2017

p2sample

PANEL BOOK

Agile, technology-driven sampling solutions.

About P2Sample

P2Sample's active member panel consists of over 20 million members worldwide. As one of the most sophisticated programmatic sample suppliers in the industry, our strong aptitude for technical integration allows us to fulfill your project needs efficiently and on-budget very easily.

We are able to tightly target our sample on 50 standard qualifications (and hundreds of additional qualifications) in sending appropriate respondents to your studies, including challenging parameters such as ailments and business decision-makers.

Company history

2006

Started in the Netherlands, expanded with employees in other countries

Started in advertisement by offering a community of users ways to earn\or save money Cashback, discounts, coupons, getting paid to watch advertise-ment and signups for websites etc.

2010

points2shop

Established Points2shop, a rewards based community

Surpassed 1,000,000 panel members

2011

Moved Corporate Headquarters to the United States

2013

p2sample

Gravitated towards Market Research and fully made the switch to put all focus, effort and resources into Market Research

Surpassed 5,000,000 panel members

2016

Surpassed 20,000,000 panel members

P2Sample capabilities

API / Custom Solutions

API INTEGRATIONS

At P2Sample, we pride ourselves on our programmatic approach to sampling. Our custom API integrations offer our clients agile solutions that improve sampling speed and enabling better targeting and more efficient quota management, while at the same time, decreasing overhead.

CUSTOM SOLUTIONS

P2Sample's unique combination of panel knowledge and technical know-how makes us second to none at developing bespoke sampling solutions. From cookie drops to IHUT'S, re-contacts to custom recruits, we excel at complicated and unusual. Challenge us with your next out-of-the-box project!

Research Services

MOBILE SERVICES

P2Sample offers a strong mobile survey presence, with proprietary Android & iOS mobile apps that offer respondents a seamless survey experience on the go.

SURVEY PROGRAMMING

In addition to mobile surveys, we offer in-house cross platform survey programming and hosting utilizing the Decipher survey platform. Cross platform surveys ensure our panelists can participate via the platform or device of their choice, at their convenience.

Targeting & Respondent Engagement

TARGETING

P2Sample utilizes agile proprietary dynamic profiling and routing technologies to enable the most cost efficient procurement of respondents in hard-to-get demographic groups, including young males, Hispanic/ethnic targets, millennials, teens and multinational audiences. We're able to tightly target our sample across hundreds of qualifications to ensure we're always delivering the right respondents to your studies.

RESPONDENT QUALITY SCORE

At P2Sample, we believe that respondent engagement and satisfaction is paramount to data quality. P2Sample assigns every panelist a quality score –which increases for good behavior (detailed, thoughtful responses) and decreases for bad (speeding or straight lining). Panelists with poor scores are blocked from future participation, ensuring that our clients are receiving the highest quality data to drive truly actionable insights.

SURVEY SCORE

At P2Sample, we believe well designed surveys elicit better panelist behavior. That's why we give every survey a "survey score" based on respondent satisfaction with the survey experience. A high survey score means greater sample flow and more value for our clients. It also means shorter field times with highly engaged respondents that ultimately deliver higher quality data. Reach out to us for an assessment of your next survey.

INCENTIVE MANAGEMENT SERVICES

P2Sample manages incentive procurement and delivery so you don't have to. Whether respondents are online or on the go, they're assured of receiving instant delivery of their award for a completed and verified survey. Prompt payment ensures high levels of respondent satisfaction, which in turn keeps our panelists highly engaged.

P2Sample sample sourcing

From where does P2Sample obtain its sample?

Our member panel has grown over time to over 20 million plus users – all are unique, profiled and identifiable individuals.

A great many of those 20+ million members have helped our own recruitment efforts through word-of-mouth and membership referrals.

We also have (to a lesser degree) additional joiners via panel recruits from other online market research companies, where we identify potential survey takers looking for unique survey options not available to them via other panels.

How P2Sample routes sample internally

We maintain gen pop balancing and other specific targeting through internal quota management systems.

- We make use of proprietary ranking technologies to specifically target best fit sample (when permissible in a survey project) and ensure that non-fit sample stays out of surveys for which it will not qualify.

- We keep a keen eye for motivating respondents to both enhance the user experience and yield higher quality results for our survey providing partners.

- We maintain profiling data on all our users – from initial profiling through to survey responses and pre-screens for use with future project qualifications.

- We further utilize this profiler data to obtain real-time feasibility estimates with future studies specific to our active population at the time of bid request.

- We strongly believe in optimizing study targeting as much as possible versus sample. Better sampling yields a better member experience which in turn yields a better quality of sample for our partners.

Survey profilers

Examples of some of our common qualifiers/targetable fields (hundreds more available):

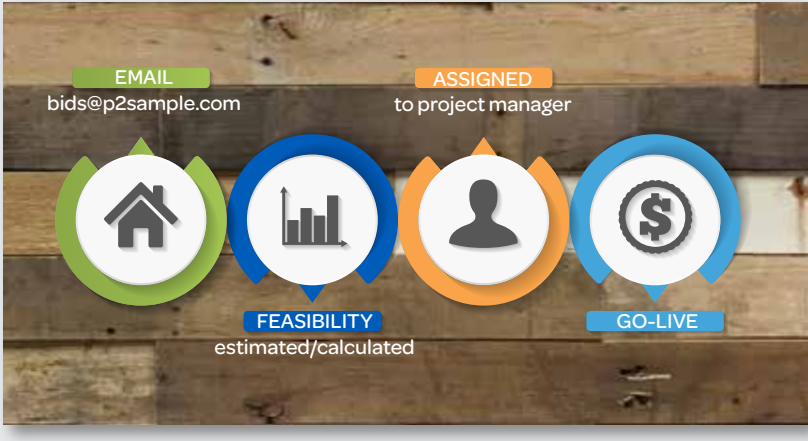
- Parents of Children
- Luxury Car Drivers
- Ailment Sufferers
- Cell Phone Subscribers
- Occupations/Job Functions/Roles/Titles
- Sports Enthusiasts
- Beverage Drinkers by Type
- Restaurant Consumers
- Video Gamers (by Platforms)
- Registered Voters
- Mobile Device Owners
- IT/HR/Finance/Business Decision Makers
- Grocery Buyers
- TV Watchers/Movie Goers
- Smokers/Tobacco Users
- Car/Truck/Motorcycle Drivers (by Make/Model/Year)
- State/City/Zip
- DMA/MSA/Region/County

P2Sample project work-flow

Our account management and project management teams work nearly around-the-clock to both estimate feasibility/pricing for and effectively launch survey partner projects.

Our bids team is adept at quick turn-around on feasibility estimates for simply-targeted and complex, strategic projects alike. A simple email to Bids@P2Sample.com with relative IR, LOI, demo targets and/or quotas needed will yield both estimated project feasibility from within our sample as well as suggested CPI price points. Our account management team typically turns such feasibility calculations around within a short timeframe, whenever possible.

Our project management team also manages a quick turn-around schedule (including after hours and weekends). We have the ability to go live quite quickly as well as to "soft launch" for phased launching of new projects. Once our bids manager turns the project over to our project management team, it can be as little as a few minutes before a project is live within our systems. Our proprietary systems are optimized to work with ad hoc projects (using partner's targeted links) and programmatic integrations with partner platforms (including APIs).



P2Sample takes security beyond industry standards

P2Sample takes proactive measures to both prevent and detect fraudulent panel activity. We take great care to ensure data integrity and quality of response before panelists even attempt their first surveys.

