

## How To Maximize Your Online Research

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### Advantages And Disadvantages Of Doing Research On The Internet

### And, What Is Coming Around The Bend?

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## Why Is Internet Important For Researchers?

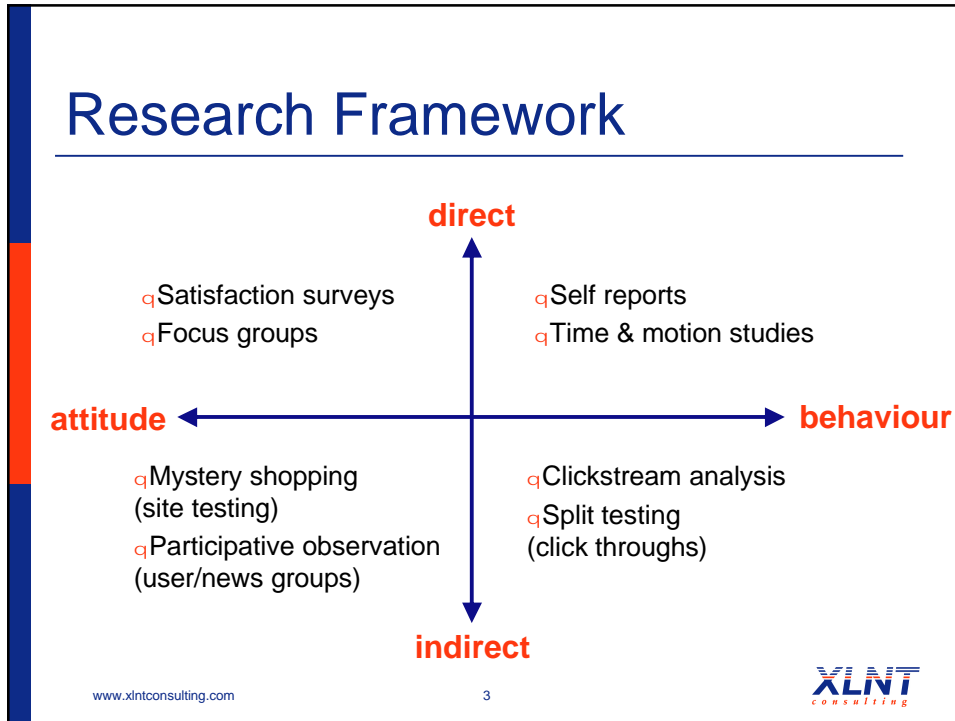
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- n Internet is the largest repository of human knowledge
- n Online research makes up about 50% (£ 2 Billion) of total research expenditures
- n Internet technology is changing 'common' research practices
- n Internet makes it feasible to reach 'remote' subjects

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- ## Split Testing Can:
- n Replace Ad-copy testing – at a *fraction* of the cost
  - n Provide ‘quick and dirty’ sanity checks for new communication concepts
  - n Get higher conversion rates = more sales
  - n Increase average sale per customer
  - n Double or triple a business – **overnight!**
- www.xlntconsulting.com 4 **XLNT**  
CONSULTING

## Successful Split Testing Is:

- n 30% Copywriting
  - n Copy, site layout, offer
- n 30% Technology
  - n Accurate tracking, unintrusive to users, highly scalable
- n 30% Methodology and systems
  - n Processes for setting up tests, dealing with volatile traffic, proper test design
- n 10% luck!
  - n On one occasion a new idea worked, and sales went up by a factor of 3. Volume was 300% bigger the next day (make sure your servers are ready)!

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## Before A Split Test

- n A debt offer – 30% conversion rate

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## After The Test


n The winning redesign - 59% conversion

**"You're Just Seconds Away From Starting The Path Of Becoming Debt-Free!"**

**SPECIAL UNADVERTISED BONUS**

When you finish filling in this form, you will immediately receive our special information ebook "Stop Collection Calls Fast". With this information you will be able to quickly end harassing telephone calls.

