

GOLDSMITH
STRATEGIC
SERVICES

CLIENT Website Exit Interview Research Topline Report

Submitted to CLIENT

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Background & Objectives

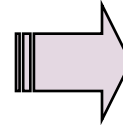
CLIENT has been running an infomercial on television for quite some time. BALANCE REDACTED.

Revised Research Objectives

Overall, are there certain product characteristics that make a purchase more compelling to buyers?

Do those who view the infomercial have different reasons for visiting/buying CLIENT than those who come to the site without seeing the infomercial?

How many times does a buyer visit the site before purchasing? (Can a non-buyer be a potential buyer, but just not on this visit?)



Action from Research

Identify which key product features/benefits are most important to online buyers and use these findings to assist in designing retail packaging (which may undergo additional testing).

Methodology

Online “exit interview” intercepts, conducted 11/17/200X –12/13/200X.

Version	Definition	Number of Completes
Buyer	A buyer was someone who completed his/her purchase online. This person may or may not have viewed the infomercial.	502

Subsample notes: we looked at two different analytic “breaks” in this analysis – men vs. women and those younger (age 18-44) vs. older (age 45+).

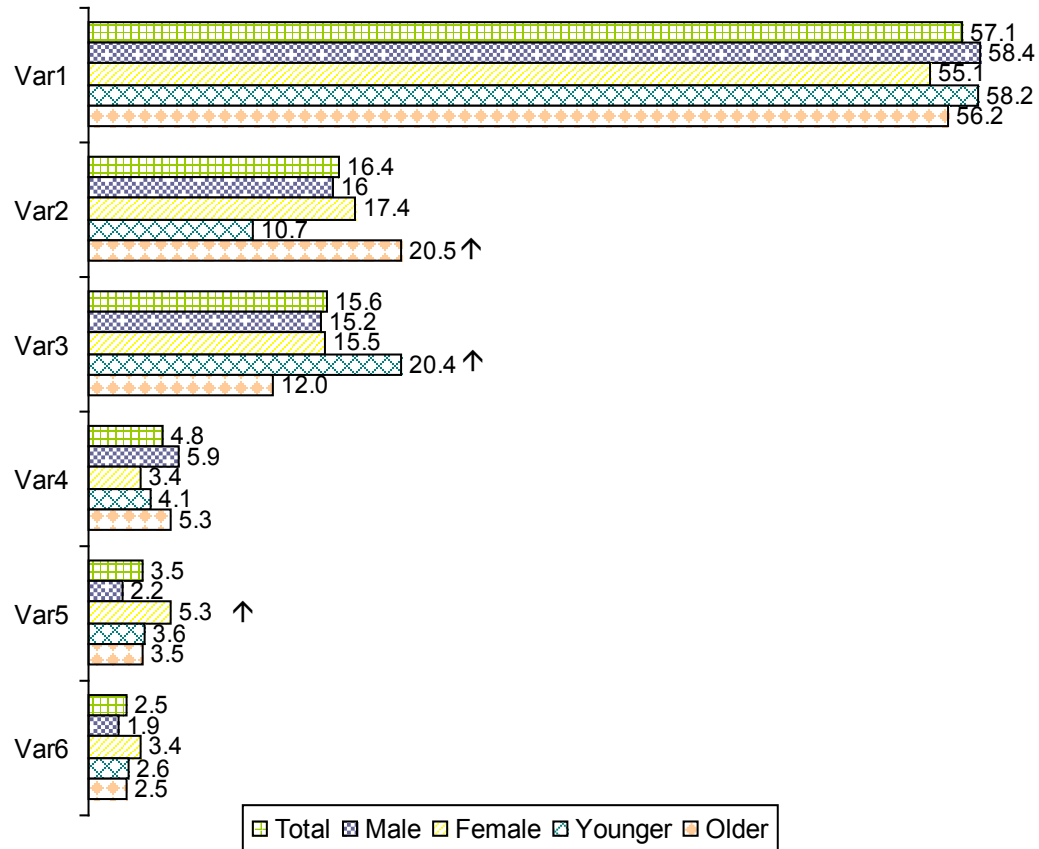
Sample sizes: Men = 275; Women = 209

Younger = 198; Older = 287

Arrows are used to indicate where significant differences exist between the subsamples. The 90% confidence level was used for this testing.

