



Panels

Evaluation results are only as good as your sample. Keynote Panels ensure clients that every evaluation begins with the right sample.

Your Connection to Your Customers

Reporting a true picture of the customer experience begins with a sample that represents your target customer base. Keynote offers comprehensive options to recruit and select participants: Intercept visitors from your site, invite an existing customer list, develop a custom recruiting program, or leverage the Keynote Research Panel (KRP). In all cases, Keynote employs rigorous panel management methods to ensure clients receive accurate and relevant insights.

Keynote Research Panel: Reach Customers Across The Web

The KRP is a professionally managed panel representing a true cross-section of the Internet population. Our broad expertise in research and panel management enables us to offer a reliable source of customer feedback. Keynote captures detailed information provided by KRP members so clients can select samples according to demographic, business vertical, business title, consumer interest, and web experience metrics.

KRP Benefits:

- Draw from a diverse group of more than 160,000 active panelists
- Select your sample based on more than 1,500 panelist attributes
- Collect feedback quickly by using a pre-qualified, pre-screened panel
- Benefit from scientific and professional panel management practices

Outside the KRP: Capture Specialized Samples

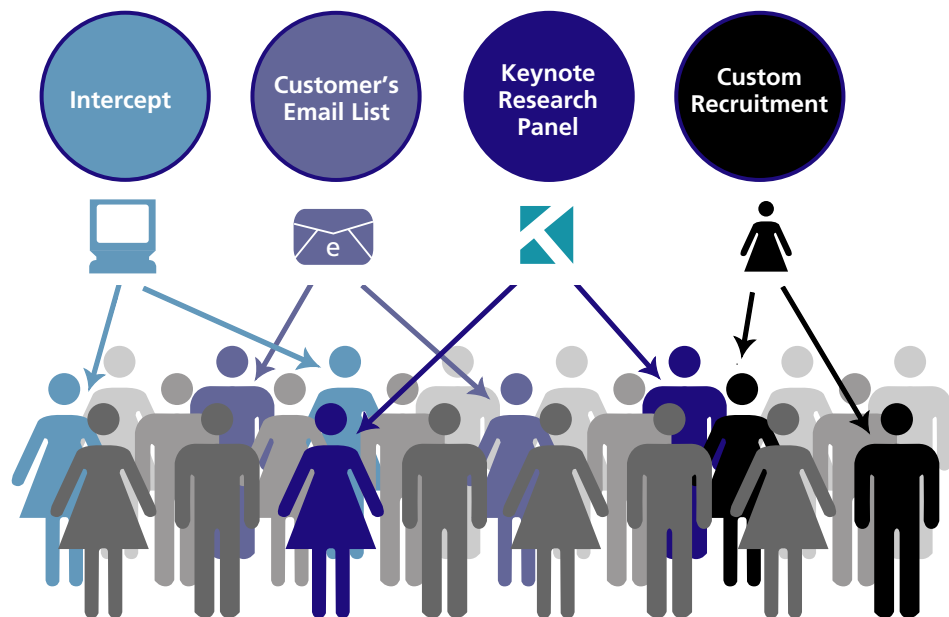
Many Keynote clients use a custom panel instead of, or in conjunction with, samples from the Keynote Research Panel. Keynote offers several options for recruiting targeted panelists: site intercept, e-mailing, or custom recruitment. Whatever the means, our experienced team of researchers, media buyers, and panel managers will work with you to select and procure the most appropriate and cost-effective sample for your research.

Benefits:

- Collect feedback from a group that is unique to your business, such as employees or rare customer segments
- Capture panelists that match attributes not already profiled in the standard KRP
- Tap into an existing research panel or customer list for your Keynote evaluations

Panels

We offer multiple panel options to suit your specific needs



Customer Intercept

This panelist recruitment method intercepts visitors from your site and invites them to participate in evaluations. By triggering Customer Intercept from key site pages, you can capture feedback from real customers at critical moments in the customer lifecycle. Customer Intercept can be delivered via a pop-up, a simple link, or an advertisement on your site.

E-Mail Invitation

Fielding a study with several hundred participants is easy if you have an existing e-mail list. Gather feedback from members of your loyalty program, suppliers, dealers, or even inactive customers. Keynote can transmit

thousands of e-mail messages on your behalf, inviting customers to participate in your study. You tailor the messaging and customize the offer, while Keynote handles administration and ensures a smooth recruitment process.

Custom Recruitment

Looking for patients with a particular medical condition? A Random Digit Dialing (RDD) sample? High-net-worth investors? Keynote provides complete direct marketing and recruitment services—from list purchasing to performance measurement—delivering a cost-effective panel built from the bottom up. We've partnered with the best list vendors and media firms to ensure that your study is filled quickly and effectively.



