

# Breaking down barriers... using online research

Why Macmillan developed an online panel community to improve their insights programme and help them connect more effectively with their audience.

## The Background

### An invaluable resource for all those affected by cancer

Macmillan Cancer Support care for millions of patients living with cancer, their carers, families and friends. Whether the charity is funding nurses, providing grants or fighting inequality, Macmillan changes lives.

Although best known for its provision of medical, financial, practical and emotional support, Macmillan works equally hard in another critical capacity: campaigning and influencing key stakeholders to secure a better deal for cancer patients.

Macmillan wanted to encourage more open communication between health professionals and cancer patients, greater emotional support and a more positive recovery.

## The Challenge

### Create a dialogue with cancer patients whilst minimising research costs

For any Macmillan campaign to succeed, a strong evidence base is paramount. Without evidence, the charity has no way of influencing government or achieving media coverage – How can this be achieved? Research.

Macmillan, like many other charities had no easy task; it needed to discuss sensitive issues among a hard-to-reach audience – quickly, easily and cost-effectively...

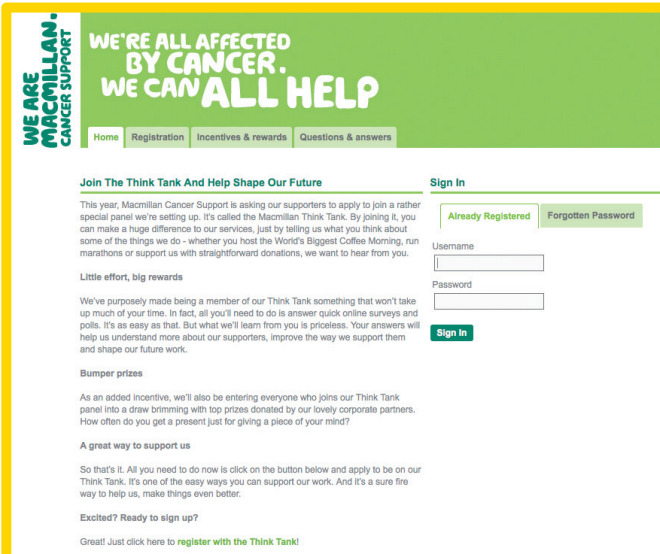
## The Solution

### Identifying and communicating with cancer sufferers: quickly, easily, cost-effectively

Against this backdrop, Macmillan approached Toluna – a leading global provider of online market research respondents and survey technology.

Their proposed solution was PanelPortal™, a hosted online research panel and community management platform. Using PanelPortal, Macmillan would be able to recruit its target audience into a bespoke online panel. From here, the charity could conduct online surveys quickly, easily and cost-effectively. Moreover, a custom online panel would meet Macmillan's need for a convenient and non-intrusive way of researching respondents (patients) who could complete the survey whenever and wherever they wanted.

The panel has grown to become a sophisticated research tool with a strong sample size, providing an easy means of asking difficult questions in an accessible and anonymous forum.



**WE ARE MACMILLAN. CANCER SUPPORT**

**WE'RE ALL AFFECTED BY CANCER. WE CAN ALL HELP**

Home Registration Incentives & rewards Questions & answers

**Join The Think Tank And Help Shape Our Future** **Sign In**

This year, Macmillan Cancer Support is asking our supporters to apply to join a rather special panel we're setting up. It's called the Macmillan Think Tank. By joining it, you can make a huge difference to our services, just by telling us what you think about some of the things we do – whether you host the World's Biggest Coffee Morning, run marathons or support us with straightforward donations, we want to hear from you.

**Little effort, big rewards**

We've purposely made being a member of our Think Tank something that won't take up much of your time. In fact, all you'll need to do is answer quick online surveys and polls. It's as easy as that. But what we'll learn from you is priceless. Your answers will help us understand more about our supporters, improve the way we support them and shape our future work.

**Bumper prizes**

As an added incentive, we'll also be entering everyone who joins our Think Tank panel into a draw brimming with top prizes donated by our lovely corporate partners. How often do you get a present just for giving a piece of your mind?

**A great way to support us**

So that's it. All you need to do now is click on the button below and apply to be on our Think Tank. It's one of the easy ways you can support our work. And it's a sure fire way to help us, make things even better.

**Excited? Ready to sign up?**

Great! Just click here to **register with the Think Tank!**

**Sign In**

Already Registered Forgotten Password

Username

Password

**Sign In**



## The Results

**A fast and cost effective way to discuss sensitive issues and achieve maximum results**

- ✦ Ability to tap into an **engaged and open forum**, receiving more honest opinions on sensitive issues due to respondent anonymity
- ✦ **Shorter time frames** from launch to completion and marginal costs per survey
- ✦ **Costs per survey are negligible** versus traditional market research costs – maintaining invaluable responses
- ✦ **High levels of panellist engagement**, with up to 13,000 responses per survey
- ✦ The portal enables Macmillan to build a **strong evidence base** around the sensitive issues facing cancer patients and to base campaigns on hard facts

To read more about the Macmillan Cancer Support campaign please visit [www.macmillan.org.uk](http://www.macmillan.org.uk)

*“ The work we do affects millions of people and it’s crucial that we can demonstrate that with hard facts. Using Toluna, we’ve had as many as 13,000 responses to our quick polls – in just a few days – which makes all the difference to our campaigns. ”*

**Victoria Boelman, Market Researcher,  
Macmillan**



## What can you do with PanelPortal™?

- Convert customer records** into your branded panel community
- Build & manage the community** without additional expertise or resources
- Manage the health of your panel** for maximum responsiveness & reliability
- Create online questionnaires** & discussion forums
- Generate instant results** on your surveys & discussions
- Get insight on demand** to refine marketing activities

*“ Market research is an essential tool for the charity sector, enabling it to access the people it is trying to support. The key issue is budget. Toluna has enabled us to access opinions and insight in a quick and cost effective way. ”*

**Victoria Boelman, Market Researcher,  
Macmillan**

## About Toluna

Toluna is a global provider of online sample and survey technology solutions to the world’s leading market research agencies, media agencies and corporates. Unlike other panel providers, Toluna has developed a unique online community approach to the management of its panels. Through the use of web 2.0-based technology it has created the world’s first social voting community site [toluna.com](http://toluna.com), focusing on maximising panellist engagement to offer increased survey responsiveness and data reliability to its clients.