

# Promoters On-Demand

The monthly NPS® tracking dashboard

Always know the Net Promoter Score® for your brands and your competitor's brands by subscribing to pollara's always-on, secure, and interactive monthly tracking dashboard.

Just \$11,000 per year.

**pollara**  
strategic insights



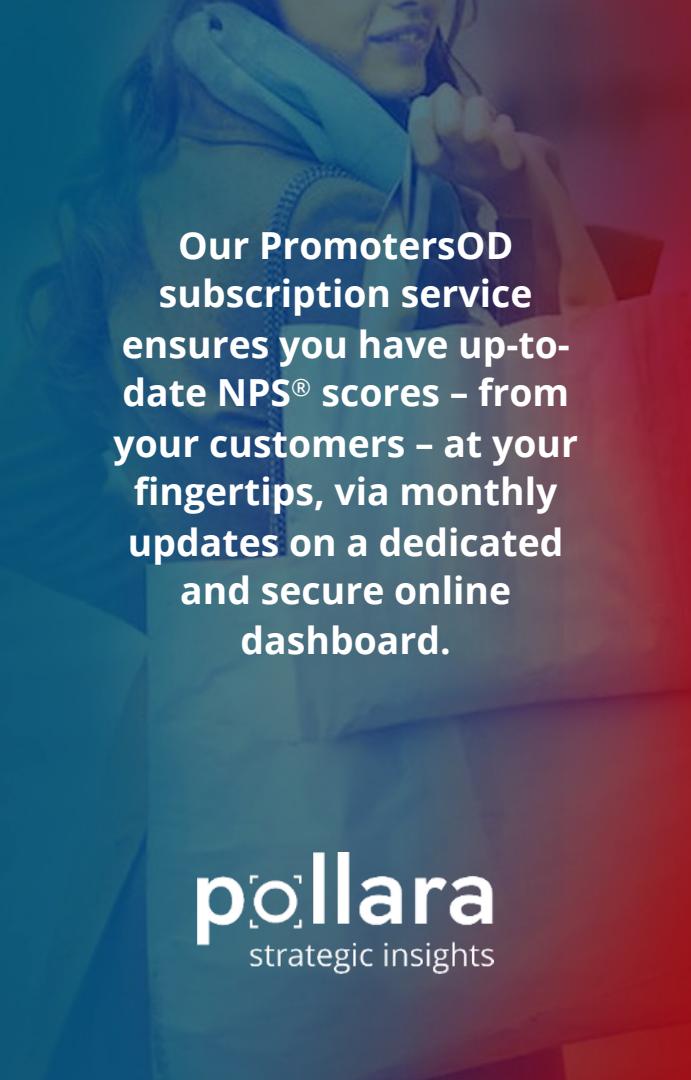
**One of Canada's  
longest-standing  
full-service research  
firms, focussed on  
providing strategic,  
actionable, and realistic  
advice to our clients.**

**Put our team's deep  
expertise in CPG, retail,  
and NPS® research to  
work for you.**

**pollara**  
strategic insights

# Corporate profile

- **Since 1985**, one of Canada's premier market research firms
- Teams in Toronto, Ottawa, Montreal, Saskatoon, Calgary, and Vancouver, with global, multi-national capabilities
- Comprehensive toolbox of quantitative and qualitative **methodologies and analytical** techniques, and constantly innovating with **new cutting-edge approaches** to design, sampling, and analysis
- **Customized, creative solutions**
- Design-through-deliverables engagement from **team** of widely-recognized and respected **senior researcher veterans** who are passionate about developing **long-term advisory partnerships**, helping clients make better decisions
- Extensive experience in **consumer products/services and retail research, including NPS® measurement, tracking, and exploration**



**Our PromotersOD subscription service ensures you have up-to-date NPS® scores – from your customers – at your fingertips, via monthly updates on a dedicated and secure online dashboard.**

**pollara**  
strategic insights

# Why Promoters On-Demand?

- NPS® is a **key measure** of your brands' performance, growth, and success.
- Thus, it is important to **always know the current NPS® score and trendline – for your brand(s) and your competitors' brands amongst key customer segments.**
- Our PromotersOD subscription service ensures you always have your up-to-date NPS® at your fingertips – via **monthly tracking** updates, immediately accessible on a dedicated, secure, and interactive **online dashboard**.
- And, when necessary, we can quickly **supplement the standard deliverables with a deeper exploration of your NPS®, in order to ascertain the key drivers of your score and provide advice on how best to improve it.**

# What subscribers receive

4

- **Monthly NPS® tracking for up to 3 brands**

- Subscription includes **1 customer identification question** and NPS® measurement/tracking for up to 3 brands conducted via standard likelihood-to-recommend (0-10 scale) question amongst identified customers
- Option to purchase **additional questions** – i.e. to track additional brands, measure consideration or reputation, or identify other customer segments (your own or a competitor's) in order to allow analysis of scoring by key audience segments etc.

