

VEYCAT APP

Committed to Accurate and Quality





APAYANG BISA DILAKUKAN OLEH VEYCAT ?

KAMIMEMBANTUKLIENUNTUKDAT MENDAPATKAN
AYANGKREDIBELDENGAN CEPAT,MURAH,
DAN MUDAH





Responde
ndari
seluruh
Indonesia



VeyCat menghubungkan k- endengan pengguna sec
ar a real-time

CEPAT

Respon
dalam
waktu
singkat

MURAH

Harga
sangat
terjangkau

MUDAH

Semua
dalam
satu
tampilan

RELIABE

Terverifikasi
&
tervalidasi

PROFIL PANEL VEYCAT

BASIC DEMOGRAPHY



GENDER



AGE

LOCATION



PROVINCE



CITY



GPS



OCCUPATION



RELIGION



EDUCATION



SPENDING
LEVEL



MARRIAGE



HOUSE TYPE

MOBILE & ONLINE HABIT



TELCO



OS



APPS



PHONE MODEL



NETWORK



DATA USAGE



ONLINE
SHOPPERS



ONLINE
SELLERS



ONLINE
GAMERS

TRAVEL, HEALTH, & FINANCIAL HABIT



CAR



MOTOR



INTL & DOMESTIC
TRAVEL



GLASSES



SMOKING



SPORT



PAYMENT
METHOD



SAVING



INSURANCE

OTHER SPECIAL SEGMENT



PARENTS



HIJABERS



FMCG PANEL

PANEL APP MANAGEMENT – APP, VERIFICATION, VALIDATION, DATA CLEANING

Facebook Login	Phone No Verification	ID Device Check	KTP Check	Demographic Survey	Lifestyle Habit Survey	Client Survey
User must Login via FB	User must verify Phone no.	System auto Check Device ID	User must submit KTP numbers	User get to fill Demographic & Lifestyle Habit Profile surveys	User get to fill Demographic & Lifestyle Habit Profile surveys	User get client survey
• User must have in 50 Friends • Duplicate email is not accepted	• User must verify phone no. • Duplicate phone no is not accepted	• One Device only can be used by one account	• KTP Number combination must comply with the rules • Duplicate KTP is not accepted	• User must fill out demographic profile • Check consistency between answers • Block invalid panel • Ask every 4 months	• User must fill out lifestyle habit • Check consistency between answers • Block invalid panel • Ask every 4 months	• No speeder and straightliners • Validate answer for each survey • Clean inconsistent answer • Control Question • Block invalid panel

SURVEY VALIDATION SYSTEM

Avoiding Speeders

- Record time worked per survey, client can eliminate speeders that have less time compared to norm.
- Display survey 1 Question per page with text-typing animation to ensure respondent read the Question.

Avoid Straightliners

- Randomize option
- Cleaning on straightliners manually
- Manual-cleaning on each open answers by our staff

Add Control Questions

- Put two same questions in different format or negative/positive format then clean the inconsistent answer

Add Screeners

- Y/N Question to double check between Screening Survey vs Main Survey (Same as call back at Offline Survey)

Avoid No-Meaning Answers

- Auto-cleaning toward open answers containing dirty words (in Bahasa, or dialect), containing no-meaning words (xxx,yyy,hjhjk).
- Add predictive text for shorter Open Ended Question to avoid

BAGAIMANA PENGGUNAAN VEYCAT ?

