

Custom Questions and Research Polls

What are Custom Questions?

A group of questions that run on a client's assets to provide insight into the audience's opinions on specific topics. They are an informal poll of the site's visitors and an effective way to gain feedback on an ongoing / tracking basis.

Publishers can also use custom questions to gain insight on audience perceptions for use in pitches. All responses are exclusive to the client.

How do they work?

Custom Questions are attached to the Effective Measure (EM) demographic survey and only run on the client's site, as long as it's tagged.

Each site's custom questions are run independently and are exported by publication.

To run a survey across several publications and combine results requires the use of an EM Research Poll.

Where do I get the reports?

Single and multiple response style questions are reported through the EM dashboard by selecting "Custom Questions" from the demographic tab. Open-ended responses are reported manually by EM and sent to the client.

Benefits:

- Publishers can gain exclusive insight on audience perceptions and how they are changing over time.
- Insights are useful to all parts of a business including Sales (for pitches), Marketing (to better understand audience), Editors (develop better content and test new content) and Developers (for user experience).
- Target your audience better by understanding their needs and opinions.
- All responses to custom questions are exclusive to the client and not available to anyone else.

What are Research Polls?

A set of research questions attached to the EM demographic survey. Clients can use research polls to run custom questionnaires across multiple publications or to target a particular audience. Single dips into the market or ongoing tracking studies can be achieved across virtually any topic or area of interest.

How do they work?

Research Polls run across the EM tagged network of sites and can be in-field for various time periods. Once approved the survey questions are launched according to the specified targeting criteria.

Where do I get the reports?

Reports are tabulated manually on the EM reporting backend and can be cross-tabbed against various demographic questions (for example, age or gender). They can be generated and sent at any time.

Benefits:

- Conduct independent research across several sites, by category or to a specific target audience.
- Polls can be used as a quick dip into the market, providing a cost-effective means to gain insight for use in client pitches or presentations.
- Better understand your target market, or existing audience, and how their behaviours and opinions are changing over time.

The screenshot shows the MasterChef Australia website with a custom question poll. The poll asks: "1. What initially made you visit the website? (SELECT UP TO 4 CHOICES)". The options are: ☐ I saw the show on TV and I wanted to find out more, ☐ Finding out more about contestants, ☐ Watching an episode I missed, ☐ Having access to the recipes, ☐ Entering Competitions, ☐ Accessing photographs, ☐ Watching extra content not seen on TV, ☐ Special Offers, and ☐ Contestant Blogs. There are "Back", "Next", and "Fill & Next" buttons. A red-bordered box highlights a "Share your feedback" message: "Welcome to tenplay.com.au/channel-ten/masterchef, We are conducting a quick survey to help us better understand our audience." with "Continue" and "No, thanks" buttons.

The screenshot shows the MSN Malaysia website with a research poll. The poll asks: "1. We would like to ask you some questions to better understand you. Gender? ☐ Male ☐ Female" and "2. What year were you born in?". There are "Next" and "Fill & Next" buttons. A blue-bordered box highlights a "Share your Feedback" message: "Thank you for visiting MSN Malaysia. We are conducting a quick survey to help us better understand what our site visitors like and to learn a little bit more about you." with "Start Survey" and "No Thanks" buttons.