

# InsightHub Panel Configuration

**High quality, on demand insight from a responsive pool of opted-in and fully profiled participants.**

## About the Configuration

The InsightHub panel configuration has been designed to host and support large volumes of opted-in participants, ready to take part in relevant research tasks.

An unlimited number of participants can be added to the database through any number of recruitment methods. Participants may be added via existing CSV lists, open surveys or links from marketing materials such as social media, custom emails and web pages.

The panel configuration is supplied with access to our Quick PollMR research tool and a built-in newsfeed to share the latest updates and impact insight is having with panel members.

As with all InsightHub licences, the panel configuration includes secure hosting, data security compliance checks, 12 hours of dedicated support, bespoke branding and a custom URL all within the licence fee.

### Why Run an InsightHub Panel?

An engaged research panel is key to delivering agile insight capable of informing business decisions. We have carefully designed every aspect of the InsightHub platform to facilitate this and streamline the research process.

**“The panel has allowed us to increase our research activity without spending any more money.”**

Marketing Manager, Greenvale

As members take part in research tasks, their panel profile grows - enabling researchers to refine audience characteristics and build custom segments.

Additionally, any of our 10 research tools can be added to the panel, providing both quantitative and qualitative tasks for members to take part in. All research tools support panel segments, making it easy to target tasks to relevant individuals.

## Included & Suggested Tools

Our Quick PollMR tool is included in the InsightHub panel configuration. This simple, but powerful tool asks participants a single or multiple choice question that can be answered in seconds.

Placing a quick poll question on the homepage is an effective way to introduce new members to the panel and begin to build relevant profile data for segmentation.



### Quick PollMR

Quick polls are a fast, efficient way to gauge opinion by asking a targeted single or multiple choice question.

To take full advantage of the InsightHub panel configuration, our team recommend adding the following tools.



### SurveyMR

Engaging, dynamic surveys with a broad range of question types that don't compromise on quality.



### Report CardMR

A creative way to generate both qualitative and quantitative feedback from questions on a single page.



### Focus GroupMR

Real-time, in-depth exploration of feedback in an engaging group environment.

This powerful set of tools plays best to the strengths of a panel. Standalone tasks take advantage of the large pool of opted-in participants and offer multiple research opportunities.

The blend of long and short form tasks keeps panel members active and providing regular, valuable feedback in both quantitative and qualitative formats.