

gemiusProfile

RESEARCH STUDY OF WEB SITE USERS' PROFILE

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Research - Methodology

The research is designed to obtain information about the users of a given site. The data obtained provides a lot of information about the socio-demographic profile and behaviour of those using your web site, e.g.

- the size of the web site audience
- the socio-demographic profile of its users
- the different ways the web site is used by various groups of internet users.

Get to know your web site users

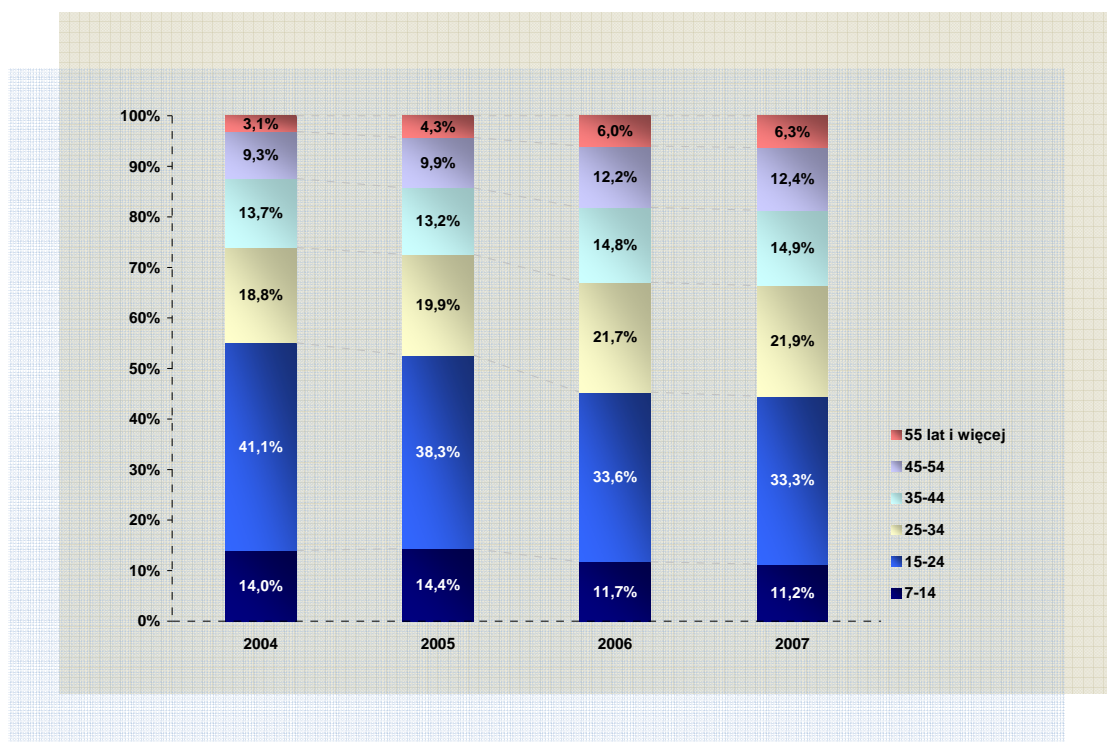
The study provides information about the site's audience, not only from the "quantitative" point of view, but also including users' socio-demographic profiles.

This study can provide you with answers to the following questions:

- **Do patterns of site usage differ according to socio-demographic features?** Which groups use the site more actively and which remain indifferent regarding its content? Is it determined by the internet user's gender, age, residence or monthly net income? Which sections of the site are visited most often?
- **How do users spend their time when visiting the site?** Do they spend time reading its content or do they simply visit randomly chosen subpages?

Finding out about these and many other facts is a reliable source of:

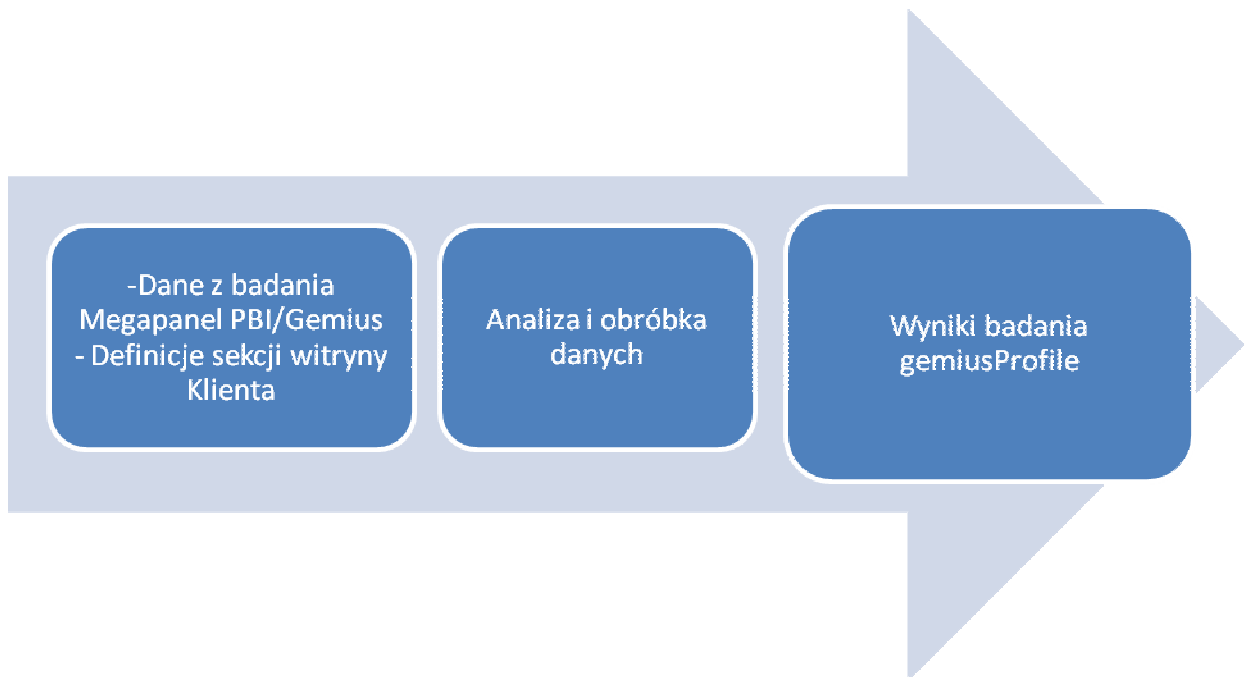
- identifying those sections of the site that address the most active users
- tailoring the content presented in given sections to the expectations of the groups of users visiting them (based on the relevance of each target group to each section of the web site).



