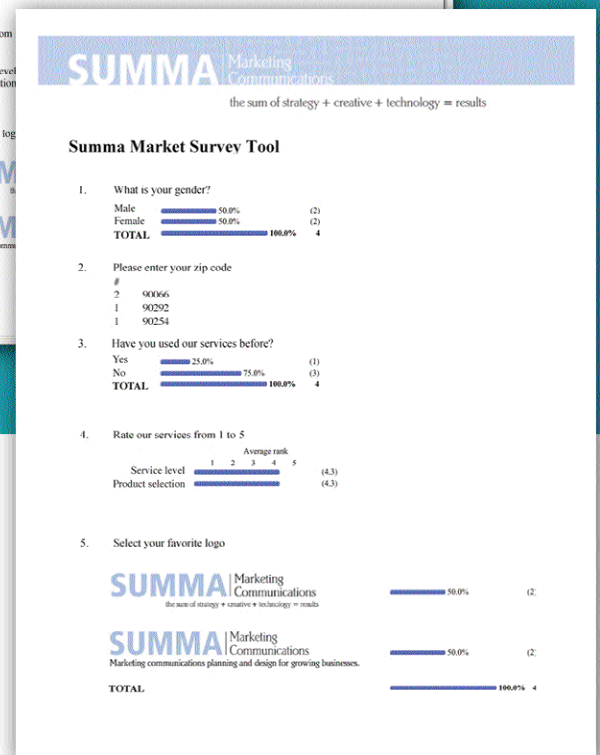
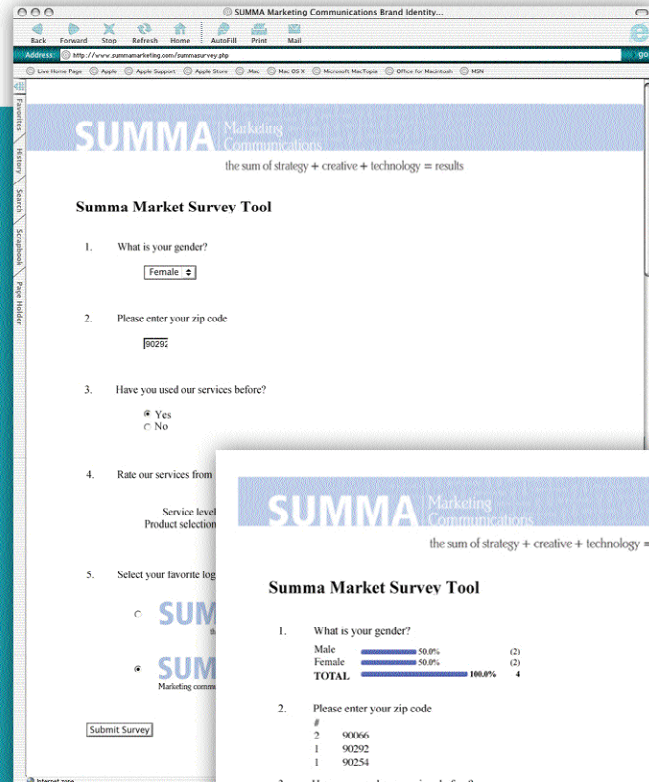


How much do you know about what your customer wants?

Before you invest in that big idea or make a big decision, how much do you actually know about your customer and what they want? Our online survey tool can be used to gain valuable consumer insights such as understanding specific needs and preferences of your target market. Use our survey tool to get immediate feedback on ideas, your company's name concepts, logo designs, and product specifications. It can also be very useful to conduct customer satisfaction surveys. Surveys are as simple as sending an e-mail.

Getting Started:

- No technical expertise necessary
- Assistance designing your survey questionnaire
- Qualifying questions to identify respondents in your target market
- Unlimited number of questions and respondents
- Use our prewritten e-mail and web link with your existing e-mail address book or client list to send out your survey
- Flexible question formats including:
 - Text boxes
 - Essay boxes
 - Yes/No
 - Radio buttons
 - Check boxes
 - Drop down
 - Rating scale
 - Date
 - Numeric
 - Images



Benefits of the Summa Survey tool:

- Real time responses via email
- Duration of survey determined by you
- Questionnaires can be anonymous or can be used to collect respondent's information
- Detailed report summary provided at the end of survey
- Results can be cross-tabulated
- Data can be provided in Excel or comparable format for in-depth analysis
- Option to offer printable coupon, drawing or other incentive to complete survey information

Contact us today to get started.

SUMMA Marketing Communications
Marketing communications strategy and design for growing businesses

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