

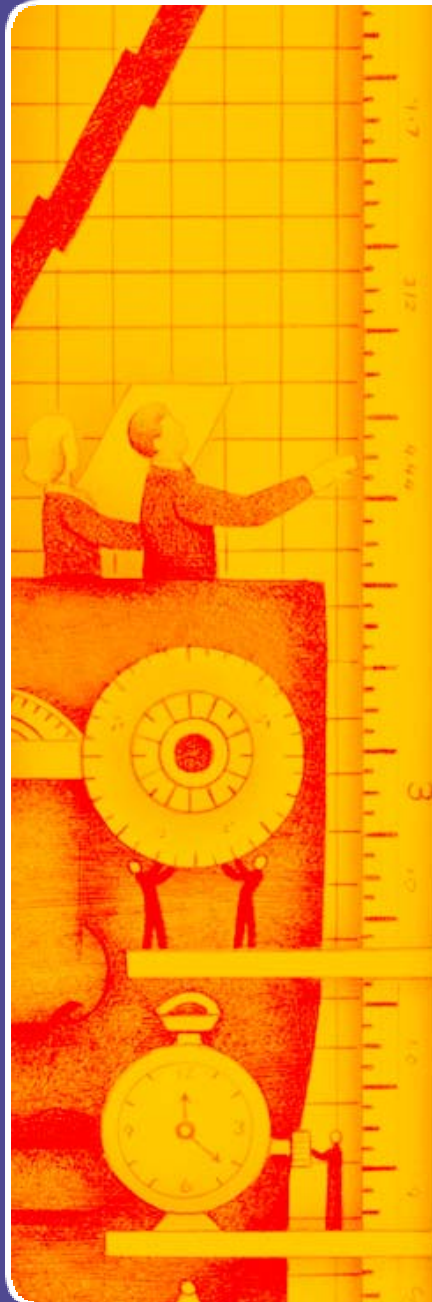


Sample for Success - *Five Measures of Sample Quality*

July 26, 2006

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Zoomerang
MarketTools, Inc.



Introduction

- **Today's Presenters**

- Dana Meade, General Manager, Zoomerang
- Jeff Stewart, Sr. Director Panel & Sample, MarketTools

- **Agenda**

- Top 5 Areas to Consider
- Summary and Recommendations
- The Future of Managed Panels
- Questions and Answers

Sample for Success

- Panel health and sample quality have a direct impact on survey results and data integrity

- **Top 5 Areas to Consider**
 - Sourcing & Recruitment
 - Standards & Compliance
 - Panel Management
 - Panelist Profiling & Engagement
 - Sample Selection & Deployment Process



1. Sourcing & Recruitment

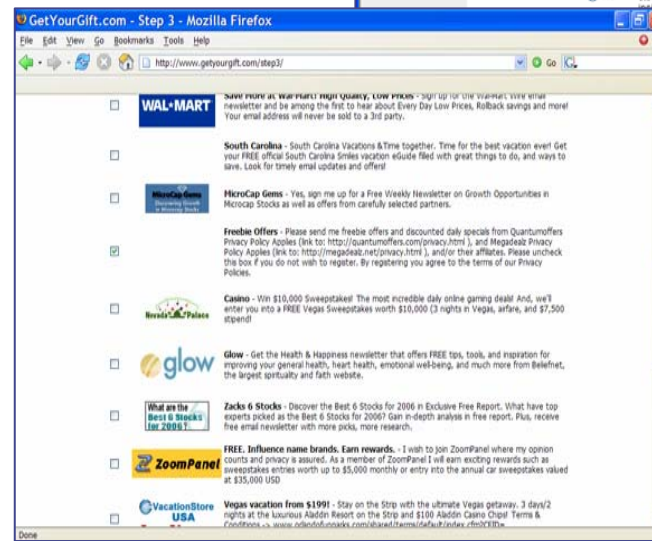
- **Questions To Ask**

- Where do you recruit your panelists?
- What recruitment tactics do you use?
- How do you control against recruitment of professional respondents?



