



## Online Surveys

*The success of your direct marketing campaign depends on the quality of your data.*



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Acquire

Retain

Cross-Sell

Up-Sell

Managed correctly, surveys are important tools for collecting valuable information. Handled improperly, the same tool turns into a colossal waste of time and money.

PerformanceDP has developed a systematic process to create, deliver and analyze customer surveys online. Our procedure targets the right audience with the right questions so your results are always relevant and useful. We give you a single source for the entire survey process, from initial planning through final analysis, thus eliminating the headaches and miscommunications inherent in managing multiple vendors. You'll save time and money on your way to functional results.

Survey Administration includes:

- > Question/form development
- > Survey Question/response design
- > Target audience identification/list development
- > Online distribution and data collection
- > Offline distribution and data collection
- > E-mail mailing list maintenance
- > Analysis of results

Benefits include:

- > Rapid deployment
- > Low marginal cost per response
- > Dynamic format adaptable to the individual respondent
- > Flexible/adaptable deployment
- > Scalable to large quantities

Call 800.869.2300 to learn how PerformanceDP can help your company.