Main Reason for Interest in Buying Product

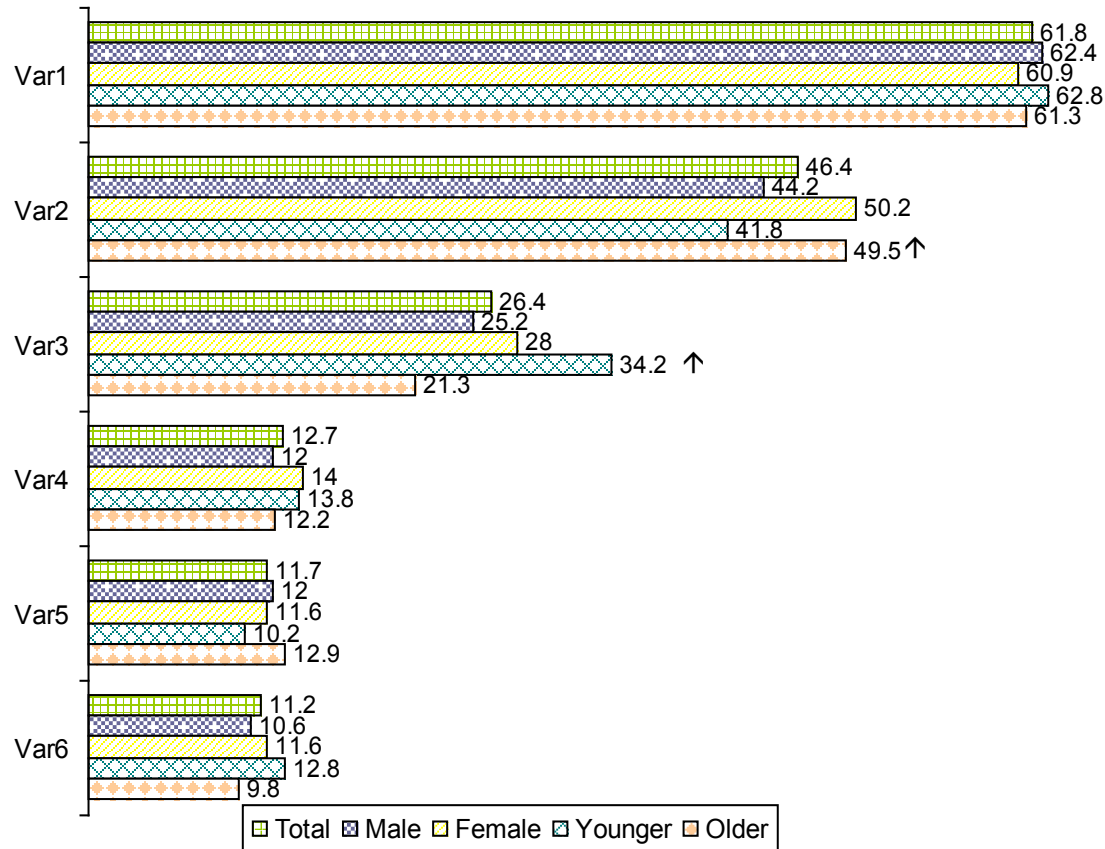
The main reason *PRODUCT* is considered, by a wide margin, is for “Var1.” “Var2” and “Var3” are also mentioned by a sizable percentage. Those who are older are more likely than younger respondents to cite “Var2” as the main reason for consideration, while younger buyers are more likely to say “Var3” vs. their older counterparts. At a much lower level of mention, women are more likely to cite “Var5” than men.



Q.1: “Why were you interested in a *PRODUCT*, such as *CLIENT*? (Select one main reason.)”

