



Intensity for Market Research

Intensity has a featherlite app that accumulates data on Windows computers (PCs, laptops) without human effort. The resulting data can be delivered in secure, web-based reports or piped into any other reporting or business intelligence format.

The featherlite Intensity app is installed on any Windows machine and thereafter measures what we call the **TickStream™**-- all computer activity, both on- and off-web, including use of local or networked software. The TickStream is about not only measuring what a user is doing *when*, but the extent to which he/she is *also* doing other computing tasks at the same time. We call this **Simultaneity & Fragmentation**.

The Intensity app never sees what a user types, or any screen content, whatsoever.

Intensity serves **Market Researchers** in that they can license data from our big consumer panel of users across America, or easily/quickly make their own panels— what we call **Micro-Panels**. Anyone can license data from our Big Panel (users who have downloaded the free app from www.tickstream.com). But the data from a **Micro-Panel**? That belongs *only* to the maker of the **Micro-Panel**.

You can project the behavior of your entire target market off a surprisingly small panel of computer users equipped with the Intensity application (here's a calculator to figure out an optimal sample size: www.tinyurl.com/sampleset).

You simply select a random sample of people from your overall population, and ask them to download the free, featherlite Intensity app, from a landing page we'll set up for you that can reflect your name and live on your website, or on our generic panelstart.com platform.

Some percentage of those you ask to download the app actually *will* download and install the app— this becomes your **Micro-Panel**, and real-time and historical data will then flow seamlessly into secure, web-based reports.

The notion is that you can draw conclusions about your entire population based on the computing behavior from this randomly selected group of people. You'll be able to look at aggregate behavior and answer questions such as these:

1. When is the computer typically on-and-active, on-but-idle, and off?
2. In what order do your users compute throughout the day, web and non-web?
3. What websites are most visited, and for how long? What are users doing at the same time?
4. To what extent do users engage with audio and video on their computers? Again, while doing what else?
5. What local software is used, and for how long? With what relative level of focus?

We have a facile set of controls for Market Researchers. To name just three adjustable dials--

- a. The app can be set to disappear (uninstall) from users' computers after a certain period.
- b. If users uninstall during the measurement period, or go dark for "n" days, the **Micro-Panel** owner is notified.
- c. Aggregate level data can be viewed in the admin dashboard, or both aggregate and individual detail.

The TickStream data can be stored at our data center ("the cloud"), or at the Market Research customer's premises on a rackable NT appliance running SQL Server. Data can be archived for a settable period at the aggregate level only, or also with individual detail.

The predominant activity of our era is gazing into a computer screen at-work and at-home. Know thy users.

■ **Call us to learn more about using Intensity for Market Research at 540/349-0454, email sales@intensityanalytics.com, or visit www.intensityanalytics.com.**