



CN Surveys

Capturing opinions across clinical, medical & health nutrition



YOUR VOICE IN CLINICAL, MEDICAL AND HEALTH NUTRITION



CN Surveys

CN Surveys enables you to reach our unique audience of nutrition healthcare professionals with a dedicated survey that is bespoke to your needs and unique to your purpose. CN Surveys provides you with the opportunity to cost-effectively gather opinions, gain the views of your customer base, and then utilise the results to further your sales, marketing or overall business goals.

How do CN surveys work?

- You supply us with a set of key questions around the subject of your choice
- Your approved questions will then be uploaded to our CN branded 'Survey Monkey' platform
- Once the survey is approved, your survey will be promoted to our unique and unrivalled nutrition & dietetic audience
- Details of the survey will also be displayed in the 'Competitions & surveys' section on nutrition2me.com
- On completion, we will provide you with the full set of results for your own analysis and use.

How could CN Surveys benefit your business?

Carrying out a CN Survey will produce a unique set of results answering key questions that are pertinent to your business. These results could be used to form a review article for publication in CN Magazine, to provide content and support to promotional campaigns, or to develop a scientific poster for presentation at key professional conferences. These are just a few examples of the many ways you can utilise your CN Survey results.

"CN Surveys have provided us with a unique opportunity to reach our target audience and ask questions that are pertinent to our area of business. The information we have gathered via our CN Survey has not only allowed us to gain a greater understanding of the thoughts of our customer base, but will shape the information we provide to nutrition healthcare professionals going forward."

Sam Harriman, Commercial Manager, Alliance Pharma

What's included in the price?

The total cost of a CN Survey is **£3,850*** and includes:

- Survey construction using up to 15 questions into our 'Survey Monkey' platform**
- 2 x bespoke CN Surveys e-shots to our unique database of over 5,600 nutrition healthcare professionals
- An incentive/competition to the value of £200 will be attached to the survey (e.g. £200 voucher of your choice). CN will handle the competition draw, rules, and distribution of the incentive to the winner
- The survey would run for 1 month from the date of the first CN Surveys e-shot being sent
- The survey results supplied within 14 working days from the survey end date.

*Rate quoted in NET. **Details on the type and format of the questions are available on request.

To book your CN Survey or for further information, please call:

01920 449 128 or email: advertising@cm-2.co.uk



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