- IP Geo-location & Online Fraud Prevention
- Advanced pattern-based security system, using billions of data records to identity respondents and flag fraudulent activity
- Utilization of trap questions ("red herrings"), dummy surveys and other behavior-based security systems to maintain high data quality and prevent potentially fraudulent behaviors (including straight-lining or speeding)
- Team of dedicated fraud analysts who often identify problematic behaviors before they can potentially affect you (or your clients!)
- Panel FAQs and member education to dissuade bad behaviors in survey-taking
- Third party identity verification using RelevantID®, TrueSample ®, Verity® and other validation options

True sample

IMPERIUM®

p2sample

P2Sample's **global** reach

With an active member panel that consists of over 20+ million members worldwide in over 150 countries, our global reach is second to none.

Whether you're sampling in the Americas, Asia Pacific, Europe or the Middle-East and Africa, our global operations team works around the clock to deliver against even the shortest turnaround times.

Some of our TOP geos:

Americas	Europe	Asia-Pacific	Middle-East	Africa
United States	UK	India	Turkey	South Africa
Canada	Germany	Australia	Egypt	Nigeria
Brazil	Italy	China	UAE	Kenya
Mexico	France	Russia	Saudi Arabia	+127 Countries
Argentina	Spain	Indonesia	Morocco	

