

# SSI Panel Recruitment Services



## Description: Build Your Own Online Communities and Panels, Powered by SSI

Now, SSI puts our five decades of experience recruiting, growing and managing panels to work for you with our Panel Recruitment Services. You can benefit in two important ways. First, if you already have an existing panel or community, SSI can help you dramatically increase your membership, either in total or within specific segments. 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.

## Importance: 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—greater reach and more targeted access. SSI is uniquely able to meet both of these critical requirements through 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, we can 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 ensure you not only create but also maintain active panels over time.

## Benefits: 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:

- > **The 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 34 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.

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> **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 language.

**For More Information**

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