- **Common Approaches**

- Web Intercepts
- Databases
- Co-registration
- Offline (mail, phone)



1. Sourcing & Recruitment

- **What To Look For**
 - Recruit from a diverse group of sources but avoid channels that cater to “professional” respondents
 - Avoid “cash for survey” sites
 - Actively monitor and refine sources
 - Exclusivity with reputable partners
- **Why It Matters**
 - As a managed asset, access panels are a fundamental means to ensure quality research
 - Diversity of recruiting sources is essential to ensuring balanced demographics, wider reach, and ultimately accurate sample



2. Standards & Compliance

- **Questions To Ask**
 - Do you adhere to industry standards?
 - How do you align with CASRO and ESOMAR guidelines?
 - Do you have a Privacy Policy?
 - Are panelists asked to opt-in? If so, what did they opt-in to?
- **Common Approaches**
 - Home grown set of practices, no common foundation
 - Rigorously tested best practices and adherence to standards



2. Standards & Compliance

- **What To Look For**
 - Organization membership
 - Strictly managed, multi-stage opt-in
 - Continual definition and refinement of privacy policy
- **Why It Matters**
 - Comply with laws and regulations
 - Leverage collective wisdom and experience of industry
 - Protect the rights and privacy of panelists
 - Create and maintain a quality relationship

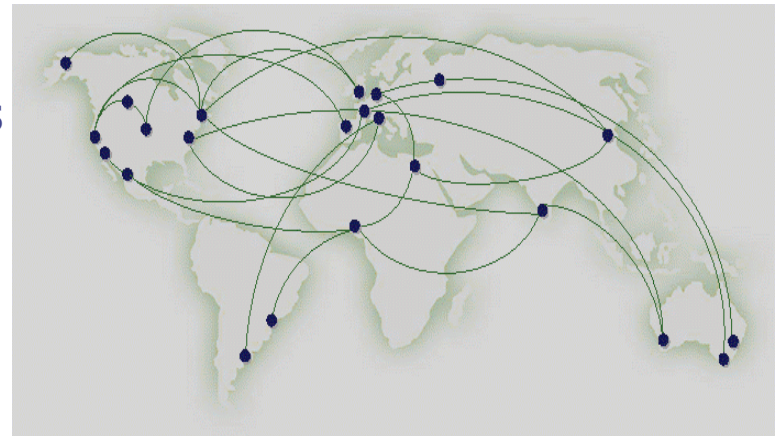
3. Panel Management

- **Questions to Ask**

- How large is your panel?
- Is it actively managed or just a database?
- How do you define active?
- What percentage of your panel is active?
- How often do you contact your panel?
- Are panelists used only to conduct market research?

- **Common Approaches**

- Continuum from no segregation of active and inactive to strict definitions and management
- Broad spectrum usage for multiple purposes to exclusive focus on market research



3. Panel Management

- **What To Look For**

- Size does not necessarily = quality
- Lack of response results in removal from the panel
 - Non-responsive panelists targeted for re-engagement
- Timely response to opt-outs
- Bounce-back emails are purged from the panel immediately
- Fraudulent panelists are removed as needed
- Control activity level (# invites, types of surveys taken)

- **Why It Matters**

- Accurate representation of capabilities
- True indication of responsiveness

4. Panelist Profiling & Engagement

- **Question To Ask**
 - What key demographics do you capture for panelists?
 - How often do you update profiles?
 - What alternative profiling options do you use?
 - What techniques do you use to keep panelists engaged?
- **Common Approaches**
 - Basic demographic profile
 - Ongoing profile enhancement



