

# *iDiary* **Internet Measurement System**

## *Demonstration*

**The X Car Co. Web Site**

**Please note: Data in Demonstration Tables and Charts is hypothetical**

# The Problem

- **X Car Co. has a web site attracting a lot of traffic.**
- **Some are frequent visitors.**
- **Others are there for the first time.**
  
- **What does this mean in regards to selling cars from the site?**

# The Questions

1. **Are frequent visitors fundamentally different from infrequent ones?**
  - **Demographically?**
  - **Reasons for visiting site?**
  - **Likelihood of making a car purchase?**
2. **Relationship to driving an X car?**
3. **Relationship to interest in rival car sites?**

# Decision

- **X Car Co. engages ViewStats Research to undertake a study to answer these questions.**
- **ViewStats Research proposes the iDiary Internet Measurement System.**
- **It includes both an Internet tracking survey, and qualitative screening and exit surveys to provide accurate and reliable answers to these questions.**
- **The survey methodology and questionnaires are developed jointly.**
- **The resulting quantitative and qualitative data are all integrated into a common, single source database to provide in-depth analytic capabilities.**

# Screening Questionnaire

X Car Screening Survey - Microsoft Internet Explorer

File Edit View Favorites Tools Help

**XCar**

To find out if you meet the demographic qualifications of the study, please answer the following questions.

For each question simply click the tab and choose the category that most applies to you.

1. Are you male or female?  
 Male  
 Female

2. How old are you?  
25 - 34 years

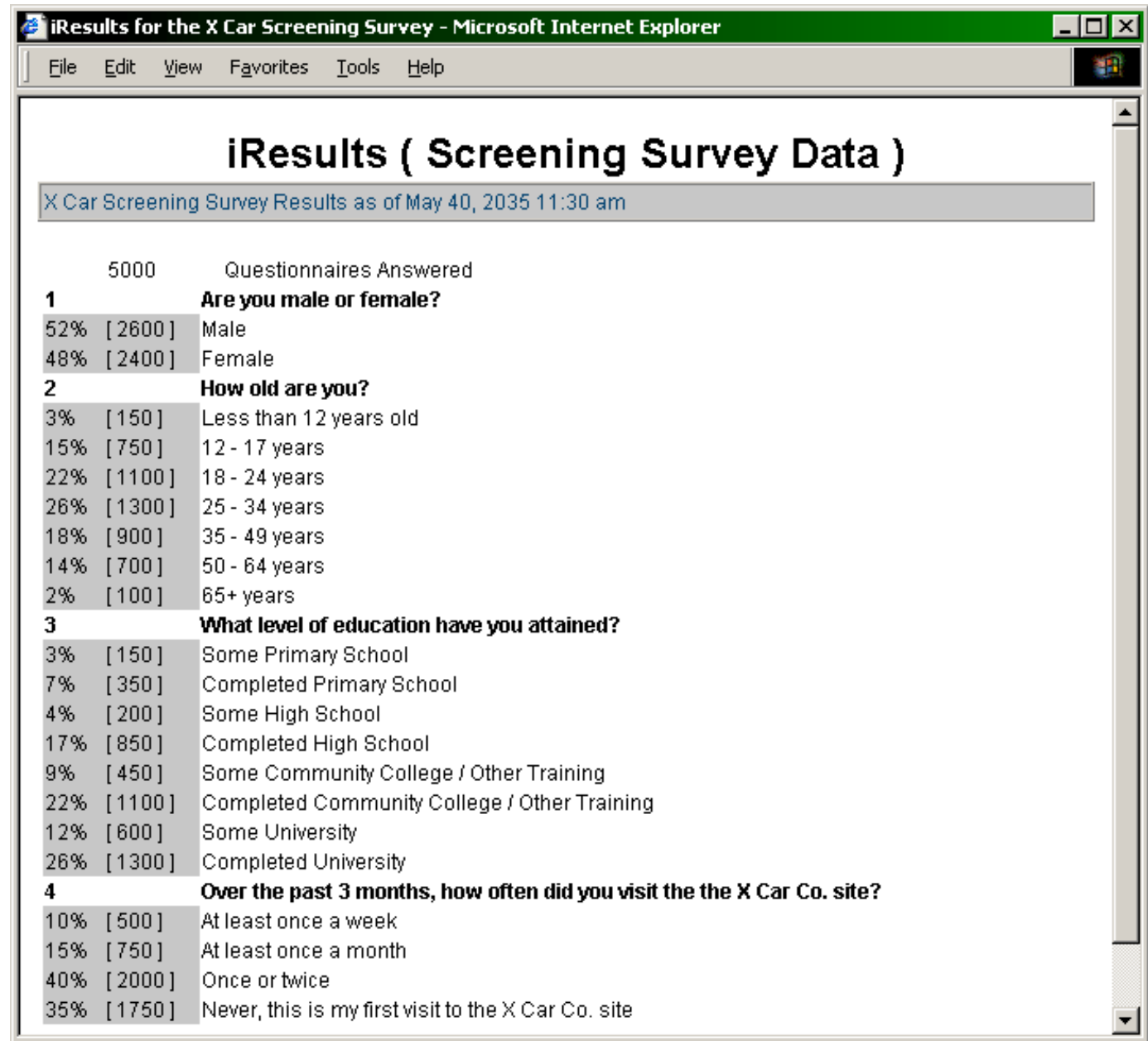
3. What level of education have you attained?  
Completed University

