KETSCI Inc.

PANEL BOOK

www.ketsci.com

Introduction

KETSCI is a market research technology company. We provide access to high quality audiences for Researchers. Businesses, organizations and individuals use our products to get answers to their questions from target audiences. Whenever possible, we provide feasibility information at the time of starting a project. Our products are designed to increase automation, speed, and efficiency of market research by leveraging cutting edge technology.

Large Audience

We reach millions of consumers in the following countries:

Country	Male	Female	14-22	23-35	36-55	56+
USA	39.2%	60.8%	21.1%	21.9%	30.9%	26.1%
Canada	50%	50%	36.8%	34.4%	21.6%	7.2%
Australia	60%	40%	32.4%	38.8%	23.4%	5.4%

Registered Panel

In addition to the River panel we also have a panel of thousands of registered panelists. Our own panelists are volunteers and they provide us with a rich amount of profile information. We engage them on suitable studies.

River Panel

We have our own panel and we also reach consumers when they are using apps on a mobile, tablet or desktop device. This combination guarantees us fresh respondents who do not suffer

from typical survey fatigue.

Unbiased Research

Users are not pre-selected or eliminated in any way. Consumers choose to complete a survey on mobile, desktop or tablet devices. They answer 15-20 qualification questions before they are sent into a survey in our inventory. On completion of a survey they receive a reward.

Quality & Fraud Prevention

We guard the integrity of our survey completes at a very high level to give our customers the best possible results. We employ several techniques to detect bad behavior characteristics and pro-actively ban them from taking future surveys.

Modern Technology

Engineers at KETSCI have developed our own full stack solution. It uses modern software technologies for security, performance, and stopping duplicates.

Contact

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