



# ONLINE SURVEY SERVICE

Cốc Cốc Ad Platform  
Effective from **May 2024**

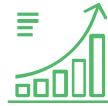


# Online Survey

Online Survey is a solution that helps organizations and businesses:



**Collect, analyze, and synthesize information** about the market, products, and services



**Evaluate, measure** the market



**Understand** customer needs



A smart, efficient, and cost-effective solution



**Diverse sample pool, well-representative of the population**

Large sample sizes with diversity in gender, age, region, and industry.



**Standardized and flexible questions**

Questions are designed with standardized formats suitable for various objectives.



**Time-saving, labor-saving, and cost-saving**

One-time setup can collect large sample sizes quickly without individual respondent costs

# Online Survey with Cốc Cốc Research

Cốc Cốc Research is a unit under Cốc Cốc Ad Platform, **aiming to conduct research, surveys, and publish in-depth reports on the market and user behavior in Vietnam.**

## We have conducted



**250+**

Online surveys



**150+**

Market research reports



**10K**

Monthly survey respondents

## Our platform leverages the Cốc Cốc browser to execute user research

**30M** Users



6 big cities\*  
**44.7%**



Other cities  
**55.3%**

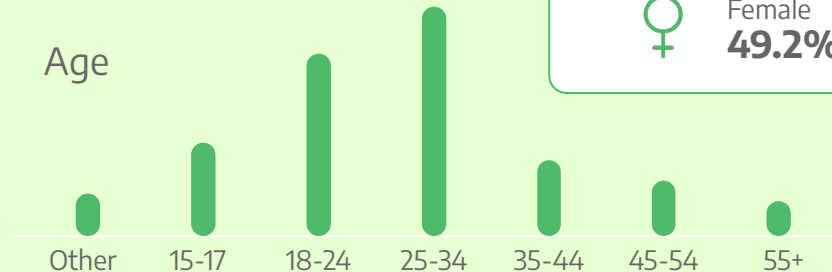


Male  
**50.8%**



Female  
**49.2%**

Age



\*Ha Noi, Ho Chi Minh, Da Nang, Nha Trang, Hai Phong, Can Tho City

# Online Survey with Cốc Cốc Research



**Large survey pool, random sampling**  
with survey distribution to users from various demographic groups nationwide.



**Targeting the right survey audience** through Cốc Cốc's targeting mechanism.



**Limiting survey display frequency per user** with pre-set intervals.



**Fast sample collection time**, averaging 3-5 days for samples less than 2000. (\*)



**Completion rate** (number of users completing the survey/number participating) is 20% - 30%.



Distributed through the browser, providing a **user-friendly and reputable approach** for respondents.

(\*) For larger sample sizes, please contact us directly for assistance.