4. Over the past 3 months, how often did you visit the the X Car Co. site?  
At least once a week  
**At least once a month**  
Once or twice  
Never, this is my first visit to the X Car Co. site

Please press SEND  
responses

# iResults

## Screening Survey (n=5000)



# Sample Required

- The screening survey (n=5000) shows that most visitors to the site are infrequent (3:1)
- Client decides to compare frequent vs. infrequent visitors.
- To maintain equal precision in estimates from both groups, the sample size for each group must be equal.
- The iDiary system is set to oversample frequent visitors in the screening process.
- Therefore, for a sample of 1000 who agreed to have their Internet behaviour tracked, 500 are to be infrequent and 500 are to be frequent.

# Tracking Survey

8 to 12 weeks in duration

## Diagnostics Report -- X Car Co. Study

### All Visitors

n=1000

Web Site	Unique Visitors (%)	Visits	Visits per Visitor	Time per Visit (min)
X Car Co.	50	4661	9	4
Ford	20	1272	4	2.4
Chrysler	15	1029	4	3.7
GM	24	1815	5	5.2
Honda	18	1034	4	2.8
Toyota	25	920	3	1.6
Suzuki	10	355	2	3.4
Mitsubishi	3	318	2	2.2
etc.				

Please note: Data in Demonstration Tables and Charts is hypothetical

[ViewStats Research](#)



# Tracking Survey

8 to 12 weeks in duration

## Diagnostics Report -- X Car Co. Study

Frequent visitors/Drive X car

n=400

Web Site	Unique Visitors (%)	Visits	Visits per Visitor	Time per Visit (min)
X Car Co.	80	3840	12	4.3
Ford	30	480	4	1.9
Chrysler	25	300	3	3.2
GM	38	608	4	2.8
Honda	37	444	3	1.5
Toyota	23	184	2	1.6
Suzuki	15	60	1	2
Mitsubishi	12	144	3	1.8
etc.				

## Diagnostics Report -- X Car Co. Study

Infrequent visitors/Drive X car

n=200

Web Site	Unique Visitors (%)	Visits	Visits per Visitor	Time per Visit (min)
X Car Co.	32	128	2	2.5
Ford	15	30	1	1.9
Chrysler	12	48	2	2.7
GM	25	100	2	3.3
Honda	11	22	1	2.7
Toyota	9	36	2	1.3
Suzuki	3	0	0	1.2
Mitsubishi	6	12	1	1.7
etc.				

## Diagnostics Report -- X Car Co. Study

Frequent visitors/Drive Other car

n=100

Web Site	Unique Visitors (%)	Visits	Visits per Visitor	Time per Visit (min)
X Car Co.	70	630	9	3.9
Ford	42	210	5	3.5
Chrysler	38	114	3	2.7
GM	52	312	6	4.3
Honda	41	82	2	2.6
Toyota	28	112	4	2.1
Suzuki	25	25	1	2.9
Mitsubishi	34	102	3	3.2
etc.				

## Diagnostics Report -- X Car Co. Study

Infrequent visitors/Drive Other car

n=300

Web Site	Unique Visitors (%)	Visits	Visits per Visitor	Time per Visit (min)
X Car Co.	21	63	1	2.7
Ford	46	552	4	2.4
Chrysler	27	567	7	3.1
GM	53	795	5	4.7
Honda	27	486	6	3
Toyota	49	588	4	1.9
Suzuki	18	270	5	2.2
Mitsubishi	20	60	1	2.4
etc.				

Please note: Data in Demonstration Tables and Charts is hypothetical

[ViewStats Research](#)

# Exit Questionnaire

X Car Exit Survey - Microsoft Internet Explorer

File Edit View Favorites Tools Help

**XCar**

For each question simply click the tab, and choose the category that most applies to you.

