



Here's our time-proven, 7-step process.

At The MIP, we support you every step of the way:

#1. Clarify. To take maximum advantage of the survey, we want to know exactly what your goals are, where you are now and how this information will best support your product or company.

#2. Locate. Next, we find an email list that matches the profile of your target market.

#3. Write. We work with you to write the questions that fulfill those goals. To quote a recent client, "We thought that this was going to be SO much harder, but you just pulled the questions right out of us!"

#4. Create, Load, & Test. Once you approve of the manuscript survey, we upload it to the web and test it. We use YOU as the first guinea pigs, to make sure that the survey really feels right and will produce the targeted results.

#5. LAUNCH! At this point, we push the button and the survey is off and running. You get your own private link, to watch the numbers as they come in. We have to warn you, however: the numbers are addictive!

#6. Crunch the Data. The amount of data processing depends on the level of service requested in your contract.

a. At the "Go/No Go" Level, we download the data for you with simple cross tabulations directly from Zoomerang (the survey delivery program). Additionally, we provide all the raw data in an Excel spreadsheet and a "Go / No Go" recommendation.

b. At the "Executive" and "Platinum" Levels, the same data is downloaded but is then reviewed in detail, to determine if any of the fill-in-the-blank answers can be converted to numerical responses. All numerical data is then specially coded and imported into AbTab, our built-for-purpose survey analysis tool, then processed to produce detailed chapters by the key demographics you requested.

#7. Analyze the Trends. As with the previous step, this last function is determined by your service level.

a. At the "Executive" Level, we provide a overview of the findings in an Executive Summary.

b. At the "Platinum" Level, we conduct an in-depth analysis of the data, bringing to bear more than two decades of experience to identify trends, opportunities, and threats.

And a provide a level of service to meet every need and budget:

Service Level	Raw Data In Excel	Post-Coded Data	Numerical Analysis	Trend Analysis
Go/No Go	Yes	No	Zoomerang	Go/No Go
Executive	Yes	Yes	Abtab [full]	Executive Summary
Platinum	Yes	Yes	Abtab [full]	Full Trend Plus Threats/Opportunities

The MIP: Information in Action

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