KETSCI Inc.

PANEL BOOK



[www.ketsci.com](http://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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