

ENGINE INSIGHTS

CARAVAN[®] OVERNIGHT INSIGHTS...WHILE YOU SLEEP



Engine's CARAVAN Overnight provides a solution for businesses that need quick intelligence on U.S. consumer trends. And by quick... we mean quick. We like to call it a "Noon to Noon" service. Launch Monday-Friday... give us the night and by noon the next business day you'll have answers from a nationally representative sample of 500 or 1,000 adults (18 and over), demographically balanced to the U.S. Census.

USES

- Overnight brand damage control
- Real-time Insights
- Test concepts, messages and ads
- Generate publicity
- Quick, quality results

WHAT YOU CAN INCLUDE

- Quantitative questions (single or multiple choice, numeric, grid, etc.)
- Attribute rankings & ratings
- Skip patterns and question wording piping
- Images and/or videos

WHAT YOU GET

The base cost of the survey includes data tables plus access to our QuickView delivery portal. With QuickView you have the ability to easily filter the findings by gender, age, region, race, household income and education, as well as export them into PowerPoint format.

Optional deliverables include customized data points and respondent-level data files (SPSS or Excel).

PRICING & QUESTION GUIDELINES


A question unit includes up to:


- 10 items on a single/multi select list
- 4 items rated on the same scale
- 4 items ranked


Sample of 500 (up to 10 question units)	\$3,750 total
Sample of 1,000 (up to 10 question units)	\$5,300 total
Each Unique Image	\$150
Videos (up to 1 minute)	\$500
Custom banner (up to 20 points)	\$400
Respondent level data files (SPSS or Excel)	\$400


HOW IT WORKS

- 1 Commitment of interest Monday-Friday by 10:00AM EST – Survey development**
- 2 Any day, everyday – Noon EST**
- 3 Noon EST the next business day...**

 You submit draft questions (max. of 10)

 We work together to refine your questions, ensuring actionable data

 You approve the final questions for launch

 We deliver closed-end data to you

