

Veranda Platform

What is Veranda?

Safecount is a focused and independent organization composed of experts in live web intercept sampling. Safecount employs a web-based platform called Veranda™, which enables data collection in a way that does not disrupt user experience and adheres to recruitment rules established by individual publishers.

Safecount's Veranda is a proprietary survey recruitment management system which employs permanent research tags (nodes.) These nodes are installed across a website to enable invitations to ANY survey in a controlled manner that protects users from over-sampling, one of the biggest contributors to the erosion of the web survey environment.

Benefits of using Veranda and Nodes

- Allows ANY research study (internal or 3rd party) to run via a central, controllable platform.
- Applies site rules and consumer cookie protection to ALL research .
- Eliminate the need for sellable ad inventory to fulfill research samples.
- Improves sampling efficiency by serving invitations only if there is an open survey.
- Offers full page level demographic/psychographic profile data.
- Allows publisher to run ANY internal research study through nodes.
- Provides increased publisher control and knowledge of all surveys running through nodes: start/end dates, cell size goals, click-thru rate, completion rates, attrition, survey completion time etc.
- Cost: Option 1: Free – Site allows 500 respondents per quarter for peripheral research. Includes 20 hours of project management time for your site's research needs.
Option 2: \$15,000/year – Includes 20 hours of project management time for site's internal research needs.

Easy to read dashboard of ALL research study status

YourSite Studies:						
Study	Start	End	Recruited Today	Total Recruited / Goal	Research Partner	Revenue
Site Satisfaction	01-JAN-08	31-DEC-08	12	320 / 400 80%	Internal	
Redesign Evaluation	01-SEP-08	15-OCT-08	5	24 / 200 12%	Internal	
Audience Profile	01-JUL-08	30-SEP-08	19	780 / 1000 78%	Internal	
Third Party Studies:						
Study	Start	End	Recruited Today	Total Recruited / Goal	Research Partner	Revenue
Amex	15-AUG-08	15-OCT-08	Control: 0 Exposed: 0	Control: 68 / 600 Exposed: 315 / 600 30%	Dynamic Logic	
AdInsights_B2B	15-MAY-08	15-SEP-08	Control: 8 Exposed: 4	Control: 500 / 500 Exposed: 498 / 500 100%	Insight Express	
Advertiser_CopyTest	01-JUL-08	15-NOV-08	10	66 / 300 22%	Ipsos	\$1,500
Advertiser_A&U	01-SEP-08	31-OCT-08	7	88 / 400 22%	TNS Research	\$2,200

Important study related info

Beyond_Diageo_CaptainMorgans_2008

Study	Start	End	Recruited Today	Total Recruited / Goal	Research Partner
Beyond_Diageo_CaptainMorgans_2008	23-JUL-08	30-SEP-08	Control: 10 Exposed: 12	Control: 113 / 150 Exposed: 142 / 150 85%	Dynamic Logic

Recruitment Detail

Nodes	Invites	CTR	Recruited Today	Total Recruited	Cooperation Rate	Invite Creative
Site_Reviews (341)	42,272	2.0%	Control: 3 Exposed: 4	Control: 46 Exposed: 47	0.22%	show
Site_News (342)	50,001	1.3%	Control: 2 Exposed: 5	Control: 38 Exposed: 52	0.18%	show
Site_Downloads (343)	33,039	1.1%	Control: 5 Exposed: 3	Control: 29 Exposed: 43	0.21%	show
TOTALS	125,312	1.6%	Control: 10 Exposed: 12	Control: 113 Exposed: 142	0.20%	

Survey Detail (go to survey)

Click-Thrus	Disqualified	Total Recruited	Attrition Rate	Completion Rate	Survey Time	Survey Drop-off
2005	114	255	86.6%	18.4%	Average: 5:12 Median: 4:29	Click for larger graph

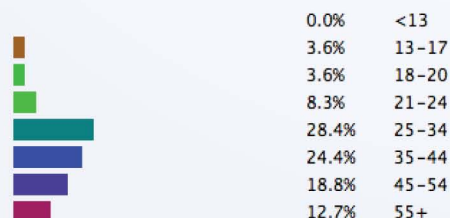
Important performance metrics:
Number of invites, CTR, Cooperation Rate

Page level demographic/psychographic profiling

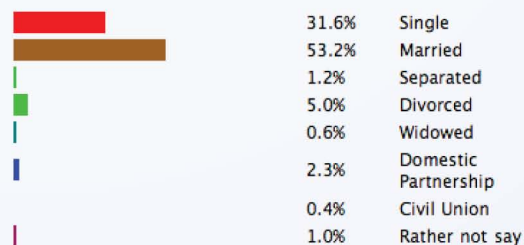
Age



Age, Granular



Marital Status



Gender