The Americas

United States - 8,865,878

US

GENDER	PANEL
Male	49%
Female	51%

Canada
1,076,436

CA

GENDER	PANEL
Male	57%
Female	43%

BR

GENDER	PANEL
Male	72%
Female	28%

Brazil
1,212,977

Mexico
357,459

MX

GENDER	PANEL
Male	73%
Female	27%

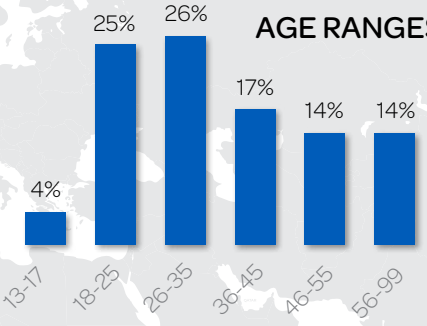
AR

Argentina - 215,373

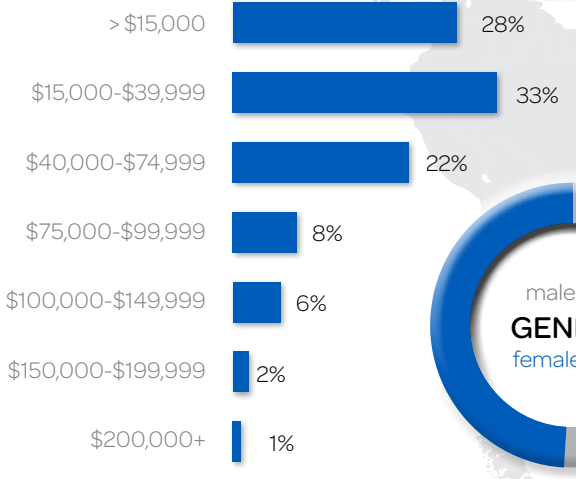
GENDER	PANEL
Male	79%
Female	21%

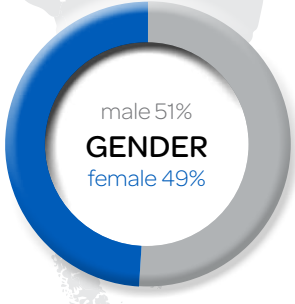
The United States

AGE RANGES

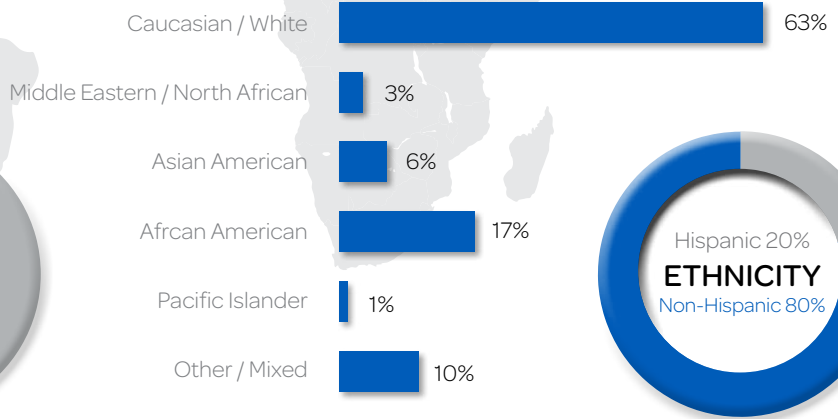


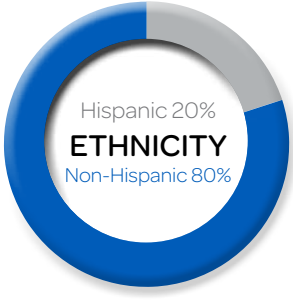
HOUSEHOLD INCOME





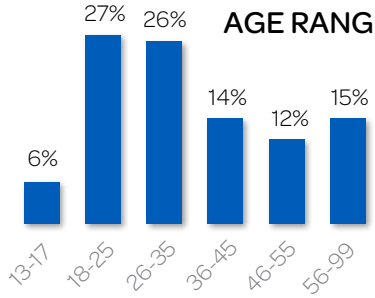
RACIAL IDENTITY



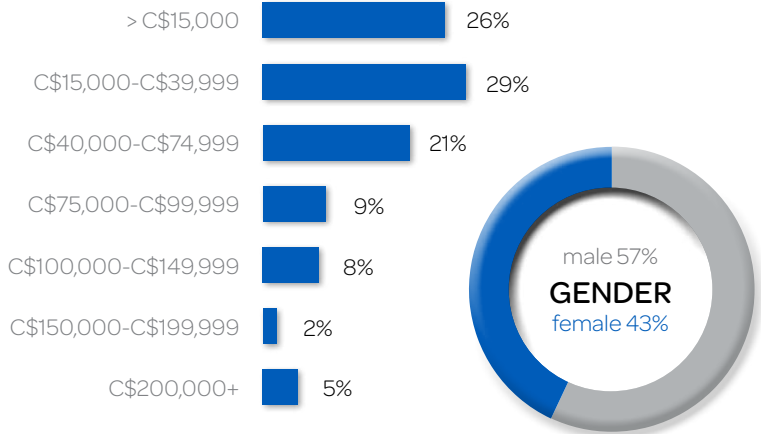


Canada

AGE RANGES

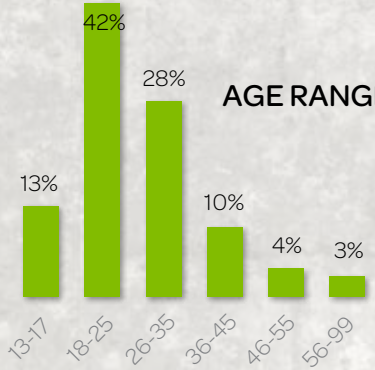


HOUSEHOLD INCOME

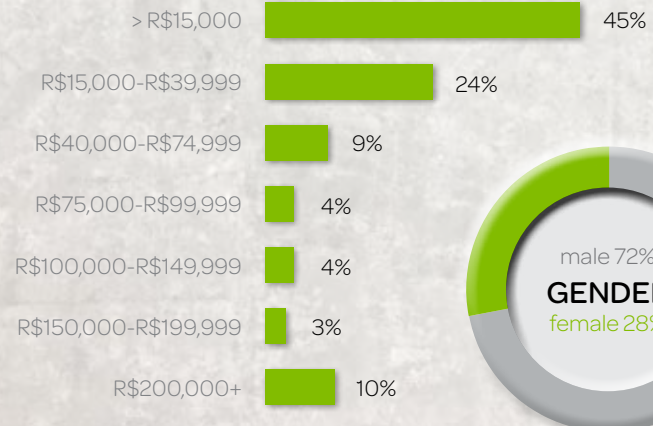


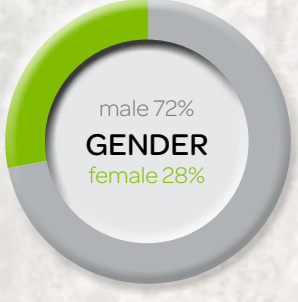
Brazil

AGE RANGES



