



Digital Research

Digital Communications Optimization

The leap in use of digital media to grow brands and improve connections with the healthcare professional and consumer communities requires websites and e-communications to be spot on. DMD offers innovative and actionable research capabilities to ensure your digitally delivered communications are both engaging and impactful.

- ▲ Guides creation of exceptional brand.com sites by assessing all site components including organization, content, features, and creative design
- ▲ Provides adaptable protocols enabling evaluation of home and interior pages for either branded or unbranded sites
- ▲ Offers flexible and dynamic on-line survey technologies enabling incorporation of live site viewing, video exposure, and interactive features
- ▲ Incorporates a full “tool box” of research techniques including eye tracking, heat mapping, and choice modeling to capture insights and guide direction
- ▲ Employs key metrics to determine if your website or communication is relevant, credible, appropriate, and actionable
- ▲ Teams with your digital design agency and brand and market research teams

DMD Contacts

For more information or consultation about how DMD can help with your digital media needs, please contact marketresearch@deltamarketingdynamics.com or feel free to call us directly:

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Thank you and we look forward to the opportunity to work with you!