



Global Tenet Events And Research

- *Panel Insights*

Panel and Sampling Considerations for Online Surveys:

1. Panel Sourcing

- a. 100% sample from actively managed panels.
- b. Service Provider informs Client and obtains written approval for panel selection.
- c. No survey routers; direct marketing lists, web intercepts, and social networks require advance approval.

2. De-Duplication and Security

- a. De-duplication across multiple panels.
- b. Digital fingerprinting technology used.
- c. IP address checking to prevent unauthorized access.
- d. Machine ID/digital fingerprint calculation to ensure unique respondents.

3. Sample Distribution

Distribution reflects panel tenure (length of membership) unless specified otherwise.

4. Sample Management

- a. Default: Manage incoming sample (completes) via quotas.
- b. Optional: Manage sample sent out (invitations) for representative distribution.

Icon Advantage: Quality Control & Panel Excellence

Benefits:

1. High-quality responses
2. Engaged panelists
3. Reliable data
4. Industry-leading 3+ year member retention

Impact:

1. Accurate survey results
2. Enhanced research reliability
3. Boosted client confidence

Triple-Opt-In Process:

1. Initial sign-up
2. Double opt-in verification
3. Response validation

Result:

Unparalleled panel quality, driving informed business decisions.

- **Key Takeaways:**

Creative Sampling ----> Solves Challenging Projects

Mixed Methodologies ----> Overcome Traditional Limits

Phone Recruiting + CATI ----> Enhance Online Surveys

Flexibility ----> Ensures Success

- **Additional Measures:**

| Online Sampling Quality Control Measures | Description |

| Data Quality Assurance | Service Provider ensures accuracy and reliability |

| Transparency | Clear panel selection and sampling methodology |

Break Free from Traditional Sampling



Thank You

