



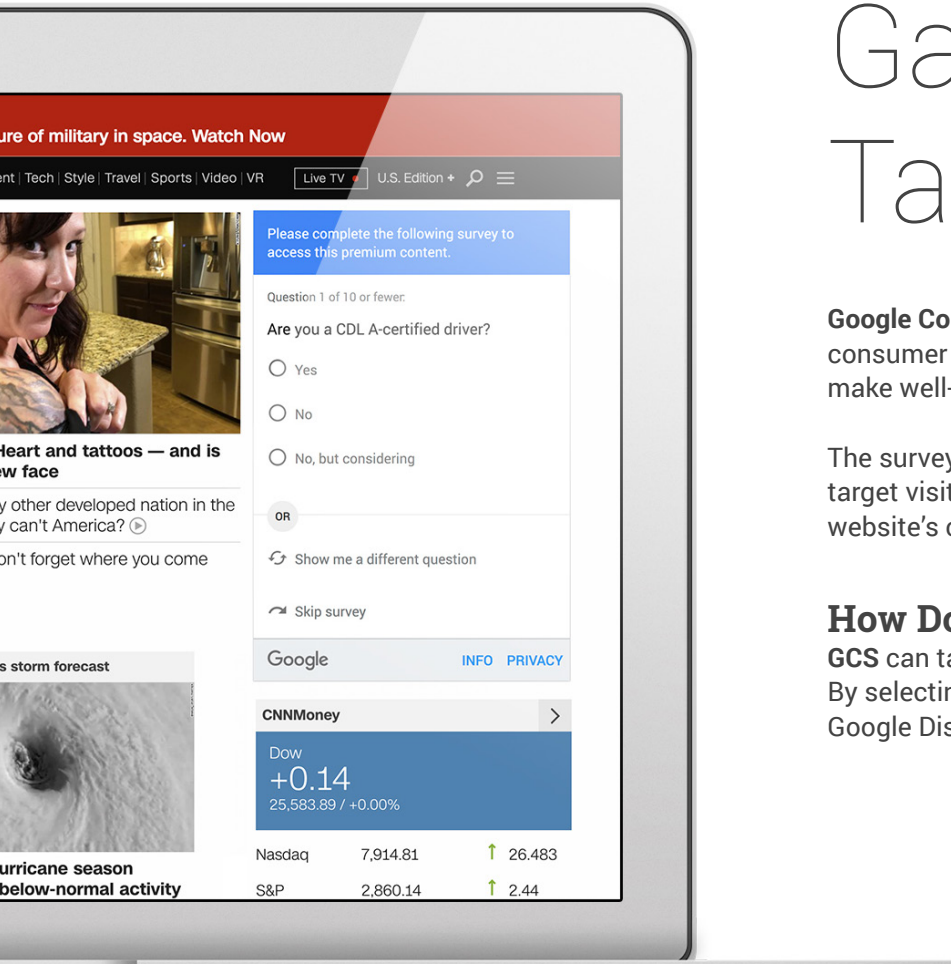
Gain Insights On Your Targeted Audience!

Google Consumer Surveys (GCS) is a market research tool that allows you to learn more about consumer behavior and gain insights on your targeted audience. This platform allows you to make well-informed business decisions backed by research based on your specific needs.

The survey questions that we develop will appear as content that is native to the sites your target visits. The site visitors will answer your questions in exchange for access to the website's content.

How Does it Work?

GCS can target general population, android smartphone users, or our remarketing audiences. By selecting remarketing, your research data will be broadcasted to our tagged audience on Google Display.



Randall-Reilly's Tagged Audiences



Trucking
4,044,000



Construction
2,390,000

Additional audience segments
(i.e., owner-operators, heavy construction contractors) available on request.



Question Formats

Your survey will have a limit of 10 questions.

A Single Question Format

Example: Do you have a valid CDL A?

Yes No


B Multiple Choice

Example: When considering a new driving opportunity, what aspect(s) matters most?

Check all that apply

- Home time
- Pay
- Respect
- Equipment
- Number of miles
- Sign-on bonus
- None of the above

SUBMIT

 **Talk to your Sales Representative today to find out how you can use Google Consumer Survey to get the market research you need.**

There are thirteen available question formats for your survey questions.

- Single Question
- Side-by-Side Image
- Rating Scale
- Rating Scale with Text
- Rating Scale with Image
- Open Ended
- Open Ended with Image
- Numeric Open Ended
- Multiple Answers
- Multiple Answers with Image
- Large Image Choice
- Image with Menu
- Two Choices with Image

Survey Results

Once your survey respondent goal has been achieved, we will provide a concise, detailed summary of the data, complete with graphs so you can better interpret the findings.



Pricing

You can choose the number of respondents your survey generates and the run frequency.

- Minimum Guaranteed Survey Respondents: 100
- Price per Respondent: \$25
- Minimum Spend: \$2,500
- Run Frequency: Once, Biweekly, Monthly or Quarterly