



Online

SSI Panel Recruitment Services:

***Build Your Own Online Communities and Panels,
Powered by SSI***

What Are SSI's Panel Recruitment Services?

*A Complete Program
for Putting SSI's
Recruitment and Reach
to Work, Creating
Communities and
Panels Just for You*

For a total of 50 years, SSI has been the world's premier panel and sampling solutions provider. Now, we are putting our five decades of experience recruiting, growing and managing panels to work for you with SSI's Panel Recruitment Services.

You can benefit from SSI's Panel Recruitment Services in two important ways. First, if you already have an existing panel or community, SSI can help you dramatically increase your membership base, either in total or within specific segments where you need added access. Second, if you want to reach niche audiences—such as mothers with babies or SUV drivers—we can recruit participants for your customized communities, targeting our recruitment efforts to meet your exact requirements.

Why Are SSI Panel Recruitment Services Critically Important Now?

*Today's Environment
Demands Both Greater
Access and More Exact
Targeting—and SSI
Delivers Both*

Today's complex and competitive market has led to increasing demand for two conflicting goals—bigger samples and tighter parameters. You face the challenge of needing both greater reach and more specifically targeted access. SSI is uniquely able to meet both of these critical requirements through the power of SSI Dynamix™, our game-changing dynamic sampling platform.

By linking to multiple sources—including Web sites, social media, affiliate partnerships, online communities and more—our reach extends across the entire Internet. Plus, because we dynamically profile in real time, using multiple sets of refinement questions and storing information on each participant, we can identify and recruit very specific segments, to meet your precise needs.

In addition, SSI can help you cope with the issue of multiple online research memberships competing for people's time. With our focus on protecting respondents, recruiting across new sources and building engaging research experiences, we can ensure you not only create but also maintain active panels over time.

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What Unique Value Does SSI Panel Recruitment Services Deliver?

*Vast Reach, Top Quality,
Deep Expertise,
Global Access and
Local Support*

SSI Panel Recruitment Services offer strong and unique benefits that make us the clear first-choice partner for panel recruitment, building and management. Among the exclusive advantages we bring you are:

- ***The unparalleled geographic and demographic reach and diversity of SSI Dynamix™.*** Through SSI Dynamix, we are able to offer the most engaged respondents through the widest variety of recruitment sources. Whatever the panel criteria, we can provide a representative sampling frame that minimizes bias and maximizes data integrity.
- ***The highest levels of quality.*** SSI applies the strictest quality checks and processes to ensure the highest standards of data integrity, including digital fingerprinting to combat fraud.
- ***The panel and media buying expertise that only SSI can deliver.*** SSI brings 50 years of panel building and recruitment experience, including a decade of creating and growing online panels in 28 countries. In addition, we have 15 years of media buying experience across the globe. With our high name recognition around the world, we enjoy strong bargaining power with both global and local online advertising vendors—and you reap the benefits of those important relationships.
- ***The strongest combination of global reach and local knowledge.*** SSI offers access around the world, with 30 offices across every region and staff fluent in 36 languages. Service and media buying teams, however, are deliberately local to ensure both our customers and our media partners have the convenience of working in their own time zone and their own language.

How Do I Get More Information?

Let SSI power your online panels and communities, giving you the easy access you want to the exact respondents you need to drive successful research projects—and effective business decisions. To learn more about how SSI can support the success of your panel service projects, please contact us:

- **In North America:** +1 203 567 7200 or info@surveysampling.com
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