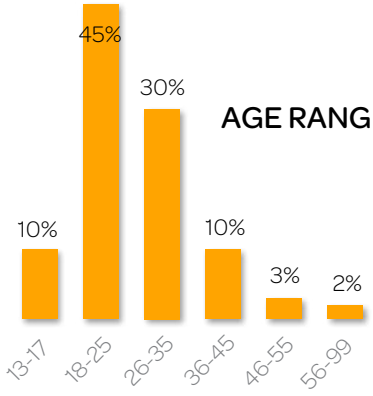
HOUSEHOLD INCOME



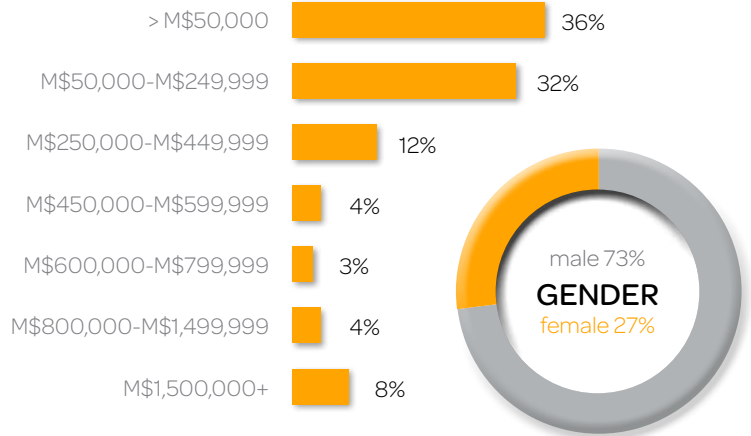


Mexico

AGE RANGES

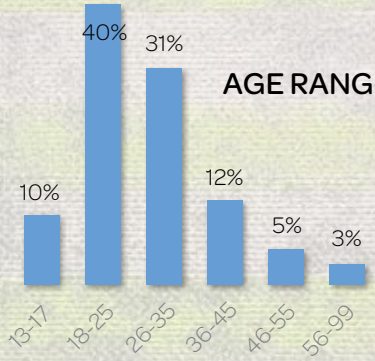


HOUSEHOLD INCOME

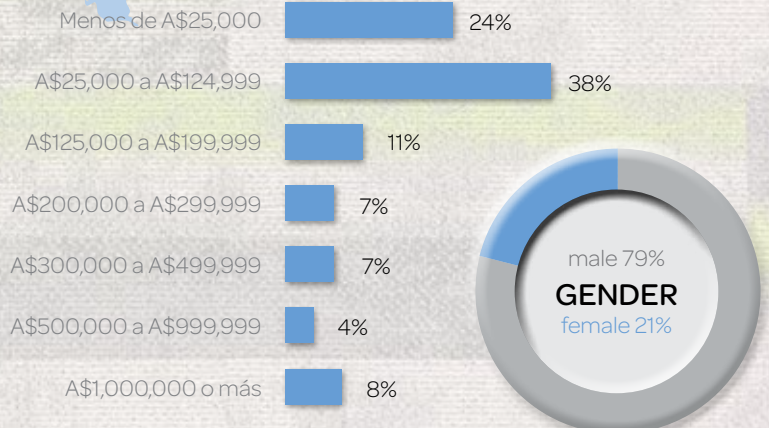


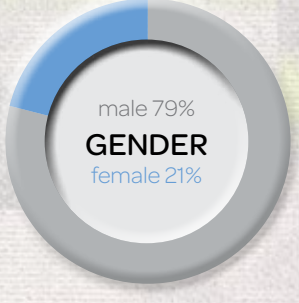
Argentina

AGE RANGES



HOUSEHOLD INCOME





Europe

United Kingdom - 1,310,757

UK

GENDER	PANEL
Male	64%
Female	36%

Germany
372,058

GENDER	PANEL
Male	71%
Female	29%

DE

IT

GENDER	PANEL
Male	70%
Female	30%

Italy
260,242

France
420,894

GENDER	PANEL
Male	65%
Female	35%

FR

ES

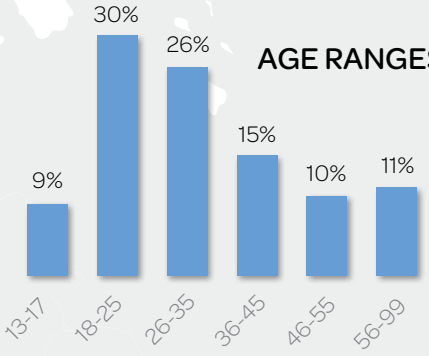
Spain- 206,570

GENDER	PANEL
Male	75%
Female	25%

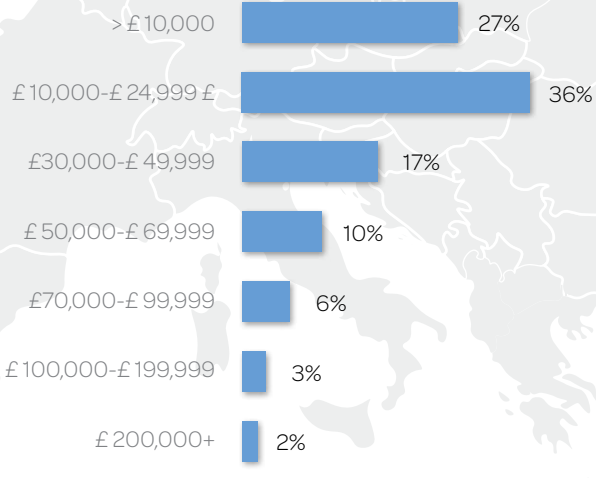
p2sample

The United Kingdom

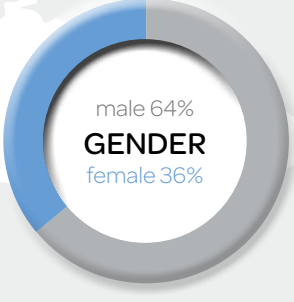
AGE RANGES



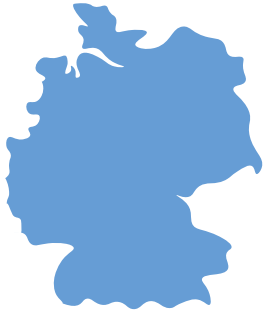
HOUSEHOLD INCOME



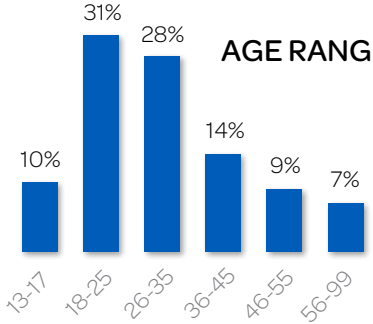
GENDER



