

# Setting up and administering online panels with RogPanel

## Your benefits with RogPanel:

- Simple and convenient administration of online panels
- Comprehensive sample management
- Interfaces for incentive systems
- No HTML programming knowledge required
- CMS for convenient maintenance of the participant area
- PanelApp
- CINT connection
- **Optional: Support with panel administration and study support**

## RogPanel – the panel administration software

In order to successfully lead a panel, it is particularly important to build it up under the best conditions and to recruit the right participants. We not only offer you the software, but also support you in setting up and managing a customer panel.

## RogPanel – comfortable setup and simple administration of online panels

RogPanel panel software allows you to set up and manage individual online panels conveniently and without any programming knowledge required.

In addition to extensive sample management, any characteristics can be defined to survey the optimal target group, and a quota control can be used as well.

Moreover, meaningful statistics on participation behaviour and the composition of characteristics and master data can be viewed in the participant administration.

The Rogator panel software includes convenient interfaces for incentive systems, comprehensive import and export functions and is compatible with any common survey software.

The community software RogQ-Lab is part of the panel software and offers all functions for qualitative research projects, such as online focus groups, forums and blogs.





# The scope of services of the RogPanel software

## Functions

- Import and export functions for participants and features
- Parallel administration of multiple panels
- An unlimited number of characteristics and their characteristics for sample management can be edited and imported
- Composition of random samples can be randomized and targeted according to requirements
- Participants can be created manually, via import or using the self-registration function
- In the WYSIWYG mail editor, mailings can be freely written or existing (HTML) templates can be integrated
- The extensive statistics section provides information on key information on panels, samples and surveys
- Participant website for registration and support of panelists
- PanelApp (iOS and Android) for panelists for mobile access to the participant area
- Interface to the community software RogQ-Lab with extensive additional functions for qualitative research projects (e.g. focus groups, live chats, forums, blogs)
- Extensive rights management for the administration area
- CMS for maintaining the participant area

## Ease of use

- Simple and intuitive interface
- Overview of all existing panels and participant numbers at a single glance
- In the case of multilingual mailings, the software assigns the correct language version
- Personalization of all mailings using predefined placeholders
- No programming and scripting skills required