# Example Reports Based on Online Surveys



[Tourism Industry Report](#)  
Released: April 2024



[Real Estate Industry Report](#)  
Released: March 2024



[E-commerce Industry Report](#)  
Released: March 2024



[Fitness Industry Report](#)  
Released: March 2024

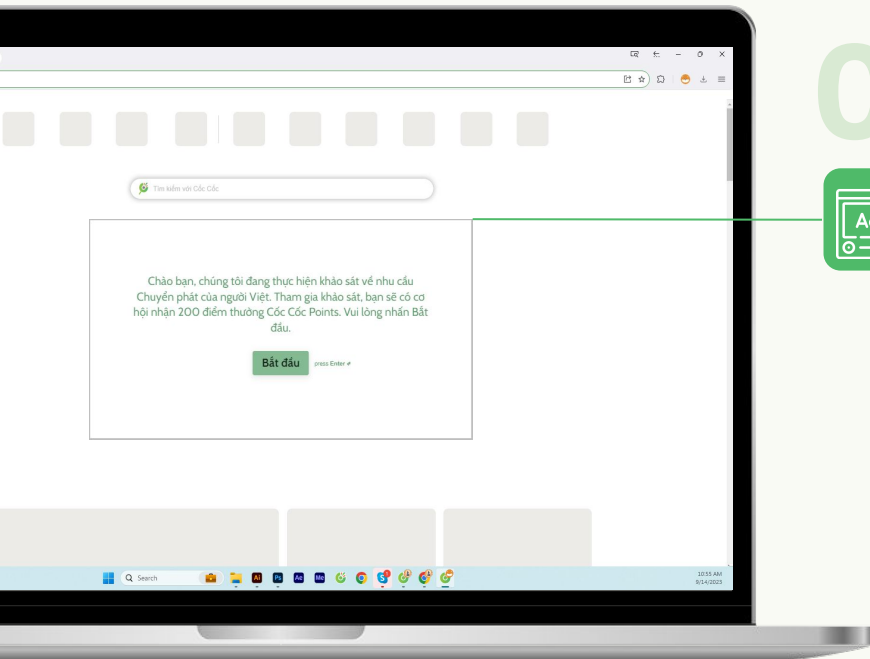


[Jewelry Industry Report](#)  
Released: February 2024



[Consumer Trends Report](#)  
Released: January 2024

# Types of Online Surveys on Cốc Cốc



01

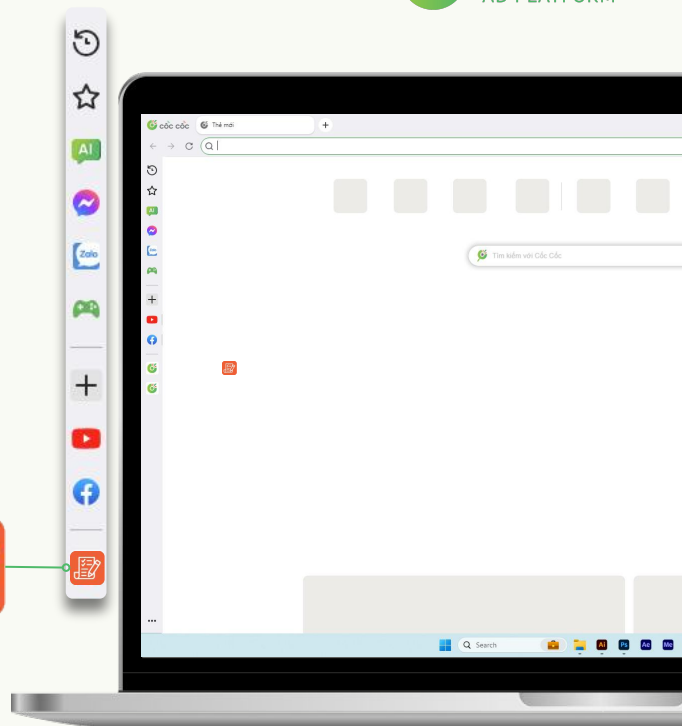


Display on  
Newtab Banner

02

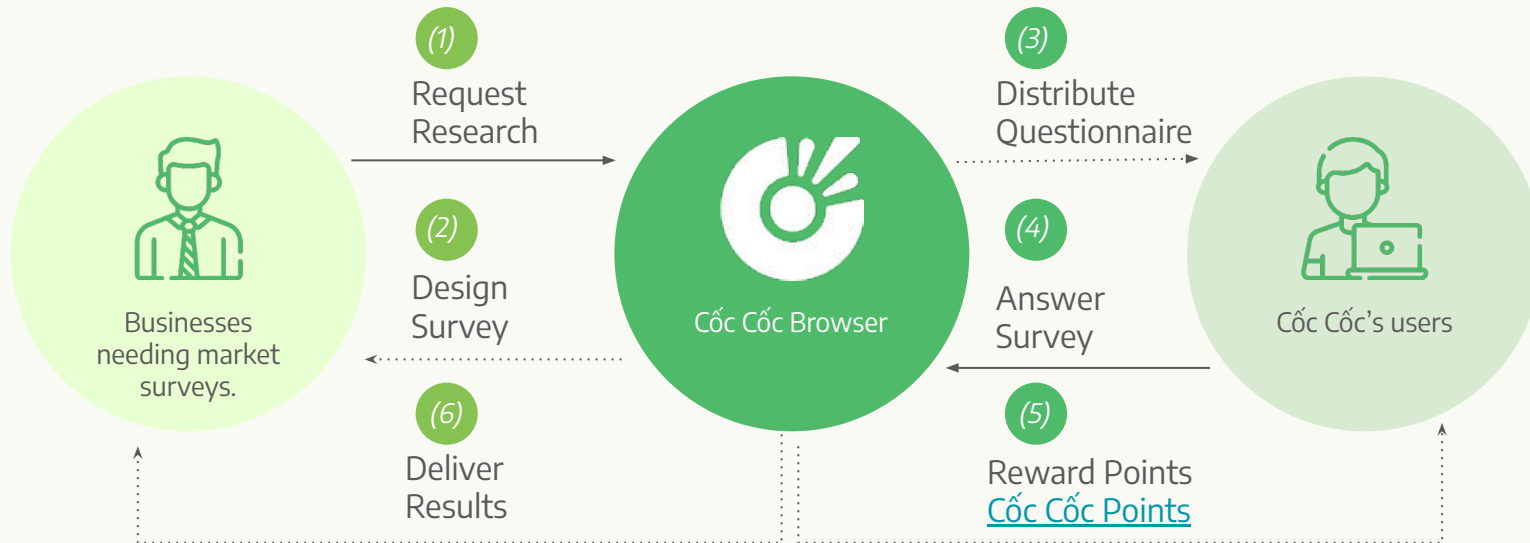


Display on  
Icon Sidebar



[Demo](#)

# Operational Mechanism



Results (excel file) are provided to clients after **verification and removal of invalid responses.**



**Daily updates** via Google Sheets or Excel Online.

# Commonly Used Question Types

## Type 01: Multiple choice

- ▶ Objective: Measure predetermined factors.

This question type allows users to select from predefined answer options with 2 main response choices:

- **Multiple selection:** *Allows users to choose multiple answers.*

### Unlimited

Allow users to select "**unlimited**" number of answers.

### Range

Allow users to select "**within range**" number of answers.

### Exact number

Allow users to select "**exact**" number of answers.

- **Single selection:** *Allows users to choose only one answer.*

2 → Chọn lý do khiến bạn không trải nghiệm dịch vụ của công ty A

*Description (optional)*

