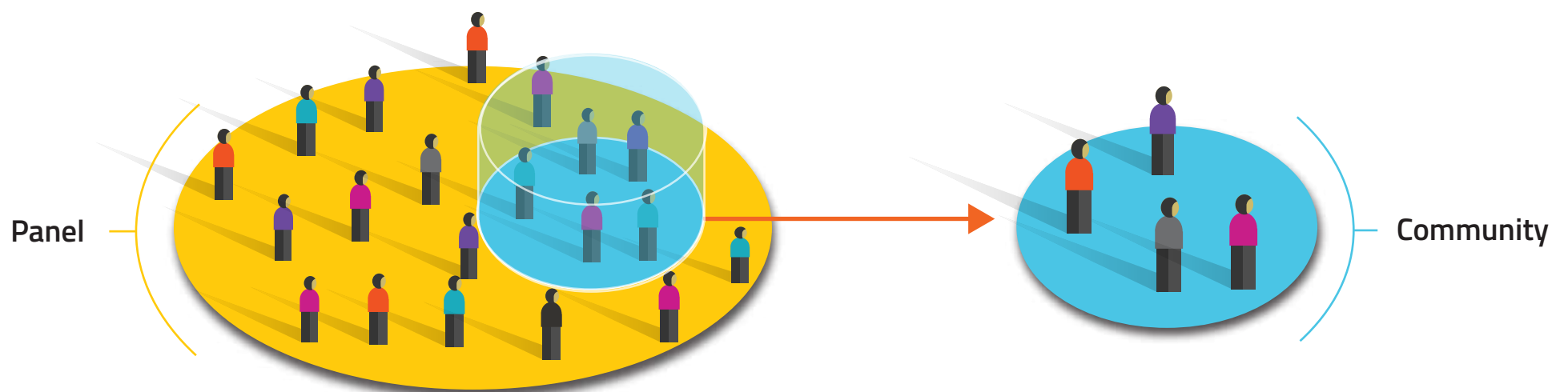


Combining the Power of Community and Panel:

Obtain a Comprehensive View of Your Customers



Panels provide market researchers with quick data from millions of participants and ample market segments.

Online community data gives market researchers data from a targeted, loyal, and engaged customer base.

Panel Data + Community Data =



Comparative data sets.

When you run the same study with your vetted online community AND your general population panel, you capture data from your loyal followers as well as the general population. This is exactly what you need for a successful comparative analysis.



Potent insights.

What's better than data from one sample population? Data from more than one sample population. A wider and varying reach provides highly potent data to help you make more informed business decisions.



Quantity and quality.

Research indicates that community members are more willing to participate in labor-intensive research activities and panel members are an excellent resource for speedy collection from hundreds to thousands of respondents. Combine the two and you have the ability to compare quality data with a large quantity of data.



Simplified market intelligence.

Access to community and panel insights from one platform, Fuel Cycle, provides automated survey sampling and reporting.