

Snap In a Nutshell

mrdc
SOFTWARE

Respondent Engagement

- Build your own templates
- Wide choice of question styles
- Multi-language capability
- Free question library
- Clear presentation on any device
- Progress bars

Question Features

- Single/multiple choice questions
- Range of sliders
- Drag and drop ranking
- Clickable images
- Multimedia video or sound
- Open questions...and more!

Routing & Piping

- Easy to apply simple filters
- Complex routing logic can be applied
- Randomisation of responses
- Randomisation of questions
- Piping on previous responses to questions
- Filter questions asked on device used

Data Collection

- For online surveys and CAPI
- CAPI surveys can be online or offline
- Surveys synchronised across devices
- Geo-location, time recorded
- Partial surveys saved
- Survey progress data available

Data Analysis

- Quick summary tables and charts
- Fully featured crosstab tools
- Target and rim weighting
- Table-based statistics incl. significance testing
- Variables for summaries and detailed analysis
- Apply simple or complex table filters

Reporting & Charting

- Quick summary reports
- Wide variety of reporting formats
- Smart reports for dynamic reports
- Fully-featured charting tools
- Word clouds
- Open-ended text reports

Data Validation

- Make questions optional or mandatory
- Check/query logic of responses
- Set limits for number of answers/text entered
- Calculate running totals
- Check responses (e.g. email address, ZIP code, date)
- Check respondents are valid for survey

Survey Scheduling

- Automate survey start and finish dates
- Automate reminders to respondents
- Personalise email invitations offering opt outs
- Schedule surveys for CAPI interviewers
- Upload/download surveys seamlessly for CAPI
- Get full management reports on survey progress

Custom Design/Branding

- Use your own custom URL
- Apply your own branding and look and feel
- Apply client branding
- Use custom HTML snippets
- Use images for backgrounds
- Use images for question responses

Sharing Results

- Give associates access to view and produce analyses
- Give associates access to reports you have created
- Control which reports other users can view/use
- Publish results as HTML for online viewing
- Output results to Microsoft Office and other products
- Share project progress with clients online

External Databases/Exports

- Export data to other formats such as SPSS, Triple-S etc.
- Populate survey with known respondent information
- Route surveys based on information from database
- Automatically update external databases with survey data
- Automatically send alerts based on respondent data
- Use Snap as part of a CRM system

Security

- ISO27001 compliant, the international security standard
- GDPR compliant
- Encrypted online data
- CAPI data is encrypted in case device is lost
- Permanent malware scanning
- Latest security updates applied

Price List

Licence	Price (USD) per year	Price per interview (USD)
Snap administrator licence	1200	N/A
Snap administrator license (2nd & subsequent licenses)	600	N/A
1000 survey units	800	0.80
5000 survey units	1300	0.26
10000 survey units	1800	0.18
15000 survey units	2250	0.15
25000 survey units	3300	0.13
50000 survey units	5200	0.104
100000 survey units	9800	0.098
Associate logins (per login)	60	N/A
Scanning module	1600	N/A
Snap Enterprise Licence **	21000	N/A