

Customer Survey via the Web

Ganeden Biotech

Business Challenge

This consumer products company wanted to collect feedback on the effectiveness of their product, measure the ability of the sample program to drive purchase at retail, and to collect field experience on product availability at retail. In addition, Ganeden Biotech wanted the information ASAP on a very small budget.

Business Solution

OnMark Solutions created a marketing program that combined email marketing with web based surveys. This solution was utilized to give consumers the best personalized experience while providing the tracking and reporting that the Ganeden needed to properly evaluate the survey results.

The survey feedback program far exceeded everyone's expectations. The program generated a 41% open rate and a 15% survey completion rate. All of this was accomplished within 4 days. Additionally, the open ended questions generated signed testimonials which could be used in future marketing materials.

