



PANEL QUALITY

SAMPLE SOURCE

Developed in 2008, Sample Strategies panel has more than 3 million active panel members. Covering North America, EMEA and Asia, our panellists have double opted-in and voluntarily agreed to participate in survey research. Our strict and careful multi-source panel recruitment methods, incentive management program, and thorough quality management processes allow us to produce reliable & consistent results.

Sample Strategies panels are used for market research purposes only. Panels are responsive, balanced and reliable.

MULTI-SOURCE RECRUITMENT

At Sample Strategies, we've built and continuously nurture a panel on which clients can rely. We use a broad mix of sources for panel recruitment. We recruit from wide variety of sources including member referrals, targeted email lists, search engines, customer loyalty web portals, SEO's, permission based networks, publisher networks and more. Our diverse recruitment methodology ensures a balanced and representative panel.

PANEL MEMBER REWARDS

Sample Strategies respondents are paid directly with cash incentives. We always compensate our respondents fairly for their time and recognize that they make online research possible. Our response rates are among the industries best.

DEEP PROFILING

Respondent profiles are our single greatest asset. By having the most in-depth profiling, Sample Strategies can directly, target diverse and hard to reach audiences. The resulting increase in incidence and decrease in field time is what sets Sample Strategies apart. Speciality panels include Automotive, Wireless, B2B, Ailments, and many more.

PANEL RECRUITMENT

Our goal is to create panels following a “high-quality based philosophy”, “multi-source” and “by-invitation only” recruitment to avoid bias and to increase representativeness by providing engaged and validated panel members for consistency of results.

Our panel attrition rates are 5% across the board and we retain 95% of our panel members. For validation of the respondents and quality purposes, we use the double opt-in methodology to recruit our panel members.

Step 1: Respondents need to complete a registration survey which is a detailed online registration form.


Step 2: Respondents who fill the form then have to click on an activation link which is sent to them through email immediately after registration.

Multiple criteria are used to identify fraudulent respondents at the time of registration and on a continuous basis. Regular profiling surveys are provided to respondents. We regularly track response patterns and of course eliminate speeders and straight-liners after doing background and participation checks. Blacklisted respondents are disabled and they cannot join again.

Panel members who do not provide valid data in key data fields during recruitment are not invited to participate in surveys until their credibility is confirmed. We run rounds of follow up with these respondents to ensure that only genuine respondents are a part of our panel.

We remove all duplicates from the system by reviewing contact variables during registration and again in the incentive redemption process. Our security program (CAPTCHA) ensures the validity of potential panel members during the registration process and again when they are taking surveys.

PANEL AND SAMPLE MANAGEMENT



Sample Strategies draws sample for each survey in accordance with the study specifications. Our respondent's data points act as filters, allowing us to reach the right people for the right survey. With internal tracking tools, we know the exact response rate by demographic variable. This allows for highly accurate sample deployment.

Panel members are selected randomly by the system based on the study's selection criteria. Our sample can be deployed in batches and is most frequently spread out over a period of several days, depending on the project schedule. With 24 hour coverage, sample deployment can be tailored to the specific needs of our clients.

Sample Strategies panels undergo extensive profiling exercises and we record data on numerous profile questions ranging from personal and household demographics, employment characteristics, internet characteristics and many more. Members are asked to update their profiles on a consistent and sustained basis. In doing so, we increase the probability that survey invitations will result in a qualified respondent for the study. The depth of our profiling helps many low incidence studies become feasible.

In exchange for the time and opinions that the panel members spend on our surveys, they receive cash rewards. We never offer sweepstakes or points. Incentive amount is based on audience, length of interview and incidence rate.

Sample Strategies permits a respondent to finish a maximum of 4 surveys per month with no more than 1 survey per week. These are standard procedures and remain consistent, irrespective of the sample type. A respondent can receive a maximum of 3 survey invitations weekly. Once the member responds, they're locked out from receiving further invites for a week.

DATA QUALITY AND VALIDATION

Sample Strategies recognizes the importance of data integrity and is committed to ensuring the highest quality standards for panel and data collection solutions.

Sample Strategies employs rigorous quality checks as standard operating procedure across data collection, survey set up, implementation and reporting. Sample Strategies respondents can only respond to a survey once and survey invitations are deployed by default to fresh sample.

Any panel member found to be providing invalid/low quality responses can be at risk of termination from the Sample Strategies panel. This includes restrictions on future participation.

The following steps are taken to ensure the integrity of our client's data.


- Continuous profiling exercises and strict background checks are done to ensure that there is consistency in the data provided by the respondents.
- Any inconsistencies resulting from incorrect information shared by the respondents would lead to termination of their accounts.
- Use of CAPTCHA technology to prevent machine bots and scripts being part of panels.
- Elimination of speeders and straight-liners.
- Removal of fraudulent respondents at registration and removal of respondents coming from suspicious domains.


Sample Strategies has strict validation norms for its panel members and all members pass our address validation process. We collect and validate the respondent's physical address at the time of incentive redemption and as part of profiling surveys which are conducted on a regular basis.

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