5. Please select the make a car that you presently drive.  
*(If more than one, please select most frequently driven.)*  
X Car

6. How long have you been driving the car?  
3 to 7 years

7. How old is your car?  
1997

8. How satisfied are you with the performance of the car?  
Very satisfied

9. What was your main reason for visiting the X Car Co. web site over the past 3 months?  
interest in purchasing a new car in the future e.g., next 12 months

10. Did you buy a new car in the past three months?  
No

11. If "yes", which make a car did you buy?  
No

Please enter your answers and when satisfied press SEND

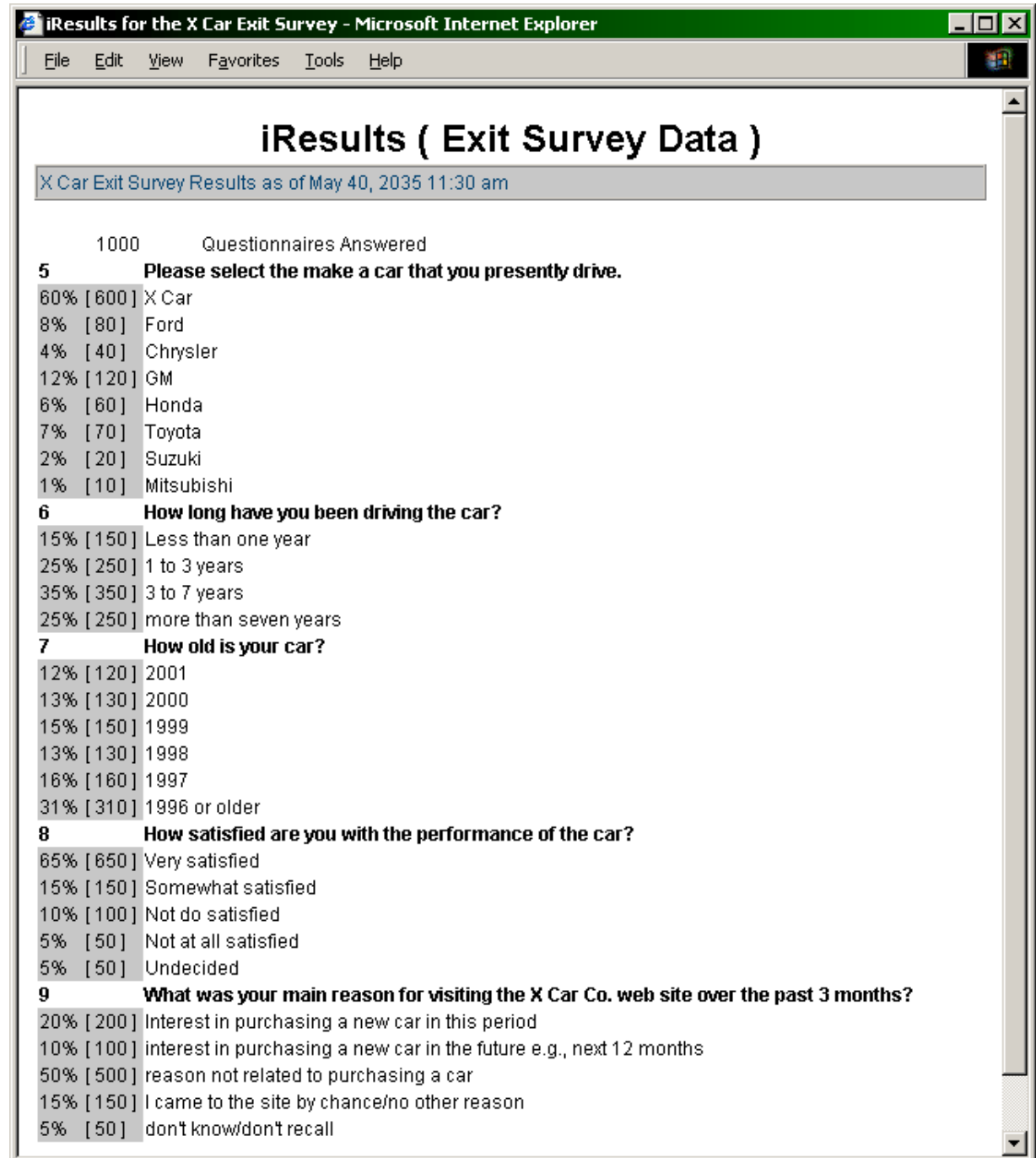
Send My Survey Responses

X Car  
Ford  
Chrysler  
GM  
Honda  
Toyota  
Dodge

# iResults

## Exit Survey

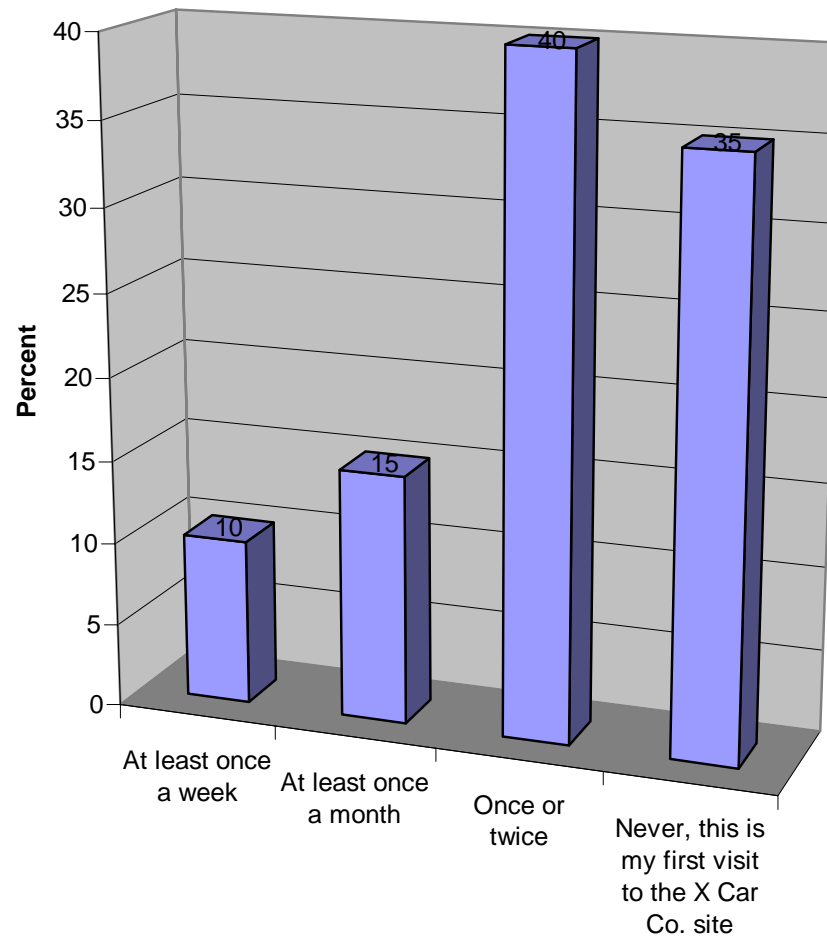
n=1000



# The Answers

Infrequent visitors outnumber frequent visitors by a margin of 3: 1

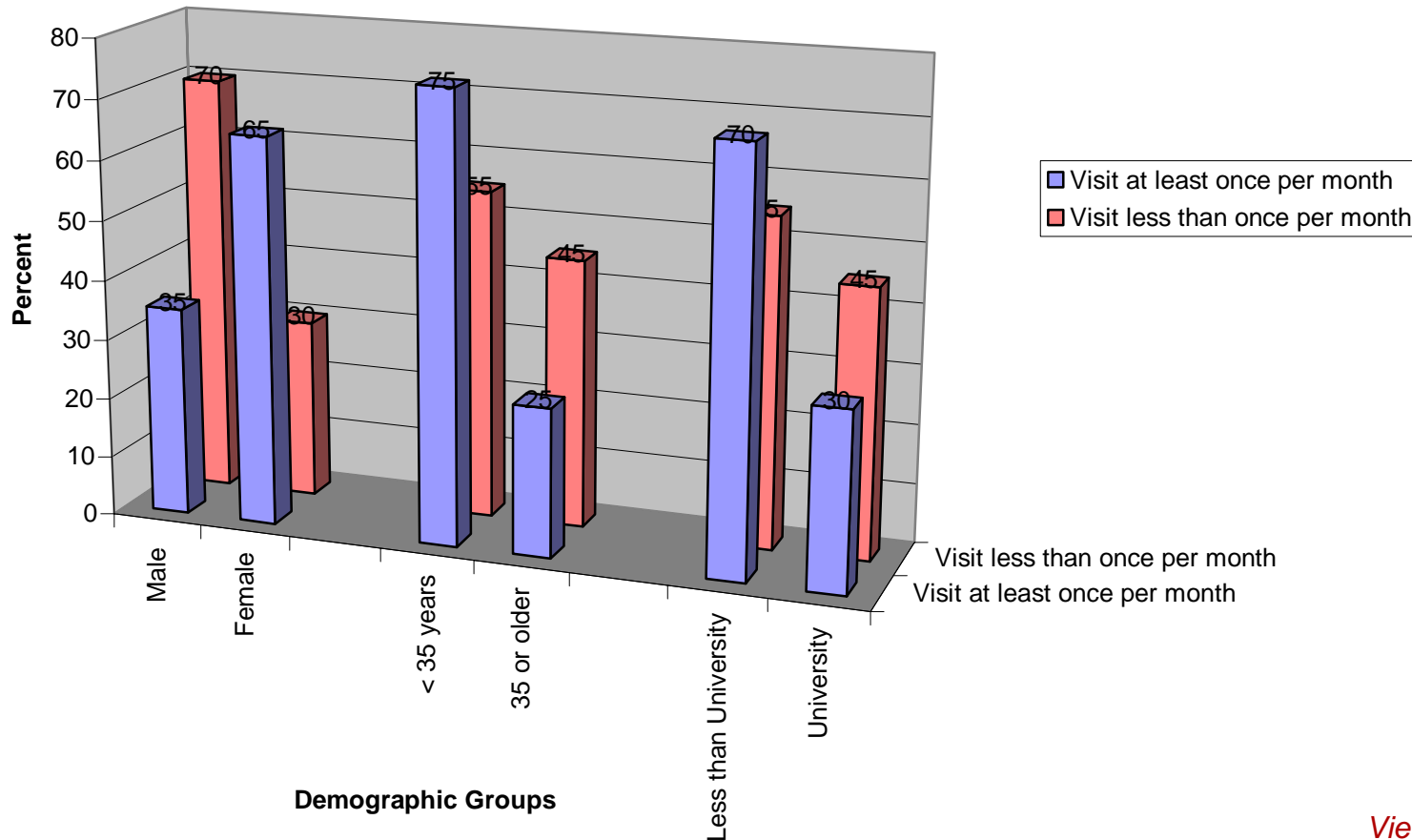
Screening Survey  
Frequency of Visiting X Car Co. site  
Sample = 5000



