LIFECYCLE PANEL FAQS

For any other questions, please contact your account manager.

What is a lifecycle panel?

Mintel's lifecycle panel is a cross-channel longitudinal consumer panel from which Comperemedia collects direct mail and email. Panelists give Mintel Comperemedia access to monitor their email, which is retrieved on an hourly basis, and send in any direct mail pieces they receive each week. The lifecycle panel was launched in June 2011 and maintains an active panel of 1,000 participants.

How does the lifecycle panel fit in with other Mintel Comperemedia panels?

All direct mail and email offers submitted by lifecycle panelists are included in the overall sample for each channel. For example, if you perform analysis on Consumer Direct Mail dataset, you will see campaigns from both the regular rolling direct mail panel and the static lifecycle panel. This mail is also included in calculations for monthly Estimated Mail Volume.

Is the lifecycle panel representative of the US and Canadian populations?

The lifecycle panel is not recruited to represent the US and Canadian populations. However, testing of the panel has shown that it includes participants from a wide variety of age, income and risk segments. Its demographic distribution closely resembles that of the larger consumer direct mail rolling panel, which is maintained to be representative of the US and Canadian populations.

What's the most common application for this panel?

The most common use for the lifecycle panel is to understand how marketers communicate to the same household over time through the direct mail and email channels. Competitive contact frequency, onboarding, and cross-sell strategies are clearly visible using this feature.

When should I use the lifecycle panel vs. all panelists?

Questions regarding cross-channel strategies, contact frequency, and marketing to customers over time are best suited for the lifecycle panel. Situations requiring the "largest possible net," like finding the most recent offers, searches for specific messaging, and pricing queries, are best suited for all panelists.

How do I search by lifecycle panelists?

You can access the panelist information in two ways: In the "Search & Analysis" section in Comperemedia header, select "Panelist Search," alternately, from the search results page, you can select the panelist tab of the results. From here you can filter on the panelist details such as age, income, state/province, US DMA, country. You can also filter your results by details of the media received, such as company, offer, mailing type, etc. You can "star" a favorite panelist to continue monitoring, add them to a hopper for future reference or download.

Can I search by panelist relationships?

Yes indeed! You can access the Panelist information in two ways: In the "Search & Analysis" section in Comperemedia header, select "Panelist Search," alternately, from the search results page, you can select the panelist tab of the results. Next expand the field named "relationship with company" from left menu. As you type a company name in, your results will filter to the company and sectors where Comperemedia panelists have matches. Select one and you will see all panelists who have a relationship with that company and sector.

Find out more: comperemedia.com