P2 SAMPLE
POWERFULLY PROGRAMMATIC

Respondent Experience Matters

Overwhelming Evidence

In online research, the accuracy of your data and success of your project are a direct function of the respondent experience.

If respondents are engaged and satisfied, they will willingly and honestly participate. If they aren't, you get bad data.

At P2Sample, we employ self-healing algorithms while surveys are in field to spot trouble quickly and quarantine bad experiences in real-time.

Using dozens of data points, including respondents' own ratings of survey quality, we reward good survey experiences by allowing sample to flow more freely to these studies. Conversely, bad experiences (broken surveys, closed quotas, and even punishing questionnaires) will see their allocations decline and may even be shut down. Why? Because bad experiences lead to participants dropping out or disengaging, which leads to bad data. Automation enables us to break the vicious cycle.

Automation and the Respondent Experience

Automation and AI enable machines to constantly crunch massive amounts of data, including linking profile data with dozens of other variables. This deep level of respondent data can significantly improve the odds of a respondent having a satisfying experience. At a basic level, it helps to better direct them to a survey for which they qualify, and eliminates asking them basic questions, such as age and gender, over and over.

At P2Sample, we've built our platform around this kind of commitment to improving the respondent experience. We call it Right Survey. Right Person. Right Time^{SM}. Dynamic profiling of hundreds of markers to reduce fatigue, overquotas and disqualification, and give you happy respondents.

Behavioral & User Education Checks

Examples of just a few of the checks we employ:

- Respondent Ratings
- Survey Ratings
- Attention checks
- Red herrings
- Unlikely combination detection

- Satisficing checks
- Live open-end analysis
- Respondent education via video feeds and quality score system
- Speeding checks

- Quality Benchmark Survey
- Inconsistent answer checks
- Prevention of simultaneous surveys

- Client rejection analysis (both automated & manual)

Deep Profiling Data

We help target the right respondents using technology-driven profiling.

Most commonly used profilers:

- Parents of Children
- Luxury Car Drivers
- Ailment Sufferers
- Cell Phone Subscribers
- Occupational Titles
- Job Functions & Roles
- Sports Enthusiasts

- Beverage Drinkers by Type
- Restaurant Consumers
- Video Gamers (by Platforms)
- Registered Voters
- Mobile Device Owners
- IT/HR/Finance Decision Makers
- Grocery Buyers

- TV Watchers/Movie Goers
- Smokers/Tobacco Users
- Car/Truck/Motorcycle Drivers
- Make/Model/Year
- State/City/Zip
- DMA/MSA/Region/County
- Plus many, many more…

Speak to our Transformation Team today at sales@p2sample.com

Third-Party Data Proves That Our Method Works

Results Are In

Our Engagement Metrics Are Head And Shoulders Above Our Competitors!

A respected third-party research agency asked us to participate in an independent study with other major sample providers.

Chart legend: ■ Other Sample Providers: Average ■ P2Sample

Question	Other Sample Providers: Average	P2Sample
The surveys I take are well written	70%	81%
I am adequately allowed to express my opinions	77%	86%
The surveys I take are worth the time and effort required	65%	80%
The surveys I take function properly	76%	80%
I enjoy taking surveys	77%	86%
I am fairly and appropriately compensated for time spent taking surveys	55%	70%