

## **Online Survey Tool Bucks Industry With Market Research Solutions at 95% Below Industry Norms**

*Online survey software developer, Ask Your Target Market, releases a Web 2.0 market research solution that flies in the face of antiquated market research firm models and reduces costs by 95%.*

January 18, 2010 (FPRC) -- Absecon, NJ -- Small businesses, entrepreneurs, and student researchers now have access to information that has been coveted by corporate market research firms for over a decade. With the official launch of online survey tool AskYourTargetMarket.com, businesses of all sizes now have instant access to customized target market research consumer panels for under \$30.

Following a closed beta available to TechCrunch readers that gained rave reviews, the Internet survey software and online consumer panel solution is now available to everyone.

"AYTM is not just online survey software -- many companies offer that. We give our clients a built-in consumer panel that they can filter to fit their target market," said co-founder Lev Mazin.

Using an intuitive dashboard, survey creators zero in on their target market by refining respondent demographic criteria. After using the online survey creator to define questions, the survey is immediately deployed to the consumer research panel. According to the company, a 50-person survey using standard parameters is typically fulfilled within a few hours.

In the past, businesses had to rely on expensive target market research. A three-question survey deployed to a target audience of 50 people with standard parameters costs \$29.95 with AYTM. AYTM's customers can add a number of premium features and increase the survey size up to 400 respondents.

From their control panel, survey creators can view vivid customizable charts and graphs, and download reports in a variety of formats. A report sample is available online at: <http://bit.ly/5B7GrW>.

"Until now, the little guy has been at a competitive disadvantage when it comes to market intelligence. We decided that it was time for that to change," said David Handel, co-founder of AskYourTargetMarket.com.

About Ask Your Target Market:

AYTM is a comprehensive yet self-service internet survey software solution that allows businesses, students, and entrepreneurs to define their own consumer panel conduct target market research for as little as \$29.99 per survey. With AYTM, forward-thinking businesses of all sizes have access to the crucial consumer opinions that can help them make smarter business decisions.

### **Contact Information**

For more information contact Lev Mazin of Ask Your Target Market  
(<http://www.askyourtargetmarket.com>)  
609-568-0025

**Keywords**

[online survey tool](#)

[online survey creator](#)

[internet survey software](#)

You can read this press release online [here](#)