

CASE STUDY

Wharton and Google Surveys: Helping Businesses Reach the Finish Line



Bringing Olympic Talent to Local Runners

The Westchester Track Club ran into a hurdle. They had a vision, but were unsure of how best to implement the concept, or gauge its potential market value. They looked to establish a profitable, multi-day training program aimed at amateur runners while also providing former East African Olympians the opportunity to apply their skills and knowledge in a post-Olympics world. The track club consulted with a group of Wharton MBA students to determine how to move forward: What should be included in the program, and how much should it cost? How could they market to interested runners, and what matters most to them?

Finding their Market, Finding its Preferences

With the problem formulated, the students needed quick, targeted, reliable, and inexpensive research for optimal proposal design. As part of their fact-finding, the students turned to Google. "Google Surveys is a perfect resource for any marketing research project, especially for ones that need to reach a narrow audience quickly," explained David Reibstein, Wharton Professor of Marketing. By targeting over 1000 competitive runners through Google Surveys, the Wharton students were able to test out two separate program concepts and compare results to a well-known, popular benchmark to measure national interest and potential. Raj Hathiramani, MBA student at Wharton, pointed out, "It was amazing to see the level of detail, accuracy, and analysis delivered in the survey results, especially given how reasonable the price point was."

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About Wharton

Established in 1881 as the United States' first collegiate business school, Wharton is widely regarded as one of the world's top institutions for business education.

Results

- Using insights from the Google Surveys, the students advised the Westchester Track Club on how to best design, market, and launch their new running program
- Established the target market based on inferred demographics: 25-44 year olds from urban areas with income >\$75K/year
- Found a similar rate of interest in the running program to that in a well-established benchmark
- Devised a highly focused marketing strategy based on the target market's responses



Why Google Surveys Worked for Wharton

Following the students' recommendations, the Westchester Track Club was on track to launch a pilot program over the summer incorporating the marketing strategies and designed layout. Knowing their target demographic and its preferences from the surveys, the group has its eyes on further regional and national expansion. "The biggest value for us in the study was the access to a truly random sample of avid runners," Lisa Donchak, MBA student at Wharton, added. "Normally, this group of people is very hard to find, but the scale of our data through Google Surveys has provided significant insights nationwide."

About Google Surveys

Google Surveys is a market research tool that enables users to easily create online and mobile surveys in order to help make more informed business decisions. People browsing the web come across the survey questions when they try to access premium content like news articles or videos and publishers get paid as their users answer the questions. On mobile, people answer questions in exchange for credits for books, music, and apps. Google aggregates the responses and insights are automatically created, freeing users from the burden of more difficult analysis. To learn more, visit google.com/analytics/surveys.