**Because this special bonus package is very limited, you can only claim it if you finish filling in this form immediately.** (Thank you for your understanding.)




First Name  Last Name  Best Time

Address  City  State

Home Phone  Work/Alt Phone  Zipcode

**Make Me Debt Free!**



"I had over \$40,000.00 in credit card debt. After you took my case, the phone calls stopped within a week and now I don't even have to repay 90% of it! My family didn't believe it would work, but I am living proof. Thank You!"  
T.E. - New Smyrna Beach, Florida

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## Advantages Of Internet (1)

- n Shorter turn around cycles
- n Lower marginal cost of additional interviews
- n Research projects scale up much better
- n Possibilities for complex interview routing
- n Opportunity for tight experimental control
- n International research projects become feasible

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## Advantages Of Internet (2)

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- n Access to real-time information
- n Greater response accuracy
- n Automated processing / reduced human error
- n No interviewer bias
- n Less sampling distribution problems

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## Challenges Of Using Internet

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- n Marketing databases (mostly) organized around 'physical' address
- n Even slight misspelling of email address will be fatal
- n Email addresses change more often
- n Technical challenges of mass email shots
- n Problem of self-selection bias
- n Respondent identification challenges

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## Comparing Survey Methods

Attributes	Internet survey	Personal interview	Telephone interview	Mail survey
Cost	--	++	-/+	-
Speed of response	+	++	++	-
Response rate	+	++	-/+	-
Population segments accessible	-/+	++	+	-/+
Geographic reach	++	--	-/+	+
Accessibility of medium to respondents	?	?	-/+	++
Time taken for survey distribution	++	--	-/+	--

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## How Representative Is Internet Research?

- n Sample group should resemble target market as close as possible
- n Not everyone has internet (yet): inherent bias
- n Consider restricted or unrestricted samples, screened, recruited, or intercept samples
- n No method is “perfect”, but many ways exist to mitigate sampling bias

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## Wrap Up

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- n Internet has *large impact* for research:
  - n Doing *'traditional'* research in **new ways** (online surveys, complex routing)
  - n Doing **new types** of research (split testing, clickstream analysis)
- n Getting a representative sample is hardly an issue anymore (in most cases)
- n Internet has huge value for researchers, ***reach out and benefit!***

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## Resources (1)

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### n Books

- n David Aaker, V. Kumar & George Day (1998) Marketing Research
- n Peter Chisnall (2001) Marketing Research
- n Donald Cooper & Pamela Schindler (2001) Business Research Methods
- n Edward Forest (2003) Internet Marketing Intelligence: Research Tools, Techniques, and Resources
- n Carl McDaniel & Roger Gates (2002) Marketing Research: The Impact of the Internet

### n Articles

- n Barry De Ville (1995) "Internet for Market Researchers". Marketing Research: A Magazine of Management and Applications, Summer, Vol. 7, No. 3, pp. 36-38
- n D. Bachman, J. Elfrink & Vazzana (1996) Tracking the Progress of E-mail vs. Snail Mail, Marketing Research, Vol. 9, No. 3, pp. 31-35

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## Resources (2)

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### nHyperlinks

- n CyberAtlas (2001) "The World's Online populations"  
[http://cyberatlas.internet.com/big\\_picture/geographics/article/o,13235911\\_151151,00.htm](http://cyberatlas.internet.com/big_picture/geographics/article/o,13235911_151151,00.htm)
- n Internet Public Library (general facts and figures) <http://www.ipl.org>
- n Galaxy (general facts and figures) <http://www.galaxy.com>
- n Richard Waller (2001) "How Big is the Internet"  
<http://www.waller.co.uk/web.htm>
- n Market research and industry news: <http://www.worldopinion.com>
- n Marketing research review: <http://www.quirks.com>
- n Market research resources: <http://www.researchinfo.com>