



The Situation

A magazine dedicated to helping audiophiles wanted to survey their readership to help advertisers more accurately target prospective customers, and more clearly understand what kinds of products and issues the readers found to be most pertinent to their situation. The magazine planned on asking the readers if they intended to upgrade their systems in the next 12 months. They felt this would help advertisers understand how much potential purchasing power was contained in their readership and this understanding would result in advertisers placing more ads.

The Problem

The survey would only help the magazine separate readers into one of two groups: people who were likely to upgrade and people who were not. While this information would be useful, it would not be nearly as helpful to advertisers as knowing which specific part of their system a reader planned on upgrading. It would also not help the advertisers understand how users prioritized upgrading nor would it help the magazine get a clear picture of the average system or the kinds of components their readers already owned.

The Analysis

We reviewed the proposed survey protocols and budget. Based on what the magazine wanted to accomplish, we felt that the information they planned on gathering was insufficient and that it would not give them or their advertisers the ability to target reader segments with appropriate advertising messages or interesting articles. We saw a way to help the magazine get more actionable information without spending more money.

Our Solution

We recommended the following:

- Asking the readers to chose components from a list to describe their current system
- Asking readers to identify their perception of the performance of the components in their present system
- Asking readers to choose the components they planned on upgrading



The Results

Our client:

- knew more about the composition of their readers' systems
- could help advertisers find high value targets
- found it easier to identify material that would be relevant to readers
- developed an actionable database that would become more valuable in the future