SelectScience® Market Research Survey Guidelines

What is a Market Research Survey?

- Receive independent, unbiased marketing intelligence from your target market through an online survey hosted by SelectScience.
- Each survey includes:
  - Marketing and editorial advice and recommendations to optimize your response rate
  - Production, hosting and delivery of the online survey
  - An incentive prize for respondents (up to $500 USD value) to increase completion rate
  - A detailed Excel report with data per respondent as well as per question.
- View examples of previous Market Research Surveys here>>

Content Recommendations

- Ensure you have a clear purpose for the survey (brand awareness, new product/market research etc.) and an idea of key questions you would like answered.
- We recommend a maximum of 12 questions (not including contact detail/technographical questions which are included as standard at the end of the survey).
- Since surveys are sent impartially from SelectScience, the survey should not focus on just your brand/product range.
- Please specify whether questions are single or multiple answers and if they are compulsory.
- We have a Brand Builder template survey available if you would like to see a sample of the type and format of questions. Please request this from your Marketing Specialist.

Content Deadlines

- Please provide the final questions and answers for your survey a minimum of 4 weeks prior to the survey delivery date.

Content Guidelines

- Submit your suggested survey questions for editorial review and please confirm the purpose of the survey.
- Our editorial team will review your questions and provide editorial feedback to optimize the response to your survey.
- SelectScience will also discuss with you ideas for a prize incentive for respondents of the survey.
Once the questions and incentive are finalized, we will build the survey in the online platform. You will receive a preview of your survey approximately 2 weeks prior to the delivery date.

SelectScience reserves the right to add questions at the end of the survey, such as an optional product review question.

Due to the impartial branding, SelectScience must contact and notify the prize winner of any competition directly. If you contact the leads provided (assuming the survey is not double-blind – please notify us if you would like this option) about your technology, please remember this is a SelectScience survey, and so we ask that you do not reference SelectScience. Thank you for your understanding on this matter.

For more information contact your Account Manager.

Contact the SelectScience sales team to request our Media Kit »