



**PRECISION
SAMPLE**
a Macromill Group company



25+ Million Panelists • 25 Countries • 4 Continents

20 Million+ Interviews • 8,000+ Projects • 280+ Clients annually



PANEL BOOK

Get precise...
with the sampling of your next project.

PrecisionSample.com

INTRODUCTION


Precision Sample is one of the fastest growing companies in the online and mobile sample industry. Our innovative technology and experienced project managers ensure clients receive the highest quality data and fastest turn-around time in a rapidly changing marketplace.

Founded in 2010, Precision Sample is led by Don Golden and Partha Pudhota. A 14-year online sample veteran, Don has a successful track record of building highly engaged panels and leading over-performing teams during his tenures at goZing Research, Greenfield Online and Clear Voice Research. As Precision's Co-founder & CTO, Partha oversees development operations and has a successful, 16-year track record developing enterprise level software at companies including Dell, Aspen Marketing, and DME Automotive.

We offer programming and hosting and sample across nearly every major country in North America, Europe, Asia and South America. With panels exceeding 25+ million active, engaged and verified B2C & B2B respondents we can fill even the most challenging project requirements. Precision Sample clients have access to the highest quality, most validated sample source available in the industry backed up by our unmatched consultative client service and project management teams. We're the sample supplier of choice for discerning market researchers fielding complex mission critical research projects.



KEY ADVANTAGES



Our panels are comprised of
**OVER 25 MILLION
MEMBERS**

PANEL ACQUISITION METHODOLOGY

A core competency of attracting, recruiting, engaging and retaining people is what Precision Sample is built upon. We are blending traditional sampling methodologies with emerging trends, technologies and partnerships leading to a richer more meaningful sample experience for our members and clients.

GET PRECISE:

- 15,000 daily sign-ups and over 55,000 daily survey participants
- 85 Integrated partners and growing
- 92% projects are sourced from our proprietary panel
- 50% of respondents on mobile devices
- Platform agnostic
- In language Hispanic panel with over 25,000 active members – LoQueDigo.com
- 90 day active membership

SERVICE, QUALITY & CAPACITY SETS US APART

Given the new paradigm of sample, insights and sample are readily available from a plethora of new market entrants. With so many sampling options, it can be difficult to discern between quality providers and unvalidated fly-by-night sources. Precision Sample gives you peace of mind with every sample through proprietary quality systems and active respondent management. Whether engaged as a one-stop-shop or as a part of multi-vendor sourcing, we're here to help with creative solutions that meet your timeline and budget.

- **Global Panel** – With proprietary panels in US, Australia, Canada & United Kingdom and proprietary access to Macromill / MetrixLab family of panels in APAC (Japan, South Korea, Taiwan, China & India); and EMEA (Germany, France, Italy, Netherlands, Spain & Russia), we are one of the few truly global panels in the industry.
- **Experienced Service Team** – Not only do we have guaranteed sample delivery in less than 2 hours from the time the project kicks off, clients are ensured continuity and efficiency in the fielding process by working with the same highly trained Project Manager from bid-to-field. Our team is well versed in quick-turn projects and complex tracking projects that require replicate sampling and sample frame consistency.
- **Technology** – Our custom platform powers validation, profiling, monitoring, real-time profiling, automated access and evolved sample balancing and blending systems.
- **Quality** – Every Precision Sample panelist is validated with Quality Sentinel, our industry-leading proprietary 20-step validation process.
- **Global Footprint** – Our Project Management teams are available and actively managing projects and client requests 7 days a week.



CLIENT TESTIMONIALS



“Precision Sample is one of our top sampling partners. They are flexible and understanding of our needs, which makes us look great to our clients, resulting in repeat business for both firms. Although the sampling industry has become more commoditized in recent years, Precision Sample stands out as a true partner who doesn’t make you jump through hoops or question your objectives. Rather they offer the perfect combination of consulting, feasibility, pricing, and quality in a an efficient manner. We greatly value our partnership.”

» **Emilio Ditrapani**, *Director, Global Sampling & Knowledge*, Gongos, Inc.



“I recommend Precision Sample as one of the best online panel providers in the industry. We have used them on a variety of consumer and business research studies over the past 2 years, and they have consistently exceeded expectations for delivery. My clients, both internal and external, are very happy with the quality and speed of fielding—they deliver on time and we typically scrub only a fraction of their completes in comparison to all panel suppliers we use.”