Total Reasons for Interest in PRODUCT

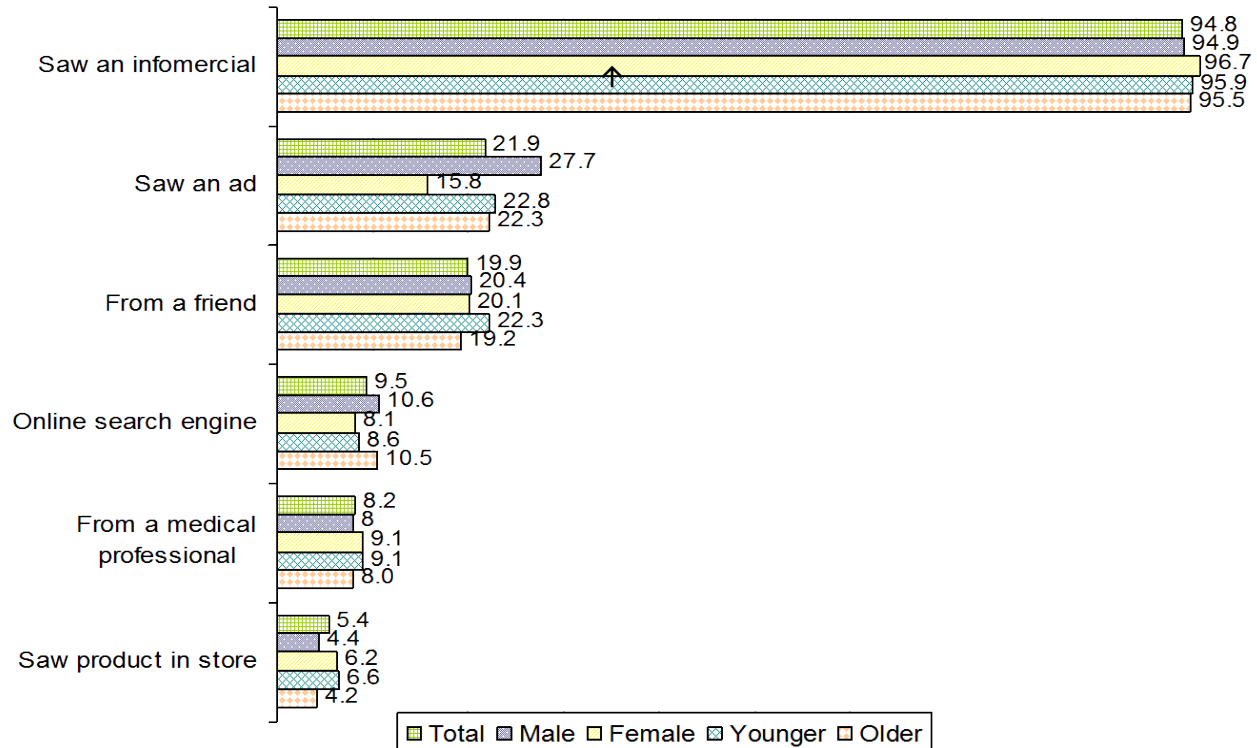
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Q.1: "Why were you interested in a PRODUCT, such as CLIENT? (Select one main reason plus any other reasons that might apply.)"

Where They Learned About the CLIENT Website

Virtually everyone who bought CLIENT online learned about the website from an infomercial. We did allow respondents to provide more than one response to this question. Learning about the site from “an ad” or “from a friend” were also mentioned at sizable percentages, with men more likely than women to say they’d seen an ad. An argument could be made that “seeing an ad” is the same as “seeing an infomercial” – assuming no other advertising has been running over the past six months or so.



Q.2: “Where did you learn about the CLIENT website? (Select all that apply.)”

