



SensorPro

Enterprise Surveys Made Simple

For

ExactTarget®

On Line Surveys
Market Research
Lead Acquisition and Promotion Management

Do you ever ask yourself?

1. We want to perform market research to test the effectiveness of our marketing campaigns
2. We want to have our loyalty customers to have a say in deciding which of our creative campaigns we are going to launch.
3. We want to gather more segmented information from our customers and prospects.
4. We want to use incentives such as samples or coupons to drive list generation or to migrate off line prospects to on-line programs.
5. We want to be able to have some immediate feedback on the effectiveness of our digital advertisements.
6. We want to integrate a lead acquisition tool into digital advertisements.
7. We want to integrate surveys into the new custom landing pages recently released by ExactTarget.
8. We want to obtain real time feedback on customer service, merchandising and other opinions from users with Blackberries, iPhones and other smart phones.
9. We want an easy to use way to get timely and relevant feedback from our prospects, customers, vendors, employees or whomever.

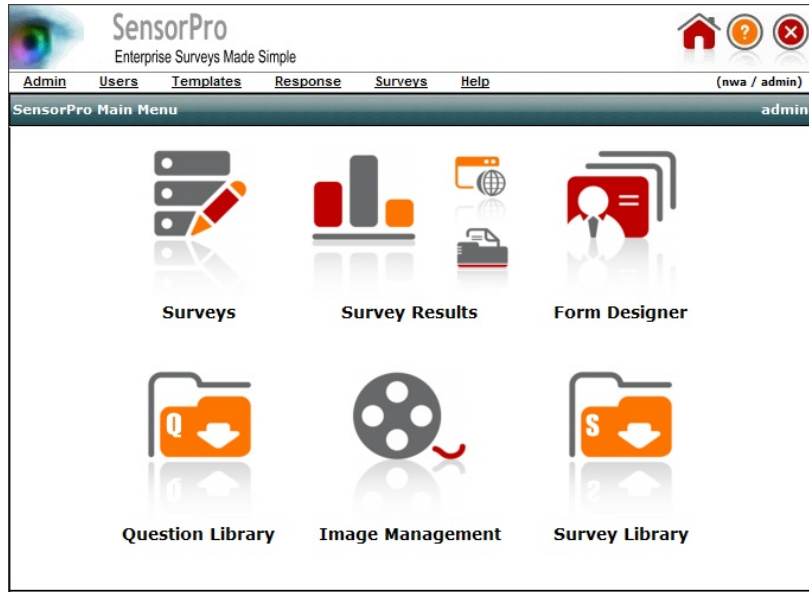
If you have ever asked yourself these questions, you need to evaluate SensorPro for ExactTarget.



SensorPro
enterprise surveys
made simple

www.sensorpro.net
EMEA Headquarters +353 61 234 505
NA Headquarters +1 415 367 4814
email: jon@sensorpro.net

SensorPro is a robust and scalable online survey solution with real-time reporting and analysis. Leading brands like Coty, Northwest Airlines, Tesco P&G and Pepsi use SensorPro to collect vital information on customer demographics, satisfaction levels, buying patterns, communication preferences, promote new brands, advertise free samples and manage newsletter/event registrations.



Using SensorPro's design editor, you create your survey in one place and then decide on where to deploy the survey, which can include any of the following methods:

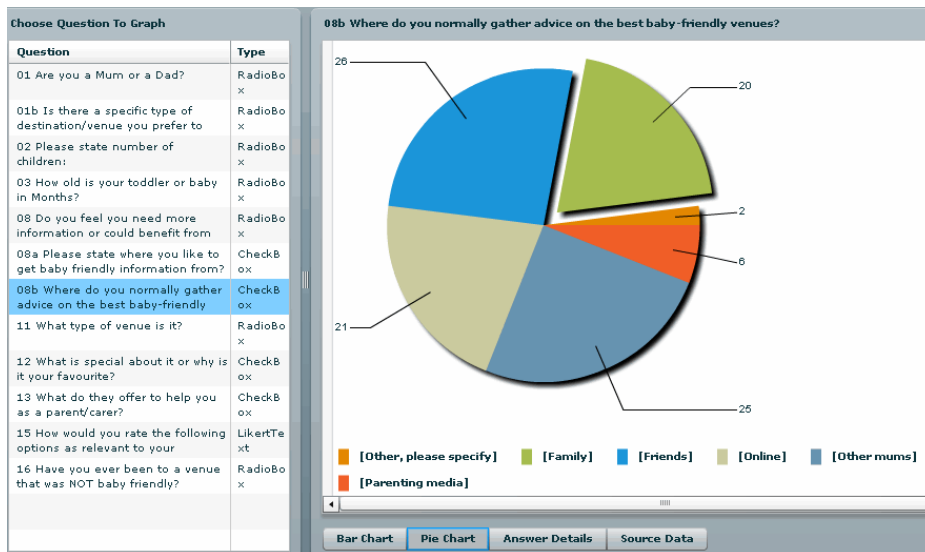
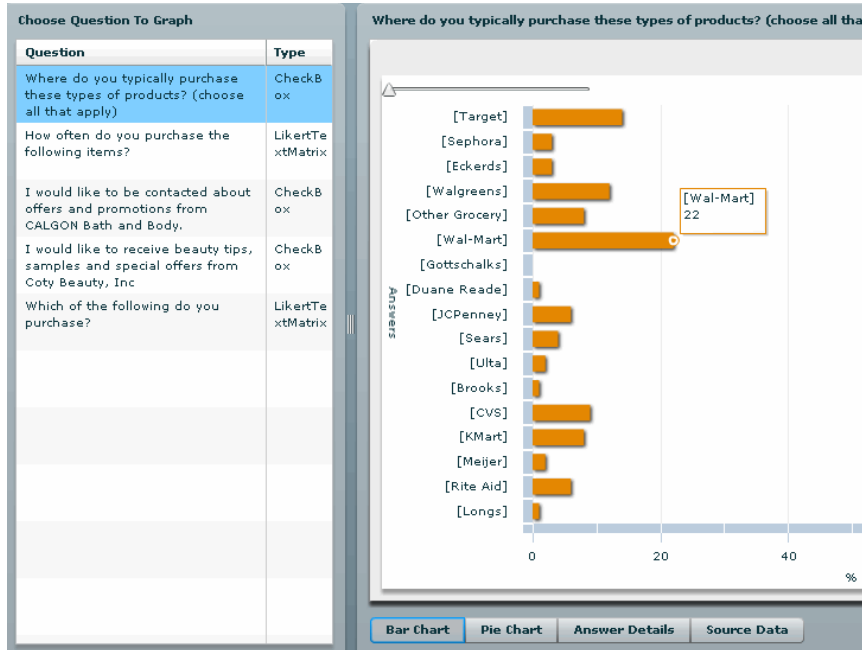
- On web sites, microsites, landing pages, on-line newsletters or anywhere html can be rendered.
- As Adobe Flash containers so it can be placed in newsletters, on web sites, in social networking applications like Facebook or embedded into a banner advertisement to integrate lead acquisition into the advertisement.
- Via a smart phone such as the Blackberry, iPhones, Treo or other smart phones that has a web browser.
- Embedded into an email newsletter or appended to the bottom of blog postings.

A full featured Content editor creates rich web-based survey pages. Multiple question types including Likert, Rank and Allocation can be created with the Question editor and stored in the template library for later reuse.



SensorPro is integrated with email marketing for effective online promotions, subscriber preference management and personalized surveys. The resulting metrics can be segmented for further follow up. Using score card surveys, customers can create intelligent forms for competitions and online registrations. By scoring answers, the auto responder can dynamically send personalized emails to the respondent and campaign manager.

Insightful and actionable analytics provide detailed real-time graphical charts using powerful Flex2 technology from Adobe. SensorPro data can be “sliced and diced” with the Result set tool by answer, demographic and score for further analysis, charting and export to excel, xml, pdf, csv and SPSS.



Key Features

Question Design

- Question library for reusable questions
- Easy to use question design wizard
- Support for a wide range of question types including single and multiple choice, numeric, text, open-ended, likert scale, likert matrix, drop down menu, allocation and rank.
- Make any question mandatory

Survey Design

- Easy to use survey design wizard with drag and drop functionality
- Create your survey by using a template, by copying and editing a previous survey or from scratch
- Use multiple pages
- Enable skip or branch logic to other questions or pages
- Use progress bars
- Randomize the order of answers and groups of answers
- Incorporate images, graphics, movies and sound files
- Define survey start and end dates
- Create scored surveys which allows point values to be associated with answers

Survey Deployment

- Generate URL link to post on website, landing page or micro site
- Generate URL link to send via email

- Embed your survey in the body of an email
- Deploy in Adobe Flash container so the survey can be embedded in rich digital media advertisements
- Integrated email invitations
- Ability to send reminders to non-responders/ auto responder support
- Deploy on a mobile phone or PDA

Real time Reporting

- Real time reporting via a web browser
- Automatic top-line summary of all questions
- View number of completed vs. uncompleted surveys
- Filter responses by individual, by question, by page, by date range
- Graphical Charts
- Advanced cross tabulation
- Extensive reporting using Adobe Flex2
- Data easily exportable to Microsoft Excel, CSV file, XML
- Integration with Other Applications (SPSS, Epicor, Epsilon, ExactTarget, Salesforce.com, Remedy)

International Capabilities

- Support for foreign language translation
- UNICODE browser support



CASE STUDY 1: COTY BEAUTY PRODUCTS

Coty is using SensorPro for online registration, demographic and preference gathering and brand promotion. Coty Inc. is one of the world's largest and most successful beauty companies. Coty markets brands such as adidas, Rimmel, Celine Dion, Isabella Rossellini, Astor, Miss Sixty, Shania Twain and David and Victoria Beckham.

