

KN Innovates

At Knowledge Networks, innovating comes naturally.

We use advanced technologies to deepen your understanding of consumers and physicians. Here are some of our recent breakthroughs.

Using mobile platforms to research moments of truth

KN's Quant^M suite uses smartphones to provide fresh, in-the-moment insights into treaters, treatments, and the treated. Uploaded photos, GPS, and mobile ethnography enrich your understanding of everyday interactions – such as a visit to the doctor's office or a sales rep call.

Using real-time brand metrics to optimize digital ad campaigns

KN Dimestore collects brand-centric metrics – including awareness, favorability, message recall and purchase intent – to measure the effectiveness

of online ad campaigns, including on mobile platforms. Real-time reporting allows advertisers, agencies, and publishers to optimize their digital video and display advertising on the fly.

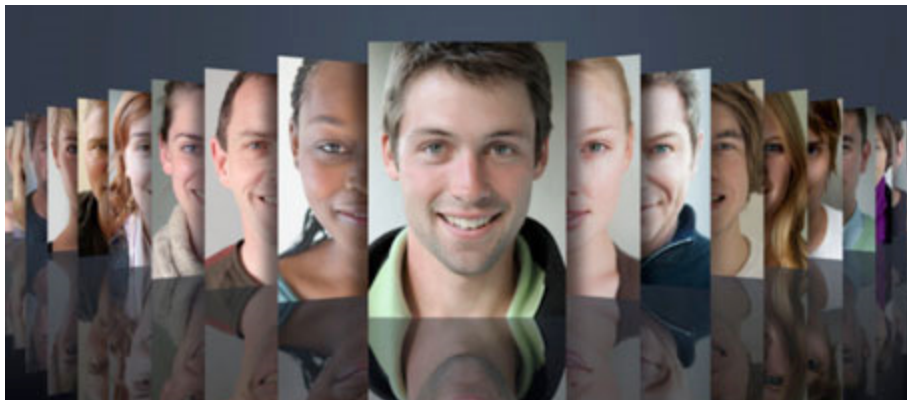
Integrating qual and quant insights

KN's Qual^e product suite integrates qualitative responses within quantitative surveys. Webcam-enabled feedback allows us to put a face on physician and consumer segments. Real-time probing reveals the “why” behind quant data; and moderated online forums capture the attitudes and opinions of geographically dispersed respondents in group settings.

Measuring the impact of an ad campaign across all media

To evaluate cross-media campaign effectiveness, KN provides measures that span multiple media (including digital and traditional), as well as the different stages of the decision-making funnel. This highly custom approach defines how well a campaign performs overall, which elements work well versus which do not, and how a campaign can be improved for the future.





Hearing *all* Hispanic voices in research

To reliably inform your targeted marketing and media, online survey research needs to reflect the full Hispanic population, with its 50.5 million voices; but too often, key populations have been excluded. Knowledge Networks is changing all that. Two unmatched online panels can be used to identify the organic growth and portfolio opportunities an effective Hispanic marketing and media effort can bring you.

Those panels are:

- **KnowledgePanel LatinoSM** — a statistically balanced online panel covering 93% of the Latino population, including those who were previously without internet access at home
- **Cada CabezaSM** — an opt-in online panel created by research experts who truly understand the cultural nuances of this population. Cada Cabeza excels where other opt-in panels fall short by including not only English speaking Hispanics but those who are Spanish dominant and bilingual

Determining the category impact of social media

KN's syndicated offering, The Faces of Social MediaSM, provides a consumer-centric view of social media involvement and its **influence on purchase decisions for 39 product categories, including prescription medicines**. Using KnowledgePanel[®], we also provide deeper understanding of the five social media user segments.

Accessing millions of social media conversations

KN can analyze social media conversations as an adjunct to survey-based insights or on a standalone basis.

For more information, contact your KN representative or

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