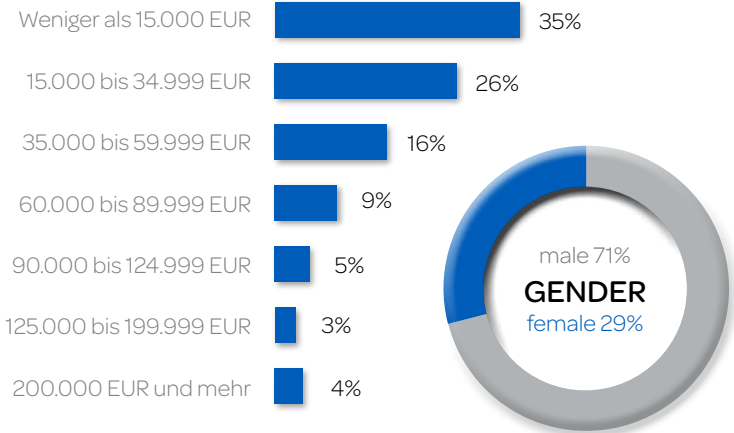
Germany



AGE RANGES

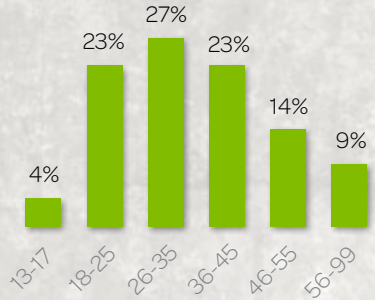


HOUSEHOLD INCOME

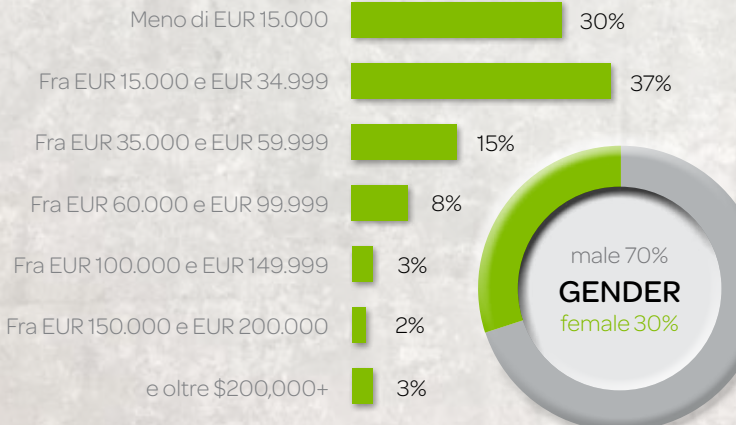


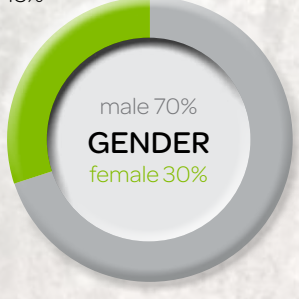
Italy

AGE RANGES

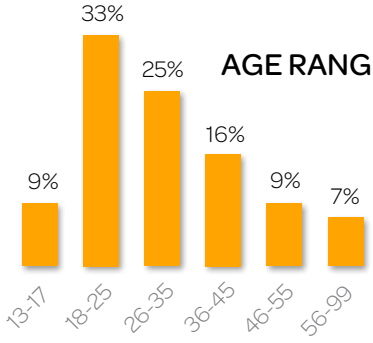


HOUSEHOLD INCOME

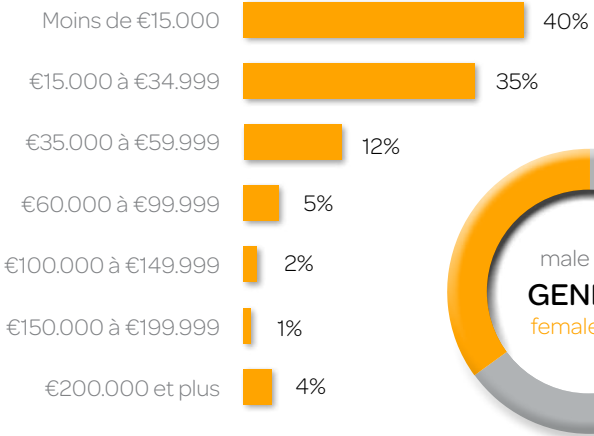


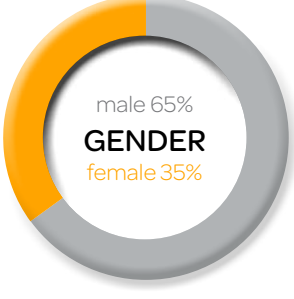


France

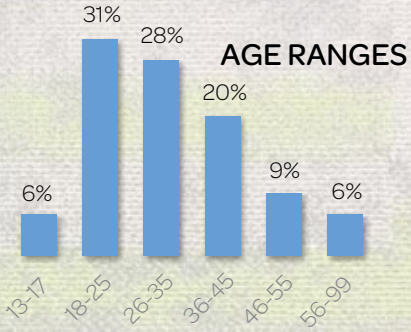


HOUSEHOLD INCOME

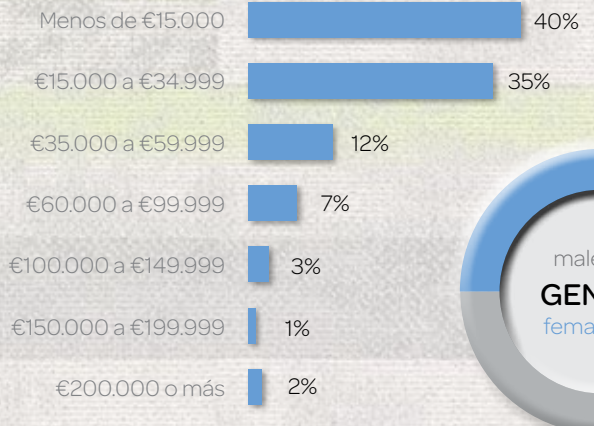


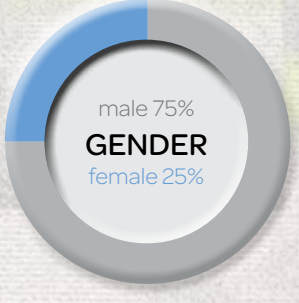


Spain

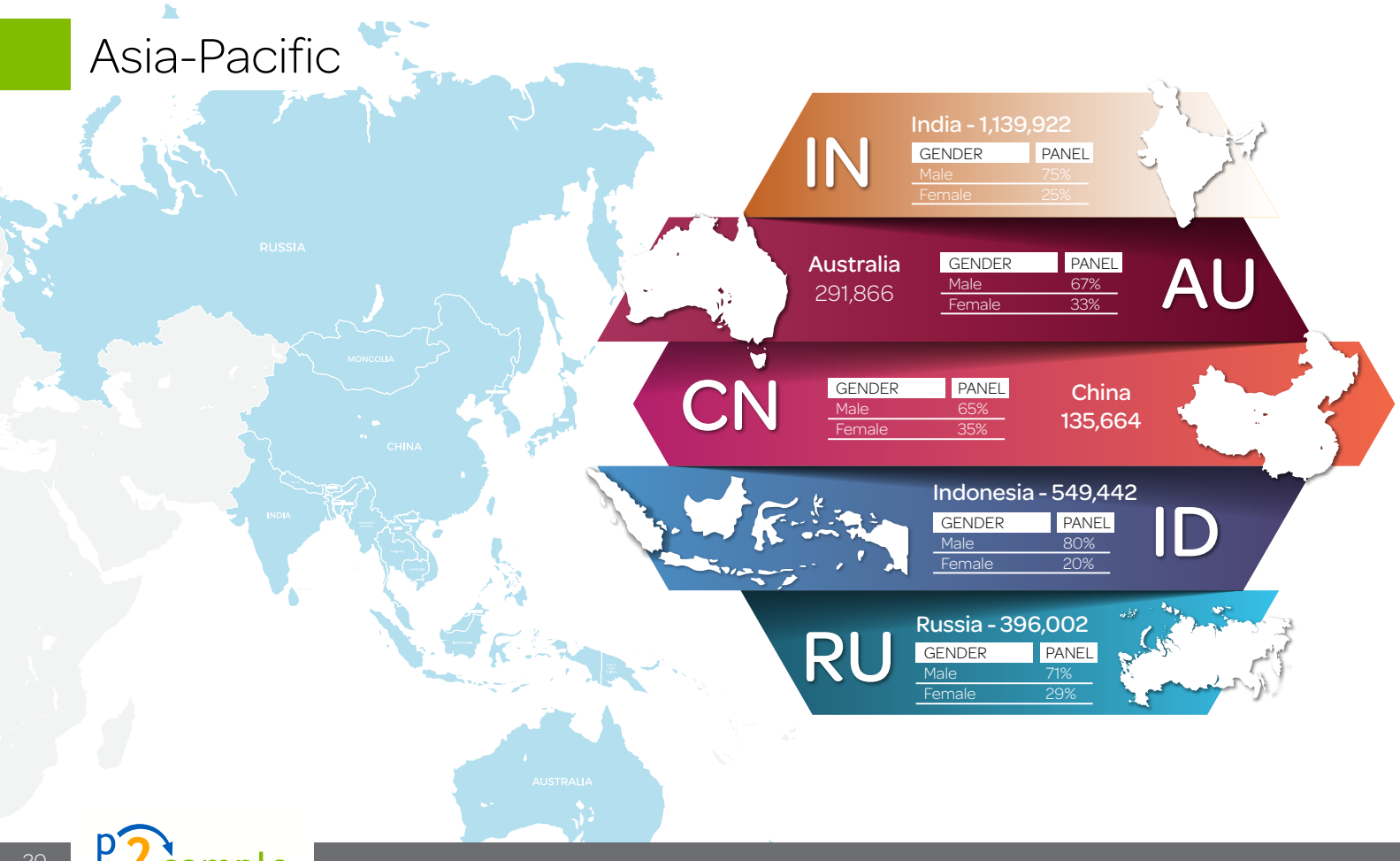


HOUSEHOLD INCOME



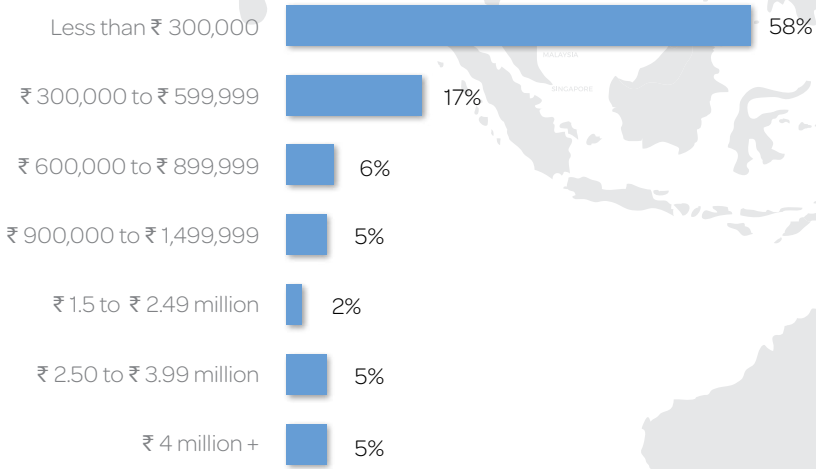


Asia-Pacific

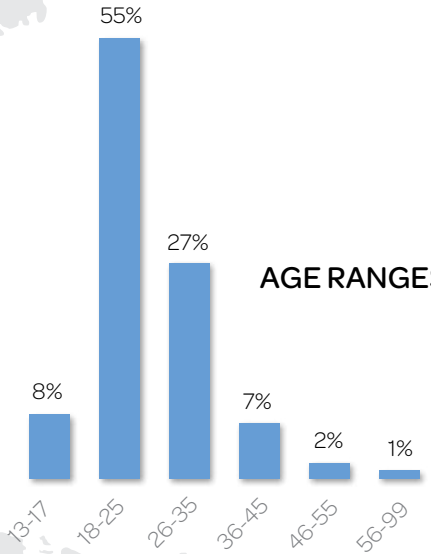


India

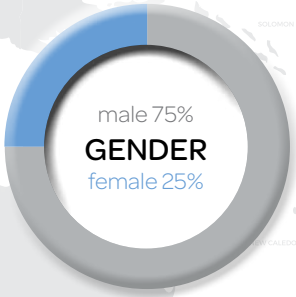
HOUSEHOLD INCOME



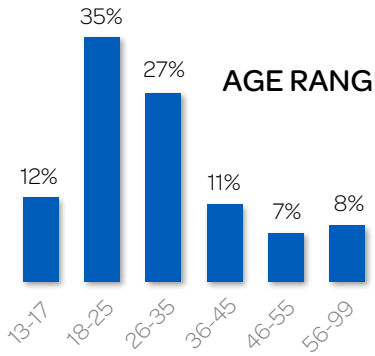
AGE RANGES



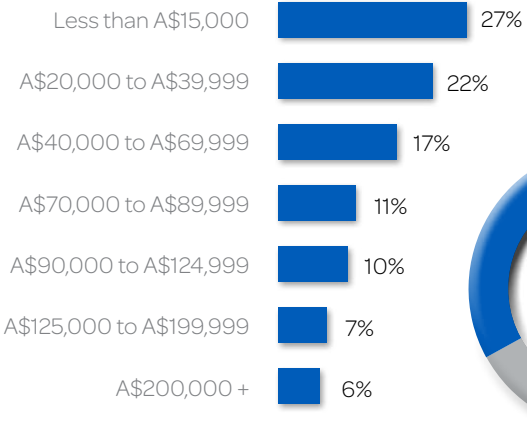
GENDER