# The Answers

Infrequent visitors tend to be male, older, and university educated  
Frequent tend to be female, younger, with less than university education

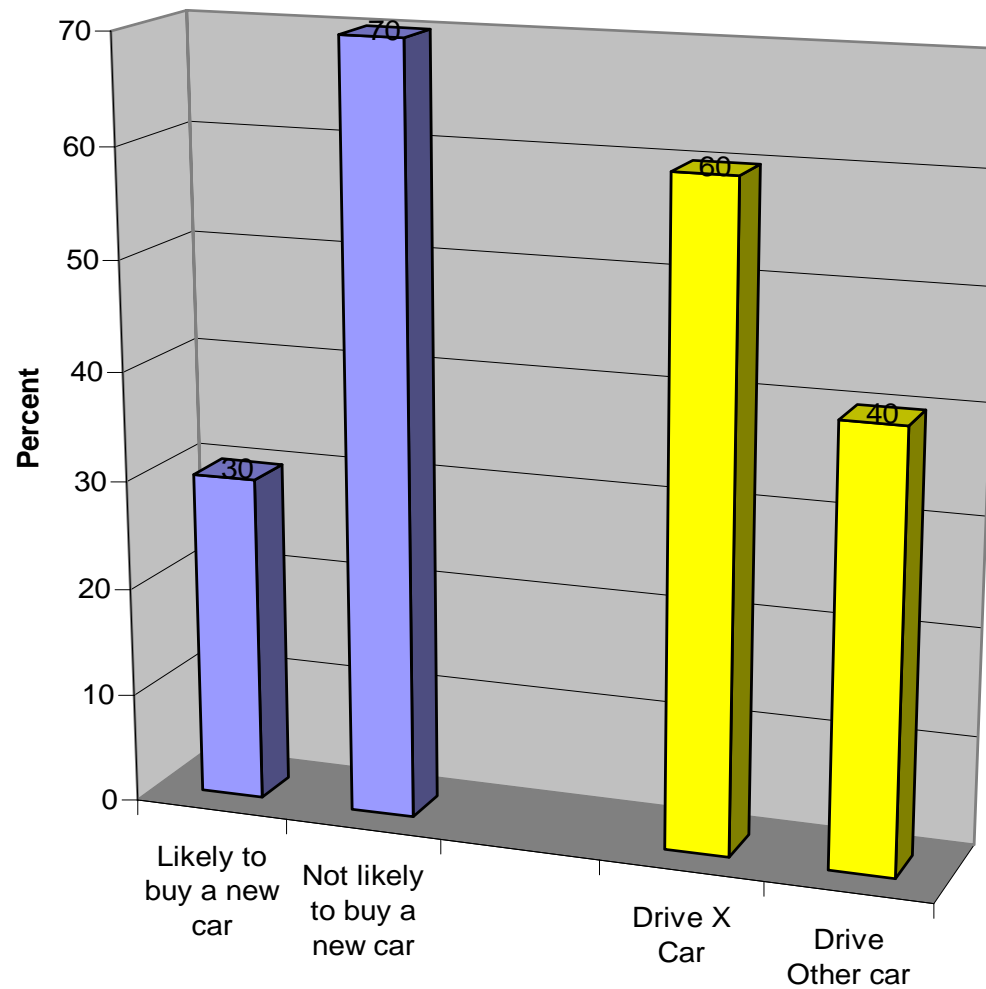
Screening Survey  
X Car Co. Site Demographics by Frequency of Visits  
Sample = 5000