- A Lý do 1
- B Lý do 2
- C Lý do 3
- D Lý do 4
- E Lý do 5

[Add choice](#)





# Commonly Used Question Types

## Type 02: Short/ Long text

- ▶ Objective: Collect information about each respondent's individual perspective.

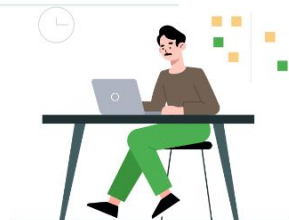
This question type allows users to enter their own answers.

- **Short text:** Allows users to enter short responses - from a few words to a few sentences (*cannot line break*).
- **Long text:** Allows users to enter long responses - from a few sentences to a few paragraphs (*can line break*).

↳ Lý do khiến bạn không trải nghiệm dịch vụ của công ty A là?

*Description (optional)*

Type your answer here...



# Commonly Used Question Types

## Type 03: Opinion Scale/Rating

- Objective: Typically used to rate the level of satisfaction/agreement/liking/willingness...

This question type allows users to rate on a scale. The scale can be adjusted (e.g., scale 1 - 5, scale 1 - 10,...).



9 → Đánh giá mức độ hài lòng của bạn khi trải nghiệm dịch vụ của công ty A

Description (optional)

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Rất không hài lòng



Rất hài lòng



Opinion Scale



2 → Chấm điểm dịch vụ của công ty A

Description (optional)

☆	☆	☆	☆	☆
1	2	3	4	5



Rating

# Commonly Used Question Types

## Type 04: Matrix

- ▶ Objective: Evaluate factors according to a specific scale.

This question type allows users to evaluate multiple viewpoints simultaneously.