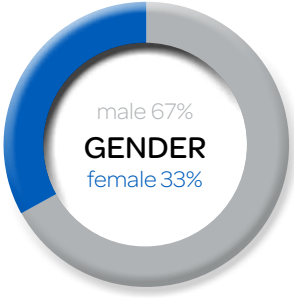


Australia

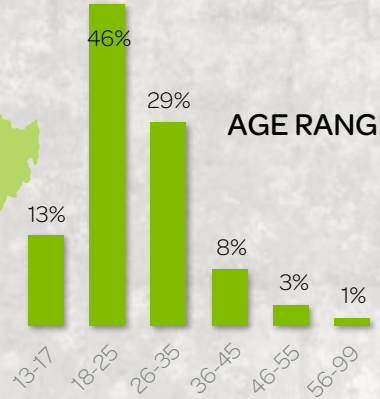


HOUSEHOLD INCOME

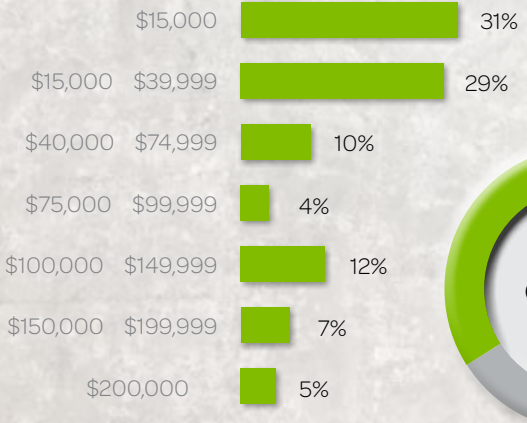


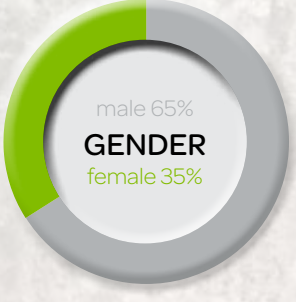


China

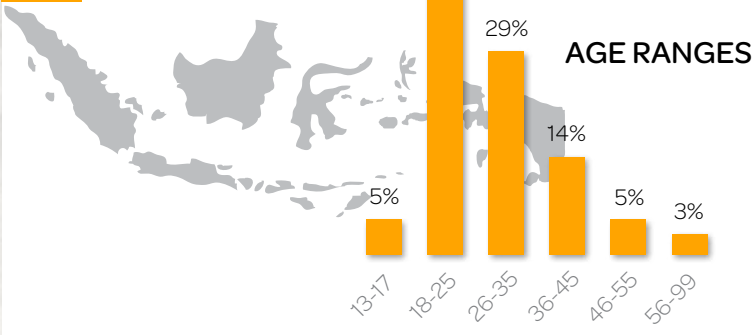


HOUSEHOLD INCOME



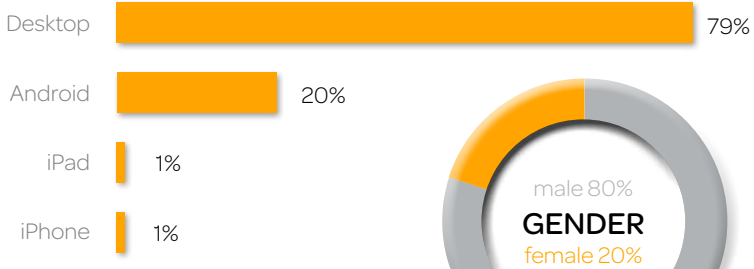


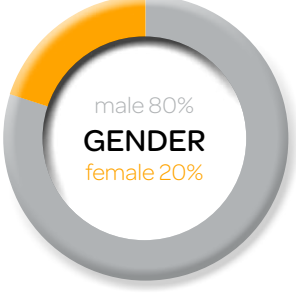
Indonesia



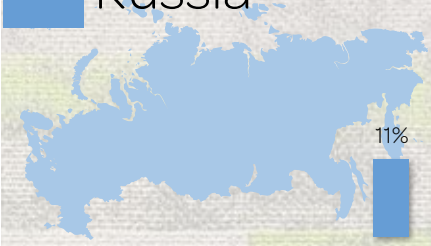
AGE RANGES

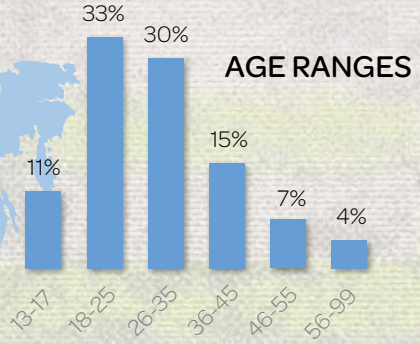
DEVICE USAGE





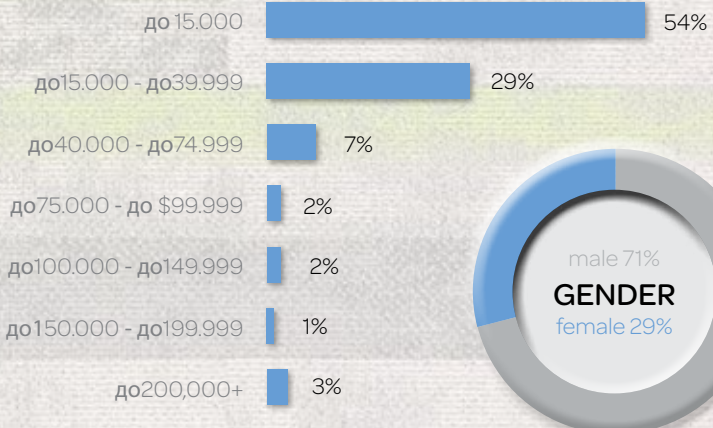
Russia

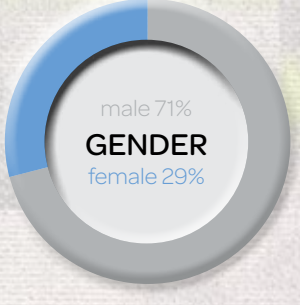




AGE RANGES

HOUSEHOLD INCOME





Middle East

TR — Turkey - 461,537

GENDER	PANEL
Male	78%
Female	22%

EG — Egypt 234,374

GENDER	PANEL
Male	88%
Female	12%

MA — Morocco 116,599

GENDER	PANEL
Male	89%
Female	11%

SA — Saudia Arabia - 101,930

GENDER	PANEL
Male	82%
Female	18%

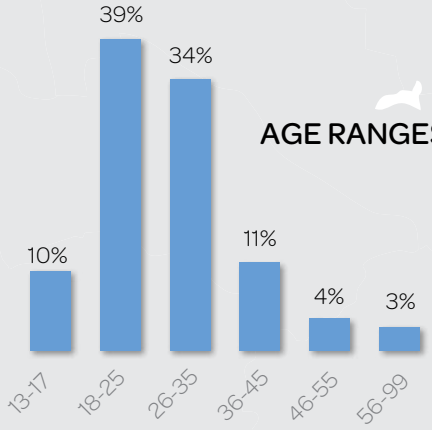
