Gongos, Inc.

Gongos, Inc. Finds Niche Audiences for Automotive Tracker Study with Instantly Sample Service™

Brand and product tracking studies are valuable for any company trying to identify the best path to long-term growth and success. But even the best-planned market research study is only as good as its audience and sample mix. When market research firm Gongos, Inc. tackled a three-year tracker study in the automotive industry, they turned to Sample Service for targeted audiences that would provide consistent quality over time and within budget.

"Maintaining a consistent result for our client over a three-year study is not easy, but Instantly was a true partner who held our hand the entire way. The service they provide continues to be a key differentiator for them."

Emilio Ditrapani, Director, Global Sampling & Knowledge, Gongos, Inc.

Challenge

Find a Unique Audience with a Consistent Sample Mix for a Long-Term Study

It's often the case that the perfect target audience for a company's market research program is also the hardest to find. That was the case for Gongos in their aftermarket parts tracking study for an automotive client.

The client needed people who repair their vehicles themselves to participate in a three-year study with a total of six waves. The client also had budget constraints and needed fixed pricing for the duration of the study.

Lastly, targeting wasn't an option. "We knew the target was low incidence, but since the demographic makeup of the market was unknown, we needed to avoid utilizing targeting," said Emilio Ditrapani, director of Global Sampling & Knowledge at Gongos, Inc.

The challenge was clear:

- Deliver a specific, yet hard-to-reach audience
- Provide consistent, reliable results over a long, multi-wave study
- Stay within budget for entire 36 months

Solution

Instantly Sample Service Delivers the Right Audience Within Budget

With the bar set high, Gongos turned to Sample Service to provide their client with a sample mix that would remain the same over the three-year tracker. Instantly also met the tough challenge of a strict pricing model, something other panel providers were unwilling to do, Ditrapani said.

"As we progressed from wave to wave, the tracker became more customized each time," said Ditrapani. "Instantly was able to honor our pricing as well as tweak the outbound sample so that we could continue to achieve the consistency we required, in addition to some of the new quotas the client became interested in."

Ditrapani said another benefit was that Instantly experts managed all of the fieldwork logistics required, which is one reason such consistent results were achieved.

"Instantly has some of the best project managers in the industry," said Ditrapani. "Most partners have a great sales team and treat you like gold until the contract is signed, but Instantly takes it one step further and makes sure that their operations team treats our project staff in the same way as their sales team treats our buyers."

Results

Consistent Results and Quality Data Lead to Follow-Up Studies

Thanks to Instantly's unparalleled service, Gongos and their client had all of their requirements met, something Ditrapani admitted was a pleasant surprise.

"Instantly has a great team, they have great technology and they work with you to develop custom solutions for your sampling and fieldwork needs."

– Emilio Ditrapani, Director, Global Sampling & Knowledge, Gongos, Inc.

Working with the Instantly project managers also allowed refinement of the study as needed. "We had a kickoff and debrief after every wave where we were able to evaluate the actual fieldwork metrics in order to make tweaks for next time," said Ditrapani.

The three-year tracking study was so successful, it resulted in numerous spinoff studies. This was one of the unforeseeable benefits of the project. "We would wholeheartedly work with Instantly again," said Ditrapani. "Instantly has a great team, they have great technology and they work with you to develop custom solutions for your sampling and fieldwork needs."