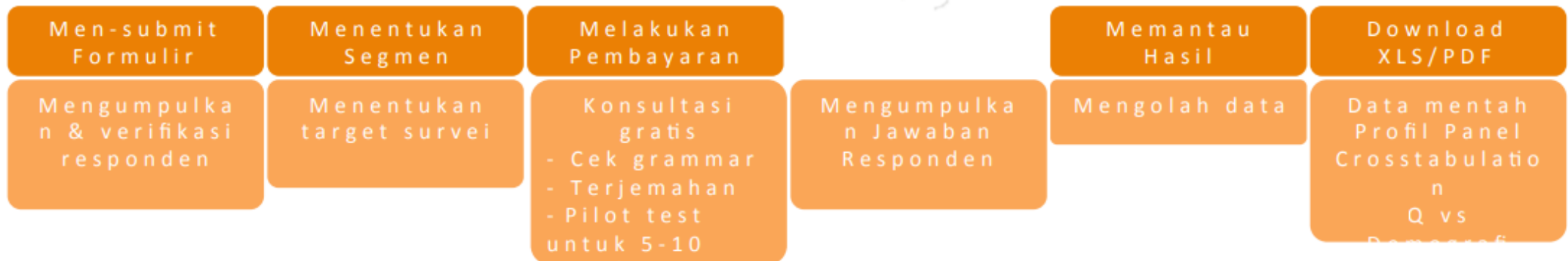
pantau



real-time

Submit

Respon



VEYCAT MAIN SERVICE

TASKCREATOR DASHBOARD

Types of TASK & MEDIA



SURVEY



SELECT PICTURE



VISIT STORE



TAKE PHOTO



WATCH VIDEO



CLICK LINK



INSTALL APP



TRY SAMPLE

SET TARGETTING

Target specific
respondent



20 - 30



Set specific proportion



50 %



50 %

Target your own survey



MONITOR & GETREPORT

Pie Chart & Graphic



Crosstab on
Demography

		
Question		
Option A		
Option B		

Excel Raw Data

Include All Demographic Profile +
All Raw Answers

ADDITIONAL SERVICE *

RESEARCH DESIGN



Research Design
Questionnaire Creation
Uploading Questionnaire

CODING & ANALYSIS



Open Ended Coding Custom
Crosstabulation Analysis &
Recommendation

Pilih sasaran survei Anda

*Anda dapat memilih
sasaran survei
berdasarkan:*

1. Profil Demografi
2. Profil Mobile
3. Profil Transportasi
4. Profil Kesehatan
5. Profil Tempat Tinggal
6. Profil Kebiasaan
Belanja Online

*Ata usasara yang l
ebih spesifik berda
sarkan:*

1. Pekerjaan &
Industri
2. Segmen Orang Tua
3. Segmen Wanita
Muslim
4. Perokok

SURVEY DASHBOARD – CREATE SURVEY – SEND TARGETTING

Home | 1. Pick Target Respondent > 2. Input Question > 3. Billing

Random
Respondent will be picked randomly by the system
☐ Select

Proportional
Respondents will be adjusted to Indonesia Internet Population
☐ Select

Create Your Own
Respondents will be picked using your own profiling proportion
☒ Select

Create Your Own

Your respondents will be picked using your own profiling proportion

You can set multiple targeting as you like by using the **Floating Button** on the right.

1. Please give this targeting a name on the box below

Targeting 1	Target Respondents	Available Respondents	Price Level (system)	
			1X	X

1. Respondents profile

Leave it blank to choose all options in the criteria.
Eg: You don't need to fill the gender box, if you want to target both male and female.

Gender

Select Options (leave blank to include all)

Age (Years Old)

from years old to years old

Current Location (Province)

Select Options (leave blank to include all)

Current Location (City)

Select Options (leave blank to include all)

Current Location (Coordinate with Radius)