- Exclusive access to a **secure online dashboard dedicated to your results**

- **Monthly tracking** displayed in graphical form – including % results and calculated NPS® score
- **Interactive graphs**, providing results by demographics, geographic region, and your key audiences
- Displays results by **past 3 and 6-month roll-up – or more appropriate timeframe** – for more reliable results by smaller provinces and key customer segments

# Methodology

- Every month, we conduct an **online survey** amongst a randomly-selected, reliable sample of **N=1,228 adult Canadians**. We **identify your customers within that sample** and ask the Likelihood-to-Recommend question amongst them to obtain your NPS®.

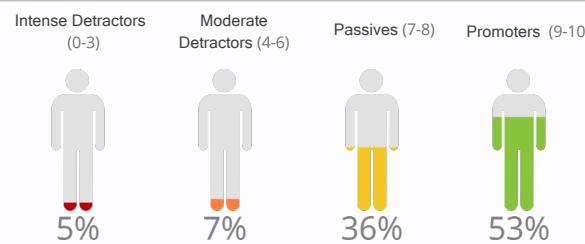
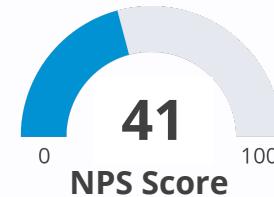
PROVINCE	APPROX. SAMPLE PER MONTH
Newfoundland & Labrador	71
Nova Scotia	127
Prince Edward Island	13
New Brunswick	89
Quebec	218
Ontario	385
Manitoba	36
Saskatchewan	33
Alberta	113
British Columbia	143
<b>CANADA TOTAL</b>	<b>1,228</b>

# Dashboard Screenshots

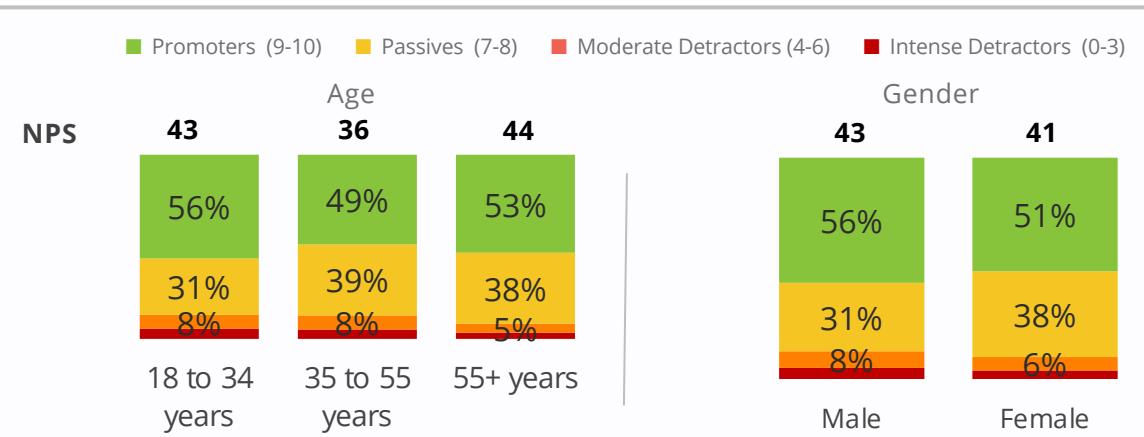
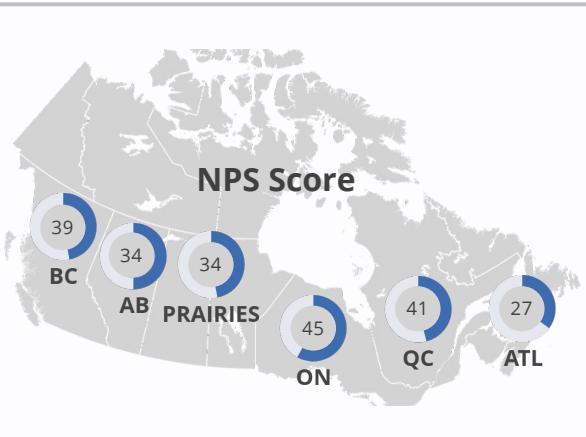
[Overview](#)[Trend](#)[Brands](#)