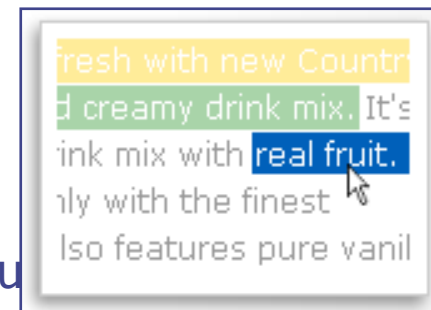
4. Panelist Profiling & Engagement

- **What To Look For**

- All panelists join with same basic demographics
 - *Gender, Age, Geography, Income, Ethnicity, Presence of Kids*
- Continuous panel profiling through weekly re-profiles, quarterly behavioral surveys

- **Why It Matters**

- Ensures sample is representative of the target audience
- Keeps panelists engaged and satisfied with experience
- Provides cost advantage to client and ensures more efficient use of panel



5. Sample Selection & Deployment Process

- **Questions To Ask**

- How accurately can you sample to meet my specific criteria?
- What is your typical turnaround time?
- What are the likely response rates?
- How do you balance response rates to achieve target sample size?
- Do you guarantee for over and above?

- **Common Approaches**

- Controlled at point of outbound email
- Balanced to achieve targets at access to survey



5. Sample Selection & Deployment Process

- **What To Look For**
 - Start with sample that is balanced to US census
 - Over- and under-sample based on varying responsiveness rates
 - Optimize survey length to reduce drop outs
 - Manage survey field time to ensure maximum participation
- **Why It Matters**
 - Response rates vary by demographic group
 - Failure to account for any factor may effect accuracy of survey completes
 - Over- or under-estimating respondent enthusiasm can cause distortions or skews
 - Can impact ability to make informed business decisions

5. Sample Selection & Deployment Process

- Vendor A is best able to meet their target by managing varying response rates among differing groups.

Gender	Target	Vendor A - % of Completes	Vendor B - % of Completes	Vendor C - % of Completes
Male	49.00%	49.40%	47.30%	31.80%
Female	51.00%	50.60%	52.70%	68.20%
Income	US Census	Vendor A	Vendor B	Vendor C
Under \$15,000	15.80%	9.40%	2.30%	11.90%
\$15,000-\$24,999	12.80%	10.80%	3.00%	13.80%
\$25,000-\$34,999	12.80%	12.90%	8.50%	18.50%
\$35,000-\$49,999	16.50%	15.30%	10.20%	20.00%
\$50,000-\$74,999	19.50%	24.70%	22.40%	18.10%
\$75,000-\$99,999	10.20%	12.70%	19.60%	11.90%
\$100,000-\$149,999	7.70%	10.40%	20.80%	4.50%
\$150,000 and over	4.60%	3.90%	13.20%	1.30%

Summary

- **Top 5 Areas to Consider**

1. Sourcing & Recruitment
2. Standards & Compliance
3. Panel Management
4. Panelist Profiling & Engagement
5. Sample Selection & Deployment Process

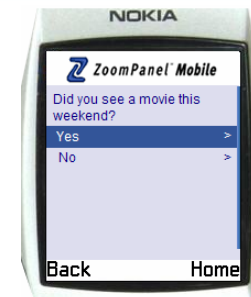
- **Overall Recommendations**

- Diverse, balanced sources avoiding those targeted at professionals
- Set the bar for industry guidelines
- Tight management of active participation
- Deep profiles and continual updates
- Over- or under-estimating respondent enthusiasm can cause distortions or skews

The Future of Interaction

- **Specialty panels for more focus on key constituencies**

- Ailments / Medications
- Business decision-makers
- Product influencers / early adopters



- **Communication will move away from email-only**

- Application-based survey notifications
- Wireless

- **Client-owned, proprietary communities will expand the ways and means of communicating with consumers**

- Interact with key shareholders
- Foster continuous interaction
- Access previously untapped information



Need More Guidance?

- Zoomerang Sample has more than 2 million opt-in respondents willing to provide the feedback you need to make better business decisions.
- Contact Zoomerang Sample at **1-800-310-6838** or email us at **samplesales@zoomerang.com**