9 → Đánh giá mức độ đồng tình của của bạn với quan điểm sau về dịch vụ của công ty A

*Description (optional)*

[Add column](#)

	1 - Không đồng ý	2 - Đồng ý	3 - Rất đồng ý
Tôi hài lòng với quy trình của dịch vụ công ty A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tôi hài lòng với chất lượng của dịch vụ công ty A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Add row](#)



Single choice

9 → Lựa chọn các yếu tố mà bạn hài lòng và không hài lòng về dịch vụ của công ty A

*Description (optional)*

[Add column](#)

	Thái độ nhân viên	Giá cả	Chất lượng dịch vụ	Thời gian xử lý	Quảng cáo
Các yếu tố hài lòng	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Các yếu tố không hài lòng	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Add row](#)



Multiple choice

## Type 05: Choices type

### Picture choice

Image-based answer selection questions

### Yes/No

Yes or No single-choice questions

## Type 06: Ranking type

This question type allows respondents to select the order of preference for each provided option.

#1: .....

#2: .....

#3: .....

## Type 07: Other types

*(please contact us directly for assistance)*

# Settings Customization

Depending on the type and format of the question, you can adjust the following settings.



### Settings

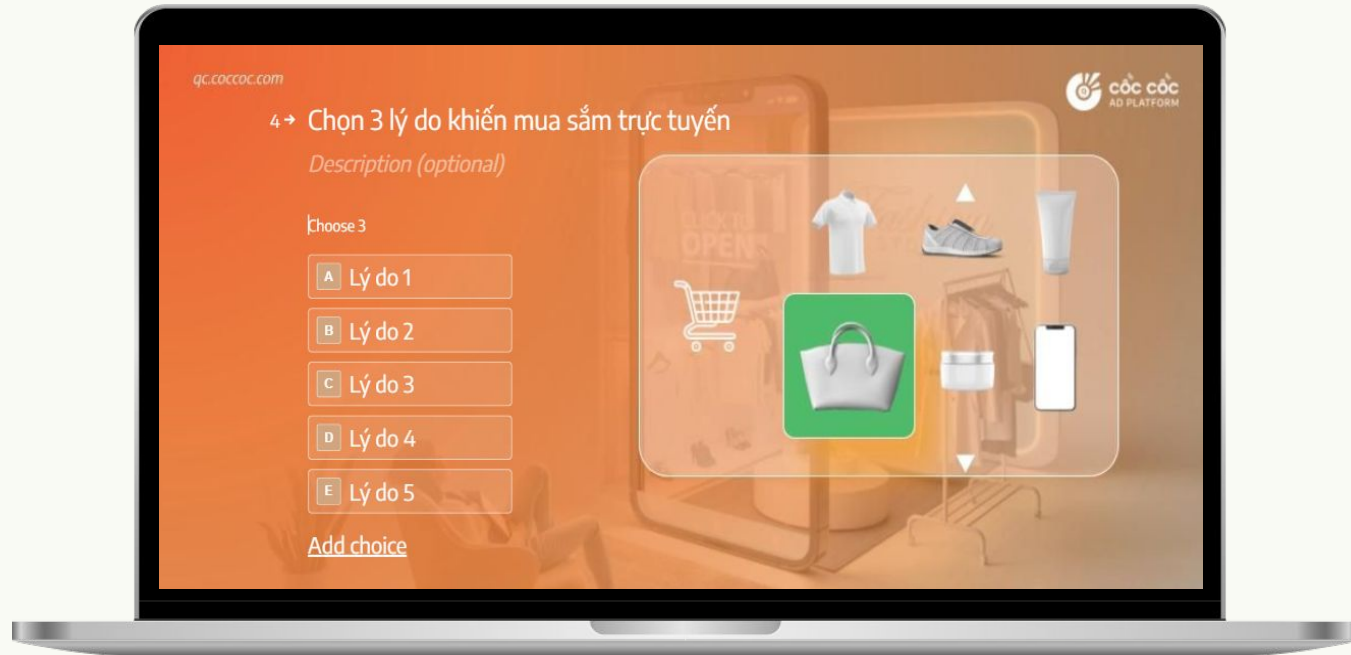
- Required
- Multiple selection
- Randomize
- "Other" option
- Vertical alignment

Image or video

This allows survey questions to be more **diverse and objective** for respondents.

Surveys can be made more engaging and colorful with customizable interfaces.

