



Using Online Custom Panel Insights to Refine Sales and Marketing Communication Tactics

The Marketing Challenge

If many consumers can't tell their ROM from their RAM or a CPU from a USB, how can computer and technology retailers communicate the benefits of their products and offer the most attractive computer configurations? Techmachines,* a leading Canadian computer retailer, wanted to move their marketing and sales communications from industry-speak and techie jargon to the everyday language of their average computer-buying customer. But, being a company that prides themselves on being computer mavens and tech wizards, they weren't sure what terminology to use.

The Ipsos Approach

Ipsos created the *Technology Lifestyle Panel* comprised of 2,500 technology-orientated consumers (including 500 French-speaking consumers). The online panel enabled Techmachines to keep in contact with their consumers, while using the panel to test a variety of concepts and strategies, assess purchasing criteria, and monitor trends in the marketplace.

In this case, Techmachines used the *Technology Lifestyle Panel* to survey consumers who had either purchased a computer in the past 12 months or were likely to purchase one in the next 12 months. Respondents were shown pictures of different hardware and asked what term they typically used to describe the image, both in an unaided and aided format. Results to all surveys conducted with the panel were posted in real-time for Techmachines to monitor.

The Result

The *Technology Lifestyle Panel* generated a customer and potential customer lexicon. With the results, Techmachines was able to coach sales staff to use the preferred terminology when speaking with potential customers in stores and to tailor their flyers, advertisements, and other media to be compatible. Techmachines used the *Technology Lifestyle Panel* insight to develop more consumer-friendly and approachable sales and marketing tools that deliver business results.

Since then, Techmachines has also used the Ipsos *Technology Lifestyle Panel* to forecast back-to-school laptop sales, determining potential spend on a new laptop and the most important features. The results helped Techmachines focus their advertising and to be better prepared for the back-to-school shopping rush.

*a pseudonym

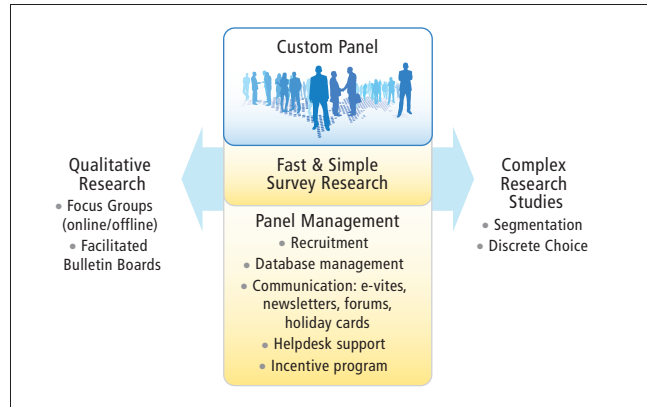




Ipsos Interactive Custom Panels

An *Interactive Custom Panel* connects you directly with your stakeholders – your customers, employees, investors, or donors – providing you with fast research data to support decision makers while also being cost-effective and ideally suited to reaching niche populations.

Each *Interactive Custom Panel* is designed, managed, and maintained by Ipsos online research experts who partner with you to achieve your organization's specific research goals. We manage day-to-day research activities and nurture the health of your unique panelist database, while you focus on the results.



Ipsos in North America

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