



**PRECISION  
SAMPLE**  
a toluna company

**25+ Million Panelists • 29 Countries • 4 Continents**

20 Million+ Interviews • 8,000+ Projects • 300+ Clients annually



PROGRAMMING & HOSTING

Get precise...  
with the sampling of your next project.

[PrecisionSample.com](http://PrecisionSample.com)

# INTRODUCTION

**Precision Sample is one of the fastest growing companies in the online and mobile sample industry. Our innovative technology and experienced project managers ensure clients receive the highest quality data and fastest turn-around time in a rapidly changing marketplace.**


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Founded in 2010, Precision Sample is led by Don Golden and Partha Pudhota. A 14-year online sample veteran, Don has a successful track record of building highly engaged panels and leading over-performing teams during his tenures at goZing Research, Greenfield Online and Clear Voice Research. As Precision's Co-founder & CTO, Partha oversees development operations and has a successful, 16-year track record developing enterprise level software at companies including Dell, Aspen Marketing, and DME Automotive.

We offer programming and hosting and sample across nearly every major country in North America, Europe, Asia and South America. With panels exceeding 25+ million active, engaged and verified B2C & B2B respondents we can fill even the most challenging project requirements. Precision Sample clients have access to the highest quality, most validated sample source available in the industry backed up by our unmatched consultative client service and project management teams. We're the sample supplier of choice for discerning market researchers fielding complex mission critical research projects.



# KEY ADVANTAGES



Our panels are comprised of  
**OVER 25 MILLION  
MEMBERS**

## PANEL ACQUISITION METHODOLOGY

A core competency of attracting, recruiting, engaging and retaining people is what Precision Sample is built upon. We are blending traditional sampling methodologies with emerging trends, technologies and partnerships leading to a richer more meaningful sample experience for our members and clients.

## GET PRECISE:

- 15,000 daily sign-ups and over 55,000 daily survey participants
- 120 Integrated partners and growing
- 92% of completes are sourced from our proprietary panels
- 50% of respondents on mobile devices
- Platform agnostic
- In language Hispanic panel with over 25,000 active members – LoQueDigo.com
- 90 day active membership

# SERVICE, QUALITY & CAPACITY SETS US APART

Given the new paradigm of sample, insights and sample are readily available from a plethora of new market entrants. With so many sampling options, it can be difficult to discern between quality providers and unvalidated fly-by-night sources. Precision Sample gives you peace of mind with every sample through proprietary quality systems and active respondent management. Whether engaged as a one-stop-shop or as a part of multi-vendor sourcing, we're here to help with creative solutions that meet your timeline and budget.

- **Global Panel** – With proprietary panels in US, Australia, Canada & United Kingdom and proprietary access to Macromill / MetrixLab family of panels in APAC (Japan, South Korea, Taiwan, China & India); and EMEA (Germany, France, Italy, Netherlands, Spain & Russia), we are one of the few truly global panels in the industry.
- **Experienced Service Team** – Not only do we have guaranteed sample delivery in less than 2 hours from the time the project kicks off, clients are ensured continuity and efficiency in the fielding process by working with the same highly trained Project Manager from bid-to-field. Our team is well versed in quick-turn projects and complex tracking projects that require replicate sampling and sample frame consistency.
- **Technology** – Our custom platform powers validation, profiling, monitoring, real-time profiling, automated access and evolved sample balancing and blending systems.
- **Quality** – Every Precision Sample panelist is validated with Quality Sentinel, our industry-leading proprietary 20-step validation process.
- **Global Footprint** – Our Project Management teams are available and actively managing projects and client requests 7 days a week.

# PROGRAMMING & HOSTING

## Programming Capabilities

Precision Sample and MetrixLab have evolved our **RSVP platform** into the most advanced online and mobile online survey platform available. **What makes it so unique?**

- Seamlessly delivers an optimized experience to both online and mobile participants utilizing advanced **device detection technologies and mobile responsive design.**
- **Panel agnostic**, so multiple panels may be sourced to fill required samples.
- All RSVP projects include Digital Analysis & Reporting Tool (DART) so clients may view their projects' progress in **real time.**
- Supports advanced online techniques as well as capabilities previously only available via application-based surveys including:

### Video Upload

The Video Upload question type makes it easy for respondents to provide videos from mobile devices. The activity is presented to the respondent similarly to the photo upload. This question type is particularly useful for usage tests that may target packaging, preparation or consumption.

