

DATE	March 2008
TITLE	Database Marketing
CIRCULATION	6,000

Direct marketing research

G2 Data Dynamics has launched ViewPoint, an online panel of 30,000 UK consumers. Set up in association with CCB, it aims to bridge the customer knowledge gap between above- and below-the-line campaigns and deliver measurable opinions on marketing messages and products. Positioned as a swift and cost-effective way of conducting campaign research, marketers can send questions and images to the panel, along with audio and video files about creative messages, offers, prices and products, and receive research results via a web-based interface. Results usually appear within a couple of

days.

A closed, invitation-only panel, ViewPoint panellists are sourced from a combination of sponsored websites and email invitations. G2 initially collects and then retains a range of personal data on each of the 30,000 panel members to link findings back to customer and prospect databases. The insights gained can help in designing creative that will work across multiple channels and locations. For example, results might highlight a variation in response to creative in different TV regions.

Commercial and operations director Alan Thorpe said: "The combination of ViewPoint and



Thorpe: "above- and below-the-line can share solid understandings"

our existing analytical and data management solutions has closed a gap, enabling our clients to deliver relevant marketing that reflects their consumers' views. Above- and below-the-line can share solid understandings upon which activities can be based."