

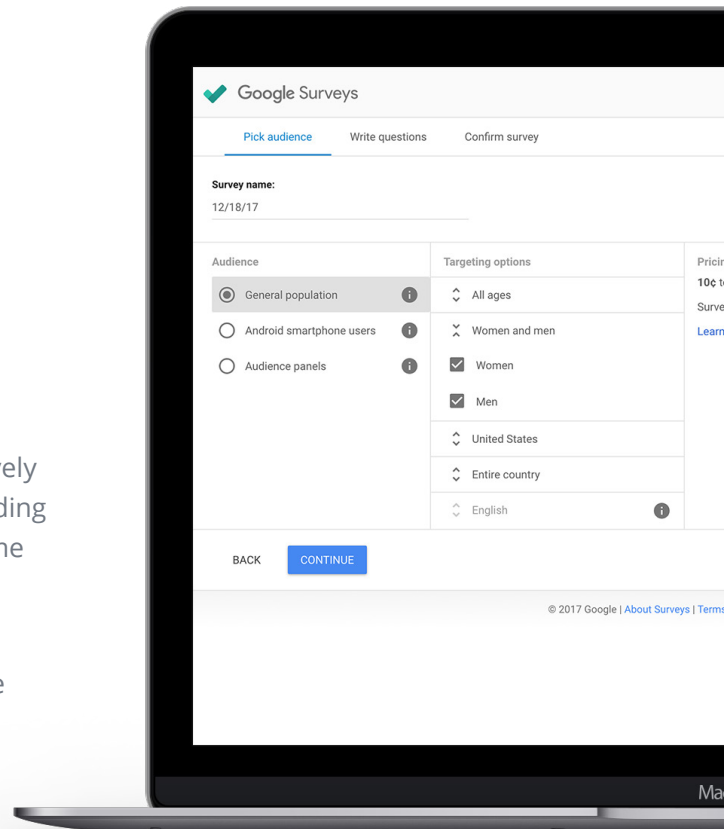
# GutCheck and Google Surveys 360

Quick turnaround and lower-cost research methodologies are proving common solutions to account for the shrinking timelines and budgets that researchers face. Two such options are GutCheck and Surveys 360 from Google. The standard, non-enterprise version of Surveys 360 has many advantages, along with GutCheck's agile method. Both utilize slightly different approaches, so it's important to know when to use one over the other, and how you could use them together.

## Google Surveys 360

The standard Surveys 360 platform is an integrated quantitative survey setup with a reporting platform and respondent access that can be a quick, cost-efficient approach to certain research objectives:

- **Low cost:** Using the Surveys 360 platform typically results in low out of pocket cost.
- **On-demand:** Clients set up and launch the study themselves so it is ready when they are.
- **Quick-turn:** Respondent recruitment can occur relatively quickly, with final results available in 2-7 days depending on the incidence of the target audience—plus real-time access to the data as it's collected.
- **Geographic specificity:** Provides a wide reach due to Google's publisher network and consumers who have downloaded their mobile app.



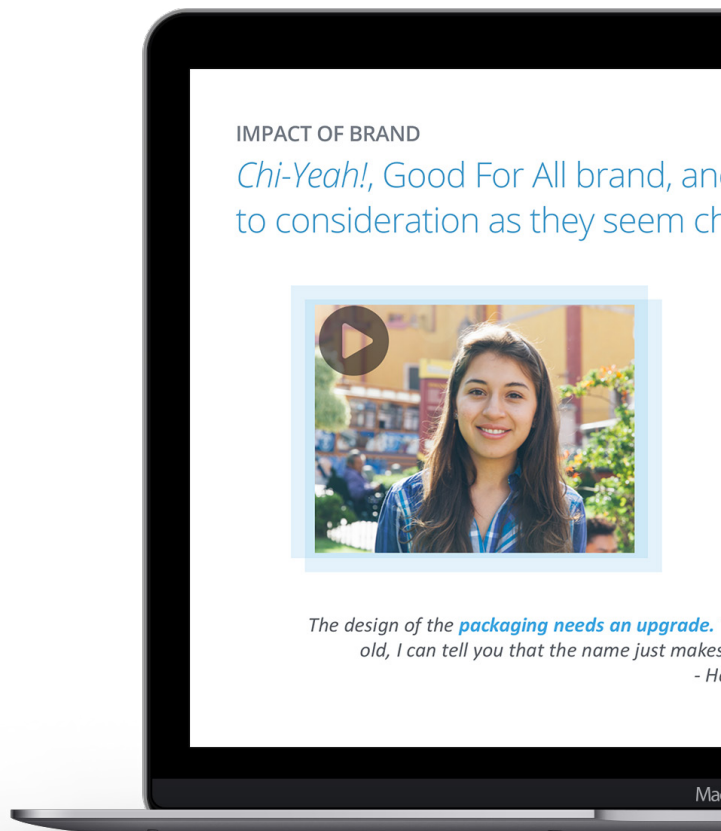
## Considerations

- **The information is only as good as the respondents.** Assess all audience possibilities and be careful that your questionnaire ultimately screens for only your intended target audience, as this is a common misstep among those conducting their own research.
- **Design your questionnaire carefully.** Lack of focus, leading questions, and incomplete or incongruous answer sets can dramatically affect outcomes—creating a successful questionnaire is an art.
- **Ensure that the approach meets your business need.** Often different approaches can be used to answer a question and low-cost options can't always address the complexity of a business question or aren't comprehensive enough to provide actionable solutions.
- **Carve out time for execution:** This approach is only as good as the amount of time you have to put into it. Research design and analysis may also pull you away from more strategic thinking, so confirm that you're equipped to handle the extra workload before beginning.