## Promoters On-Demand

Overview Dashboard

[BRAND A](#)[BRAND B](#)[BRAND C](#)[BRAND D](#)[Company X](#)[Company Y](#)[Company Z](#)[Jan 23](#)

Overall Industry NPS Score



# Dashboard Screenshots

[Overview](#)[Trend](#)[Brands](#)

## Promoters On-Demand

Tracking

[BRAND A](#)[BRAND B](#)[BRAND C](#)[BRAND D](#)[Company X](#)[Company Y](#)[Company Z](#)

Age:

[18 to 34 years](#)[35 to 55 years](#)[55+ years](#)

Gender:

[Male](#)[Female](#)

Region:

[British Columbia](#)[Alberta](#)[Saskatchewan](#)[Manitoba](#)[Ontario](#)[Quebec](#)[PEI](#)[Nova scotia](#)[Newfoundland](#)[New Brunswick](#)

Key Audience

[Primary Customers](#)[Secondary Customers](#)[Brand Engagers](#)

■ Promoters (9-10) ■ Passives (7-8) ■ Moderate Detractors (4-6) ■ Intense Detractors (0-3)



Net Promoter Score (promoters - detractors)



## Promoters On-Demand

### Brand Comparisons

Jan 23

Age:

18 to 34 years  
35 to 55 years  
55+ years

Gender:

Male  
Female

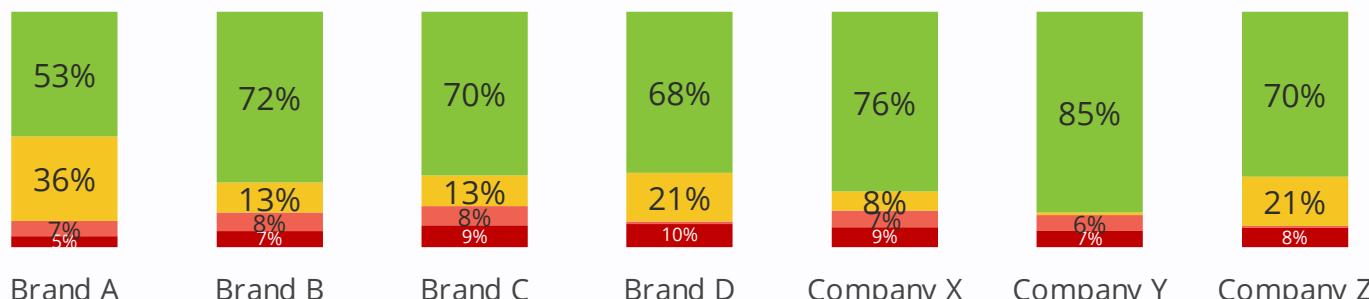
Region:

British Columbia  
Alberta  
Saskatchewan  
Manitoba  
Ontario  
Quebec  
PEI  
Nova scotia  
Newfoundland  
New Brunswick

Key Audience

Primary Customers  
Secondary Customers  
Brand Engagers

■ Promoters (9-10) ■ Passives (7-8) ■ Moderate Detractors (4-6) ■ Intense Detractors (0-3)



Net Promoter Score (promoters - detractors)



# Subscription pricing

## Core subscription: \$11,000 + tax

- 12 months of NPS® tracking for up to 3 brands per month
- Access to dedicated interactive dashboard displaying results, updated monthly

## Additional questions

- Additional brands: \$750 per brand, for 12 months
- Closed-ended questions: \$2,000 + tax / question, for 12 months
  - Item bank questions: Additional \$750 per item after 1<sup>st</sup> item
- Open-ended questions: \$1,500 + tax / question, per month

## Booster samples

- \$7,000 per additional n=100 geographic sample, for 12 months
- Other booster samples calculated based on incidence

## Comprehensive NPS® exploration and analysis

- Custom supplemental survey exploring key drivers of your NPS® and how best to improve it – at **discounted subscribers-only rate**

# Promoters On-Demand

The monthly NPS® tracking dashboard

Contact us with any questions,  
or to subscribe:

Craig Worden, President & Chief Innovation Officer  
[craigworden@pollara.com](mailto:craigworden@pollara.com)

**pollara**  
strategic insights