

# New Mums & Web

## How pregnant women surf on fixed and mobile Internet ?

### ➔ For which issues ?

- How to reach pregnant women on the Web to help them discover your brand and get a first brand experience
- Ensure recruitment and loyalty development among pregnant women
- Discover and assess the way they surf, their favourite websites, their choices, their motivations and their behaviour
  - Forums
  - Blogs
  - Social networks
  - Brands websites
  - Websites focused on health, education, families, mums
  - General information websites
  - Media websites
  - E-commerce websites
  - Mobile applications ...



### ➔ How does it work?

#### Qualitative

Identify surfing patterns  
and grasp motivations  
2 weeks  
30 pregnant women



#### Quantitative

Assess web activity and  
behaviour  
300 pregnant women  
3 pregnancy trimesters



1. List hierarchy of visited websites and surfing motivations
2. Identify leverage on awareness or consumption according to pregnancy stage
3. Establish web communication actions in line with recruitment and loyalty objectives

Representative sample - CSP (social and professional categories) household and number of children - Analysis according to sub-target groups and pregnancy stage

### ➔ A media expert will decrypt your results

- Results analysis and strategic thinking coaching
- Support and advice for operational decision making

**Starting rate €12 500 - 'surf' logbook + Internet measure**  
**Multi-country version (price on request)**