Objective: Coty wanted a robust and scalable online survey solution, which not only allow them to collect vital information on customer demographics, buying patterns and communication preferences, but also promote new brands, advertise free sample, sign customer up to their newsletters and to send out competitions to their customers. They needed a solution, which would give them the flexibility to produce highly customized surveys across all their brands. The information gathered using the survey tool then needed to be easily imported into their email subscriber data base for use in email marketing campaigns.

Solution: SensorPro allows Coty to create surveys easily, run an unlimited number of surveys simultaneously, and then analyze all that data in real time. "Our need was for a solution which enabled us to gather information from our customers and then use this information to build our marketing campaigns. The integration to our existing email subscriber database was crucial for us. We now have nearly 50,000 new subscribers to our email communications and with the easy integration into the databasel; we can now produce even more targeted and relevant email campaigns." Sarah McCollum. Overall summary results are available to Coty and these can be drilled down to the individual page or question level and to the individual user. Easy to understand reports are available to Coty and all result data can be downloaded for further analysis

if necessary or imported directly into our database to support Coty's follow-on marketing campaigns.

Result: Starting with a base of 50,000 subscribers, Coty created and deployed over 10 surveys in 2005/2006 and grew the subscriber base to 4.93 million. SensorPro's survey designer enabled Coty to design highly customized branded surveys for their most popular brand names including: Stetson Black, Celine Dion, Mary Kate and Ashley and Shania Twain. The product was used to allow consumers choose style, shape and color of several perfume brands before they were released to market.

CASE STUDY 2: FINISH LINE

Finish Line is using SensorPro to research their customer in-store shopping experience by interviewing their top 10,000 customers by email. Finish Line, Inc. is a leading athletic retailer specializing in brand name footwear, apparel and accessories. Finish Line began operations in 1976 in Indianapolis, Indiana, and currently serves customers in over 600 stores in 46 states and online.

Objective: Finish Line needed a solution to enable them to quickly survey the key customers on their shopping experiences by email. They then wanted to tie those survey responses into their email marketing system.

"We have a very loyal group of customers who love to give us feedback. And we value this dialogue because it keeps us in touch with what our consumers want and need."

Solution: Finish Line chose SensorPro as they needed a solution, which could create surveys quickly and easily and deployed them by email.

"We are extremely impressed with the ease of use, reliability and real time knowledge feedback. SensorPro allows us to monitor the

customer's experience while shopping in our stores and view their feedback of what needs to be improved all in real time. It gives us the opportunity to make corrections immediately."

Result: Through the use of SensorPro, the Finish Line has been able to access thousands of targeted consumers, to learn more about their interests and tastes. By asking key questions on what entices customers to enter the Finish Line stores and their key motivators to purchase, Finish Line gathered invaluable information on their customers buying behaviors.

SAMPLE CUSTOMERS

Hospitality and Travel

- Northwest Airlines
- Leading Hotels of the World Group UK
- Radisson SAS Hotels - Ireland
- Red Carnation Hotel Group UK
- Kingsley Hotel Cork
- Ramada Hotels (17) Ireland
- Manor House Hotels Ireland
- Tower Hotel Group Dublin

Media

- Epsilon Interactive
- ICOM Canada
- Campden Research UK
- DRAX Sweden
- Nomadic Display UK

Technology & Telecoms

- Epicor Software
- Epsilon Interactive

- KPN Netherlands
- iQON Ireland

Retail and Publishing

- Tesco
- Thomson Carswell Canada
- FinishLine USA
- ECMOD UK (Catalog publisher)
- Brown Thomas Ireland
- House of Frasier (UK)
- PC Cubed Ireland

Consumer Goods

- Coty Beauty Products
- Pepsi Corporation
- Proctor and Gamble (Pampers Brand)
- Absolut Vodka Sweden

Technology Consultancy

- 3R Ireland
- XTAQ UK
- Anix UK
- Trinity Horne Ireland
- Trigraph Ireland

Consumer Electronics

- EA Games
- Konica Minolta
- Kyocera