

"Deepr™ really does deliver focus group type richness"

Deepr™ Insight



Deepr™ Insight is the latest in qualitative tools offered by Skopos, allowing customers to quickly turnaround qualitative insights but from a larger number of people than you can reach in online groups.

How does Deepr™ work?



Field your survey as normal



When your respondent says something of interest



Deepr™ interacts like a moderator



Prompting the respondent to provide more information

Success stories

	Product Repositioning	Brand Perceptions	Usage and Attitudes
Why	Need to reposition the brand, to attract new consumers and drive up consumption with several marketing communication options	Understanding the brand perception around differentiation, price and the need to understand current offer strengths	The need to have a predictive scale view of the attitudes towards their products and better understand how people shopped
How	We launched a survey across n200 existing customers and new customers to explore and compare options	We recruited n40 in store shoppers and explored in qualitative depth the drivers to inform development	We ran a large targeted survey with n500 customers around attitudes to purchasing and shifting trends in behaviour
Now	Completed in a week and we got the richness of qualitative married with the robustness of numbers. A big help with decision-making	The research took 7 days and coupled with the comparative view of best brand fit, we uncovered several new drivers	The rich contextual verbatim delivered a scale view of prevailing and predictive shifts, especially in regional life stage behaviour

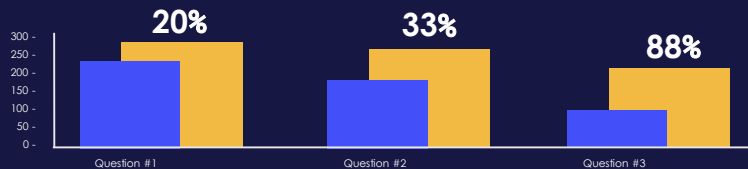
Supporting Stats

*Stats from a 10 qs. CSAT survey of n300 - 3 x open-end verbatim qs.

Compared to traditional online surveys, Deepr™ captures:



Generating 60% more words



Across EVERY question

Uncovering 26% more themes and topics

Increasing open response data by



Improving overall survey data by



Portfolio of professionals



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