



trilogy networks

*Reliable People...
Reliable Technology.*

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Opinion Survey - survey and polling service

For your survey and polling needs, Trilogy Networks now offers the Opinion Survey service. This comprehensive package, an extension of our Broadcaster marketing e-mail service, handles all of your online opinion survey needs.

Features

How It Works

1. An e-mail containing a link to your online survey form is sent to each member of your target audience.
2. Your recipients click the link to access the online form, then answer the questions and click the button to submit their responses.
3. Their answers are immediately stored in your database on a Trilogy Networks server. You can view the results of the survey using a variety of online, real-time reports.

Instant Access to Information

Our system automatically compiles the responses for you. You can use the information immediately instead of spending time compiling it.

Scientific Research Methodology

Political polling requires more rigorous standards than an informal survey. For these situations, we use the services of a political scientist with 40 years experience in the polling business.

Discreet

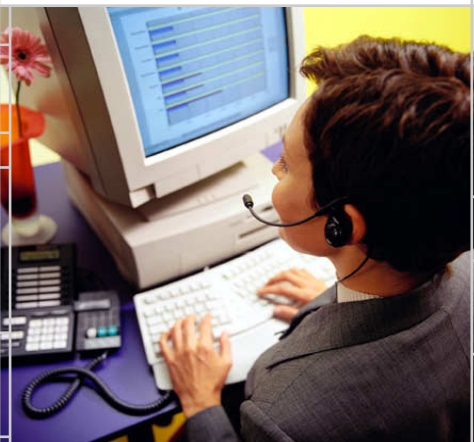
We send personalized individual e-mails to your customer list. This maintains your customers' privacy.

Confidential

Your e-mail list is held in strictest confidence. Trilogy Networks does not sell or distribute your customer information.

Real-Time Reports

Web-based real-time reports let you view survey results as they are submitted. High-level reports group the data into summary reports.



Implementation Plan

Moving to the Trilogy Networks Opinion Survey service couldn't be easier. Our team works with you to put together a professional survey campaign. Some initial questions include:

- ▶ What is the nature of the campaign? Is it an informal survey or is it a professional survey requiring scientific research methods?
- ▶ What look and feel do you want? Our design team can match or complement your existing company marketing material or website.
- ▶ What is the frequency of the surveys? Is this a one-time effort or will there be recurring surveys on a weekly basis?
- ▶ What is the timeline for initial deployment? It typically takes 4-6 weeks to set up a new campaign. Once the campaign is started, new surveys are very easy to implement.