## GutCheck

GutCheck's rigorous agile methodologies and full-service research team deliver efficient results that you can trust to make business decisions.

- **Targeted:** Demographic, attitudinal, and behavioral screening reach the specific target audience to uncover true and meaningful consumer learning.
- **Valid and Projectable:** Researchers develop unbiased, well-written discussion guides (qual) and questionnaires (quant) to ensure that questions extract accurate responses and the analysis expresses the unbiased story.
- **Comprehensive:** Expert online research strategists analyze results and deliver reports that bring actionable insights to move your business forward. Quantitative results are stat tested, with ability to recruit for readable data cuts.
- **Human resource efficient:** You can spend your energy on strategy and planning because GutCheck does all of the design, execution, and analysis.
- **High value for low cost:** Low incremental charge compared to DIY, while providing full-service research management and analysis, including objective, third-party assessments.

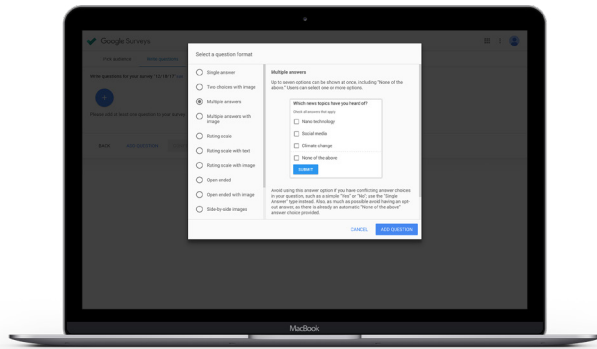


# Comparison

Surveys 360 and GutCheck's agile methodologies vary when it comes to the audience targeting, sample source, execution, analysis, timing, and investment:

	Google Surveys 360	GutCheck
Audience Targeting	<ul style="list-style-type: none"> <li>• Screen or capture age and gender (targeting based on cookies rather than confirmed data) and up to 4 screening questions, which count toward total question limit</li> <li>• Geographic targeting based on IP address</li> <li>• Global access (12 countries), in local language</li> <li>• Sample balanced for age, gender, and region based on internet population demographics</li> </ul>	<ul style="list-style-type: none"> <li>• Screen or capture up to 12 demographic criteria and 5 additional custom psychographic or behavioral screening criteria, which don't count toward your total question limit</li> <li>• Global access (30 countries), in local language with local moderator</li> <li>• Sample balanced based on age, gender, and region based on actual population demographics</li> </ul>
Sample Sources	<ul style="list-style-type: none"> <li>• Respondents recruited from a blend of Internet users who agree to answer survey questions in exchange for access to content and/or mobile app users who receive Google Play Store credits in exchange for answering surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Respondents recruited from one or a mix of 20+ leading and trusted global panel providers</li> </ul>
Execution	<ul style="list-style-type: none"> <li>• Quantitative study of 10 questions with limited question types and parameters around Q&amp;A lengths</li> </ul>	<ul style="list-style-type: none"> <li>• Quantitative or qualitative questionnaire/discussion guide development based on research objectives</li> </ul>
Analysis and Insight	<ul style="list-style-type: none"> <li>• Automated question reporting of downloadable charts or excel download for DIY analysis</li> <li>• Auto-generated research highlights</li> </ul>	<ul style="list-style-type: none"> <li>• Raw data and final report deliverables of analysis and recommendations conducted by expert online research strategists</li> </ul>
Timing	<ul style="list-style-type: none"> <li>• 2-6 days from launch to final raw data file and fully populated dashboard</li> <li>• Real-time reporting of information and access to partial data files as results come in</li> </ul>	<ul style="list-style-type: none"> <li>• 5-10 Days from recruit to report*</li> <li>• Access to raw data and/or verbatims the day fielding is complete (quant)</li> <li>• Follow along with respondents from the day fielding begins (qual)</li> </ul>
Investment	<ul style="list-style-type: none"> <li>• Low cost for quick data</li> <li>• Does not account for Surveys 360 setup and analysis resources</li> </ul>	<ul style="list-style-type: none"> <li>• Low cost on a per-project basis and for full-service features</li> <li>• No setup costs</li> </ul>

*\*Additional time in field required for international and difficult-to-reach audiences*



## Use Surveys 360

For less complex surveys, when results are needed in real time, when targeting by zip code is necessary, or when you just need a quick poll of the general population.



## Use GutCheck

When you have more complex business objectives, need to target unique respondents, have exploratory needs, don't have the time to conduct the research yourself, or when you're not sure what methodology is best.

Sometimes the best option is to use both of these approaches together.

Often GutCheck can be used in the ideation or early stages of research to really hone a concept or research objective. Surveys 360 can then be used as a follow-up to help answer the when, what, and where. While GutCheck can also answer these, it can also be further used to answer the how and why. Either way, our team can work with you to determine the most effective and efficient approach to meet your needs.