☐ Pick Location

Basic Demography

Mobile & Online Habit

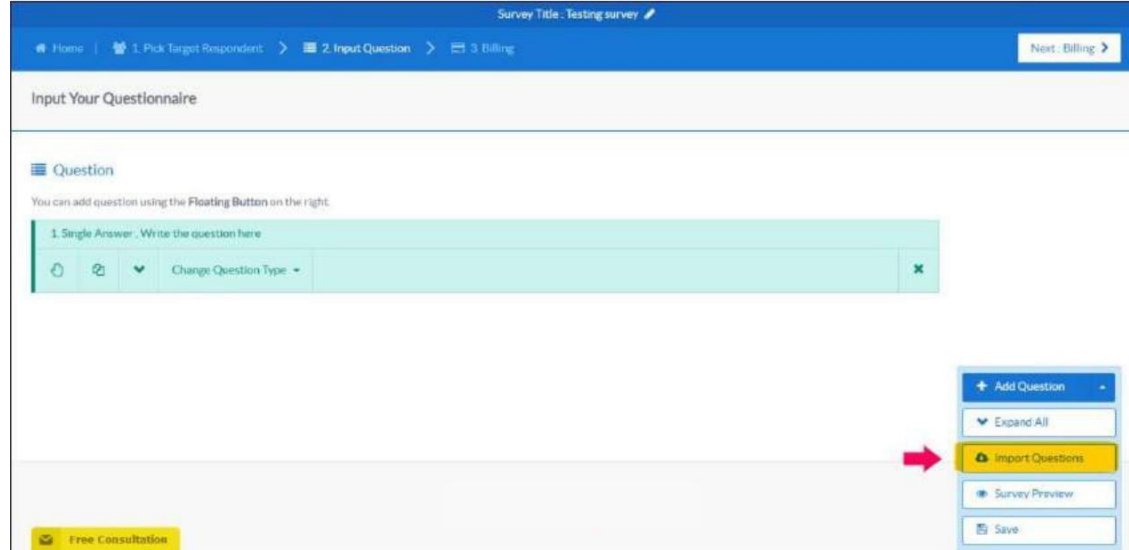
Travel, Health, Financial Habit

Mothers Segment

Fathers Segment

Hijabers

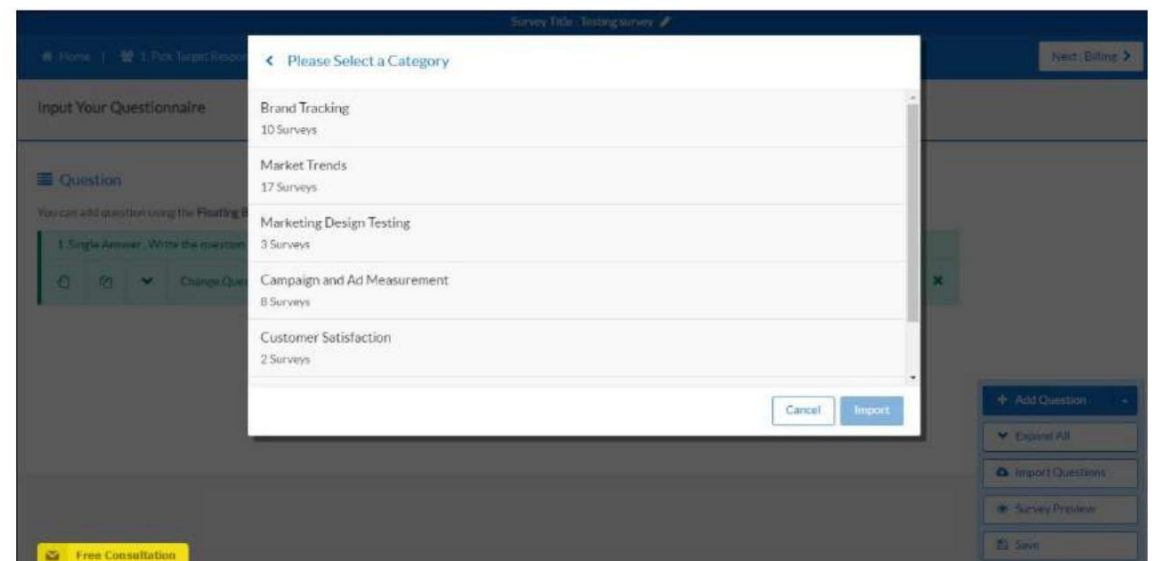
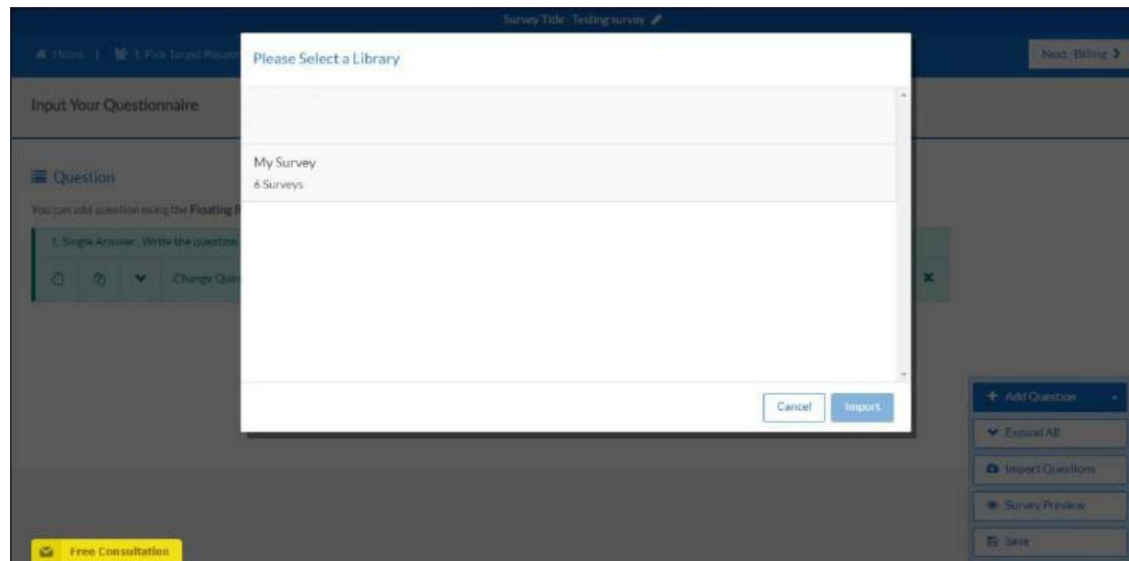
SURVEY DASHBOARD – CREATE SURVEY – IMPORT QUESTIONS



Gunakan Template Kami

Anda bisa menggunakan template di antaranya:

- Brand Tracking
- Customer Satisfaction
- Campaign Measurement
- Marketing Design
- Market Trend
- Concept & Product Development