AE — United Arab Emerates - 60,788

GENDER	PANEL
Male	78%
Female	22%

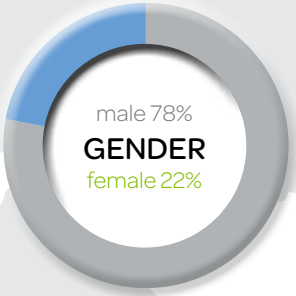
p2sample

Turkey

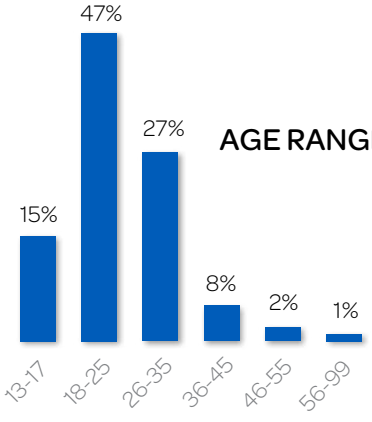
AGE RANGES



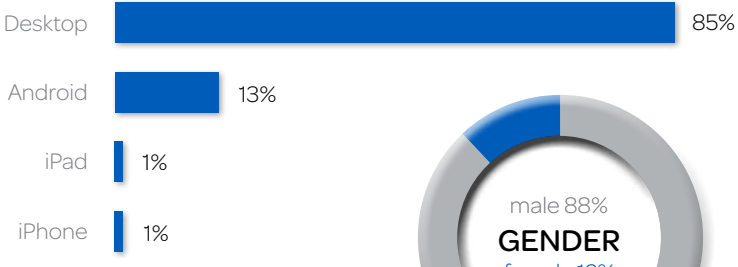
DEVICE USAGE

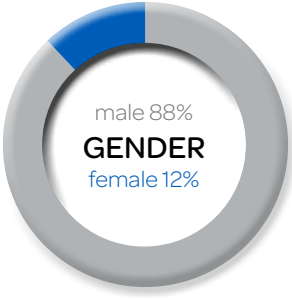


Egypt

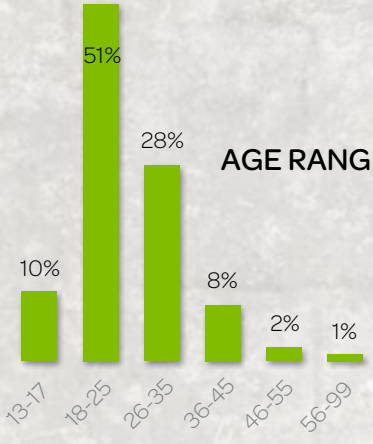


DEVICE USAGE

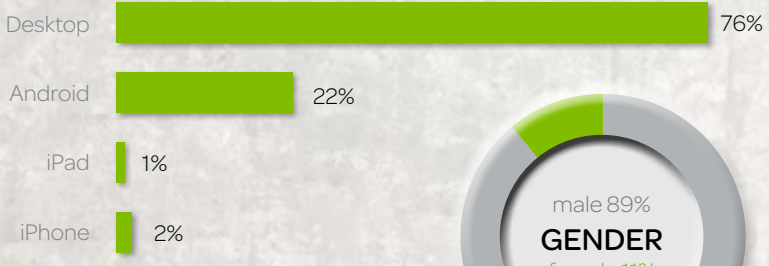


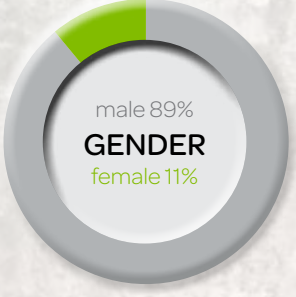


Morocco

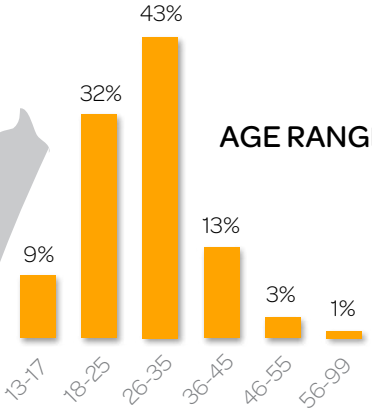


DEVICE USAGE



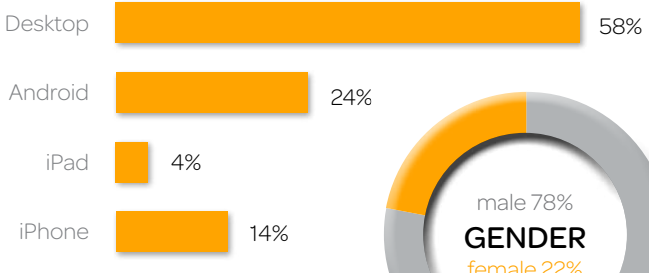


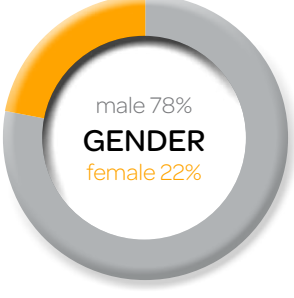
UAE



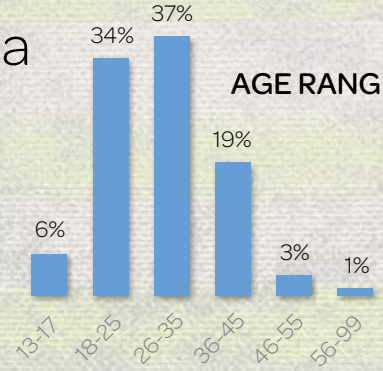
AGE RANGES

DEVICE USAGE



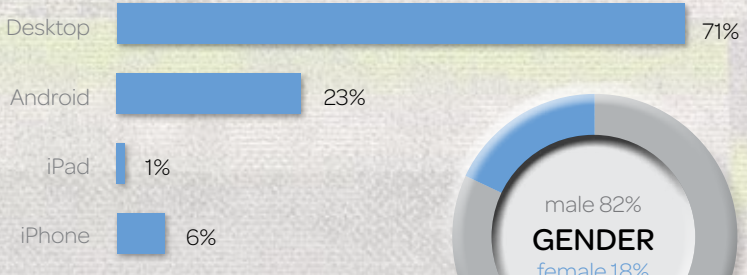


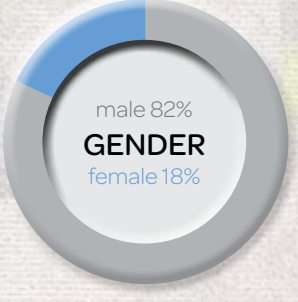
Saudi Arabia



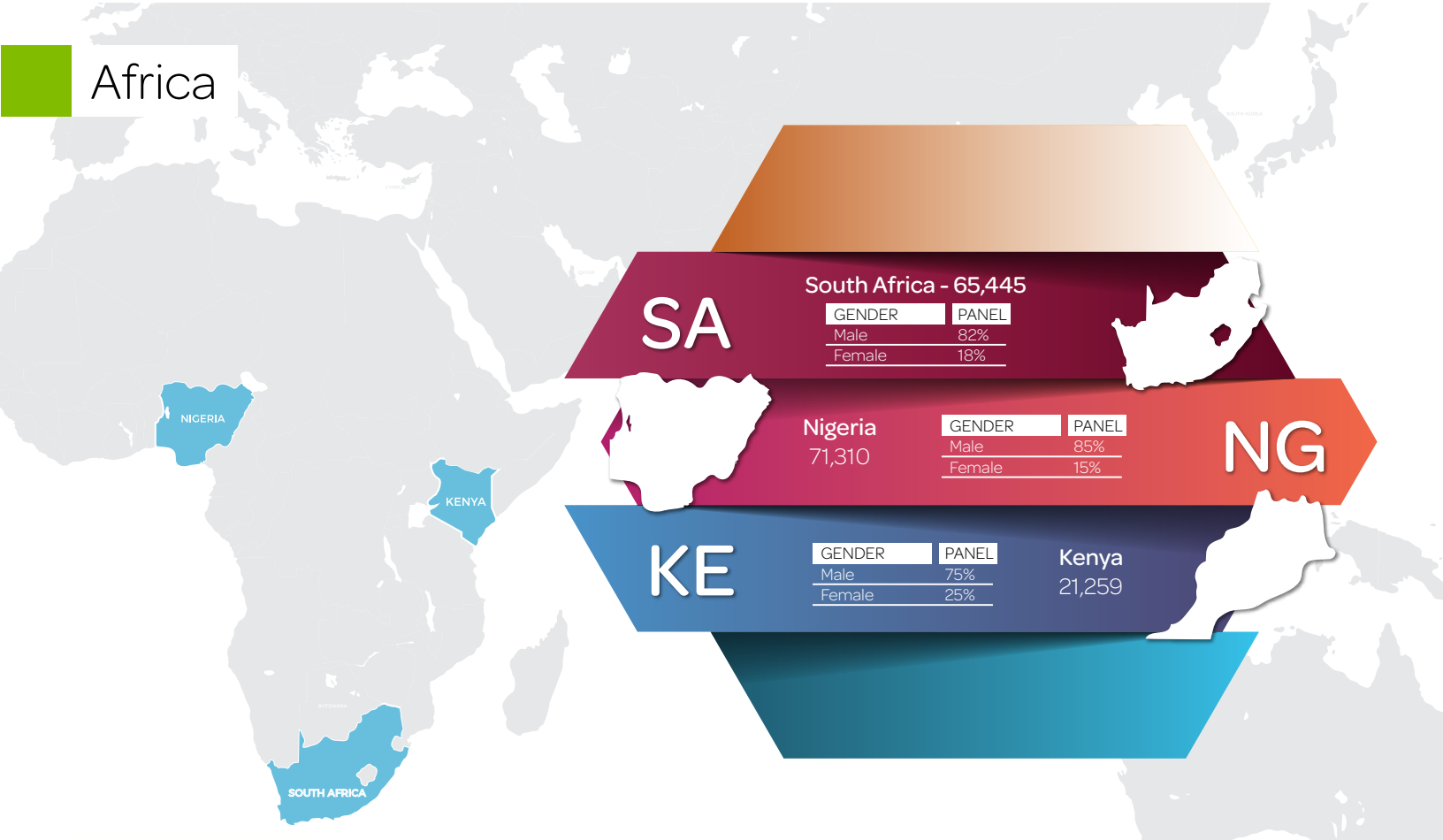
AGE RANGES

DEVICE USAGE

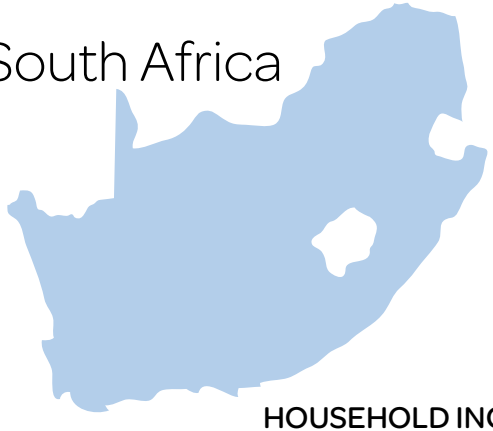