# The Answers

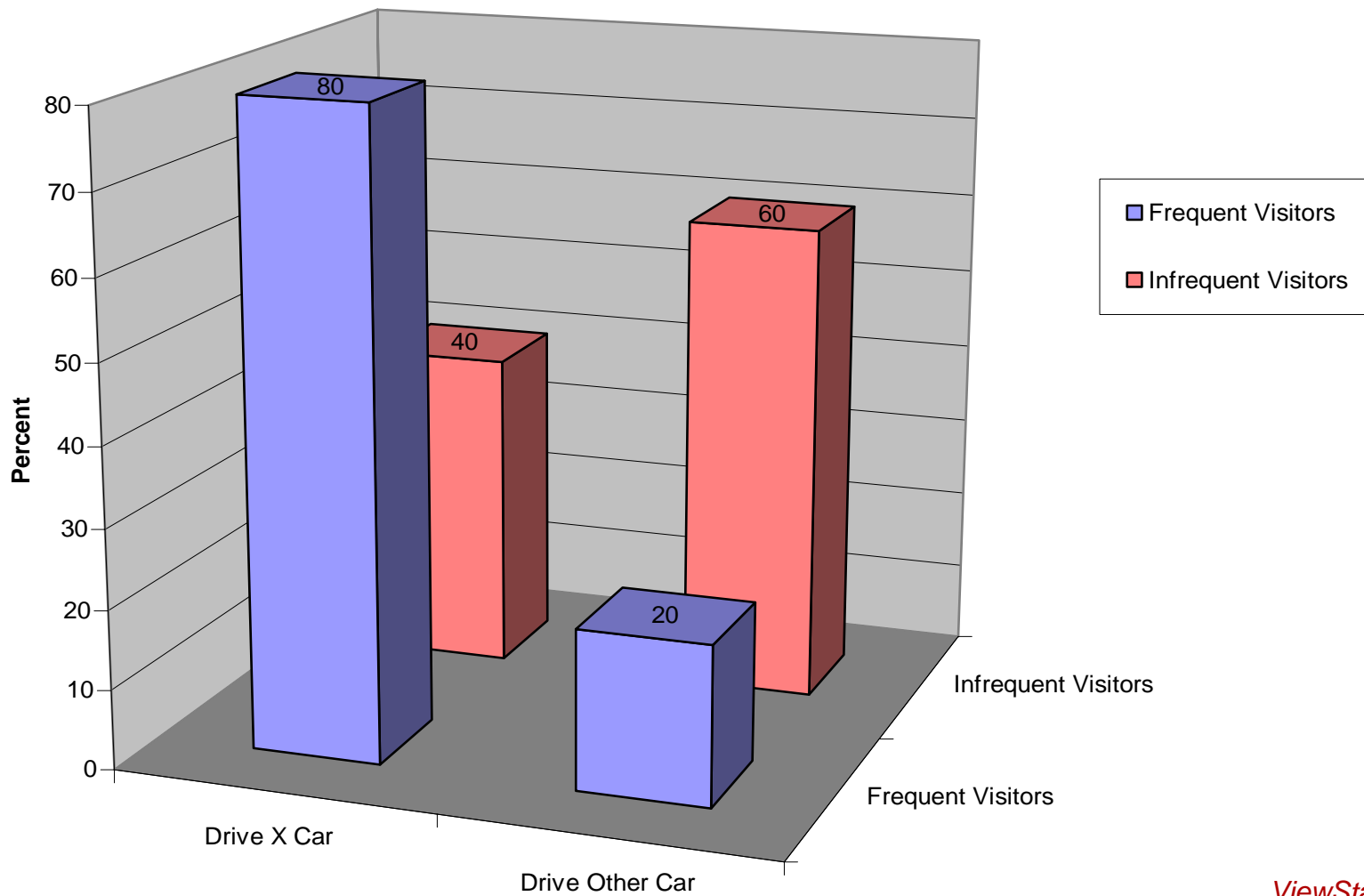
60% Drive an X car, and 30% Likely to buy a new car

Exit Survey  
Likelihood of Buying a New Car & Make of Car Driven  
Sample = 1000