SURVEY DASHBOARD – RESULT – DOWNLOAD PDF REPORT

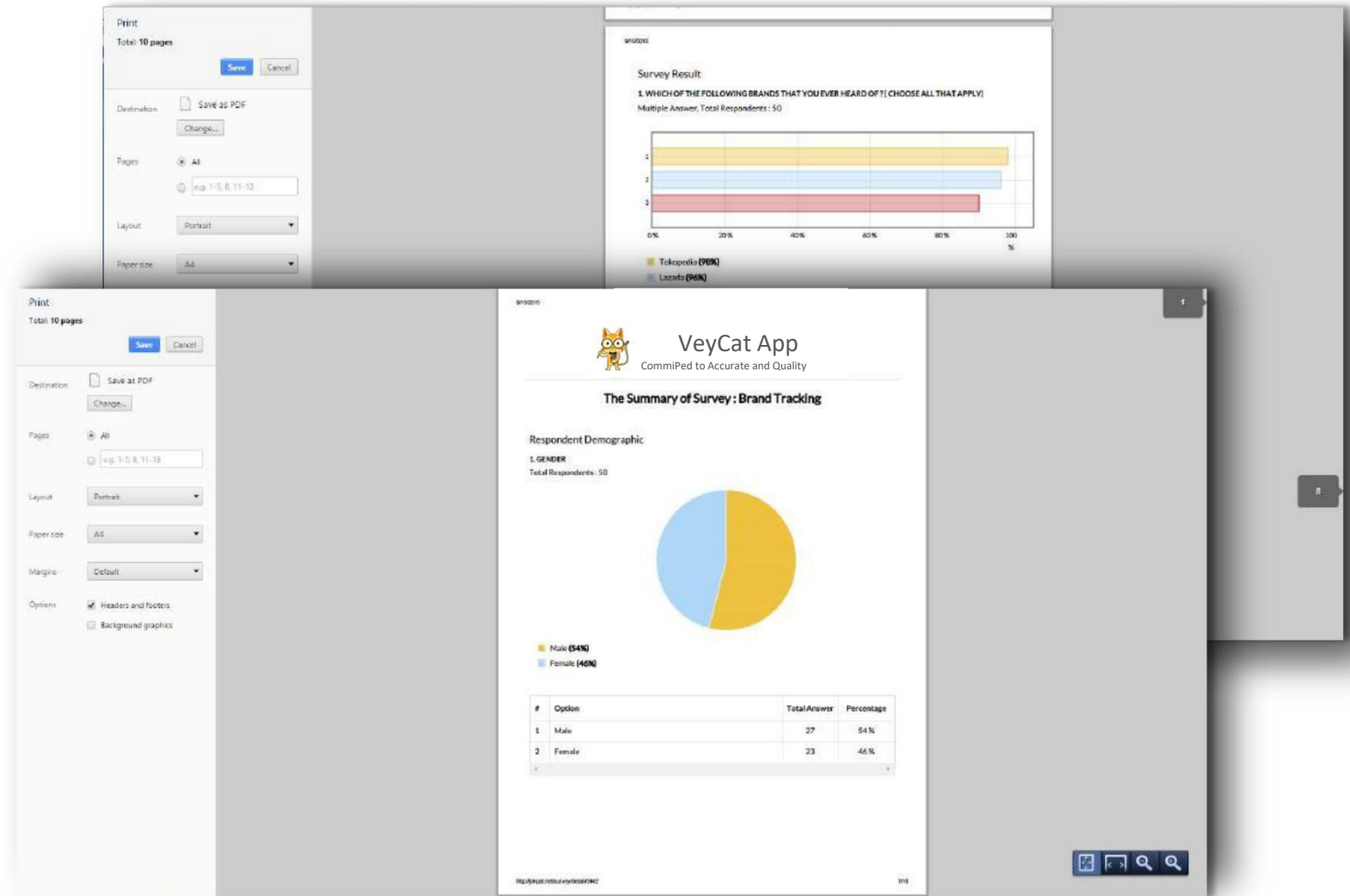
Download Hasil dalam PDF

*Ketika survei dikirim ke panel kami,
klien dapat memantaunya secara
langsung melalui tampilan dashboard*

Klien dapat memantau secara real-time:

1. Hasil Survei / Jawaban Panel
2. Profil Demografi dari

Panel yang Berpartisipasi



SURVEY DASHBOARD – RESULT – DOWNLOAD XLS REPORT

Download Hasil dalam XLS

Laporan dalam XLS terdiri dari:

1. Profil Panel
2. Crosstab antara semua Qs vs Profil Demografi Panel
3. Data Mentah Panel

Pada dashboard klien kami juga bisa membuat sendiri crosstab antara pertanyaan mereka sendiri (Qs)

Title		Kosmetik									
Overview											
start	28/7/2015 13:13:43										
end	28/7/2015 14:00:07										
No of Questions	3										
Panel	201 panels										
Error Rate	4.38%P (95% Confidence Rate)										
Sampling Method											
Panel's Profile		Cross Tabulation per Question									
Gender	Q1 (multiple answer) : Faktor apa yang mempengaruhi pembelian kosmetik menurut anda										
Percentage	Total										
No of Panel	Gender										
	Male										
	Female										
	Age Range										
	< 16										
	16-19										
	20-25										
	26-29										
	30-35										
	Option 1 : Harga										
	Total										
	Percentage										
	No of Panel										
	Option 2 : Merek										
	Total										
	Percentage										
	No of Panel										
	Option 3 : Lokasi Pembelian										
	Total										
	Percentage										
	No of Panel										
	Q3 (scale) : Dari skala 1-5 , bagaimana anda menilai merek kosmetik asli Indonesia?										
	Total										
	Gender										
	Male										
	Female										
	Age Range										
	< 16										
	16-19										
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SURVEY DASHBOARD – RESULT – ADDITIONAL SERVICE

Questionnaire

- Questionnaire creation, Questionnaire Upload

Custom Data Request

- SPSS, Pivot Table, Cross---tabulation

Analysis

- Charting , Analysis, Recommendation

Open Ended Coding

- Short Answer Coding, Long Answer Coding

Offline Interview Follow---Up

- Follow---up interview by call, face---to---face,FGD

HARGA

TARIF DASAR

Tarif Dasar per
Pertanyaan
Rp 888
Per Responden

TARIF

TAMBAHAN Perihal	Tarif
Pertanyaan Grid	Rp 150 / opsi
Pertanyaan Prioritas	Rp 150 / opsi
Menambah Video	Rp 400 / 5 detik
Instal Aplikasi Android	Rp 5.000 / instal
Memfoto	Rp 5.000 / foto

