

Online

SSI Dynamix™:

Power Your Online Research with SSI Dynamix—the Next-Generation Online Sampling Platform, Combining the Control of Panels and the Scope of the Internet in One Integrated Solution

What Is SSI Dynamix?

A Game-Changing Sampling Innovation that Optimizes Reach, Deepens Engagement, Boosts Respondent Satisfaction and Strengthens Data Integrity

SSI Dynamix is a breakthrough dynamic sampling platform that radically improves every stage of the sampling process—reach, profiling, blending, engagement and results. A methodological masterpiece that combines the control of panels and the scope of the Internet in one integrated solution, SSI Dynamix captures the millions of people who want to share their opinions—even hard-to-reach targets who would never join a traditional panel.

SSI Dynamix links to a multitude of sources—SSI’s proprietary panels, online communities, social media, affiliate partnerships and more—to build a smart, balanced access stream. Then, it dynamically profiles participants in real time—progressively refining and updating knowledge about each respondent. So you get the broadest access to the most relevant participants with the tightest sampling controls.

But SSI Dynamix doesn’t just widen access. It deepens engagement, driving the right people...to the right surveys...at the right time...to deliver the right results. Our game-changing methodology offers major advantages that enhance the respondent experience—and improve data quality.

Rather than being sampled for individual surveys, respondents are offered one of many projects they qualify for—just at the moment they want to participate. Our real-time qualification reduces screen outs and decreases email invitations—resulting in higher respondent satisfaction and lower drop-out rates. You benefit from fresher data, more representative samples, faster fielding times and more involved participants.

While SSI Dynamix is a true breakthrough, it is the epitome of responsible innovation—meticulously planned, tested and validated. You see the “science of sampling” in action in every facet of our approach—from how we profile and assign respondents to how we customize recruitment and rewards programs. You always get the gold standard data integrity you expect from SSI.

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Why Is SSI Dynamix™ Critically Important Now?

*Because
Today's Dramatically
Different World
Demands a
Dramatically Different
Sampling Solution*

Over the past decade, a flood of forces has transformed the way people live, work and share information. Consider just a few of the changes that have re-shaped our world. Since 2000, Internet use has grown 380.3%. Facebook has more than 500 million active users. And Google averages more than 299 million searches a day.

SSI recognized that we can't turn to yesterday's solutions to meet today's challenges. So, we re-invented sampling to fit the demands of the new media, new markets and new behaviors that define your new world. With SSI Dynamix, you have a sampling platform built for today's fast-paced digital age—and able to handle whatever changes the future will bring.

What Unique Value Does SSI Dynamix Deliver?

*The Broadest
Access, the Freshest
Data, the Most Engaging
Respondent Experience
and the Highest
Quality Results*

A powerful advance in online sampling, SSI Dynamix offers a range of unique advantages:

- **The widest reach**, integrating multiple sources, all meticulously vetted to ensure the highest quality
- **The most effective respondent experience**, ensuring satisfied participants providing thoughtful responses
- **The highest data integrity**, using advanced quality processes to balance sample...control overlap...embed multiple levels of randomness...ensure stringent quality checks...slash screen-out and drop-out rates...and verify and de-dupe respondents, including digital fingerprinting, third-party database matches and traps to uncover geo-IP violations
- **The deepest respondent engagement**, providing customized, motivating incentives that drive response
- **The freshest data**, using a “supercomputing” environment that determines the right surveys for each respondent in seconds
- **The optimal blending solution**, blending on people, not sources, to ensure consistency and validity
- **The power of real-time dynamic profiling**, linking participants to relevant surveys, so they get engaged—and you get accurate insights
- **The convenience of “one stop” support**, meeting all of your needs—programming and hosting, data processing, coding, weighting, tabulations, database appending, translations, questionnaire consultation, real-time reporting and customized dashboards

How Do I Get More Information?

To experience how SSI Dynamix can revolutionize your research—and optimize your results—contact SSI:

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