

Online



QuickTake™, Powered by SSI Dynamix™ Sample

Get Fast Answers to Inform Effective Decisions—with the Speed, Savings and Simplicity of “Do It Yourself”

What Is QuickTake?

*“Do-It-Yourself”
Research That Lets
You Conduct Surveys
Any Time...with Any
Audience...within Even
the Tightest Budgets
and Timelines*

QuickTake is a fast, easy, do-it-yourself survey solution that puts you in control of your research. With QuickTake, you can conduct surveys 24/7...with whatever targets you choose...and have results in your hands fast. QuickTake delivers high-quality insights at the speed today’s market demands—while slashing your costs compared to classic survey approaches.

QuickTake is an invaluable tool for anyone needing fast answers. Whether you are a small business owner looking for input on product concepts...an ad or PR agency seeking support for your pitch...a consulting company needing to size opportunities...a market researcher searching for an easy way to complete basic quant studies...or an academic wanting quick insights for a paper or dissertation, QuickTake is the right solution for you.

How does QuickTake work? It’s literally as easy as 1-2-3.

- 1. Choose your targets.** Select your ideal audience from our geographic, demographic and behavioral criteria. QuickTake is available in the Americas, Western Europe and Asia-Pacific.
- 2. Define your questions.** Ask any 10 questions, open- or closed-ended. Why the restriction on number of questions? It’s to help you optimize your response. In today’s world, you are competing for people’s attention with a vast number of distractions. Research shows the majority of people multi-task while online—so may email, chat on the phone and search Web sites at the same time. Surveys that are long or complex can increase drop-out rates and compromise results. Keeping it short and simple benefits your outcomes. Plus, because you are working with SSI sample, you don’t need to ask the demographic questions that often bog down surveys. SSI keeps complete profiles on respondents, so we have that information for you.
- 3. Analyze your results.** Use QuickTake’s charts and graphs to explore and analyze your findings, filter by common criteria or export the raw data. You even can track your responses as they come in, so you can watch your information change in real time.

(continued)



knowledge



online



offline



mixed access

Why Is QuickTake™ Critically Important Now?

QuickTake Lets You Move as Fast as Today's High-Speed Market

What Unique Value Does QuickTake Deliver?

Top-Quality, Motivated Respondents and the Unmatched Reach and Diversity of the SSI Dynamix Sample

How Do I Get More Information?

In today's world, business is conducted around the clock...launch times and life cycles are compressed...market events are sudden...and competition is fierce. QuickTake is made to meet the demands of your non-stop environment. It gives you the real-time insights to act instantly—and accurately—so you can stay ahead of the curve and in front of the market.

Finally, there is a tool that supports your success, even when you're facing tight deadlines—and tighter budgets. For a small fraction of traditional research costs, you get the fast answers you need to inform effective decisions and drive optimal actions. Plus, because QuickTake is do it yourself, you get exactly what you need, on time, every time.

QuickTake isn't the only fast-turnaround survey site. But it is the best for many powerful reasons:

- **SSI's unparalleled access is built right into our QuickTake platform.** Unlike other services, you don't need to drive respondents to your project. The world's best consumer, healthcare and B2B access is right at your fingertips. And that access includes SSI Dynamix™, the game-changing dynamic sampling platform that links to a full spectrum of sources—SSI's online panels, as well as social media, online communities, affiliate partnerships and more. With SSI Dynamix, you get the broadest reach to the highest-quality sample, for any audience.
- **SSI enforces the most stringent quality standards.** Proven processes strengthen data integrity, including advanced methods, such as digital fingerprinting, to verify and de-dupe respondents. In addition, built-in approaches balance sample, control overlap, validate respondent data and provide stringent quality checks.
- **You can be confident your sample is balanced and representative.** Our respondents have opted in to take surveys—and are incented appropriately to engage and motivate them. In addition, each participant is profiled in depth on demographics, lifestyle, occupation, geographic location and more. So you can target the exact group you want—even hard-to-reach audiences.

QuickTake is for everyone with big plans and ideas—but small budgets and timelines. If you want market feedback with optimal speed and savings, you want QuickTake. To learn more, contact:

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