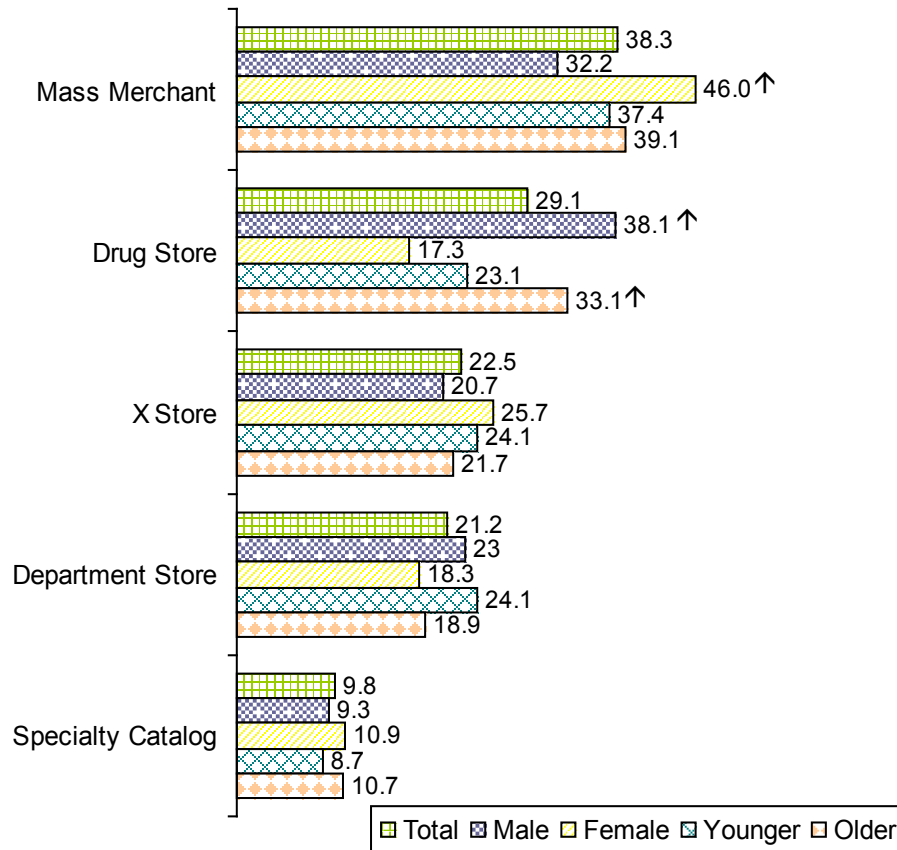
What Other Brands Considered

COMPETITOR is really the only other brand name considered by a large percentage of these CLIENT purchasers. This finding, coupled with high mentions of “other drug store brands” might have strategic implications for how to market CLIENT at retail. One of the first questions that must be asked is whether CLIENT is competing in the desired competitive set; if so, key selling features need to be developed with the competitive products and shelf displays in mind.

REDACTED

Where Else Shopped

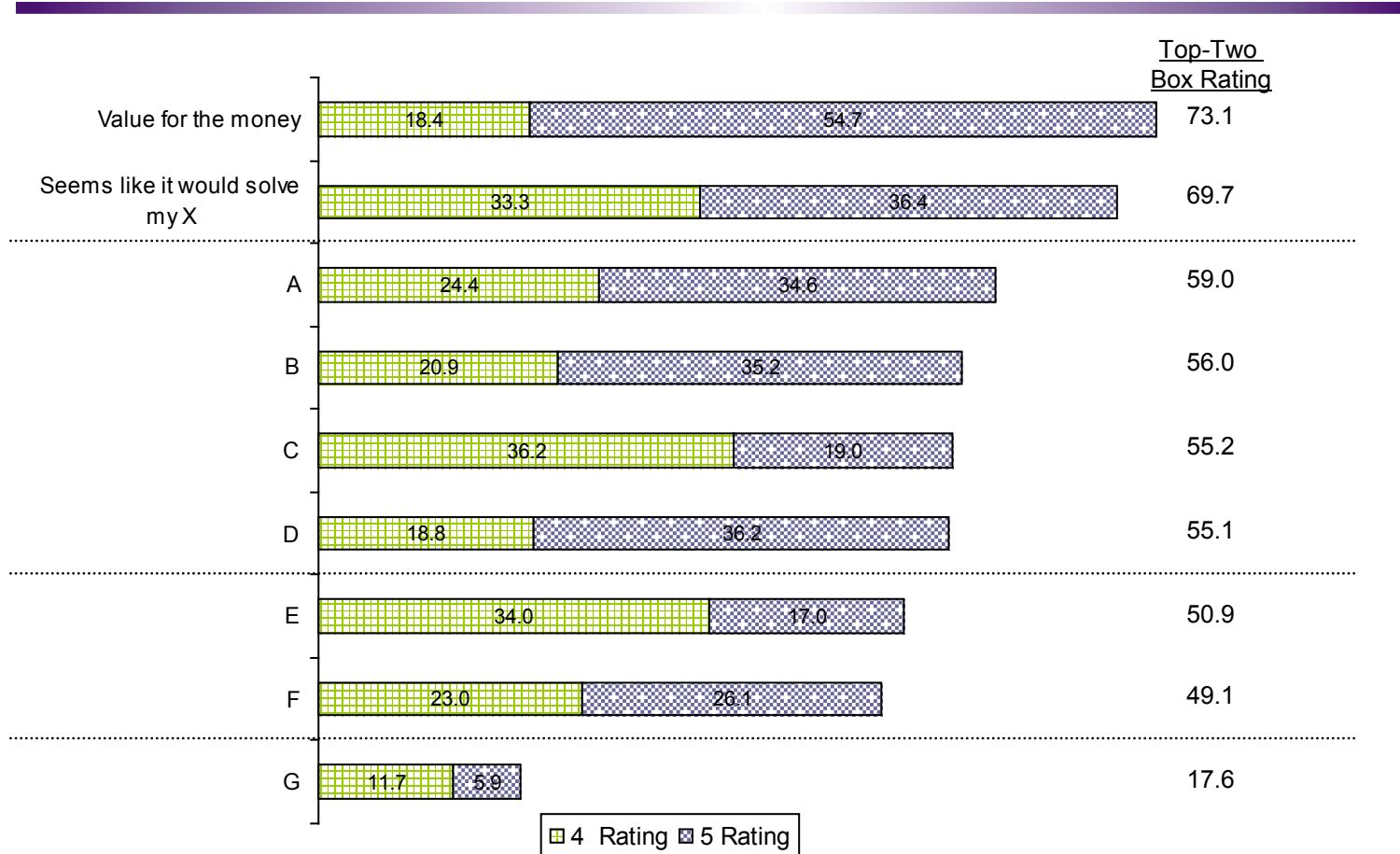
There are many outlets respondents may have shopped for PRODUCTS prior to making their CLIENT purchase online. (It should be noted that we did not ask if they hadn't shopped anywhere else before their purchase.) Women are more likely than men to shop at mass merchants, such as Wal-Mart for PRODUCT, whereas men and older respondents are more likely to have shopped at a drug store. X stores and department stores were also mentioned by roughly one-in-five respondents as places they'd shopped.



