



TERAPAGE RESEARCH SERVICES



www.terapage.ai

Terapage Research Services & Co-Pilot Research Approach

Terapage offers its clients the ability to connect with their customers in a progressive way by introducing a co-pilot approach to aid their community and guarantee its success. By collaborating in doing it, you (the client) get great planning, immense support which include operational and analysis whilst also being involved in the research design and moderation.

Some important things to take note of

Participant Recruitment

Recruiting the right participants is what sets up a successful community but what defines the whole process is who you join forces with. Our offerings are designed in such a way that a recruited participant is a good match for the study. They are chosen because they are very likely to adhere to the welcome invitation and log into the community platform, participate and complete no less than one activity. The offering prices are reflective of the Incidence rate of greater than 50% and up to 15 minutes spent screening each participant in the UK, US, Canada, Europe and globally and it is adjustable to match your research needs. Please note that participants recruitment may require additional cost depending on the platform and method. For example, if we had to use participants marketplace such as respondent.io for recruitment, you (the client) will be responsible for the cost. See our dedicated participant recruitment platform on <https://www.participant.terapage.ai>

Platform Consultation and Setup

Our intention is to walk you through the set-up process to make sure your team starts in the best way possible by consulting on your aims and supporting you to get more out of our platform. After onboarding requirements gathering, we will configure your workspace and send out welcome invitations to participants, researchers, collaborators and observers as desired.

Ongoing Site Management and Monitoring

Due to the complexities involved in monitoring and managing a community, we assure you that with our co-pilot approach, we can take care of your management needs so that we monitor your community, ensure there is compliance with ethics and research code of conduct, issues of troubleshooting, answer participant questions, review and approve community discussion topics and manage community member communications, and many more. Please contact us to discuss your research needs and pricing.

Research Activities

Our co-pilot option offers our clients the opportunity to be in control of their research by designing and moderating their research activities. We can provide assistance to improve the research activities of our clients for optimised outcome. A research activity therefore refers to an activity that is designed to meet the objectives of a research and not necessarily for engagement of members. The tasks within the research activities are designed to drive engagement and generate authentic insights. Please contact us to discuss your research needs and pricing.

Research Activities Reporting

Our platinum features include various reports such as workspace reports, study reports and many more reports. You also have the option of publishing your study with just a few clicks. The workspace and community reports start with a high-level overview, contributions, engagement and outcomes from participants within the community and drills deeper into some specific details.

Research Engagement Activities

Our team can aid in generating the most immersive group experience possible. An engaging activity is what is designed to captivate group members and is not tied to a research objective. Each engaging content takes at least 10 minutes of a research participant's time to complete and up to 30 minutes to configure. Please contact us to discuss your research needs and pricing.

Monthly Summary Community Reporting

Our team can be at the forefront of helping with the responses to discussions and engagement activities. The findings will be compiled in a format you can easily consume and understand and sent monthly. The report will also include any major trends emerging from non-research driven activities.

Quarterly Community Report

Monitor participant's journey and know when it is time to review your participants and community by using the Quarterly Community Reports. Each report will give the following insights:

- Insight on how many members join, started or completed an activity/task and got involved in the community
- General involvement rates by topic, groups and demographics
- Overview of participant's responses
- Guidance on various avenues for improvements, along with aspects that need addressing
- Status of participants incentive distribution

Participants Incentive Management

We can take care of the burden of handing community incentive. Our team can monitor rewards or other incentive metrics through the Terapage gamification and points feature and pay out participants via Tango Card or BHN Rewards, a digital gift card where beneficiaries select from over 100 vendors, including a Visa card. From time to time, we may reset points and take care of pending issues participants have concerning their rewards. Bear in mind that the funds required to distribute the incentive will be charged separately to the cost that may be applicable for our research services. Please contact us to discuss your research needs and pricing.

Participant Refreshment (optional)

Considering participant refreshment gives you an option to remove and replace participants whenever you feel it is necessary. This decision can impact the engagement of your community. Evaluation of all sections will be carried out by our team, including addition or removal of members as is required,

configure and update screening questionnaire and monitor the entire exercise. Please contact us to discuss your research needs and pricing.

More Platform and Research Services Capabilities

B2B Market Opportunity Research Capabilities	B2B Product Research Capabilities	B2C Market Opportunity Research Capabilities
Competitive Landscape Research, Competitive Intelligence, Market Feasibility, International Market Research, Market Entry Research, Market Sizing Research, European Market Research, Market Segmentation Research, Go To Market Research.	UX Research, Concept Testing, Social Research, Product Validation Testing.	Competitive Landscape Research, Competitive Intelligence, Market Feasibility, International Market Research, Market Entry Research, Market Sizing Research, European Market Research, Market Segmentation Research, Go To Market Research.
B2C Product Research Capabilities	B2B Brand & Communications Research Capabilities	B2B Customer & Segmentation Research Capabilities
UX Research, Concept Testing, Social Research, Product Validation Testing.	Brand Trackers, Message Testing, Brand Equity Research, Advertising Effectiveness, Brand Awareness Research, Brand Sentiment Analysis, Brand Perception Research, Corporate Reputation Research.	Persona Research, Pricing Research, Win Loss Analysis, Usage & Attitude Research, Customer Journey Research, Customer Loyalty Research, Customer Satisfaction Survey, Path to Purchase, Behavioral Research.
B2C Brand & Communications Research Capabilities	B2C Customer & Segmentation Research Capabilities	And many more capabilities
Brand Trackers, Message Testing, Brand Equity Research, Advertising Effectiveness, Brand Awareness Research, Brand Sentiment Analysis, Brand Perception Research, Corporate Reputation Research.	Persona Research, Pricing Research, Win Loss Analysis, Usage & Attitude Research, Customer Journey Research, Customer Loyalty Research, Customer Satisfaction Survey, Path to Purchase, Behavioral Research.	And many more research capabilities to help you unlock the authentic insights you need to drive your strategy and decision towards your goal. Contact our sales team to find out more.

Core Platform Pricing

In all the managed bundles, Terapage platform billing includes:

- Endless Administrator Accounts (inclusive of researchers, collaborators and observers)
- Endless DIY pre-recorded video, tasks and discussion subjects
- Online training programmes and webinars (depending on availability)
- Technical support
- And other package-dependent perks depending on the package subscribed to. Please contact us to discuss your research needs and pricing.