

## MARKET RESEARCH CLOUD™

### Overview

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Market Research Cloud is a new customer intelligence platform that embraces simplicity and power with proprietary engagement and community management technologies. You start with “I need to find X” or “I need to grow Y”; then select the audience, engagement tools, launch and completion dates; and, we do the rest. We take business requirements from planning to action to understanding a brand’s consumers in one streamlined process that requires a fraction of the time and expense of traditional market research.

### Who Uses Market Research Cloud?

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Market Research Cloud is designed to appeal to anyone who is trying to understand customers better and who needs that information quickly in today’s fast-paced business world:

- Corporate research departments seeking to augment their customer data with fresh insights from a larger representative audience about a new product or marketing initiative;
- Market research firms who want to focus on higher value analytical activities and enhance their research with innovative online tools;
- Agencies who seek a quick pulse to orient a new customer pitch, determine how well their campaigns are performing or augment their current market research provider;
- Publishers who seek to offer new value to advertisers by providing audience insights to improve their marketing effectiveness;
- Marketing departments who use social media monitoring and marketing automation services that want to complete their in-house arsenal with a self-serve market research platform; and
- Anyone who would benefit from powerful do-it-yourself tools supported by professional services.

### Key Features

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Market Research Cloud is software as a service which can be securely accessed from any web-connected device. As a self-serve platform it offers a full range of market research services in a friendly, manageable environment:

1. Quick online account set up for an individual or teams with online payment options for pay as you go or block subscriptions;
2. Select a target audience by demographics from your customer data, our pool of data and data service providers or recruit an audience on the fly, using our ad network providers;
3. Choose the research tool that best meets your objectives determined by time, sample size, and questions to be answered. Combine tools in a single research campaign to optimize your sampling results;
4. Create an instant niche community to test concepts, advertising and products;
5. Monitor research campaigns in progress, change queries midstream, and obtain preliminary results in real-time as your campaign continues;
6. Manage multiple research campaigns running in multiple geographies from a single dashboard; and
7. Pick a report style and automatically produce analysis that can be used quickly in telling an impactful story or export interaction data for deeper analysis using your own tools.

## Key Benefits

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### *Proactive Insights*

Much of the consumer data collected on the web is old news. While social media monitoring allows brands to see what consumers are saying it does little to help you understand what's next. Market Research Cloud relieves this problem with a service that offers proactive insights through live interactions with consumers coupled with the data you're collecting.

### *Faster, Less Costly*

Market Research Cloud enables faster, less costly market research so brand managers and marketers can do more with less to meet tight timelines and budgets. On average your campaign will cost 70% less than the traditional market research approach with quality results delivered in real-time.

### *Personalized*

Market research can be personalized without incurring the high cost of customization. You decide how much you want to spend and Market Research Cloud determines how to optimize your audience and research tools to yield the results you're after. You can even add your own research tool to the platform and extract data for analysis using your own analyst.

### *Monitor Progress*

Market research can sometimes feel like a fishing expedition not knowing what results will turn up. Market Research Cloud alleviates this by enabling you to monitor the progress of your research campaign and alter its course, if required.

### *Always On*

Market Research Cloud operates like a utility. It's always on and connected when you need it. This means that team members can collaborate with your research process wherever they are.

### *Ready to Amplify Your Storytelling*

Market Research Cloud eases the pain of market research information overload by synthesizing your research results and publishing them in an infographic report for immediate consumption and sharing.

### *Engaging*

Market Research Cloud uses picture- and video-based research tools that drive high engagement, with all audiences, and elicit emotional responses without seeding answers to questions.

### *Manage ROI*

Market Research Cloud provides a single place where you can track all your market research activity and ROI. This means you can measure the effectiveness of your research, compare campaign costs, engagement levels, tools employed, and research results.

## How to Get Started

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Learn more about our solution by contacting our sales team at [sales@socialabra.com](mailto:sales@socialabra.com) or calling us toll-free at 888-761-8217.