

SSI Online



Description: Reach Any Consumer, B2B or Healthcare Targets, Anywhere in the World—even Those Who Would Never Join Traditional Panels

SSI Online provides the widest, most diverse access to consumer, B2B and healthcare audiences around the world. Powered by our game-changing SSI Dynamix™ sampling platform, SSI Online links to a full spectrum of sources—our own global panels, social media, online communities, affiliate partners and more—to create the optimal sample for each project. We reach people where and how they want to be reached—so we increase participation and improve the respondent experience. You get more meaningful results from a more engaged audience.

But effective research is not just about reach. It's about driving the right respondents...to the right surveys...in the right time...to get you the right responses. That's why SSI uses a science-based approach that incorporates unique processes to enhance quality and reduce bias, including multiple points of randomization...real-time dynamic profiling...sophisticated screening questions...and a stable blend of sources to ensure valid and consistent results.

Importance: We Overcome Today's Research Challenges with Eclectic Sourcing, Enhanced Research Experiences and Stronger Respondent Engagement

Researchers today face a challenging environment. A host of new media competes for respondents' time. The explosion of mobile technologies means people can take surveys anywhere, any time, on any range of devices. Since 2003, personal email use has declined so the old approach of email invitations to surveys won't sustain research. And those are just a few of the trends re-shaping our world.

Understanding your challenges, SSI brings in respondents from multiple sources, blended into a consistent access stream. Our unique methodology not only reaches respondents, it engages them, with an enhanced research experience that increases participant satisfaction...slashes screen-outs...minimizes drop-outs...and brings email volume in line with respondent preferences.

Benefits: Authentic Respondents, Real-Time Relevancy, Consistent Results, Value-Add Support and High Data Integrity

SSI delivers a wealth of powerful benefits to support your research:

- > **Every respondent is authentic.** SSI uses advanced techniques to authenticate and de-duplicate respondents, including digital fingerprinting...third-party database matches...traps to uncover geo-IP violations...and real-time dynamic profiling.

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- > **Strict processes protect data integrity.** We optimize quality with timestamps to flag “speeders”...checks to identify “straightliners”...quality control questions to reveal those not paying attention...and real-time database analyses to eliminate fraudulent activity.
- > **Dynamic, real-time profiling drives relevance and accuracy.** We create questions on the fly and get instant responses...profile in real time...and ask questions, rather than make assertions, so we never lead respondents. Participants link to relevant surveys, so they get engaged—and you get accurate insights.
- > **Blending on people, not sources, ensures consistency and validity.** By keeping our balance of people constant, we flatten out variances in how respondents answer questions. When we see changes over time, we know they are because real-life behaviors are changing, not sourcing practices.
- > **Value-add services maximize success.** SSI provides one-stop convenience for all your support needs—programming and hosting, data processing, coding, weighting, tabulations, database appending, translations and questionnaire consultation.
- > **Real-time reporting provides fast insights.** SSI offers Data Express—the most powerful and intuitive real-time reporting interface, with your choice of viewing options.
- > **Integrated data supports decision making.** SSI develops customized dashboards, integrating survey results into one easy interface for powerful decision support.
- > **Flexible sourcing optimizes reach.** We can pull in anyone who wants to share opinions—even those who would never join a panel.

For More Information

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