SSI's B2B Online Sampling Solution

Description: Tap into the Most Extensive Coverage of Business Leaders around the Globe

SSI brings you online B2B sampling that takes you right to the executives shaping today's business environment.

You can reach the movers and shakers who are powering business across hundreds of industries and job titles—including C-level executives, IT decision makers, HR professionals and many more. Whatever size companies you're targeting—from large conglomerates to small start ups—SSI gets you the sample you need in the countries you choose.

Actively managed and meticulously maintained, our B2B panel offers gold standard quality that maximizes data integrity and minimizes costs. But our panel is just one source of our B2B access.

Through SSI Dynamix™, our game-changing dynamic sampling platform, we can link to a full spectrum of sources—our own panels, as well as online communities, social media, affiliate partnerships, and more. You get every opportunity to drive your business targets to your survey—so you can access even the hardest-to-reach audiences.

Importance: In Today's World, You Need a Proven Sampling Partner to Support Your Business

In today's technology-driven world, business goes on 24/7. Launch times are accelerated. Life cycles are compressed. And competition is fierce. To overcome these challenges, you need reliable, time-sensitive input from your audience.

Your B2B targets, however, also are operating in this non-stop environment so may be difficult to reach and engage. Just when you need them most, they may be hardest to access. Therefore, now more than ever, you need an experienced sampling partner who can deliver the responses you require…in the timeframe you want…with the quality you can count on to drive the right business action. Only SSI has a proven, five-decade track record of providing sampling solutions you can trust to support your business, anywhere in the world.

Benefits: Broad Access, Top Quality, Full Support and Expert Guidance

SSI's B2B Online Sampling Solution provides a wealth of benefits, including:

> **Wide reach and diversity.** Our global B2B panel, powered by SSI Dynamix, ensures you reach the most engaged respondents through the widest variety of recruitment sources and with the broadest spectrum of selection criteria, across industries, titles, levels and countries. You can build the right sample for any B2B project.

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> ***Stringent quality and maintenance standards.*** Proven processes strengthen data integrity, including advanced methods to verify and de-dupe respondents, control overlap and balance sample. Plus, "professional survey takers" are flagged and removed. You benefit from the most reliable results.

> ***A full range of sample and data support services.*** You have a one-stop resource for programming and hosting, data processing, coding, weighting, tabulations and database appending. You get dedicated support throughout your project.

> ***Expert consultative guidance.*** Our senior methodologists work closely with you, fine-tuning your questions and approach. You can draw on our experience to ensure maximum response.

Plus, only SSI also offers you an offline alternative to B2B access. Our offline solution combines the reach of Dun & Bradstreet's B2B phone list with the sampling knowledge of SSI's thought leaders. You can access companies across more than 200 countries and select your targets by your choice of criteria—including number of employees, sales volume, SIC code (in the US) and many more. Your sample will be in your hands in 24 hours. Plus, SSI has a dedicated executive interviewing team, experienced in navigating through gatekeepers to reach the most qualified professionals for your study.

For More Information

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