TARIF TERGANTUNG TINGKAT

Berkisar Antara 1X hingga 2X

Tarif tergantung tingkat kesulitan dalam mendapatkan responden yang sesuai dengan set profil (semakin sulit untuk mendapatkan target responden, tarif yang dikenakan akan semakin tinggi)

KLIEN KAMI



STUDI KASUS – KATEGORI RISET & RINCIAN



EKUITAS MERK

- Brand Awareness : Top of Mind, Unaided, Aided Awareness, Source of Awareness UAI Study
- Pengamatan Merk



PENGUJIAN KONSEP

- Uji merk, Logo, Tagline, Warna Tema
- Uji Konsep Produk
- Uji Pengemasan Baru
- Uji Promosi Produk



UJI & EVALUASI PROMOSI

- Pengamatan Iklan Online / Studi Pengangkatan Merk
- Survei & Uji Konsep Iklan
- Survei Pengiklan
- Survei TVC Storyboard
- Evaluasi Promosi (TVC, Billboard, dll)



HARGA

- Ukuran Sensitivitas Harga
- Survei Harga



KEBIASAAN MEDIA & DIGITAL

- Kebiasaan Media TV, Radio
- Kebiasaan Media Sosial

LAMPIRAN

SAMPEL AKTIVITAS RESPONDEN & LAPORAN

CASE STUDIES BRAND STUDIES – Brand Awareness

TOTAL AWARENESS

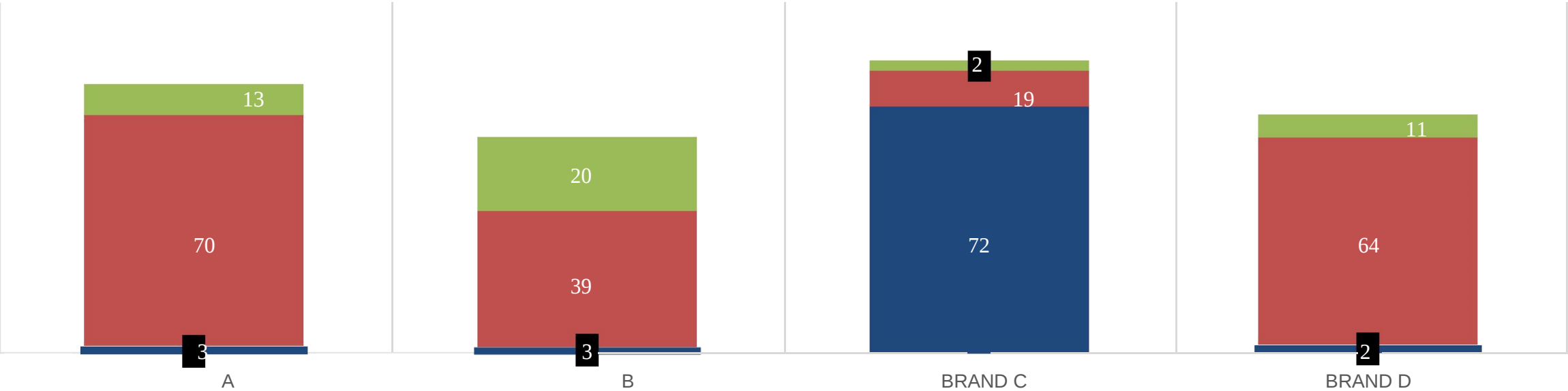
REPORT SAMPLE

[TOM + UNAIDED + AIDED]

