



## Case Study: Leading retailer harnesses the power of a proprietary customer panel to maximize sales.

### The Marketing Challenge

Retailers are continuously looking for new and innovative ways to communicate with their customers, exceed their ever-changing expectations and grow market share in the competitive consumer goods industry. To stay ahead of the competition, Mondesonni\* – a leading North American clothing manufacturer and retailer – needed to gain a deeper understanding of customers' tastes and purchase motivators in order to refine their products, service and marketing strategy. An online customer panel allowed them to do just that. The solution provides on-demand, quick turn-around research opportunities the company was looking for. Plus, rigorous Ipsos panel management processes ensure that

the panellist database is always current, enabling Mondesonni to use extensive targeted sampling for each research study. The online panel is a cost-effective way for the company to involve customers in the product design and development process and to test new advertising and promotion strategies prior to launch.

### Online Customer Panel

- ▶ Over 10,000 participating customers
- ▶ Extensive customer profiling and targeted sampling variables
- ▶ Ongoing customer recruit integrated with company's CRM and customer communications
- ▶ Rigorous panel management processes maintain panel health over time
- ▶ Employee sub-panel for internal feedback and communication


### The Interactive Custom Panel Solution

Ipsos partnered with Mondesonni to develop a comprehensive online research panel of 10,000 Mondesonni customers and includes extensive demographic and psychographic information. The database continues to grow through ongoing recruiting of new customers conducted by Ipsos on behalf of Mondesonni. Links to the recruitment survey are also placed in the company's direct advertising, such as newsletters and direct mail. The database is housed and managed in the Ipsos-developed InteractiveForum (IAF) research application. IAF is an all-in-one tool for online custom panel research that includes panel management, sampling, and survey scripting components as well as top line reporting and results analysis features.

Of key value to Mondesonni is the high degree of control they have over data collection, reporting, and the overall research processes, all made possible by the IAF research platform. Mondesonni has access to real-time data and reporting, including the ability to filter survey results by profile variables, analyze data, and run crosstabs simply by logging-in to the panel's online interface – all without waiting for data processing by a third-party. Mondesonni values the transparency of panel data, and is highly involved with every decision on the panel.

Speed and frequency of survey research are of primary importance to Mondesonni. The large panel size enables them to target very specific groups and survey often without fatiguing respondents. With studies being launched every month, survey topics are in field and results available in a matter of days.

\*a pseudonym



Panel studies encompass all forms of media – images, video, and audio – and are highly targeted to Mondesonni’s customers. Transactional data collected as part of Mondesonni’s CRM database is uploaded to the panel enabling survey targeting to drill down to very precise levels to test new products and advertising communication as well as gather feedback on customer service and satisfaction. Because of the fast speed of the IAF and extensive panellist profiling, Mondesonni can easily “disaster check” new promotions, test product designs, retention, and brand loyalty.

To target specific audiences and ensure greater engagement from panellists, ideal sample groups are created for each survey topic based on a variety of demographic and purchase behaviour variables. In addition, the panel is also sub-profiled by panellists’ response rate. Mondesonni analyzes survey results by those that respond more and less often so any differences can be discerned. The response variable also enables panel managers to address any concerns about data skew, since individuals can be identified by their response history.

Ipsos’ custom panel solution includes a high level of client service. As such, research strategy and composition of the panel are customized to meet Mondesonni’s overall business objectives. For example, panel members are profiled according to one of Mondesonni’s seven key customer segments to ensure that the panel complements Mondesonni’s overall marketing strategy and considers prior research findings. Panel management procedures are also highly detailed, with careful processes for panel maintenance and cleaning, removal of non/low responders, bouncebacks, and unsubscribers. In addition, Ipsos’ research team provides Mondesonni with sector specific expertise and extensive survey design experience.

## The Result

Mondesonni’s investment in building a proprietary online panel is proving valuable for the retailer. The proprietary panel enables the company to quickly gain new insights into consumer behaviour and thus, to customize their product offer to better meet customers’ expectations and make goods available just-in-time to meet customer demand.

Furthermore, investment in the panel has also created an opportunity for Mondesonni to use Ipsos’ IAF research tool for internal company communications by allowing them to build a much smaller sub-panel of employees. Using the same IAF platform that hosts the customer panel, but with a unique look and feel designed specifically for employees, staff provides feedback on urgent day-to-day business issues back to management in a fast and efficient way.

### **For more information about the Ipsos Custom Panel Solution, please contact:**

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