



Global Tenet Events And Research

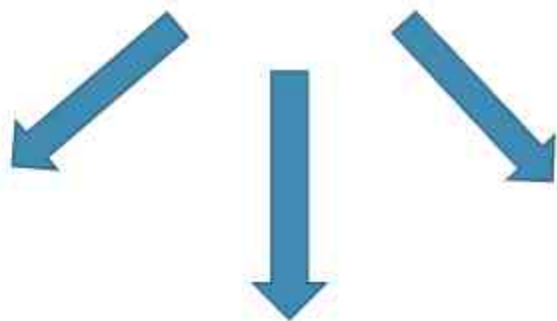
- *Quality Recruitment*



Q. How Is Our Panels Recruited ?

Panel Recruitment Strategy

We employ a multi-channel approach to recruit panels, combining:



Offline methods:

- Telephone recruitment
- Direct mail outreach
- Print advertising
- Publicity initiatives

Online methods:

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Online content advertising
- Social media marketing
- Mobile advertising
- Email marketing

Termination Criteria:

The interview may be terminated if:

- A respondent reports using/purchasing two or more low-incidence items.
- A respondent reports using/purchasing all items on the list.

Representative Panels, Reliable Insights

- Our goal is to create panels that precisely reflect target demographics, delivering trustworthy and actionable insights.
- Adapting to COVID-19: Innovative B2B & Healthcare Recruitment

In response to pandemic-related restrictions, we pioneered a new recruitment strategy:

1. Re-engaged past participants from F2F, IDI, and FGD studies.
2. Invited them to join our secure Panel Portal: (link unavailable).

This proactive approach ensures continuity and quality in our B2B and healthcare research amidst challenging times.

Monitoring Panel Process:

Our panelists are selected from a decade of offline data collection across CLT, FGD, F2F, CATI, and Intercept Studies. They've participated in our validated research. We also use LinkedIn to find suitable respondents and personally reach out to B2B participants for Audio IDIs. Additionally, we encourage referrals from existing respondents to enhance panel registration through snowball sampling.

We have a yearly monitoring process on the Panel service:

- 1) Yearly based panelist checking and updating their profile experience , along with their recent skills acquired by the panelist that are updated which helps us target the right respondent thus saving our time and feasibility.
- 2) Remove intentional fraudulent panelists.



Expert Source Vetting Solutions

Leverage our 15+ years of expertise in panel management and external source aggregation.

Quality Standards

Our rigorous standards apply to all survey responses, regardless of geographic origin:

- Our panel
- Third-party sources
- Client lists


Vetting Expertise

Years of collaboration with panel partners have honed our skills in:

- Ensuring high-quality responses
- Identifying trustworthy sample sources
- Reaching challenging and niche audiences

Benefits

Tap into our expertise to:

- Enhance survey reliability
 - Access hard-to-reach demographics
 - Receive premium-quality data
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Thank You

