



PRECISION SAMPLE

a toluna company

25+ Million Panelists • 29 Countries • 4 Continents

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



QUALITY SENTINEL

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

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.

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

CLIENT TESTIMONIALS



“Precision Sample is one of our top sampling partners. They are flexible and understanding of our needs, which makes us look great to our clients, resulting in repeat business for both firms. Although the sampling industry has become more commoditized in recent years, Precision Sample stands out as a true partner who doesn’t make you jump through hoops or question your objectives. Rather they offer the perfect combination of consulting, feasibility, pricing, and quality in a an efficient manner. We greatly value our partnership.”

» **Emilio Ditrapani**, *Director, Global Sampling & Knowledge, Gongos, Inc.*

“I recommend Precision Sample as one of the best online panel providers in the industry. We have used them on a variety of consumer and business research studies over the past 2 years, and they have consistently exceeded expectations for delivery. My clients, both internal and external, are very happy with the quality and speed of fielding—they deliver on time and we typically scrub only a fraction of their completes in comparison to all panel suppliers we use.”



» **Matt Robbins**, *Vice President, Insight and Research, LEWIS Global Communications*



“I’ve worked with Precision Sample on several occasions as my classes involve both group and individual marketing research projects conducted by our Master’s in Marketing Research students. Our projects have ranged from identifying local (e.g. airline travelers, shooting sports enthusiasts) to national/regional (e.g. yoga participants, baked goods consumers, wine drinkers). Precision Sample has been a pleasure to work with in all cases. The account team is extremely responsive and helpful. The surveys are fielded very quickly and the sample quality is very high. We’ve even recruited the sample to participate in online focus groups which has been a great experience for the students and we wouldn’t have been able to offer this to our project clients without having Precision Sample. We look forward to working with Precision Sample again”

» **Don Deveaux**, *MSU Professor, Broad College of Business, Master’s in Marketing Research*

FOCUS ON QUALITY

Data quality is evolving and dynamic
We can never be complacent
We can never say we have solved the issue

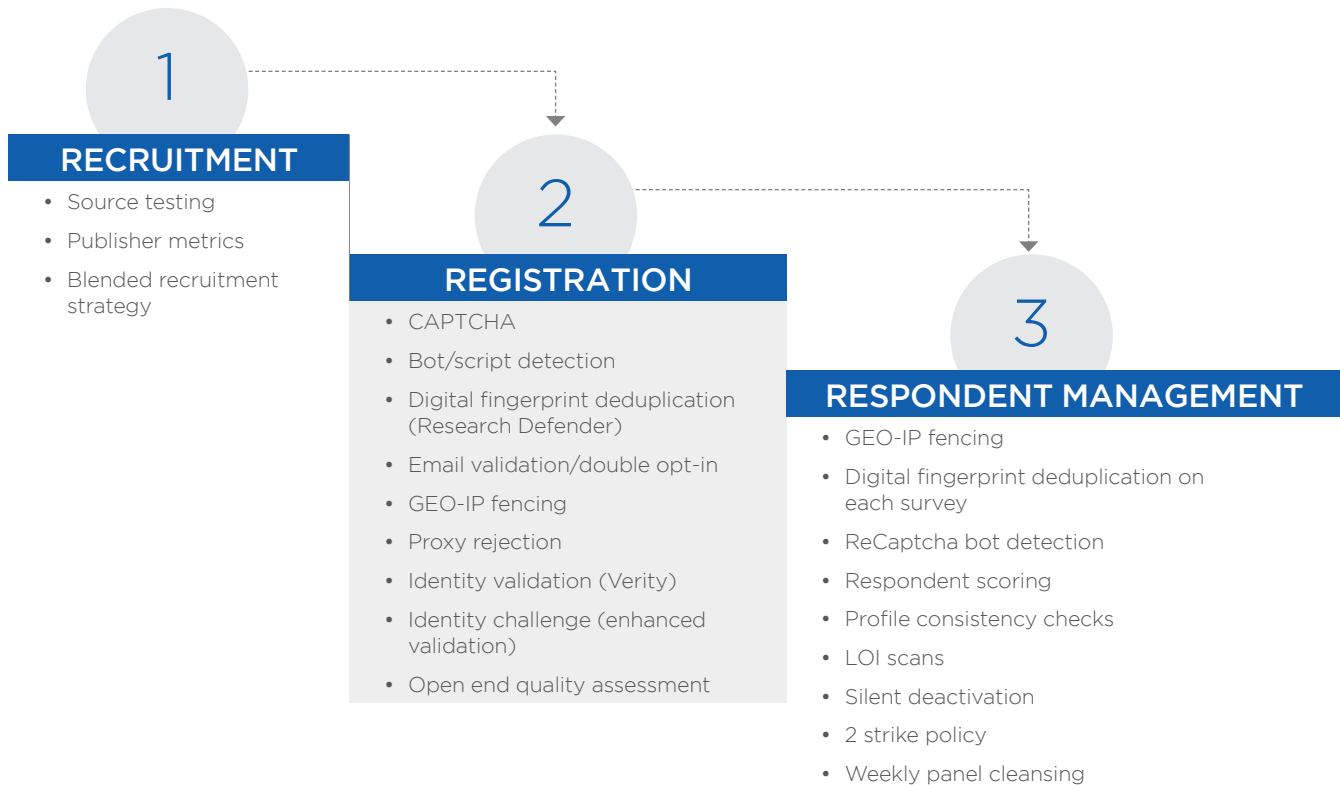
In response to the data quality issues plaguing the majority of the sample industry, Precision Sample is proud to introduce:



**QUALITY
SENTINEL**

Quality Sentinel is a proprietary 20-step panel validation, vetting and security process available only from Precision Sample. Quality Sentinel ensures only the most engaged and highest quality respondents access your survey each and every time.

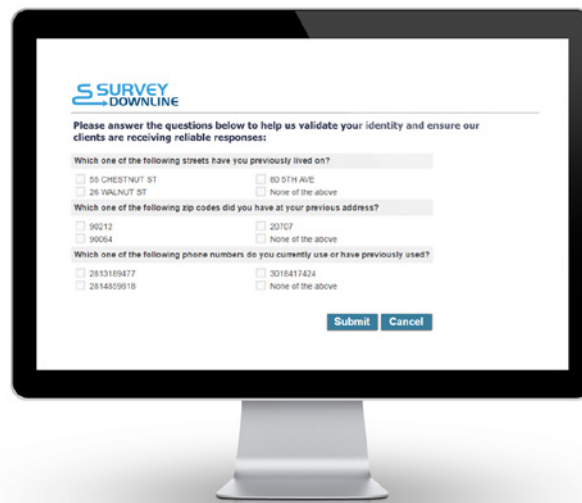
Focusing on the 3 stages of the respondent lifecycle, Quality Sentinel applies the following checks, rules and processes to each Precision Sample panelist:



INDUSTRY LEADING VETTING & VALIDATION

Precision Sample utilizes industry standard solutions provided by Imperium including:

- **Verity** – 100% of our panels are validated against national consumer databases confirming the accuracy of an individual's self-reported data against thousands of well-known databases that integrate billions of records.
- **Verity Enhanced Validation** – Once validated with Verity, panelists are presented with challenge questions relating to their credit activity and previous addresses. Failure to accurately respond results in suspension from the panel.



- **Open End Validation** – In the initial profiling process, members are asked to complete an open ended question. Questions rotate on a variety of topics related to their personal life such as describing their dream vacation and what activities they plan to participate in on that vacation or to describe their dream job. Questions are tailored to spark an interest and passion in members to generate a response that is easy to provide. Text analytics and scoring are applied to the response to evaluate engaged vs disengaged panelists. Only members passing this evaluation are invited to participate in client surveys.
- **Research Defender** – We use multiple techniques to identify and prevent fraudulent behavior. These techniques range from deterministic tracking of suspicious activity (such as digital fingerprint deduplication, location spoofing, TOR usage), to behavioral tracking of survey takers. Additionally, we use machine learning, regression techniques, decision tree analyses and other tools to help us identify trends.

PRECISION SAMPLE VS. THE INDUSTRY STANDARD

	Real (Panel Side)	Unique (Panel Side)	Attentive (Panel Side)	Unique (Survey Side)	Attentive (Survey Side)	Panel Benchmarking (Survey Side)
Industry Standard	Imperium Verity/ True Sample applied to a subset of the panel and clients pay a premium to access	Imperium RelevantID/ True Sample	None	No industry standard	No industry standard	No industry standard
Precision Standard	Imperium Verity with enhanced validation via challenge questions + XVerify email validation	Research Defender combined with Quality Sentinel proprietary methods	Open end quality assessment	MetrixLab Verify (on surveys programmed in MetrixLab's RSVP platform)	MetrixLab Verify (on surveys programmed in MetrixLab's RSVP platform)	MetrixLab Panel Benchmarking Program
Benefits of Precision's Approach	100% of US panels are verified and enhanced validated with challenge questions at no cost to customers, 50 mile radius from home address geographic participation limitation	Aggressive Research Defender settings paired with Quality Sentinel deliver not only 100% unique sample by 100% engaged sample	Evaluating panelist engagement with open end questions prior to allowing access to client surveys provides additional opportunity to locate and remove unattentive panelists	Second method for eliminating dupes leveraging a mobile ready/ device agnostic approach	Real-time solution to identify and remove inattentive panelists inside surveys programmed on RSVP	Ongoing assessment of panel consistency and sample blending over time and against other panels on tracking studies

5136 15451
5415 17118
7625 22948
5476
5625

100%
50%



PrecisionSample.com

**PRECISION
SAMPLE**
a toluna company

Precision Sample, LLC
3461 Ringsby Court, Suite 240
Denver, CO 80216

(720) 766-5106
sales@precisionsample.com
rfq@precisionsample.com

