

digiPanel™

online consumer tracking tool
by Barem Research



BAREM 
RESEARCH

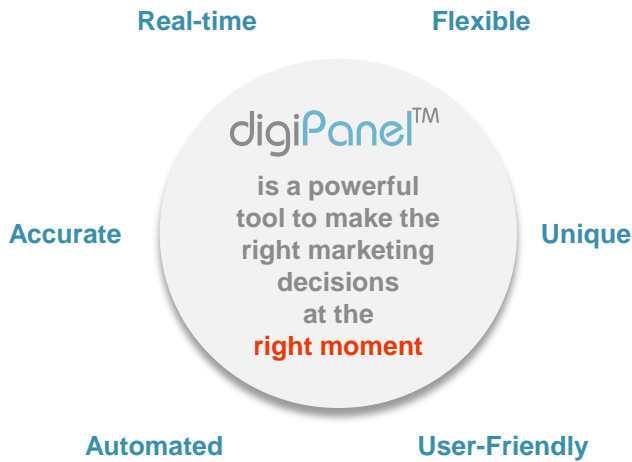
digiPanel™




is different from other consumer panels or trackings as it;

- ▶ Enables real-time data collection of purchase and analysis on;
 - ❑ **individuals** in addition to **households**
 - ❑ **consumers** as well as **buyers**

- ▶ Allows clients access to **live reports** through automated reporting and if required, can further develop their own analysis
- ▶ Gives extra opportunities to the clients for **consumer immersion**
- ▶ Provides a platform to meet instant information needs (ad hoc)



- Benefits are:**
- Fast & easy access to up-to-date data
 - Reporting flexibility
 - Cross category tracking (i.e. Alcohol consumption by smoking habits)
 - Accurate data collection supported by software check points
 - Automated update of consumer usage habits based on product purchases
 - Quick adaptation of product changes
 - Platform to meet instant information needs
 - Opportunity for further integration (i.e. Media tracking)
 - Opportunity for technology integration (i.e. product entry by mobile phones)

Process				Team		
Barcode Reader	PC	Internet Connection	Database Server	Digi Man/Woman/Girl/Boy	Digi PM/FM	Digi Minator
						
				Digi Reps		Digi Helps

Sampling

Barem Research has a rich database about computer ownership/usage and internet usership

Barem Research also has an extensive knowledge on general population characteristics

Combining these two, a sample which is representative of general population amongst computer owners and internet users will be designed

Besides, Barem Research's past experience as the provider of the first biggest panel research in Turkey, including 2400 retailers among urban & rural areas, will add value to the sampling design.

Baseline Survey

Birth date
Gender

Marital
Status

Education

Working
Status
Title



Relation
with the
Head of
Household

Computer
& Internet
Usership

Lifestyle SEG ID*
or
Segments defined by
Client*



Category and Brand Usage

In order to avoid panelists to focus on a particular category, we think it is necessary to track multi-categories and brands for which the following information will be collected :

- Use of categories involved in the pilot study
- Frequency of category usage
- Brands used under each category
 - Regular/Most frequently used brand
 - Occasional brands
- Usage patterns / place of purchase-consumption / time of purchase-consumption
- Questions on adoption of innovative products





Report Options

- Time period
- City/geography covered
- Product level (SKU vs house)
- Demographics of consumer
- Age/Location/Gender/SEC
- Consumer segment



Report Breakdowns

- Household vs Individual
- Location
- Demographics (Age, Gender, SEC)
- Consumer segment (Lifestyle or client specification)



Purchase Reports

- Household and individual based purchase report (in units)
- Purchase trend over time (in units)
- Purchase in volume
- Purchase trend in volume
- Place of purchase
- Frequency of purchase
- Promotion



Brand Reports

- Regular/main brand
- User profile of brand
- Substitute Brands
- Brand Dynamics
- Switch in/out
- Reasons to Switch
- Potential of brands (switch in & new comers)



Consumption Reports

- Brands consumed occasionally
- Brand consumed for trial within specified period
- Reasons for trial
- Average daily consumption based on purchase (in units & volume)
- Change in ADC (in units & volume)
- New comers & quitters in product categories



ISO 9001 : 2008
FS 505054



ISO 20252:2006
FS 518166

