



## PollBuzzer Fact Sheet

### What is PollBuzzer?

PollBuzzer™ is a new, real-time consumer research tool. We offer our clients immediate survey results, our panelists a simple way to get paid for their opinions, and our non-profit partners a new source of contributions for clients.

### How does it work?

PollBuzzer's clients login to our secure system, create single-question surveys and choose the exact demographic and socio-economic characteristics of the respondents they want to hear from. After choosing their preferred turnaround time (as little as one hour) and the number of respondents in their survey, the questions are sent to a random sampling of the PollBuzzer panelists meeting the selected characteristics.

Panelists receive the questions by email and they can answer the questions immediately, right in the email itself. They don't need to login or even respond to the email – they just click the link associated with their preferred response. For each question a panelist answers, she earns \$1 into her PollBuzzer account.

When the survey is complete, the PollBuzzer client receives an Excel file with the raw data, the demographic and socio-economic characteristics associated with each respondent, and ready-to-use Pivot Tables for easy analysis of their results. This output file is emailed to the client upon the conclusion of the survey and available on the client's secure PollBuzzer dashboard as well.

Panelists have a choice over what to do with their PollBuzzer earnings. They can withdraw the cash using their PayPal account or they can direct PollBuzzer to donate that money to one of several non-profit partners.

### Why use PollBuzzer?

**For clients:** PollBuzzer offers a *fast, flexible* and *robust* alternative to traditional consumer research.

#### ***Fast:***

- PollBuzzer's do-it-yourself Question Wizard™ lets clients write their question, choose respondent demographics, save custom panels, and get surveys in the field in just minutes – all

without the hassle associated with typical survey vendors or outside consultants. That means no time wasted negotiating, programming or testing

- Our national consumer panel is trained and ready to respond to questions they receive by email, so clients can get results back in as little as an hour

### **Flexible:**

- Our single-question survey format gives clients control over costs and lets them focus on their most pressing needs – ask that one question senior leadership is most interested in without having to engage a budget-busting outside consultant
- By letting clients save their custom panels and ask follow-up questions to the exact same respondents who have previously answered surveys, PollBuzzer gives them the ability to create an on-call focus group, available for quantitative surveys when you need it
- Clients choose their turnaround time – if your client has a research question, you can get them the results during the same meeting

### **Robust:**

- Clients can filter our panel using 17 demographic and socio-economic characteristic tags
- Our results include the full demographic and socio-economic profile of each respondent, so clients can understand what is driving the opinions and behaviors they find
- Our custom panel features gives clients the chance to compare how the same panelists answer multiple questions

## **Who uses PollBuzzer?**

*Among are many applications, we've found PollBuzzer most useful for:*

- Product managers looking for customer feedback
- Private equity investors testing a deal thesis
- PR execs or crisis consultants evaluating messaging
- Lawyers and jury consultants fine tuning their arguments
- Marketing professionals getting a pulse check on brand awareness
- Management consultants advising clients on what their end consumers need, feel and think
- Media outlets eager to build interesting and quantitatively accurate feedback into their publications and productions

- And more!

**For panelists:** PollBuzzer offers a *fast, simple* and *cost-free* way to make extra spending money

- Answer each question in just seconds and earn \$1 every time
- Earn \$1 for each new panelist referred
- Choose whether to keep earnings or donate them to charity
- Cash out immediately using PayPal
- For non-profits: PollBuzzer offers a new funding source and mechanism to engage stakeholders
- Build a broader donor base of small contributors that are hard and costly to reach
- Tap into corporate spending beyond traditional corporate giving
- Open a new source of funding from existing donors

## About PollBuzzer

PollBuzzer has a simple origin. As a management consultant, Noah Seton often relied on expensive consumer research. But sometimes all a decision-maker needs is a quick pulse-check of what the market is thinking. While the internet had made fact-finding instantaneous, there was no comparable solution for opinions.

So Noah set about finding that solution. What if he could harness the crowd-sourcing potential of the internet and text messaging, but do it in a focused and representative way? If he built a broad and deep panel of respondents guaranteed to provide immediate survey feedback, he could provide almost real-time opinions to the businesses asking the questions.

When Noah met Matt McLoughlin, a software architect who had spent his professional life creating simple solutions to his clients' most challenging technology demands, the final piece of the puzzle came together.

Together they founded PollBuzzer, and now Noah and Matt are excited to introduce this new, real-time consumer research tool.

## Social Media:



Facebook.com/PollBuzzer



Youtube.com/PollBuzzer



@PollBuzzer



Pinterest.com/PollBuzzer

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