Q.4: “Where else have you looked at or shopped for PRODUCT? (Select all that apply.)”

Attributes Important in CLIENT Purchase

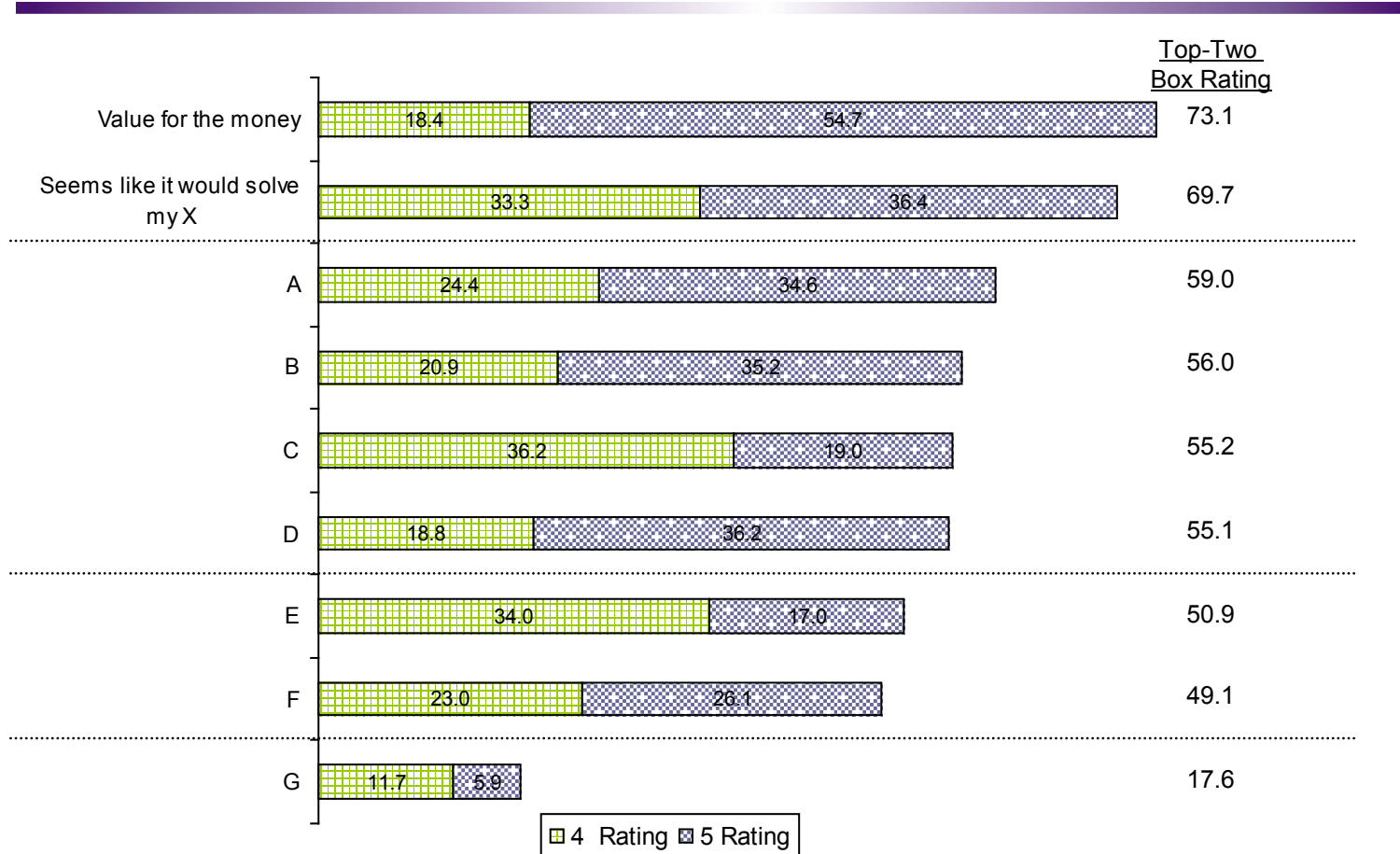
When examining which attributes were important to purchase, “value” tops the list in terms of top-box (“5”) mentions. In looking at the top-two box ratings, nearly three-fourths of respondents mentioned “value.” The other top tier attribute, “solve my X problem” is the clearest articulation of an end-user benefit among all the attributes on this list – it’s what’s in it for them. (Continued next page.)