gemiusProfile is a study based on the data obtained from the Megapanel PBI/Gemius research, which provides information about the Polish internet audience and a socio-demographic profile of internet users.

Megapanel PBI/Gemius research gathers together information about the entire Polish internet community and determines both internet users' profiles and how intensely the global network is used, as well as putting the most popular web sites into rank order. Megapanel PBI/Gemius research is based on methodology, which is unique anywhere in the world and which combines the characteristics of user-centred research (panel studies) with site-centred research. The basic source of information about web sites visited by the users, applications used and the time devoted to using the internet is the panel of several thousand internet users, which acts as a microcosm of the Polish internet community. This information is combined with the demographic data of internet users. The composition of the panel is adjusted to the demographic structure of Polish internet users, which is based on structural survey research (NetTrack research – SMG/KRC Poland Media SA). Megapanel PBI/Gemius' research methodology is the result of conceptual, analytical and research projects by the Gemius team of specialists.

To generate the gemiusProfile results, the data from the Megapanel PBI/Gemius research is combined with data about the Customer's web site structure, i.e. the way it is subdivided into sections and subsections.



The results obtained from the research are used as a basis for creating descriptions of the users visiting particular parts of Customer's web site.

Consequently, we can determine the size and the demographic of those visiting specific sections the Customer's web site.

Benefits of gemiusProfile research

The gemiusProfile research study provides information on the socio-demographic profile of internet users. By analysing the research study results, you can assess whether or not your web site is being used by the users you are concentrating on most.

You can also discover the level of interest of each target group and the kind of content that is sought by the most attractive target groups. This knowledge allows for planning activities so that users can be reached as effectively as possible.

The study's frequency ensures that the effects of the actions undertaken are measurable and quickly perceptible. This means that the results of efforts aimed at increasing the web site's popularity among a given target group can be monitored.

Pricelist:

1. The price of one-off gemiusProfile research is **3 500 PLN + VAT**
2. A discount may be given for periodic research.

About the Company

Gemius SA is the leading research company and a pioneer in the field of internet studies in Central and Eastern Europe. We have been active in Poland since 1999, providing professional research, analytics and consultancy services. Solutions offered by Gemius allow the internet to be used optimally in planning e-business ventures and form the basis of creating internet marketing strategies.

We study trends and phenomena, which directly impact the effectiveness of companies' actions within the network. We analyse internet user behaviour on the Web (gemiusTraffic), carry out complex online studies into the effectiveness of advertising campaigns (gemiusEffect) and pursue ad hoc research on selected topics. In collaboration with Polish Internet Research (PBI) we carry out Megapanel PBI/Gemius research, which is used as a standard for measuring web site audiences and internet applications in Poland.

Our offers are flexible and can be tailored to the individual needs and expectations of any Partner. The quality and usability of our research is much appreciated by companies both in Poland and abroad.

Selected Clients:

Joint-ventures	Motorization	Banks	Producers
<ul style="list-style-type: none">Polish Internet Research (Polskie Badania Internetu PBI)Interactive Advertising Bureau (IAB)Advertising Networks Consortium (Konsorcjum Sieci Reklamowych KSR)	<ul style="list-style-type: none">ToyotaFiatHyundaiNissanPeugeotRenault	<ul style="list-style-type: none">RaiffeisenBPHPKO BPmBankMultibankBZ WBK	<ul style="list-style-type: none">SiemensSchollCezexKomandorPhilipsDanfoss
Media	FMCG	Insurance	Telecommunication
<ul style="list-style-type: none">Agora SAOnet.plWirtualna PolskaInteria.plRzeczpospolitaCanal+	<ul style="list-style-type: none">NestléUnileverCarlsbergTchiboGilletteProcter & Gamble	<ul style="list-style-type: none">AllianzCommercial UnionINGAmplicoNationwidePZU	<ul style="list-style-type: none">EraPlus GSM

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