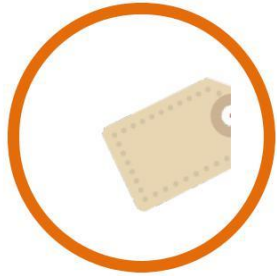


Brand B has biggest percentage of probed brand list than others brands

Top of Mind Unaided Aided



CASE STUDIES ALL CONCEPT TESTING



BRAND



LOGO



COLOR
TONE



MASCOT



NEW
PACKAGING



AD
CONCEPT



TVC
STORYBOARD



ENDORSE
R



BANNER
DESIGN



A/B WEB
TEST



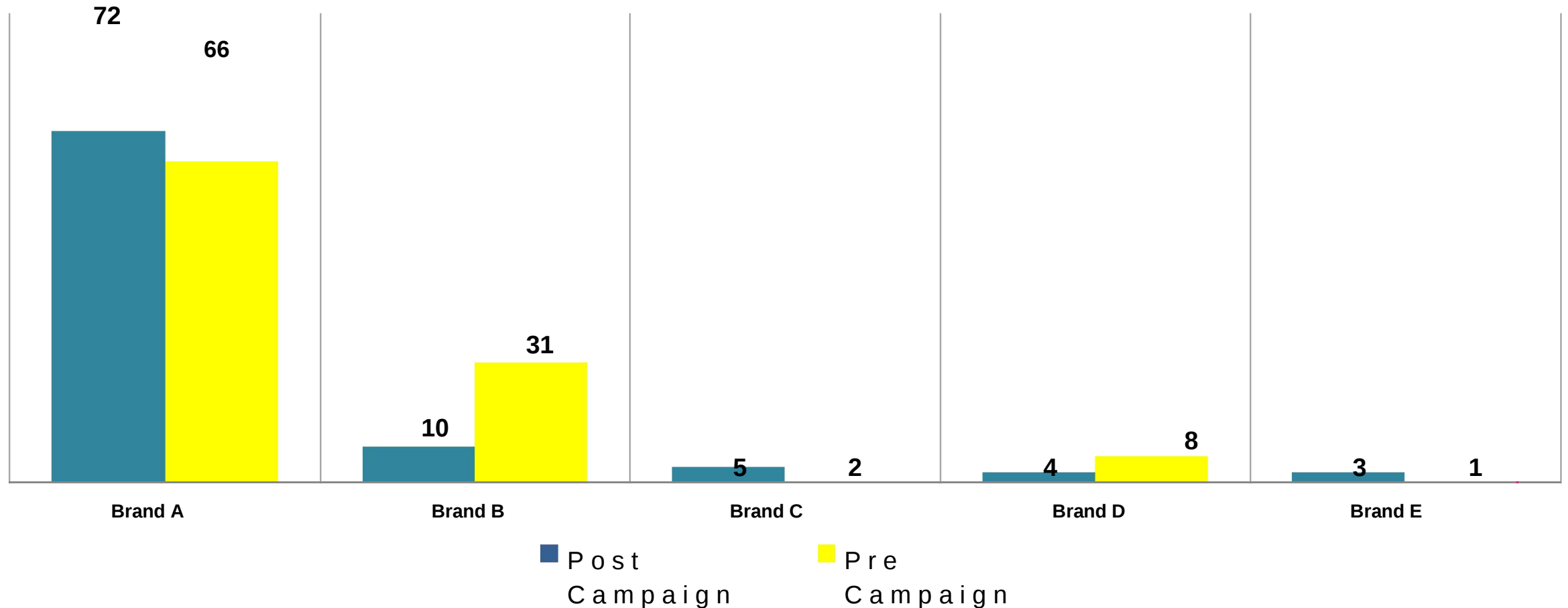
ANDROID
APP TEST

CASE STUDIES PRE & POST CAMPAIGN

TOP OF MIND AWARENESS

[FIRST MENTIONED, SPONTANEOUS]

REPORT SAMPLE



CASE STUDIES SEGMENTATION RESEARCH SAMPLE

Wants: Desire A (Volume index: xxx)

% of respondents x Frequency (xxx times per week)

Drink type:

1. A xx%
2. B xx%
3. C xx%

Place:

1. At office xx%
2. At home xx%
3. On the go xx%

%

Product

1. name xxx
% : xx

2. xxx xx%

3. xxx xx%

User age

1. group 30's male xx%

%

2. 40's male xx%

%

SEC 's female

B proportion xx% Cx: x% D xx%

%

1. Daytime WD xx%

2. Morning WD xx%

3. Daytime WE xx%

Alternative:

1. Energy drink xx%
Package type :

2. xx%

3. Cola xx%

3. Stick sachet xx%

User

1. occ Blue pat collar: xx%

2. Office worker xx%

%

3. Student xx%

Wants: Desire B (Volume index: xxx)

.....	
.....	
1.....	1.....
2.....	2.....
3.....	3.....
.....	
.....	
1.....	1.....
2.....	2.....
3.....	3.....
.....	
.....	
1.....	1.....
2.....	2.....
3.....	3.....
.....	
.....	
1.....	1.....
2.....	2.....
3.....	3.....

Wants: Desire B (Volume index: xxx)

.....	
.....	
1.....	1.....
2.....	2.....
3.....	3.....
.....	
.....	
1.....	1.....
2.....	2.....
3.....	3.....
.....	
.....	
1.....	1.....
2.....	2.....
3.....	3.....
.....	
.....	
1.....	1.....
2.....	2.....
3.....	3.....

NET PROMOTER SCORE REPORT SAMPLE

[Redacted]

How likely is it you would recommend us to a friend?

