



Brand Resonance Scanning

Dynamic Real-Time Web Surveys from Brand Amplitude, LLC

Monitoring changing customer attitudes toward your brand is more critical than ever. But obtaining frequent tracking measures can be cost prohibitive due to the need for large survey samples quarterly or even monthly. Brand Resonance Scanning™ is a new method of gathering quantitative attitudinal data across large broad segments of the consumer population *everyday*.

More control than social media 'listening', broader participation than a traditional survey

Here's how it works. An API on multiple participating sites delivers intelligent survey questions that are uniquely tailored to each individual, much as banner ads are targeted. That results in large but targeted samples without the cost of an expensive panel or survey provider. The result is a dynamic panel of millions of consumers who answer dozens if not hundreds of questions over time. Each survey benefits from access to other questions in the dataset plus detailed anonymous profiles.



Survey platform partners host API



API delivers intelligent surveys dynamically over any digital platform

This approach differs from passive 'listening' in that you control the questions about your brand. Respondent participation is maximized by delivering individually tailored questions in strict one to three question intervals across a respondents' personal online footprint. Participants never get the same questions twice, but answer dozens of questions over time. The questions look like single, easy to answer polls to respondents. And they have the fun of accessing their personal results to see how their results compare to *others like them*.

Rich data + powerful analytics = deep insights

Results are aggregated by individual on the back end by our partner, CiViCSCIENCE, and appended with consumer profile information, while preserving respondent anonymity. Analysis of this massive dataset allows us to model for perceived biases, apply weighting methodologies to achieve representative and balanced samples or to drill down by segment.

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