

Digital Product Subscriber Research. Go beyond the numbers.



Digital Product Subscriber Research

Who's out there?

All of the standard metrics for your digital products are clearly insightful and helpful. But there are times when it's also helpful to go beyond those numbers by adding the human element, life to those numbers. What do we mean?

It's one thing to talk about clicks and page views. It's another to describe who is doing the clicking: Why are these people visiting? What will they be buying? How is their business? In short, knowing more about who is out there will help you describe more fully why your digital product is important for the marketer.

A digital product survey is conducted across your list of registered users. Readex helps you design and focus the survey on information that's important to you and your advertisers. When the survey is completed, we also make sure you understand and know how to use the data.

Contact Susan Griffith to learn more about how Digital Product Research can benefit you and your team: sgriffith@readexresearch.com 612.986.0109.