

# News

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## **Proprietary custom panel budgets grow 47% from 2006-07**

According to the August issue of Inside Research® custom panels use is growing rapidly inside corporate research and marketing departments. These are panels that are typically 100–5000 members that a company has for its exclusive use. Members are opt-in customers and prospects that have signed on to take part in online surveys, forums, discussion groups, IHUT's and other activities. They can be built and managed by the client-company or a specialist research or consulting firm. Drivers of the rapid adoption and use include:

Fast and easy access to hard to find, deeply profiled customer and prospect respondents specifically recruited and managed for the company needs

No hassle representative sampling without the rental charges of national access panel sample

High affinity and customized communications/incentives resulting in high response rates in the 35–50% range and low annual attrition rates under 20%

Variety of low cost and rapid turnaround uses including virtual product/service test labs and ready made IHUT's, multi-year longitudinal behavior and attitude tracking, competitive intelligence and tracking, communications and marketing mix tests, c-sat, case and success stories, and expert user insights

Panels can be designed for community and 3-way conversations between members, panel managers and the sponsor, so that members share experiences and ideas. Other panels may foster only conversations between panelists and the company panel manager.

Communique Partners has built and managed over 45 custom panels in the past 8 years, across industries, product categories, and member types. (Consumer/B-B/professional). For more information on best practices in setting up and managing a custom panel, see our cases and white paper at: <http://www.communiquepartners.com/registration.html>

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