

Mediator Online Panels



Online panels are becoming an increasingly popular way to cost effectively research media audiences. Providing a continuous and flexible way to talk to your current and potential audiences, they allow you to put the consumer at the centre of your content development, marketing, advertising and sales plans.

In order to ensure that you have the most effective dialogue with your audiences, Ipsos MediaCT has launched Mediator, a product designed to take the burden of setting-up, balancing, running and administering an online panel away from you.

When we launch Mediator panel for you, we will provide:

- A branded or unbranded research portal
- Panel recruitment via your lists or website
- Bespoke additional recruitment which can be arranged to ensure a representative panel
- An unlimited number of surveys over the year, providing that we do not contact respondents more than once a week
- Questionnaire design and consultancy from experts in media, content and technology research
- An online bulletin board for qualitative feedback
- All panel management, balancing and cleaning
- Online reporting for easy access to weighted survey results
- Administration of any incentives
- Optional reporting or presentation of results, including access to advanced analytics

Mediator can be used across virtually every function in your organisation, cost-effectively helping to inform your decisions on content, strategy and sales. A Mediator panel can be used to:

- Understand viewing, listening or reading behaviours
- Understand cross media behaviour of your audience
- Brainstorm content ideas
- Provide quick turnaround studies for advertisers
- Understand consumer motivations
- Test new formats, schedules or content
- Develop new products
- Provide content for editorial
- Test advertising, branding or other marketing materials
- Measure advertising effectiveness
- Supplement tracking studies

Your panel could require the equivalent investment of just one or two custom research projects each year but could provide you with a wealth of insight across a whole range of issues across a whole year. As budgets are squeezed and the penalties for making mistakes become more serious in the current environment, the insight from a custom Mediator panel could cost-effectively provide you with the tools that you need to stay ahead of the game.

For more information, please contact:

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