Q.5: “Using the scale below, tell us how important each of the following items is to you when making your CLIENT purchase today.” (5=Very Important; 1=Not at all Important)

Attributes Important in CLIENT Purchase

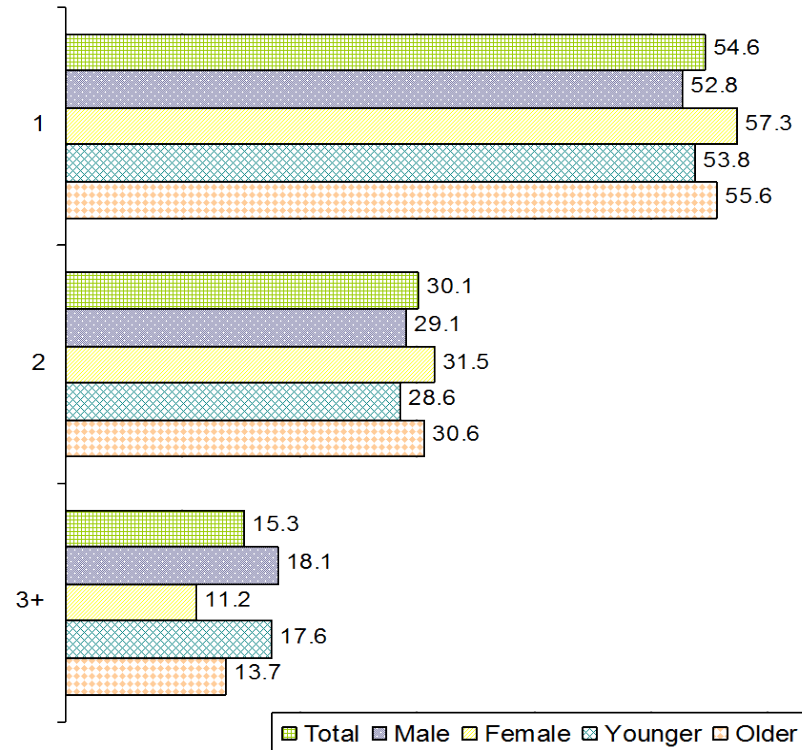
Among the second tier attributes, “VarC” doesn’t rise to the same level of importance when looking at top-box ratings; it’s possible that people don’t understand enough about how this works. “VarG” garnered the lowest level of top-box or top-two box mentions – indicating that this attribute, along with the third tier attribute of “VarF” are less likely to have “on-package pull” with consumers at retail. Note: no significant differences exist by gender or by age.



