


Psychster Inc.

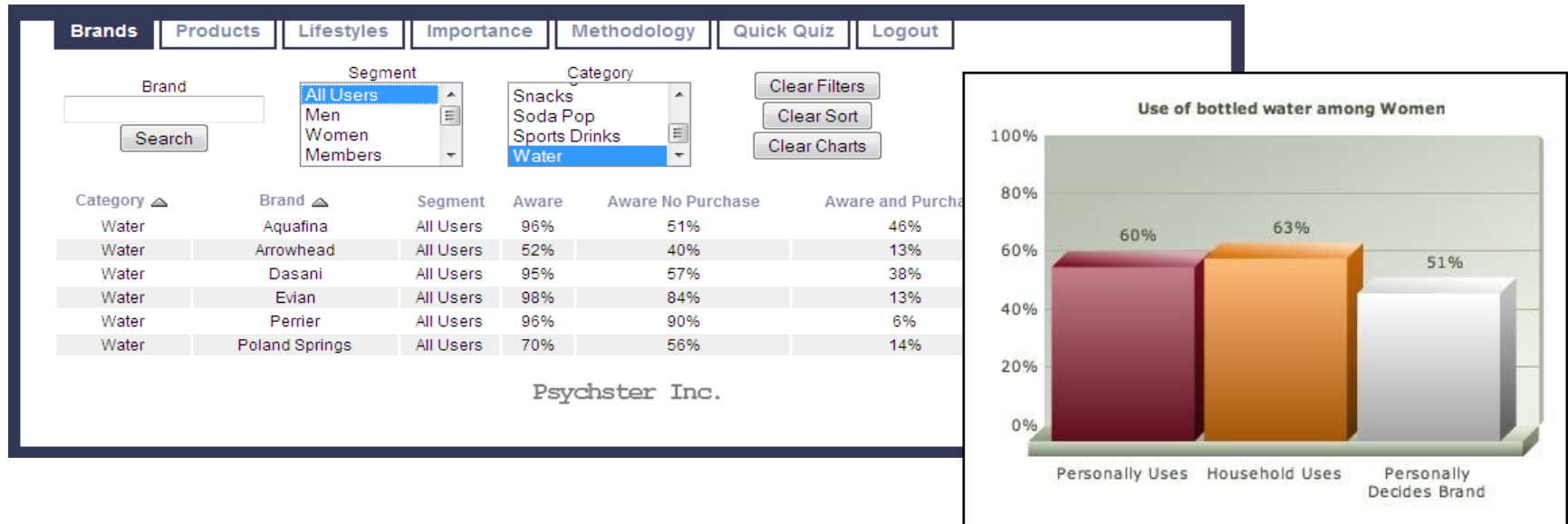
Online Business Intelligence Cubes

A Newton's cradle with five spheres, where the two innermost spheres are replaced by globes of the Earth. The background is a light blue grid with faint white arrows pointing right and down. A dark blue rectangular box is overlaid on the right side of the image.

Prepared by
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psychology of social media

Win more advertising deals by having data about your users at your fingertips.



- ❖ To win RFPs and close ad deals, your sales team constantly needs data about what your users buy, where they shop, and what they enjoy.
- ❖ Too often, market research data in Powerpoints and fileshares are out of reach at the crucial moment.
- ❖ Psychster's online BI Cubes ensure your data is close at hand. Search, sort, and filter to find the right metric. Then graph it for inclusion in your proposal.

Quick, easy, and surprisingly affordable.

- ❖ Choose and work with us to customize one or more of Psychster's surveys to collect data for your Cube about:
 - which **brands** your users are aware of and purchase
 - which **products** are used personally and in their household
 - what kind of **lifestyle** they enjoy in terms of hobbies, vacations, online activities, etc. (indexed against Nielsen or Comscore)
 - which **features** of your site they find most important (for design decisions, ad targeting, or psychographic segmentation)
- Tell us the breakdowns and accounts you need for your Cube.

For these brands of ice creams and desserts, which ones have you...

	never heard of	heard of but don't buy	heard of and buy for my household
Breyer's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dreyer's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ben & Jerry's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haagen Dazs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sara Lee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

About Psychster

- ❖ **Our mission** is to conduct research on social media using the rigor and theory of experimental psychology.
- ❖ **Our-philosophy** is that end-users are taking control of their media in a Web 2.0 world. The more you understand them the better.
- ❖ **Our people** are Ph.D. trained social scientists with extensive business and publishing experience in social software and social media.
- ❖ **Our clients** are publishers, advertisers, designers, academics and entrepreneurs with online investments.

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