



The era of slow market insights is over.
Read Arbit's story and learn how Prolific
helped them find 200 high quality survey
respondents in under 2 hours.



“ I'd choose Prolific first. If I could go to any of the platforms, you guys are the first ones I'd choose. ”

Greg DiNardo
Cofounder and Co-CEO of Arbit

The Client

Name:

Greg DiNardo

Role:

Cofounder and Co-CEO

Location:

Baltimore, Maryland, USA

Company:

Arbit

The Arbit logo consists of the word "arbit" in a bold, lowercase, blue sans-serif font.

The Story

Arbit is a Baltimore based Market Research company specialising in competitive intelligence.

They manage a diverse array of projects for their clients: researching everything from purchasing behaviours to packaging design.

As Co-CEO, Greg DiNardo leads these projects, drawing on his team's expertise in survey design, analysis and interviewing in order to provide great market insights to his customers.

The Problem...

When one of Greg's clients came to him looking to collect feedback on their newly proposed environmentally friendly product packaging, he knew Arbit could deliver the results they needed.

The only hitch was, the client's budget was small and they hoped for a quick turnaround.

Greg used Arbit's in-house survey software to design a two part questionnaire: first, a survey on recycling awareness, designed to deep dive into consumer understanding of recycling and test their knowledge of recyclable-packaging symbols. Second, a rating exercise where consumers gave feedback on several packaging designs saying which looked the most environmentally friendly, which was most visually appealing, and which they'd prefer to buy.

With the survey ready, all Greg needed was respondents. While he knew that typical panel companies could provide him with a suitable sample, they had downsides: \$1000 minimum spends, long 'in-field' times, no control over respondent incentives, and a clunky study setup process.

That's why Greg logged into Prolific.

The Solution

Prolific's self-service interface meant it took Greg only five minutes to launch his survey. He set the study to recruit a maximum of 200 respondents, restricted his target audience to US millennials who were household grocery shoppers, fixed the price he'd pay per response, and hit "Publish". In less than 2 hours all 200 responses were in.



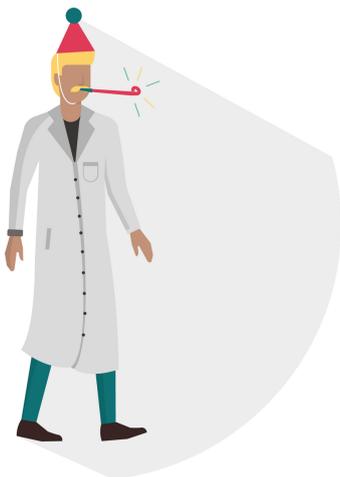
Greg says they love using Prolific at Arbit. The platform is “flexible, fast and affordable”, but doesn't compromise on data quality. “You can see this most easily in open ended questions. You can just tell that people are putting in effort into it”

The Upshot

A few hours after Greg launched the survey, data collection was complete and the results were with his client. The findings were exactly what they'd hoped:

Prolific's respondents showed that not only did members of the public think the new recyclable packaging looked more environmentally friendly, they also found it more appealing. This was the empirical validation that Greg's client needed, giving them confidence to move forward with their new, improved packaging.

Since discovering Prolific, Arbit have run dozens of studies: combining the data collecting power of their survey software with the respondent recruiting power of Prolific. Delivering the answers their clients need, on time and in budget.



“ For smaller studies, Prolific is perfect. I can set it up in 5 minutes, pay \$100, get 200 responses. ”

Use Prolific to generate market intelligence in hours, not days!

Want to get started?

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