Q.5: “Using the scale below, tell us how important each of the following items is to you when making your CLIENT purchase today.”
(5=Very Important (“top box”); 1=Not at all Important)

How Many Times Visited CLIENT Website

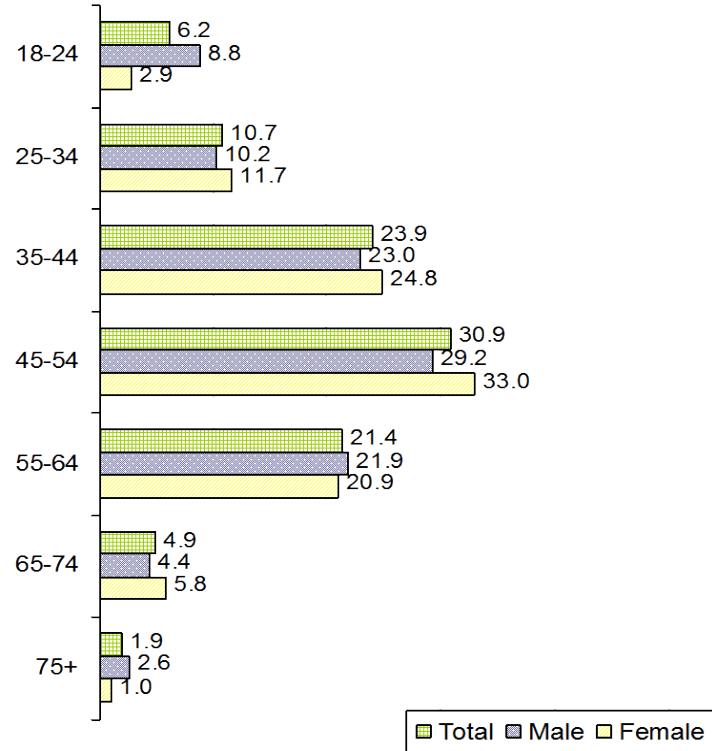
More than half of those online buyers interviewed said that “today’s visit” was their first visit to the CLIENT website. This suggests that most site visitors who were buyers came to the site with a purpose in mind. Further log file analysis would confirm if this were the case. On a directional basis, men might have a greater tendency than women to visit the site more than once before purchase.



Q.6: “Including today’s visit, how many times have you visited the CLIENT website?”

Buyer Sample Age Profile

The age profile for the online CLIENT buyer sample showed a core age group of 35-64, consistent with expectations.



Q.7: "Select your age."

Summary and Implications

- Since virtually all of the buyers in this study had seen the infomercial (making a comparison of viewers vs. non-viewers impossible to conduct in this report), it's logical to assume:
 - That they had a problem that the infomercial addressed (e.g., ISSUE), which drove them to check out the CLIENT website to make a purchase
 - The attributes which were important to them were embodied in CLIENT (and may also have been highlighted in the infomercial); that is, CLIENT offered them the features and benefits they were looking for
- They key reasons for buying an PRODUCT were for “Var1,” “Var2,” and “Var3.”
- The attributes most important to these CLIENT buyers when buying CLIENT were: “value for the money” and “seems like it would solve my X.” Of secondary import were [other list].
 - “Value” is a subjective attribute and must be assessed relative to something (often a competitive product). [Rest of implications redacted]

Summary and Implications

- What we don't know is whether these reasons for buying and the importance ratings would be the same for those buying at retail.
 - To confirm these findings, consideration should be given to conducting a study among those who are considering buying a PRODUCT in the next year and asking them a similar set of questions. In addition, it is recommended that research be done on the package design before it is finalized.
- The majority of those who bought CLIENT did so on their first visit to the CLIENT website. However, a sizable group did buy on a second or subsequent visit.
 - Consideration should be given to determining if there are other ways to increase the incentive to purchase on the first visit. (We don't know how many people come once and don't come back for that additional visit where they do end up buying – whatever the number, it would be good to reduce the risk of this happening.)