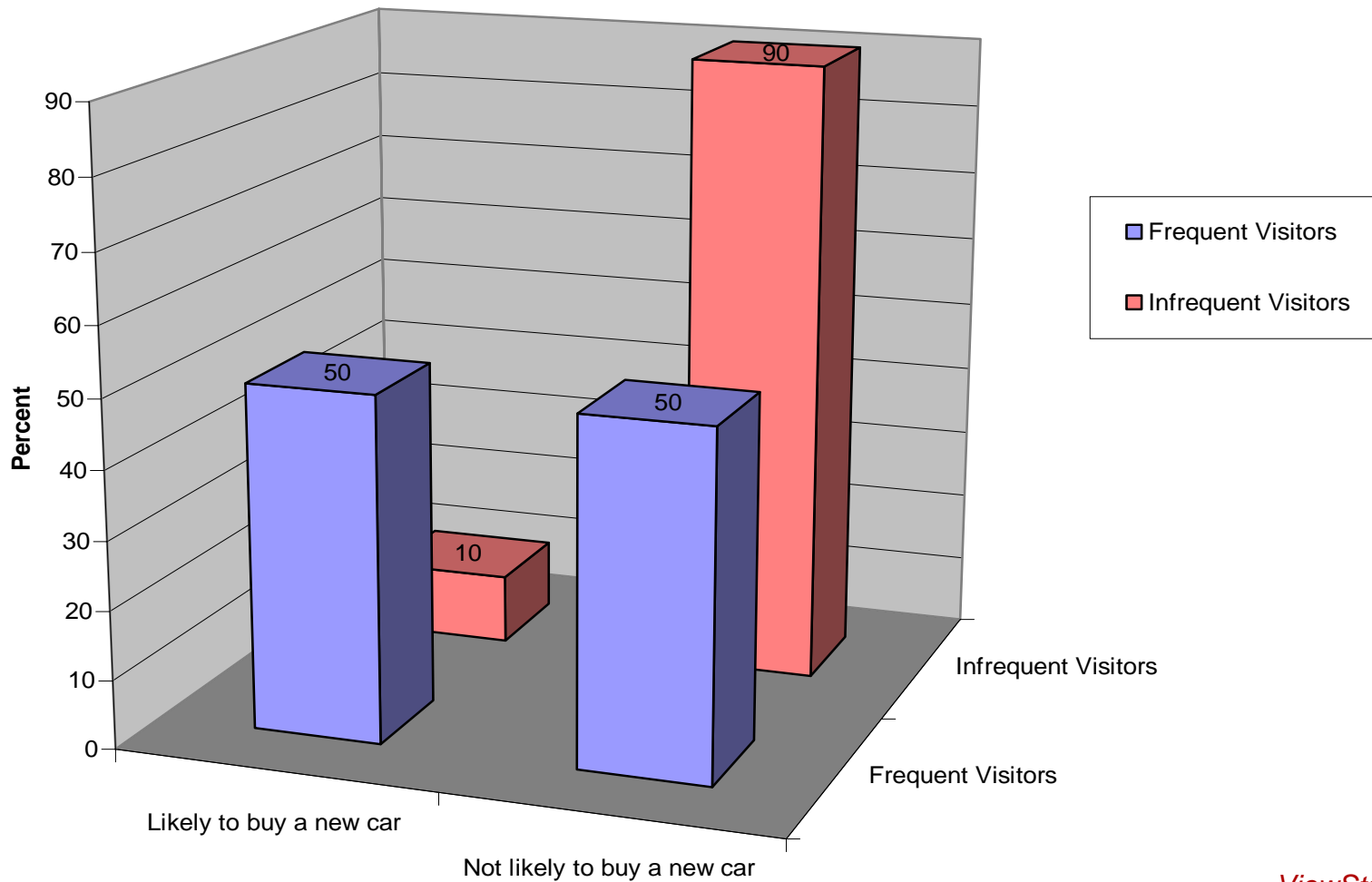
# Frequent visitors are more likely to drive an X car than infrequent visitors

Tracking and Exit Surveys  
Frequency of Visiting X Car Co. Site by Make of Car Driven



**Frequent visitors are evenly split on likelihood of buying a new car**  
**Infrequent visitors indicate a very small likelihood of buying a car**