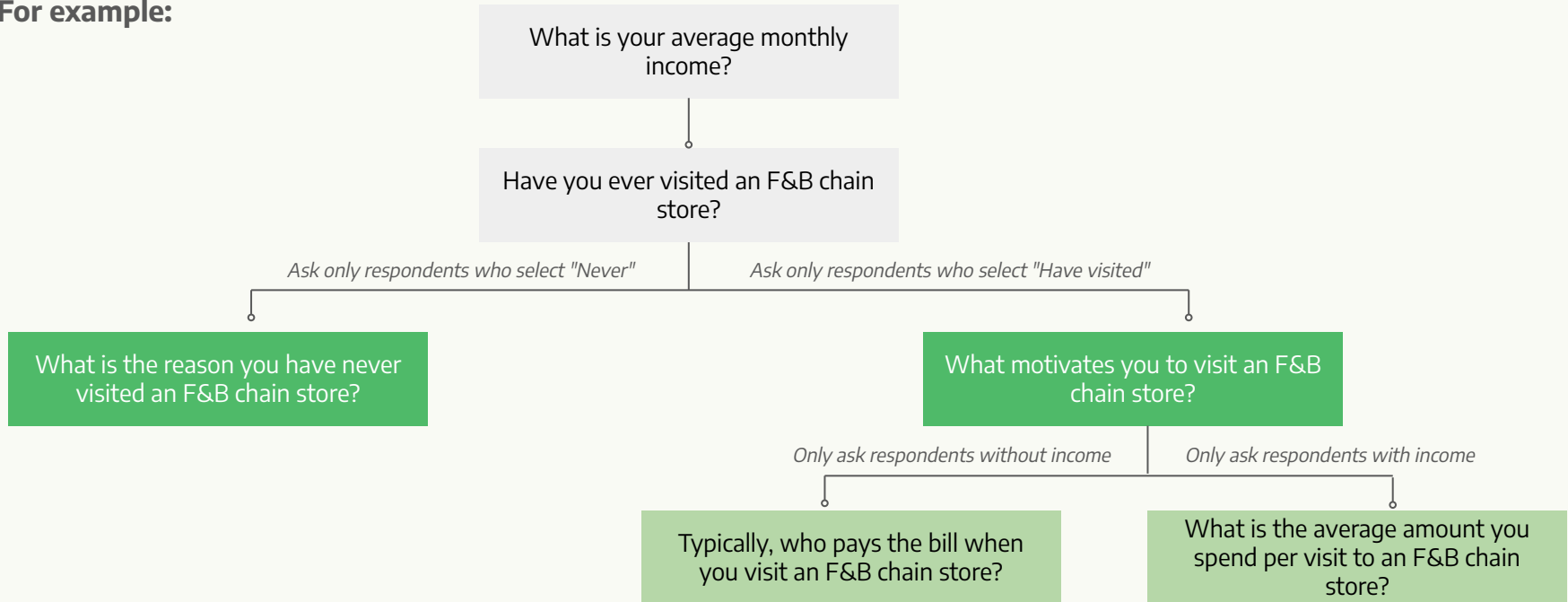
**Images can be used to convey brand messages effectively.**



# Logic Customization

Surveys can be designed with a logical sequence of questions to guide respondents through the intended flow.

## For example:



## Package P1:

Distribute the survey to all users of Cốc Cốc, and the results obtained **will not be filtered by age/gender/region,...**

Unit: VND  
VAT included

Number of Questions	300 samples	500 samples	1000 samples	1500 samples
< 10 questions	4,800,000	7,500,000	14,000,000	19,500,000
10 - 14 questions	5,400,000	8,500,000	16,000,000	22,500,000
15 - 19 questions	6,000,000	9,500,000	18,000,000	25,500,000
20 - 24 questions	7,500,000	12,000,000	23,000,000	33,000,000
25 - 30 questions	9,000,000	14,500,000	28,000,000	40,500,000

(\* Please contact us for detailed pricing with quantities from 30 questions/1500 samples and above.



