



THE AUTHENTIC RESPONSE DIFFERENCE

Since 1998 Authentic Response has led the market research industry with best of breed global online sample solutions. Providing our clients the most legitimate, reliable, and secure survey responses, it's little wonder that the leading market research firms look to Authentic Response for all of their survey needs.

Authentic Recruitment

The best data has to start with the recruitment process, and Authentic Response has you covered:

- **Proprietary Recruitment:** We work with more than 400 B2B, B2C, and international content providers such as Forbes.com, HowStuffWorks, and MSNBC and have seamlessly embedded our recruitment efforts into their Web sites. Our diverse recruitment pool ensures a multi-sourced, active panel with varied backgrounds and interests that truly represents the population.
- **Invitation Only:** Unlike the majority of panel providers who use an open recruitment process that lets anyone join, we recruit via invitation only. Prospective panelists cannot simply sign-up by visiting our panelist portal. By knowing our audience before they join we help stop professional panelists at the front door.

Authentic Technology

Born from an online technology company, Authentic Response still retains that same core expertise as evinced by our industry leading technologies:

- **Double Opt-In Recruitment:** In 2000 Authentic Response developed and patented Double Opt-In Recruitment. Today it is an industry standard (U.S. Patent No. 6,167,435). During this process demographics, firmographics, and psychographics are collected to progressively profile each respondent. This extra step produces a more engaged participant and enables us to reach your desired population faster and more cost effectively.
- **Authentic Validation™:** Another example of how we provide our clients the most reliable and highest quality data in the industry. Our proprietary digital fingerprinting validation process uses a series of stack ranked data to flag and permanently block suspect respondents. In fact, we were the first in the industry to offer this type of technology, which we've been using since early 2006. So called 'survey gamers' are not allowed to 'play' here.
- **Partnering for Quality:** It's important to recognize that there is no "Silver Bullet" to shoot down all potential data quality concerns, regardless of the methodology or firm you're working with. That's why we work closely with our clients to continually develop new and improved processes to stay one step ahead of the next threat.

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Authentic Panel Management

Recruiting the right panelists is only half the battle. Keeping them active, engaged, and not overwhelmed is key to collecting the data you need:

- **Panel Engagement:** One of the least often recognized issues in our industry. Disengaged panelists race through surveys giving inconsistent and unreliable data. Because our surveys are highly targeted to the likes and interests of our panelists, our completion rate is extraordinarily high and reliable—saving you from the added time, expense, and headaches that poor data quality creates.
- **Panel Fatigue:** While many firms say they limit invitations to their panelists, we really mean it. Rather than inundate our panel members with survey after survey, which leads to high attrition and encourages professional panelist behavior, we respect their time. This idea is central to our high response and retention rates.
- **Panel Management:** Typically, a panel has a 'core' that provides the majority of survey activity. By carefully segmenting and managing our members, our panel activity overall is evened out and our panelists remain responsive.

Authentic Service

Our staff eats, lives, and breathes research. With a broad range of full service research backgrounds from leading firms and expertise in multiple methodologies, we speak your language and understand your objectives and timelines:

- **Dedicated Project Managers:** Unique in the market research industry, our project managers are assigned to your project from inception through completion and are in constant communication to ensure all tasks are completed on schedule and to your needs. Likewise, you'll always work with a US based project manager, even if you're running an international project.
- **Dedicated 24/7 Client Support:** Our client centric, fully customized service operates around the clock -there's never a time when your project and particular needs are unattended or when we can't be reached. We manage soft and hard goals on campaigns throughout the night so that you can rest easy when your day ends.
- **Authentic Response Sales Support:** Our sales professionals stay in contact with you throughout the project and are also on call throughout fielding.

Authentic Partner

Not your average panel company:

- **Intimate Attention:** We provide a level of individual attention you expect from a boutique shop despite having the resources of the largest research organizations.
- **It's all about the panel:** Our total panel size exceeds 4 million (growing leaps and bounds daily), making it among the largest, most active panels available. Whether you're looking to reach tweens or teens, IT professionals or international households, we've got you covered.
- **Client-Focused Recruitment:** Given our vast recruitment resources, we are able to bring the supply to where the market demand is. With our finger on the pulse, we are constantly developing the means to recruit new, focused panelists to best serve our clients. It's just another way Authentic Response really is different.
- **Our Commitment to You:** We're interested in more than just getting the next big project. It's our goal to scale growth in tandem with our clients and accurately represent ourselves each and every day. We realize this isn't a sprint but a marathon, and we're striving to be your tried and true research partner.



If you have questions about this document or would like to learn more about Authentic Response, please call 1-888-AR-PANEL or visit www.authenticresponse.com. © 2008 Authentic Response