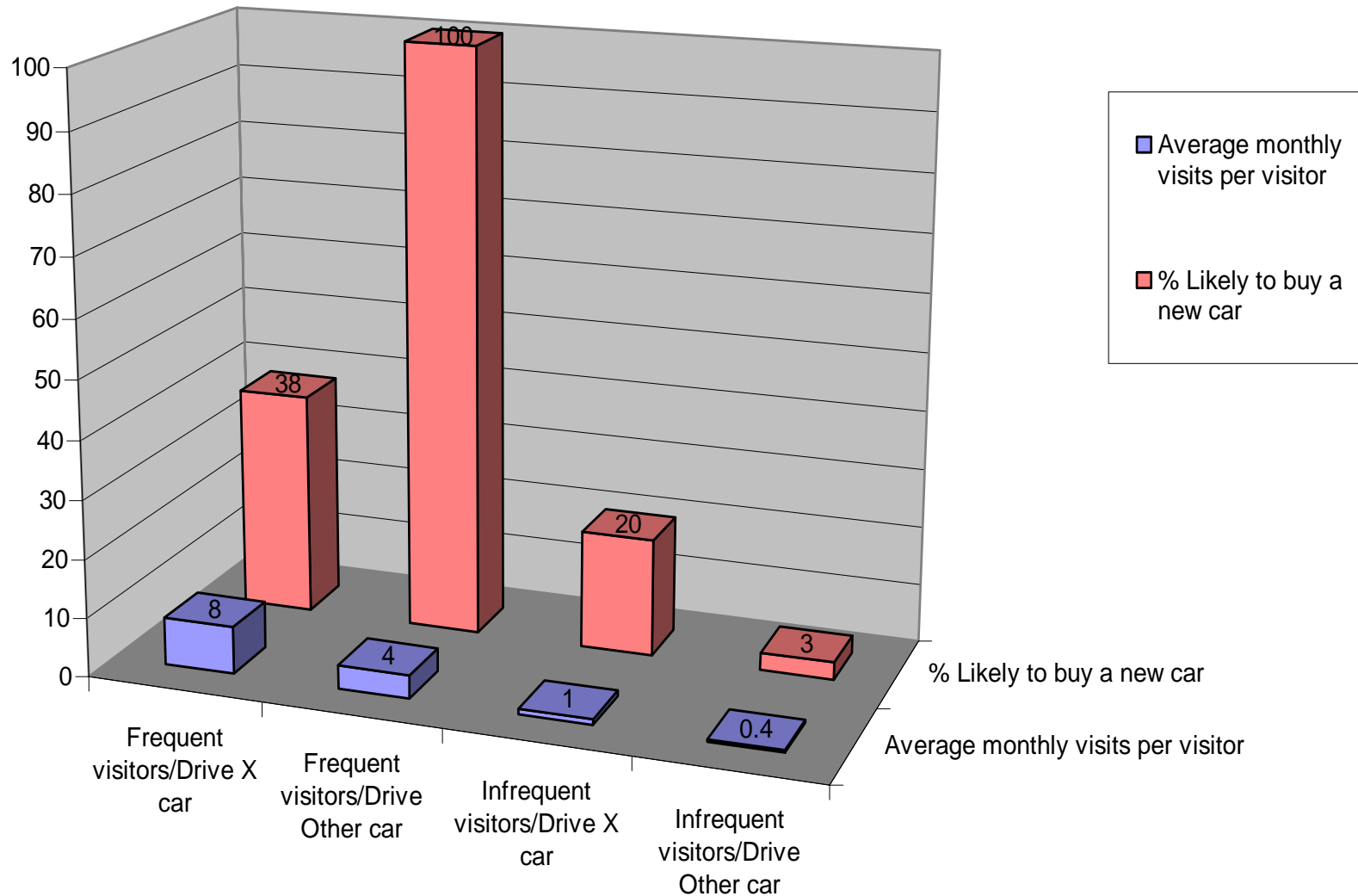
**Tracking and Exit Surveys**  
**Frequency of Visiting X Car Co. Site by Likelihood of Buying a New Car**





# 4 distinct groups are identified

Tracking and Exit Surveys  
Likelihood of Buying a New Car & Average Monthly Visits per Visitor  
for 4 Distinct Population Groups



# Group 1: Repeat, Internet-smart Buyers

- frequent visitors of X Car Co. web site (based on tracking data and defined as one visit per month or greater)
- average site visits per visitor is 12
- drive an X car
- 38% are likely to buy a new car

## **Group 2: First Time Buyers**

- frequent visitors of X Car Co. web site
- average site visits per visitor is 9
- drive Other car
- 100% are likely to buy a new car
- most are males who often visit other car sites

## **Group 3: Repeat, Internet-shy buyers**

- **infrequent visitors of X Car Co. web site (based on tracking data and defined as less than one visit per month)**
- **average site visits per visitor is 2**
- **drive an X car**
- **20% are likely to buy a new car**
- **expectation to buy is longer-term**

## **Group 4: Unlikely buyers**

- **infrequent visitors of X Car Co. web site**
- **average site visits per visitor is less than 1**
- **drive Other car**
- **Only 3% are likely to buy a new car**
- **males are found to visit other car sites more frequently**

# Actions

- **Content of web site can be precisely customized to the demographics and buying likelihood of the natural population of web site visitors.**
- **Knowledge of interest in competing car sites can help generate appropriate counter measures to maintain market share.**
- **Knowledge of other sites visited provides blueprint for surgically precise Internet ad campaign to increase traffic, market share, and total buyers.**