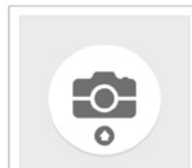


- Audio Recording
- Concept Awareness

### Photo Upload

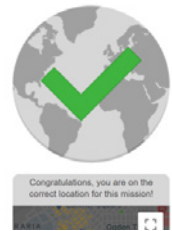
Be in the moment! Respondents can take photos (or select images from their gallery) and upload them right away into the survey. They are prompted to include a comment and an emotion to provide detailed reactions at the point of engagement. For example:

Please share a photo of your lunch that best reflects your opinion on the lunch you have. After you have shared your photo, please choose a smiley to indicate your emotions concerning the lunch and comment on your uploaded photo.



- Discrete Choice
- Barcode Scanning

Please click on the globe below to see how we confirm location for a mobile mission.



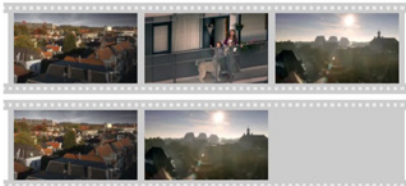
- Brand Tracking
- Max Diff

## AND MORE...

### Film strip

Images can be presented to respondents to tell a specific story. This film strip display technique is used after viewing a complete video earlier in the survey. The filmstrip question supports Ai Reactions evaluations for which MetrixLab has several benchmarks.

An example of what this would look like:



What do you think of this commercial?

Like the commercial 1 2 3 4 5 Don't like the commercial



- Video Recording
- Picture Capture
- Geo Location Validation

One of the most notable benefits of RSVP is its ability to fit elements of your survey to any device format. For instance, using RSVP's film strip feature, images are presented on any device to tell respondents a specific story.

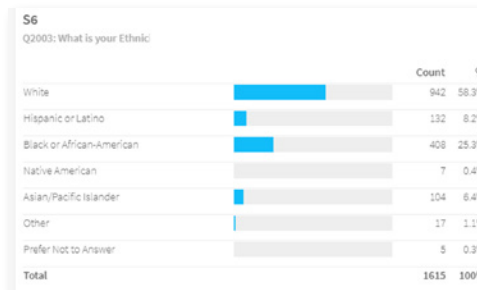
» Please contact your account representative to learn how RSVP + Precision's panels can meet your needs.

Try RSVP out for yourself by visiting [www.precisionsample.com/demo](http://www.precisionsample.com/demo)

# PROGRAMMING & HOSTING

**DART** offers quick and agile reporting on survey data, allowing users to monitor data live, analyze results and create visually enhanced reports. DART has the potential to optimize your survey analysis with the use of the following report styles:

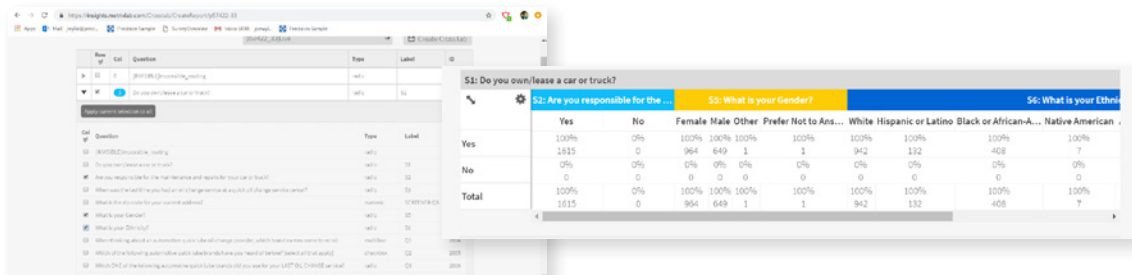
- **Frequency Reporting**



- **Pie Charts:** While frequency reporting can offer a clean view of basic demographic counts, DART's pie chart feature can be used to compare answers to specific questions. The pie chart feature also includes a clear view of your brand's position against competitors and evaluates levels of acceptance to business decisions.



- **Cross Tabs:** Need to know how specific questions within your survey relate to one another? DART allows us to select specific survey questions to view correlations in a cross-tabulation format. Using the cross-tabs feature will give you the opportunity to segment consumers into groups based on interests, locations, age, or any other variable present in your survey.



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5415 17118  
7625 22948  
5476  
5625

100%  
50%



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