Extremely likely

10

9

8

7

6

5

4

3

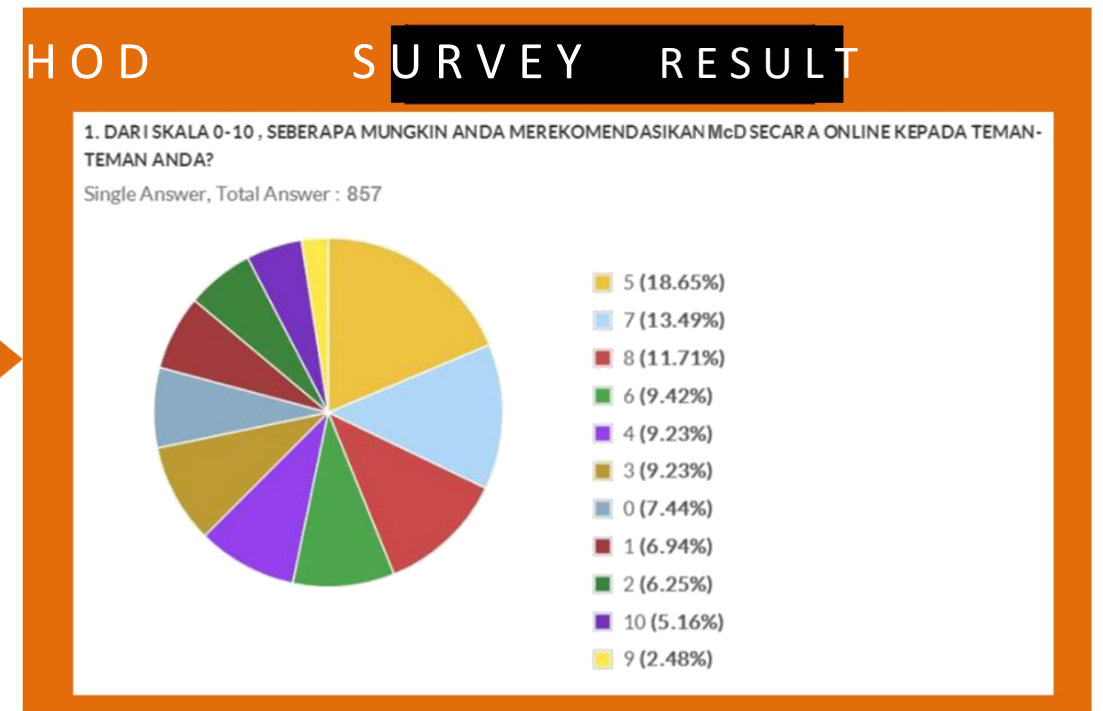
2

1

0

Not at all likely

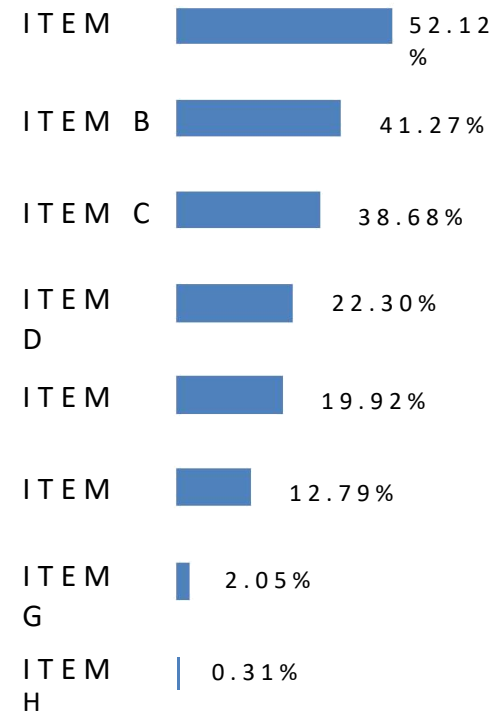
% - % = **NPS**



REPORT

Brand	Fanta	Pepsi	Sprite
Promoters	12,35	10,87	15,82
Passivers	24,16	26,38	20,53
Detractors	69,47	71,66	56,22
NPS	--- 57,12	--- 60,79	--- 40,4

