

<b>Brief description</b>	The AD HOC SURVEYS are on-site surveys running on the LYCOS network, focussing on a special research topic - e.g. customer satisfaction with a certain service or product - set up individually for a client.
<b>Fields of application</b>	<p>The AD HOC SURVEYS may be used for the following:</p> <ul style="list-style-type: none"> <li>• Examination of user behaviour (e.g. usage of certain products or attitude towards them)</li> <li>• Identification of target group potentials (e.g. localisation of product interest within a certain user group)</li> <li>• Review of customer satisfaction (e.g. with regards to a certain product or service)</li> <li>• Test of advertising or product concepts (e.g. does a certain message or image taken from offline advertising work online as well)</li> <li>• Other individual research topics</li> </ul>
<b>Scope of research</b>	<p>The AD HOC SURVEYS may focus on the following research topics - depending on the research goal of the client:</p> <ul style="list-style-type: none"> <li>• Recall of a certain product</li> <li>• Usage of this product (frequency, reasons etc.)</li> <li>• Purchase behaviour</li> <li>• Image (based on item battery)</li> <li>• Interest in specific topics / features etc.</li> <li>• Other attributes, features, ideas...</li> <li>• Sociodemographics</li> </ul> <p>LYCOS offers a pool with basic questions mostly used for ad hoc surveys that can be chosen for setting up the individual questionnaire.</p>
<b>Scope of services</b>	<p>The AD HOC SURVEYS include the following services:</p> <ul style="list-style-type: none"> <li>• Plan and program the questionnaires</li> <li>• Query selected items from the above-listed research content</li> <li>• Survey sociodemographics (age, gender, education, income, Nielsen region) for a more in-depth analysis of effectiveness in certain target groups</li> <li>• Guaranteed minimum sample of 300 cases</li> <li>• Evaluation in PowerPoint, data delivered as an Excel file and Presentation of Results</li> </ul>

<p><b>Price</b></p>	<p>LYCOS is offering three different versions of the AD HOC SURVEYS that vary with regards to the number and mode of the questions:</p> <p><b>Silver Package - € 5,000.-</b></p> <ul style="list-style-type: none"> <li>• One survey with 10 closed questions (chosen out of LYCOS pool)</li> </ul> <p><b>Gold Package - € 7,500.-</b></p> <ul style="list-style-type: none"> <li>• One survey with 15 closed questions (chosen out of LYCOS pool)</li> </ul> <p><b>Platinum Package - approx. € 10,000.-</b></p> <ul style="list-style-type: none"> <li>• One survey with 15 closed questions (mixture from pool and individual set up) and one open question (individual set up)</li> <li>• Final costs are depending on the # of individual questions</li> </ul>
<p><b>Requirements</b></p>	<p>In order to achieve optimal results with regards to a specific research question it is important to define the research focus very clearly so that the questionnaire reflects the different aspects to be surveyed. This requires at least one week for the preparation and approval of the final questionnaire.</p>
<p><b>Method</b></p>	<p>The surveys are carried out by means of an online questionnaire using the n-viz method on the Lycos network.</p>