



# WEBDYNAMICS

The Internet has become a playground of exciting innovations. Brands that do not have online presence may soon be obsolete.

**Because your consumers are out there as active online users, Dynamic Search can help you create targeted research to uncover their perception towards your products and/or services. The greatest asset of ours is our close panel – respondents who are prescreened, validated and updated annually.**

Dynamic Search's WebDynamics offers cutting-edge and innovative research tools that can help you explore the following through its use of online surveys:

- Ad testing
- Brand perceptions
- Consumer purchasing patterns and habits
- Customer loyalty and satisfaction
- Packaging design testing (pre-launch and post-launch)
- Psychographic understanding of targeted consumers via online focus groups and interviews

Dynamic Search administers online surveys and online focus group discussions to its pre-qualified online close panel. This generates a wealth of data at the click of a button!