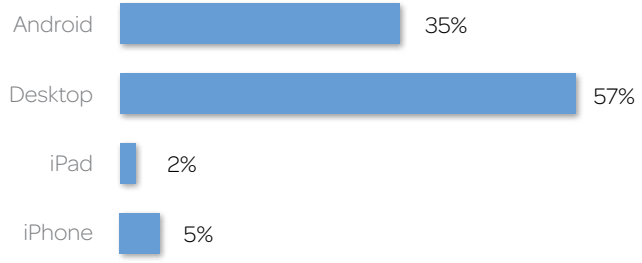
Africa


NIGERIA
KENYA
SOUTH AFRICA
SA
South Africa - 65,445
GENDER
PANEL
Male
82%
Female
18%
NG
Nigeria
71,310
GENDER
PANEL
Male
85%
Female
15%
KE
GENDER
PANEL
Male
75%
Female
25%
Kenya
21,259

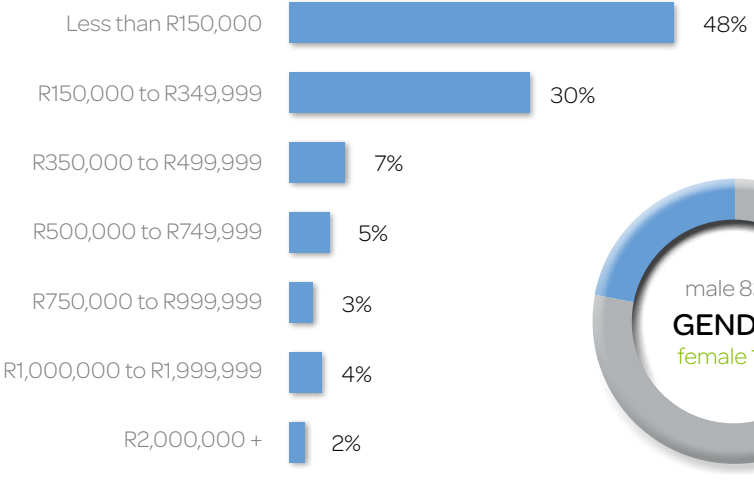
South Africa

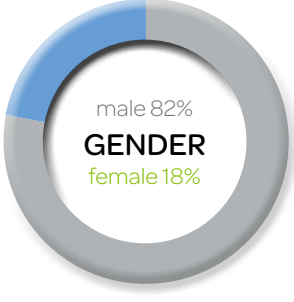


DEVICE USAGE

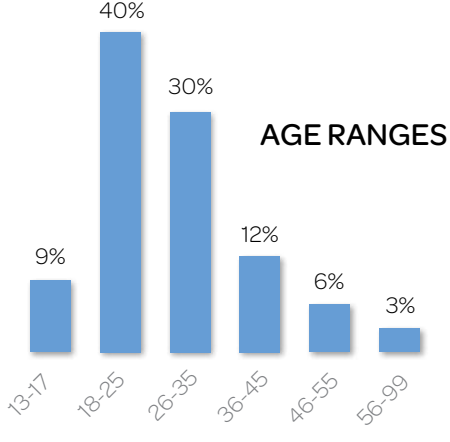


HOUSEHOLD INCOME

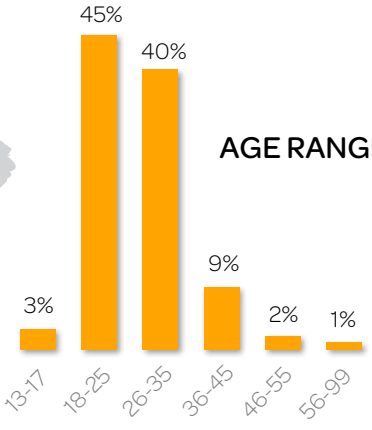




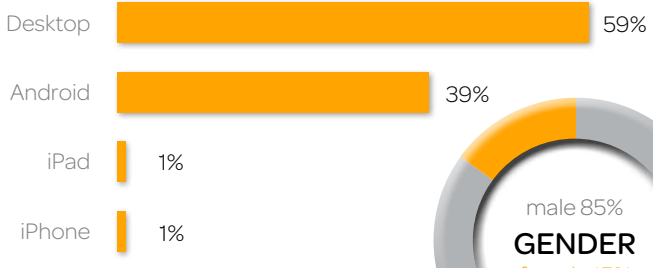
AGE RANGES

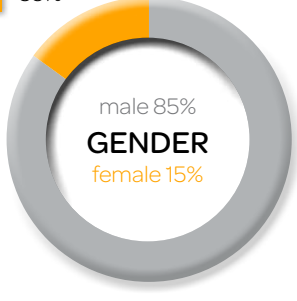


Nigeria

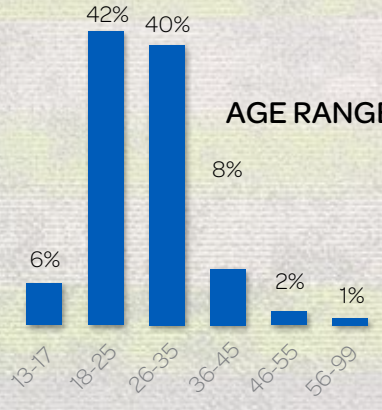


DEVICE USAGE

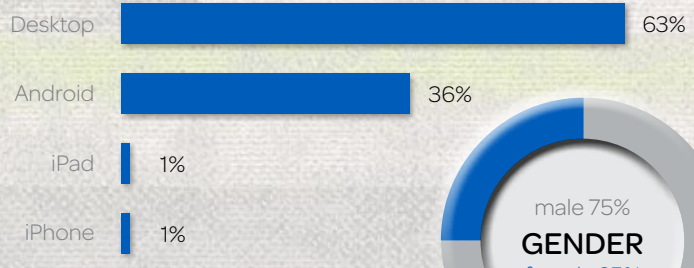


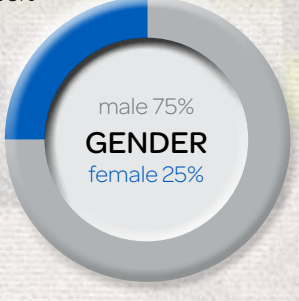


Kenya



DEVICE USAGE





Corporate Office
3159 Royal Drive, Suite 360
Alpharetta, Georgia 30022

Contact Us
RFQ's - bids@p2sample.com
www.p2sample.com