

InsightHub Community Panel Configuration

Qualitative and quantitative insight at scale in an efficient, cost-effective hybrid platform.

About this Configuration

The InsightHub community panel configuration enables mass qual and quant. A hybrid of our community and panel configurations, this is the ultimate research platform.

An unlimited number of participants can be added to the database through any number of recruitment methods. Participants may be added via existing CSV lists, open surveys or links from marketing materials such as social media, custom emails and web pages.

The configuration includes a newsfeed, in addition to blogging and social features in order to facilitate community interaction. Our ForumMR and Quick PollMR research tools are also supplied with the configuration.

As with all InsightHub licences, the community panel configuration includes secure hosting, data security compliance checks, 12 hours of dedicated support, bespoke branding and a custom URL all within the licence fee.

Why Run a Community Panel?

Online panels are one of the fastest and most cost-effective ways to run multiple research projects. A community panel adds to this by introducing peer-to-peer elements that enable both customer and researcher-led mass qual.

“A community panel offers the best qual and quant insight at scale; really supporting brands with a continuous research schedule.”

Charles Pearson, Senior Vice President at FlexMR

The large pool of platform members available in this configuration means greater diversity and representation can be achieved in both individual research projects and the wider community. This also removes the need for separate panel and community platforms as multiple long-term research projects can be hosted in a single, easy-to-manage space.

Included & Suggested Tools

Three distinct tools are included within the InsightHub community panel configuration: ForumMR and Quick PollMR and Open PollMR.

This combination blends the core aspects of our community and panel configurations and is ideal for delivering a continuous, high-impact research schedule.



ForumMR

The perfect environment for in-depth, peer-to-peer discussions that encourage freedom of expression.



Quick PollMR

Quick polls are a fast, efficient way to gauge opinion by asking a targeted single or multiple choice question.



Open PollMR

Quick polls are a fast, efficient way to gauge opinion by asking a targeted single or multiple choice question.

To take full advantage of the community panel format, our team also recommend adding SurveyMR and Question BoardMR.

These are structured tasks that utilise different aspects of the configuration. Surveys are ideal for gathering quantitative research at scale. Meanwhile, question boards suit smaller groups more engaged in the community aspect of the configuration.



SurveyMR

Engaging, dynamic surveys with a broad range of question types that don't compromise on quality.



Question BoardMR

Designed for asynchronous feedback, question boards are a space to collect structured consumer insight.