

20 Questions *One Topic* Monitors™



Fast answers to ***strengthen***
your decisions.



DERHAM
MARKETING
RESEARCH
PTY. LTD.

When ***knowing*** will strengthen your decisions.™

THE NEEDS

People answering surveys want:

- Quick, short surveys;
- They can do on smart phones, tablets, laptops or PCs;
- When and where they want to.

Clients want:

- Quick, reliable answers;
- To specific, immediate needs;
- Cost-effectively.

THE SOLUTION -

Our *20 Questions One Topic Monitors™*.

These pre-written online surveys are specifically designed for smartphones, tablets, laptops, and PCs.

The *20 Questions One Topic Monitors™*

Are 12 single answer, ranking or multiple choice and 2 open ended questions about the topic, plus 6 people-descriptive questions*.

* 3 extra questions, if...

- If your sample file includes customers' age, gender and home postcode details,
- We pre-include those in the results,
- Allowing 3 extra closed ended questions of your choice, while still keeping the survey to
- The promised 20 questions.

The Audience

The *20 Questions One Topic Monitors™* can be asked of:

- Everyone on your email list; or of
- People in specific segments (e.g. people aged under 40, or who use specific product, or live in specific regions).

HOW THE MONITORS WORK

- You supply the sample,
- We supply the personalised survey,
- We email all on your customer database,
- We receive all the responses, and
- We report the findings, quickly,
- So you can make the decisions needed.

MONITOR TOPICS INCLUDE:

Loans; Investments; Cards; Insurances;
Social media; Advertising impact; Service;
Perceptions; Branding; Competitive
positioning; Brand names; Recommender;
Competitors; Staff views; and more

THE FEE

The 2015-2016 GST and incentive fee per single topic **20 Questions One Topic Monitor™** is \$7,550.

YOUR **NEXT** STEPS

Contact me today! Our details are below.



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Office 101-103 Union Road, Surrey Hills, Victoria, Australia, 3127
Postal P.O. Box 51, Surrey Hills, Victoria, Australia, 3127
A.B.N. 21 074 154 555
Phone (61 3) 9897 3011
Mobile 0414 543 765
Email derhamp@derhamresearch.com.au
Skype philipderhamdmr
Web www.derhamresearch.com.au
Twitter www.twitter.com/betterresponses
LinkedIn www.linkedin.com/in/philipderham
Facebook www.facebook.com/DerhamMarketingResearch



RECENT JOURNAL ARTICLES

Our recent journal articles include:

- Using preferred, or understood, or effective scales? How scale choice affects online survey data collection. *Australasian Journal of Social and Marketing Research*, December 2011.
- A woman's touch - the role of gender in online survey response. *Quirk's (USA) Marketing Research Review*, July 2009.
- Improved sampling by pre-segmentation. *Australasian Journal of Market Research*, Vol. 15, No 1, June 2007.
- Increase response rates by increasing relevance. *Quirks (USA) Marketing Research Review*, October 2006.
- The impact of space and survey format on open ended responses. *Australasian Journal of Market Research*, November 2004, Vol. 12, No. 2.

ADD OUR CONTACT DETAILS

You can add our contact details to your mobile phone simply by scanning the QR code below.



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If you need to add a QR code scanner, we recommend the free scanner available from:

www.i-nigma.com