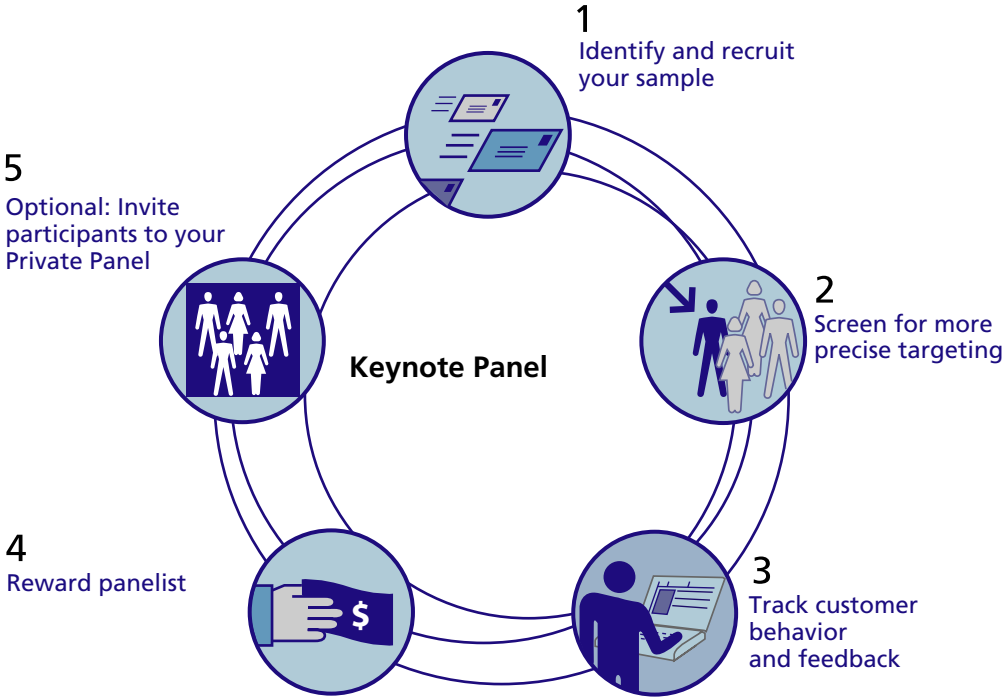
Private Panels: Keep Your Own Advisory Board

Private Panels allow you to maximize the value of a custom (non-KRP) sample.

Whether you intercepted customers or invited them via e-mail, you have the option of retaining participants in an exclusive panel for your future use. Keynote provides

panel management along the way, allowing you to maintain a constant connection to your customer base. Optional private panel services include:

- Custom rewards distribution and support
- Targeted invitation management
- Profiling surveys and questionnaires
- Customer data integration



KRP Attributes

The following list highlights some of the 1,500 panel attributes available for your sample.

Demographic Information

- Gender, age, household income
- Education
- Marital status
- Ages of children at home

Occupation and Business

- Employees, industry and revenue
- Purchasing decision role
- Work department and position

Computer and Web

- Internet connection speed
- Internet experience
- Hours online
- Where access Internet

Financial Services

- Banks used online
- Credit cards owned
- Retirement timeframe
- Total investable assets

Business and Leisure Travel

- Frequent travel brands used
- Business travel drivers
- Travel purchases

Medical/Pharmaceutical

- Medications taking
- Past health conditions
- Current health situation
- Health websites visited

Professional Panel Management Techniques

Providing Care and Feeding

Keynote provides rewards administration and comprehensive customer support to all panelists (KRP and non-KRP samples); this service ensures that our customers' customers have a seamless and positive study experience.

Acquiring via Multiple Channels

Keynote utilizes diverse acquisition methods and sources in order to capture the full range of diverse backgrounds and opinions on the Internet. Our scientific KRP recruitment methods prevent biases, since the panel is not recruited through a single source.

Minimizing Panel Skew

Keynote also tests for panel skew by comparing KRP panelists' demographics, online usage and evaluation results to those of probability samples of Internet users and data from syndicated enumeration studies.

Profiling Panelists

Keynote profiles each panelist's background extensively. Profiled attributes range from demographics and computer characteristics to company industry and size, with information updated on a regular basis. For any custom panels, Keynote can ask questions that uncover demographic attributes that matter to your business.

Preventing "Professional" Panelists

In order to ensure feedback that is representative of real customers, Keynote limits the number of evaluations an individual panelist may perform in a year and "retires" panelists after a limited number of total evaluations. For Private Panels, you may define research policies that mirror your specific needs.



For more information please contact Keynote at
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About Keynote

Keynote Systems, The Internet Performance Authority[®], is the worldwide leader in e-business performance management services. Over 2,100 corporate IT departments and 19,000 individual subscribers rely on Keynote's growing range of measurement and monitoring, service level and customer experience management services to improve e-business performance.

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