



Modrý koník

How Modrykonik built 'Panel Management System' using website surveys

Company Profile: Modrykonik.sk is the social network for mothers in Slovakia and Czech Republic.

Women use it to share and discuss motherhood issues, share the joy of growing a family and find new local connections.

The Objective

As part of its website monetization strategy, **Modrykonik.sk** enabled businesses to advertise on its site. To add value for advertisers, the product team at Modrykonik.sk decided to survey its users to help advertisers discover insights around their products.

After having tried different ways of surveying, *Modrykonik.sk sought an effective, quick and inexpensive way to survey its site visitors. And WebEngage came to its rescue (as an effective alternative to panel management system softwares).*

The Solution

For Modrykonik.sk, it began with understanding the site visitor characteristics; site stats showed 98% of its visitors were women and 86% mothers. They saw this concentrated user base, with common attributes and shared interests as a sample for surveys, a source to gather insights about and around the business of their site advertisers.

Modrykonik.sk created a product called 'Research Your Brand' for advertisers on their site, WebEngage plays a central part in it. For example, using 'Research Your Brand'

Key Result

Modrykonik.sk's product 'Research Your Brand' gained significant popularity with advertisers. Collectively, using WebEngage provided major cost and time advantage to Modrykonik.sk. What used to take 10 days before now took just 2 days.

The cost of surveying came down by almost 90% (from \$1550 to \$150).

**90%**

Reduction in cost
of surveying

“ Before we stumbled upon WebEngage, we used traditional offline surveys and found them extremely slow, difficult to run and very expensive. Now with WebEngage, we survey our customers effectively, see instant reports in a user-friendly interface and importantly, at a very low cost.” ”

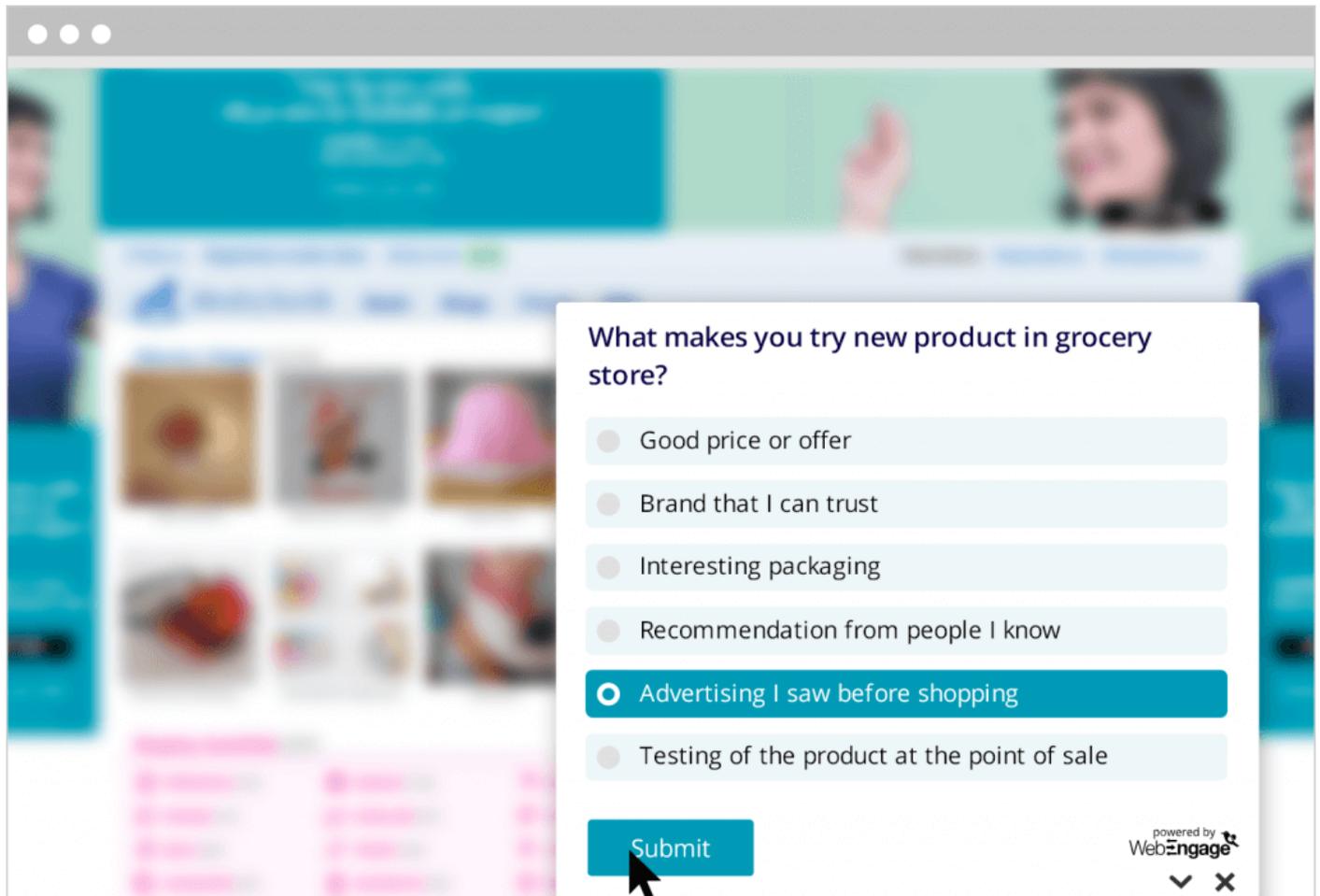


Robert Veres,
Co-founder
Modrý Koník s.r.o.

Drugstores research to know how mothers consumed drugstore products. For conducting this research Modrykonik.sk runs various WebEngage surveys and combines them with other sociological research conducted offline to deliver complete picture about specifics

of consumer behavior.

The below-mentioned website survey questionnaire demonstrates how Modrykonik.sk helped one of its clients understand buying behavior of mothers vis-a-vis food products.



WebEngage’s website surveys support custom themes that make surveys match look and feel of surveys to that of the site. WebEngage acts as an effective alternate to panel management system by allowing you to run targeted surveys on your site to your segmented audience. Moreover, the [targeting rule builder](#) ensured that the survey

was displayed after a ‘time delay’ (time user spent on the site) of 30 seconds , on URL’s containing ‘www.modrykonik.sk/forum’. A glimpse into the survey results shows that a majority (60%) of respondents bought groceries themselves. And their propensity to try new products depended upon two major factors – Good Prices & Recommendations.

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WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages. WebEngage recently launched Journey Designer as part of their product portfolio. Using the Journey Designer, you can plan your engagement campaigns across multiple channels like web message, mobile app (push notification/in-app message) email & SMS.

Going steady on the mission to humanize websites and mobile apps, we are assisting thousands of customers in 50+ countries. From enterprises like eBay, Lynda, Sendgrid, Snapdeal, MakeMyTrip, Avaya, Souq, etc. to thousands of startups worldwide, we are helping them Engage, Retain and Grow.

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