

LEADPRO 24|7

LeadPro247 Online Survey Solution

Integrated with Email List / Survey Panel
Management and Lead Tracking System

www.leadpro247.com

Why Online Survey Solutions?

- Easy to design and deploy
- Very low cost, highly affordable
- Large Audience can be targeted and surveyed easily
- Can be deployed in multiple modes
- Email Invitations to survey audience
- Email Reminders to increase survey taking rate
- Can be stopped and re-started anytime
- Easy implementation of controls: target audience, number of responses, etc.

Why Online Survey Solutions?

- Save paper and printing
- Increase in Survey Completion Rate / Decrease in Survey Abandonment
- Can be planned and implemented in very short time frame
- Instant Results visibility online
- Real Time Analysis and Reporting
- Multiple employees / users can work on survey, share responses and reports

LEADPRO 24|7

What is LeadPro?

- Affordable web based, easy to use Survey Software
- Includes Survey Designer, Deployment and Analysis tools
- Integrated with Email Marketing Solution for Survey Invitation design, delivery and tracking
- Optional Lead Capture, Distribution & Tracking Tool
- No long term commitments, no upfront investment
- Monthly Subscription Fee based
- Supports for Multi User (reasonable cost / user)
- Comprehensive Survey Analysis and Real Time Reporting
- Can be used for all kinds of Online Surveys including Enterprise Feedback Management

LEADPRO 24|7

Functions of LeadPro

- Design Web based Surveys
- Customize Survey Pages quickly with Themes
- Create Survey Questionnaires
- Define Multiple Survey Data Collectors
- Deploy Surveys Online
- Collect Survey results / data
- Analyze Survey Response / Results in real time

LEADPRO 24|7

Benefits of LeadPro

- Centrally Manage all Surveys
- Access via Internet from anywhere / anytime
- Multiple Question Types to meet various survey requirements
- Design, Deploy and Analyze Surveys in Minutes
- Feedback from Prospects, Customers, Employees
- Extensive Survey Reports with Real Time data analysis and graphical charts
- Advanced Survey features (branching, piping, password protection, custom URLs, etc.)

LEADPRO 24|7

Who Can Use?

- Small / Medium / Large Businesses
- Academic, Educational, Research Institutions
- Professionals (Realtors, Insurance Agents, Financial Consultants, Builders)
- 3rd Party Marketing Agencies, Ad Agencies
- Service Providers, Lead Producers / Lead Vendors
- Internet Marketing (IM) Professionals
- Entrepreneurs, Home based businesses

Survey Types - Examples

- Customer Satisfaction Surveys
- Employee Feedback Surveys
- Market Research / Product Research Surveys
- Website Experience Feedback Surveys
- Academic / Educational Research Surveys
- eCommerce, Shopping Experience Surveys
- Service Follow-up / Satisfaction Surveys
- Non Profit Surveys
- Consumer Panel Research Surveys
- Patient Satisfaction Surveys

Survey Design Features

- Survey templates, Theme templates
- Custom templates maintenance
- Custom survey pages design using in-built WYSIWYG Editor
- Multiple, Flexible Question Types
- Custom Branding
- Header, Footer definitions
- Copy from templates, previous surveys

Survey Question Types

- Single Text Answer (Short, Long Texts)
- Multiple Text Answers
- Numeric Answer
- Multiple Choice – One Answer
- Multiple Choice – Multiple Answers
- Matrix Type
- Ranking / Rating Scale
- Video Link Embedding
- Image Upload / Display
- Geographic Info / Address Input

Advanced Survey Features

- Segmentation / Targeting
- Question Branching
- Answer Piping
- Password Protection
- Survey Results Sharing
- Survey Modes: Anonymous, Kiosk, Computer
- Custom URLs
- Multiple Collectors (Web URL, Manual Entry, Website Pop-up, Email Invites)
- Survey Panel Management

Survey Data Analysis

- Extensive Real-Time reports and analysis
 - Survey Results Summary
 - Individual Survey Results
 - Cross Tab Report
 - TURF Analysis
 - Email Invitation and Response Analysis
- Download all report data to Excel spreadsheets
- Graphical Representation for Key Metrics Reports

LEADPRO 24|7

Contact Info / Resources

- Sales@LeadPro247.com
- 1-877-9-LEADPRO (1-877-953 2377)
- International: 248 327 4333
- <http://www.LeadPro247.com/Surveys/>
- <http://www.SurveyBuilderPlus.com>