



On-Demand Market Intelligence

Looking to find out more about your customers' wants and needs? Are you uncertain which of your new product concepts to enter the market with? Does your new brand message clearly connect with the customer you are targeting? Eager to learn what's on the minds of your customers and the trends they are paying attention to?

Here, at powerfeedback.com, we can provide you with the answers you seek—quickly, comprehensively and cost-effectively.

Survey savvy, we are among the early pioneers of online marketing-data collection and analysis. And over the past decade we have grown to become a full service market intelligence and research company with knowledge, experience and customer support that are second to none.

We recognize to get answers particular to your questions, no two surveys are exactly alike. We avoid the cookie-cutter, assembly-line approach.

We needed to conduct a medical survey that was fast, yet credible, and within our budget. powerfeedback.com was the firm that we chose and they delivered as promised. I highly recommend them to anyone!

-Dr. Alessandra Amadeo

Instead, we individually tailor a survey to meet your specific requirements and goals, and provide other valuable services at no additional charge. And we can show you how to maximize your internal resources to save time and money and improve your survey deployment.

We also know how to drive people to survey participation and ultimately garner you high response and completion rates. Essentially, we offer your users a positive, hassle-free experience that benefits you in the end.

Client Case:

Consumer brand study to understand impact of design choices on message and brand perception

Please rank the creative concepts from 1 through 5 (1= most likely, 5=least likely) with respect to which one is most likely to motivate you to seek more information about Radiesse. Then please state in a few words the main idea each visual expression conveys about Radiesse.

| | |
|--|--|
| | <input type="radio"/> most likely 1 2 3 4 5 <input type="radio"/> least likely |
| | <input type="radio"/> most likely 1 2 3 4 5 <input type="radio"/> least likely |
| | <input type="radio"/> most likely 1 2 3 4 5 <input type="radio"/> least likely |
| | <input type="radio"/> most likely 1 2 3 4 5 <input type="radio"/> least likely |

Visual Identity

Please select the brand logo and accompanying tagline that best represents the look, feel and promise of Radiesse:

-
-
-
-

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"Intuition is guesswork. Surveys provide facts"



Our Services

Working with us, you'll be able to take advantage of our wide range of services that are applicable to meeting your business goals. Our capabilities span includes: custom online & offline surveys, conjoint studies, balloting, data collection & evaluation, focus groups, paper surveys; phone polls; field surveys via PDA's, Tablet PCs and other handheld computing devices. Our services provide real answers for:

- Customer satisfaction & trend analysis
- Concept, design & packaging evaluation
- Marketing, brand & positioning studies
- Due Diligence packages
- Issues and crisis management
- Board of Director/Officer balloting
- Call center and customer service department effectiveness evaluations

Our deployment times are fast, usually within 72 hours, and results are available around the clock via secure download. Backup of data is daily, and customer support with a real person—is provided 24/7.

Client Case

Product concept evaluation to determine consumer Needs that trigger sales and use of station

Click an image above to enlarge.

Which of the three pay-at-the-pump concepts that you looked at do you like the best?

Concept 1
 Concept 2
 Concept 3

Please tell us why:

Would you like this pay-at-the-pump to also have an ATM present?

Yes
 No

The OAUG has worked with powerfeedback.com for several years, and year after year their high customer-service levels continue to amaze me. They are quick to respond, extremely attentive, detail-oriented, and offer a very robust set of online tools. I strongly recommend powerfeedback.com to anyone..

Steven R. Hughes Executive Director
Oracle Application User Group

Our Client Work

We are a global leader in both off-line and online market research, with a special emphasis on fast-deploying, custom web-based surveys and applications. We are the firm that more businesses and organizations trust to gain the necessary intelligence and credible information for smart decision-making.

Our clientele runs the gamut from nonprofit agencies to Fortune 500 companies and, while we don't require long-term commitments, clients have returned to us for subsequent projects year after year. We've helped clients to better target advertising initiatives and avoid costly media campaigns, collect critical health information, gain valuable feedback and insights from their membership, gauge the effectiveness of employee training courses, and determine the needs of workers to increase productivity. We are pleased to list the following sampling of our clients:

Air Products
Allstate Insurance
Audi USA
BBC America
Credit Suisse First Boston
Design Forum
Gas Stations Shopping Concepts
Janssen Pharmaceuticals
Oracle Applications Users Group (OAUG)
MetLife
Pharmacy Design Concepts
Policy Studies Associates
The State of Colorado