## Package P2:

Distribute the survey to all users of Cốc Cốc, and **all respondents under 18 years old will be excluded from the results.**

*Unit: VND  
VAT included*

Number of Questions	300 samples	500 samples	1000 samples	1500 samples
< 10 questions	6,720,000	10,500,000	19,600,000	27,300,000
10 - 14 questions	7,560,000	11,900,000	22,400,000	31,500,000
15 - 19 questions	8,400,000	13,300,000	25,200,000	35,700,000
20 - 24 questions	10,500,000	16,800,000	32,200,000	46,200,000
25 - 30 questions	12,600,000	20,300,000	39,200,000	56,700,000

*(\*) Please contact us for detailed pricing with quantities from 30 questions/1500 samples and above.*

## Package P3:

Distribute the survey to all users of Cốc Cốc, and **filter the results based on specific criteria provided by the brand, with a maximum of 5 criteria.**

Unit: VND  
VAT included

Number of Questions	300 samples	500 samples	1000 samples	1500 samples
< 10 questions	12,000,000	18,750,000	35,000,000	48,750,000
10 - 14 questions	13,500,000	21,250,000	40,000,000	56,250,000
15 - 19 questions	15,000,000	23,750,000	45,000,000	63,750,000
20 - 24 questions	18,750,000	30,000,000	57,500,000	82,500,000
25 - 30 questions	22,500,000	36,250,000	70,000,000	101,250,000

(\* Please contact us for detailed pricing with quantities from 30 questions/1500 samples and above.

# Criteria for the filter

Results obtained



Cốc Cốc filters the sample results based on **up to 5 criteria** as follows:

- 01 **Gender** Male | Female
- 02 **Region** Northern | Central | Southern
- 03 **Age** <18 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | >55 years old
- 04 **Brand awareness** Aware of the brand | Not aware
- 05 **Brand usage** | Have used  
| Used within (xx) period  
| Intend to use in the future

(\* ) Please contact us for detailed pricing with other specific requirements.

## 01 Questionnaire design:

Questionnaires are designed according to the **campaign objectives** with the minimum number of questions possible.

### Number of Questions

### Price

< 10 questions	2,000,000
10 - 14 questions	2,500,000
15 - 19 questions	3,000,000
20 - 24 questions	3,500,000
25 - 30 questions	4,000,000

*Unit: VND  
VAT included*

## 02 Survey result analysis:

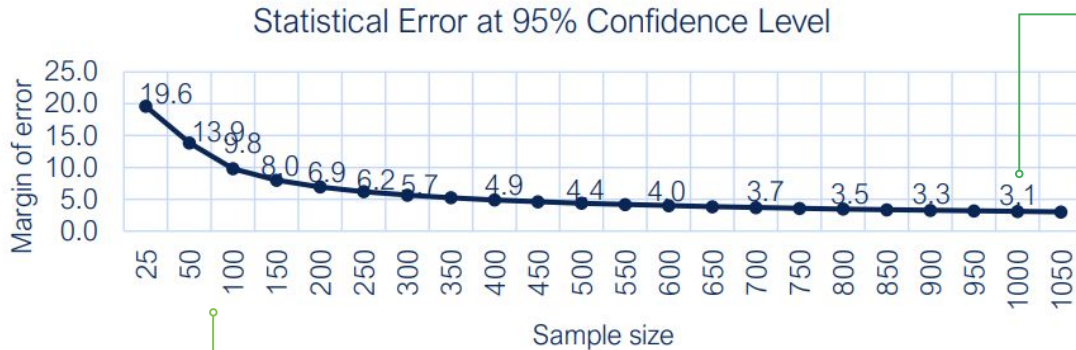
**Analysis of results based on brand requirements, Fees** are calculated separately and will be negotiated before fulfilling the request.



# The larger the sample size, the smaller the margin of error

The margin of error based on the sample size is a part of the survey.

*The margin of error corresponds to the sample size*



According to survey principles, analyses should be based on a sample size of around **1000 or more** with a margin of error of about **3.1% or less**.

Exercise caution when the sample size is **fewer than 75**, as the margin of error can rise to **over 13%**. At this level, it becomes difficult to draw conclusions from the survey trends.

Together with **Cốc Cốc**  
**understanding leads**  
**to success!**



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