

# *Case Study*



# Ziff Davis Enterprise

Customer Insight From the Palms of Their Hands



Ziff Davis Enterprise creates innovative print and online media that targets IT professionals across the industry with news and analysis, research, information sources, events, and more. With a dedicated base of more than 5.5 million enterprise IT decision-makers, Ziff Davis connects companies and customers in meaningful ways.

Ziff Davis' eWEEK publication is a leading print and online high-tech news source. With an objective of enabling readers to successfully evaluate, deploy, and leverage new technology solutions that suit each of their unique needs, eWEEK was dedicated to listening to their readers' requirements and delivering superior insight to their customer base.

In recent years, eWEEK, along with many other market researchers, had noticed that response rates for online surveys have been declining. Customer communication, however, had become even more imperative in order to continue to deliver relevant, valuable information to readers. eWEEK decided to connect to users on their mobile phones using the Survey Analytics SurveySwipe application.

- SurveySwipe allows mobile users to answer questions and earn points for their responses.
- Points can be redeemed for various prizes like application downloads, gift cards, and other deals from participating partners.
- SurveySwipe can also be used by existing market research and panel companies as a data collection platform from members of their existing panels.
- SurveySwipe supports all four major smartphone platforms - iPhone/iOS, Android, Windows Phone 7 and BlackBerry.

*"The SurveySwipe application is one of the first of its kind and part of Survey Analytics commitment to innovation," said Vivek Bhasarkan, President and CEO of Survey Analytics. "The industry continues to show that every mobile phone is a terminal for interaction with customers. Giving companies a way to connect through this channel means better, more impactful customer information."*

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*“Mobile is the future in every industry,” said Guy Currier, Executive Director of Research for Ziff Davis Enterprise. “This means that we can learn more and do more with that information if we begin learning from our customers via the devices that they use all day long, every day.”*

So far, eWEEK has learned more about their subscribers and, as a result, delivered better, more relevant content to their customer base – a trend that they intend to continue. To learn more about Ziff Davis Enterprise, visit [www.ziffdavisenterprise.com](http://www.ziffdavisenterprise.com)

## Mobile Feedback

A Pew Research Center study recently revealed that only 74% of American households still have landline service. Cell phones, however, are in their heyday with 82% of adults using a mobile phone . The numbers officially reflect what many have been predicting for some time: there are more cell phones in the U.S. than landline phones and they are a rich avenue for connection.

With so many people communicating over mobile phones and the proliferation of available mobile applications (total downloads from the App Store alone have exceeded 1 billion), it is important to maintain industry best practices in order to compete with the variety of other survey methods available and jockeying for time and customer attention.

# Enterprise Research Platform

Why more organizations choose [SurveyAnalytics.com](http://SurveyAnalytics.com)

## Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

## Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

## Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

## Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

## Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



## SURVEY ANALYTICS

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