A@rac;ve Sweets and Its Price Acceptance

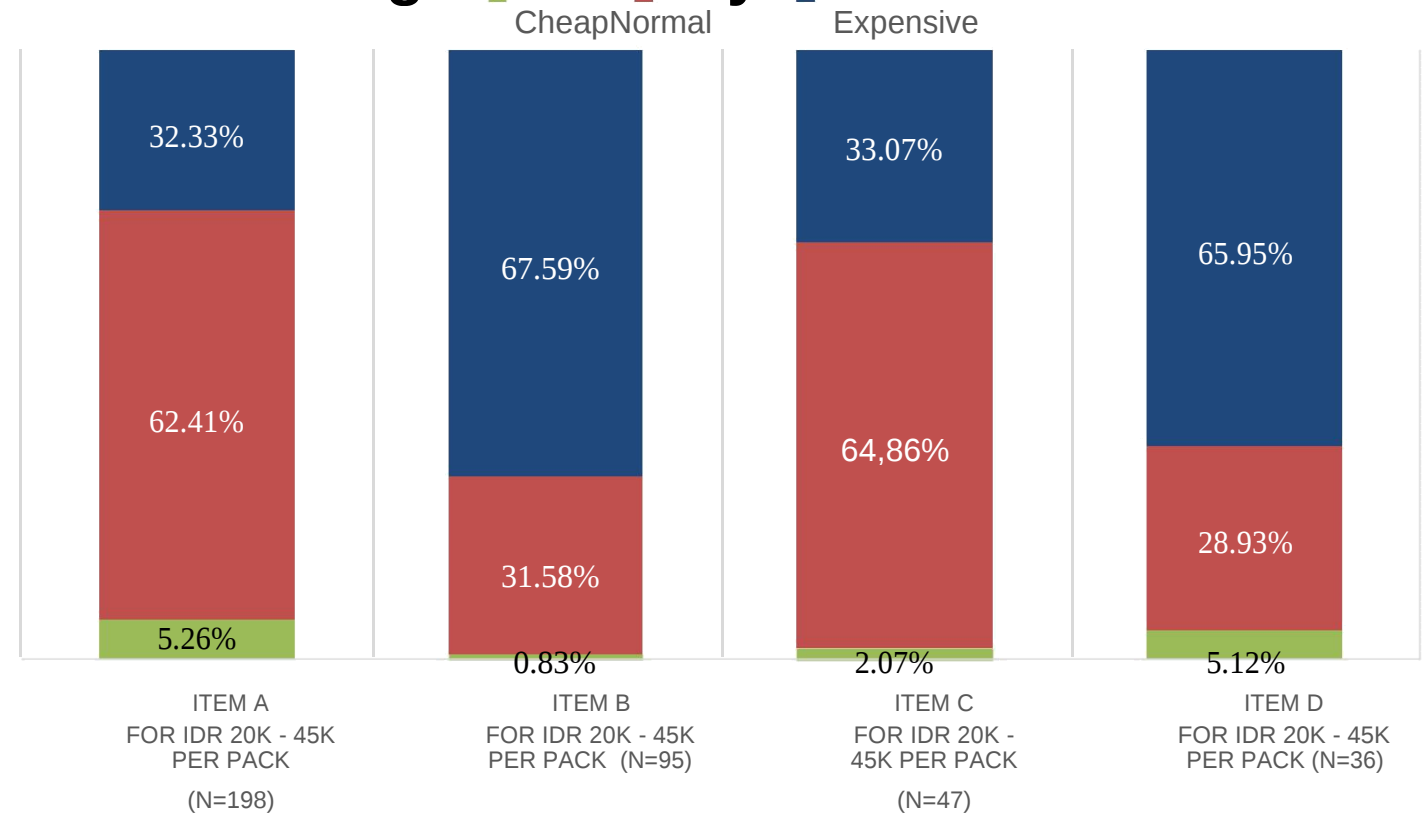


Total
(n = 362)

CASE STUDIES

Pricing Survey

REPORT
SAMPLE



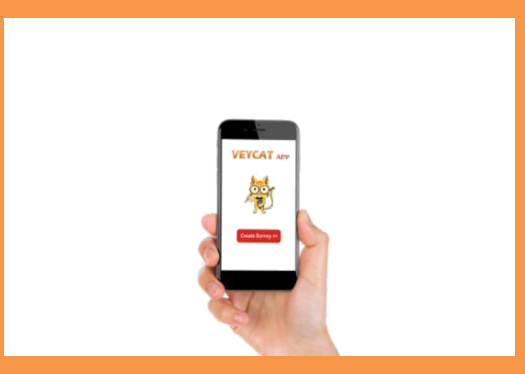
ITEM A is the most preferable XXX Imported Sweets, and its price seems to be make sense XXX and XXXX price are also accepted

**) small base*

CASE STUDIES UTILIZING CAMER

A FEATURE

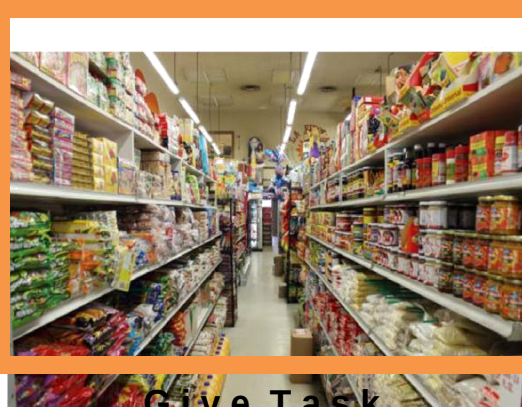
1



Create Survey

Client can create survey directly in dashboard

2



Give Task

Client give task to user in survey

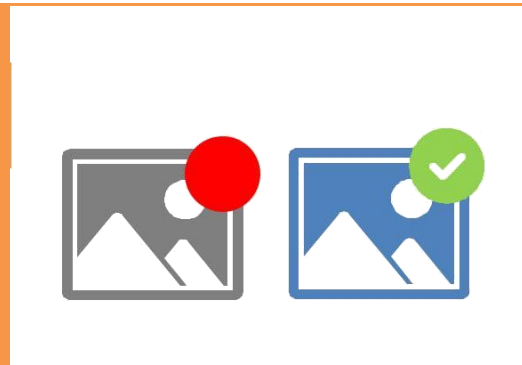
3



Take Photo & Evaluate

Take photo, submit, and work on evaluation survey

5



Data Cleaning

VeyCat will remove invalid picture and respondent

6



Create Report

Client can directly get report from dashboard or recreate it



Check Realtime

Client can monitor real-time result from dashboard

CASE STUDIES UTILIZING CAMER

A FEATURE

What sausage do you eat today? How do you eat it?

Ideas



Raw, eat it straight from the package



Fry with skewers



Cut it into slices and cook with another food

1. New food recipe with sausage
2. Serving suggestions on alternatives

NEED SURVEY ON INDONESIAN MARKET?

Contact Us !



+ 6 2 - 2 1 - 5 9 8 9 2 3 2 8



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