» **Matt Robbins**, *Vice President, Insight and Research*, LEWIS Global Communications



“I’ve worked with Precision Sample on several occasions as my classes involve both group and individual marketing research projects conducted by our Master’s in Marketing Research students. Our projects have ranged from identifying local (e.g. airline travelers, shooting sports enthusiasts) to national/regional (e.g. yoga participants, baked goods consumers, wine drinkers). Precision Sample has been a pleasure to work with in all cases. The account team is extremely responsive and helpful. The surveys are fielded very quickly and the sample quality is very high. We’ve even recruited the sample to participate in online focus groups which has been a great experience for the students and we wouldn’t have been able to offer this to our project clients without having Precision Sample. We look forward to working with Precision Sample again”

» **Don Deveaux**, *MSU Professor*, Broad College of Business,
Master’s in Marketing Research



PANEL FUN FACTS

DID YOU KNOW THAT AMONG OUR PANEL:



- **68%** live in single family home
- **15%** have paid off their mortgage
- **82%** are pet lovers with dogs topping the list of favorites
- **29%** of our US panelists are Verizon mobile phone customers. AT&T is a close second at **24%**
- Just charge it! **81%** have at least 1 credit card
- **74%** have a savings account
- Our panel loves to work around the house with **75%** being self-proclaimed DIY'ers
- Around **1/2** of our panel respond to surveys on their **mobile devices!**
- Got kids? **53%** of our panel have a child under 18 in the household








PANEL COUNTS BY COUNTRY

Panelists by country among our 25+ million active engaged panelists:

NORTH AMERICA

	United States	13,199,209
	Canada	572,877

SOUTH AMERICA

	Mexico	366,240
	Brazil	321,846
	Columbia	88,709
	Argentina	80,372
	Chile	76,173

EUROPE

	UK	604,546
	Germany	518,360
	France	332,544
	Netherlands	246,665
	Italy	214,812
	Spain	170,406
	Russia	78,688
	Belgium	44,243

ASIA/OCEANA

	Japan	5,195,985
	South Korea	1,302,486
	India	972,230
	China	583,928
	Australia	264,375
	Taiwan	153,025



PROFILE TARGETS

With our real-time profiling capabilities, we're able to reach any audience for your project. Our experienced team has collected our most common targeting requests into 7 Profile questionnaires for our panelists to complete.

PERSONAL:

Household income
Marital status
Sexual orientation
Education
Languages spoken
Hispanic country of origin
Residence description
Home value
Mortgage term and type
Household DIY'ers
Expecting mothers/fathers
due date month and year
Children in household including
birth year and gender
Pets
Savings account
Checking account
Credit cards
Banking affiliation
Investable assets
401K and investment accounts
Stocks, bonds, and financial products
Grocery shopping habits
and box stores
Smoking habits and tobacco use
Insurance policies held
Mobile phone networks
Smartphone ownership
Tablet ownership

WORK:

Employment status
Job title
Number of employees supervised
Line of business
Type of company
Revenue
Number of PCs in organization
Business location and number
Company age
Company size domestic
Company size international
Company structure
Decision making influence:
- Computer services / hardware /
software
- Consulting services
- Digital marketing / advertising
- Employment / tax services
- Financial services / banking /
business credit
- HR / employee benefits / training
- Internet services
- Legal services
- Maintenance
- Marketing / advertising services
- Meeting accommodations / travel /
transportation
- Office services / moving
- Print / copy / photo services
- Raw materials / components
- Shipping / mail services
- Telecommunications



PROFILE TARGETS

AUTO:

Number of cars in household
Make, model and year
Purchase type
New or used
Vehicle payment
Length of ownership
Car features
Service history
Future vehicle purchase time frame
Motorcycle, boat & recreational vehicle ownership

MEDICAL:

Household medical products used
Health ailments for self
(50 selected ailments)
Health ailments for children
(50 selected ailments)
Health ailments for other household adults
(50 selected ailments)
Health treatments for self
Health treatments for children
Health treatments for other household adults
Health activities for self
Health activities for children
Health activities for other household adults
Medications for self
Medications for children
Medications for other household adults

TECHNOLOGY:

Cell phone manufacturer
Cell phone network provider
Cell phone contract type
Cell phone average monthly bill
Number of computers in household
Computer brand
Computer operating system
Computer webcam
Computer microphone
Computer sound capabilities
Internet access
Preferred web browser
Home internet service provider
Online activities
Social Networking
Game system ownership
Amount spent on games monthly
TV HDTV ownership
TV LCD/Plasma ownership
Cable television service provider
DVD player ownership
Amount spent on DVDs monthly



PROFILE TARGETS

SHOPPING:

Household grocery shopping
P6M grocery stores shopped
P6M non-grocery stores shopped
Grocery products purchased
Beverages purchased
P3M alcohol purchases
Wine consumption
Beer brand preference
Vegetarian/Vegan
Food allergies
Coffee consumption
Coffee brand preference
Tea consumption
Tea brand preference
Fresh juice consumption
Fresh juice brand preference
Apparel purchases
Online retailers shopped
P6M restaurants dined
Media purchases
Internet purchases

TRAVEL & ENTERTAINMENT:

Preferred airline
Air travel frequency
-Domestic
-International
Preferred hotels
Hotel stay frequency
-Pleasure
-Business
Travel destinations
Travel website preferences
Preferred car rental company
Cruises
Sports, hobbies, and leisure activities
Sports viewing
Magazine readership
Media Consumption

Don't see the profiling your project requires?

We have the ability to real-time profile virtually any audience and are happy to run incidence checks. Contact your sales person for more details about our real-time profiling capabilities.



PrecisionSample.com

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