

Fast, flexible access to audience insights

A continuous survey solution for media consumption and
content appreciation intelligence

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A fully automated and flexible media measurement solution offering daily, weekly, and monthly surveys to deliver invaluable audience insights across continuous longitudinal studies. We've designed the continuous survey solution platform to meet the emerging needs of our clients.



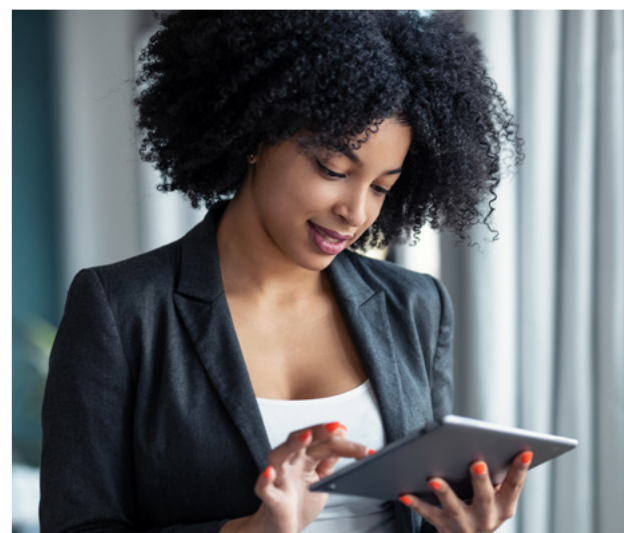
Key benefits

- **Compatible:** Works with dedicated- or access panels, making it fully compatible with your existing panel
- **End-to-end:** Full automation from starting the survey to processing the data, making it a true end-to-end solution
- **Efficient:** One single, robust platform delivers a variety of surveys across multiple product- and client groups
- **Respondent-friendly:** Dynamic search function for respondents saves time and generates more accurate data

Content Appreciation

Maximize the power of continuous surveys for fast, cost-effective access to your audience's daily media consumption and appreciation scores. Customize the results by adding your strategy measures and questions for up-to-date, granular qualitative and quantitative insights. Using our existing quality-controlled panels means questions can be launched fast, and you can trust the accuracy of the results. We've even added a DIY option for deep dives.

[See more on content appreciation](#)



eDiaries

Designed for JICs and media owners, our radio eDiary offers a cost-effective audio measurement solution. With built-in flexibility, the research can be customized to meet the needs of the client, and our mobile-first survey can be accessed online or in-app. Choose this solution for radio, TV and podcast surveys, daily event tracking,



Whether it's media consumption or appreciation you need, the continuous survey solution platform is:

- Cost-effective
- Fast
- Customizable
- Flexible
- Fully automated
- DIY-friendly

Plan and optimize your promotion with confidence.

Please contact **Marij Tillmanns** for more information

