



## Introducing... **icon engage**

Icon engage is a non-traditional means of reaching consumers to gather consumer opinions. Icon engage uses a unique technology designed to provide better survey tools for participants, researchers and decision makers.

Icon engage provides a fast, easy and effective way to get qualitative and quantitative insights at once so you can know what your customers are thinking. Uncover emotional, honest opinions that will help to complete your projects in days rather than weeks or months.

Icon engage allows you to get the fastest and most precise data that will assist you in launching new products and services. Maximize your brand and customer strategies by better understanding your customers and prospects. Use the advanced survey technology to collect leads and qualify them based on your parameters.

Whether you need qualitative insights, multiple day studies or large and small sample sizes, icon engage allows you to understand what people are thinking while considering your products or service at the point of experience.

With icon engage you have the power to ask questions at any time and you can instantly see their response and take action impacting your business.

- Collect customer insights right at the point of experience
- Analyzed results in real-time and track key data
- Share findings for decision making
- Filter clients by obtaining accurate, up-to-date and comprehensive demographics and/or firmographics information about your customers and prospects



## *How it works*



### Imagine....

In all your locations around the world there are customers volunteering to provide feedback to key questions that can potentially drive your business. Icon engage is placed at the point of experience and customers are driven to take a survey. The touch screen survey can be accessed in a multitude of mediums: codes printed on receipts, barcodes, mag-stripe "club" cards or by a simple "touch to activate". In exchange for their valuable feedback, you can offer coupons that can be printed out on the spot, or with the data generated, create a direct marketing channel with the consumer through direct mail campaigns, customer loyalty programs, e-newsletters etc. Your data can be viewed and downloaded in real-time 24 hours a day, 7 days a week.

### Imagine....

You are the Marketing Director of a large retail chain and are about to plan next quarter's marketing strategy for a fast moving product within your product line. With icon engage, you have the platform to attain the information you need and view it in a variety of ways. Log in to Icon engage portal and view your data by store location or in consolidated formats such as region, city, state, etc..

With icon engage you can create a survey and schedule it for a target group of locations, icon engage gives you the flexibility to meet a variety of research needs, for example:

- You can schedule surveys to run automatically and track customer metrics over time.
- Plan more targeted studies around your promotional calendar
- Quickly test new ideas and get customer feedback in real-time.
- icon engage automatically filters clients by obtaining accurate, up-to-date and comprehensive demographics and/or firmographics information about your customers and prospects.



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icon engage...

Just a better and faster way to get customer insights to help you thrive