



Dynamic Profiling and Dynamic Audiences

What are Dynamic Profiling and Dynamic Audiences?

Dynamic profiling and dynamic audiences take the traditional sampling method (fig.1), and incorporate intelligent profiling information to make sure that only panelists we expect to qualify for a study are invited, as part of an innovative new approach to sampling (fig.2).

Traditional Sampling Method

As an industry list, in the absence of a client target list we have traditionally only sent targeted survey invitations based upon very basic characteristics: country, profession and specialty.

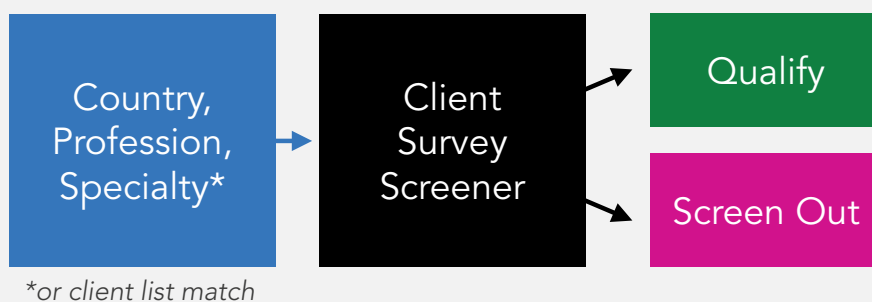


fig.1

Why did we create this new approach?

Using the traditional sampling method was leading to a high percentage of screen outs, which was compromising respondent engagement and over time, leading to panel attrition. Panelists were frustrated by answering the same questions in every screener, and with studies with low incidence rates this was exacerbated further.

How do we build dynamic Profiles?

By combining basic information collected at member registration with profiling questions created for, and targeted at, very specific groups of members, we can create rich dynamic profiles. We then constantly refresh this data to ensure it is up to date at all times by deploying 'pre-screener' prior to client screeners to collect or reconfirm data relevant to those surveys. We also include other questions within the panel member website and after members have finished surveys.

Profile questions:

- Easily added / updated
- Targeted and prioritised
- Repeated regularly to keep data fresh

Multi-touch updates:

- On member website
- After surveys
- As part of pre-screener



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How do we build Dynamic Audiences?

Matching the key screening criteria for a client survey with dynamic profile data allows us to create a custom “dynamic” audience for each survey. As members update their profile data, we automatically add and remove members from the survey audience, optimising the member experience. Importantly, we only exclude members we know will not qualify in the client screener, ensuring a high quality sample for the project, and maximising feasibility.

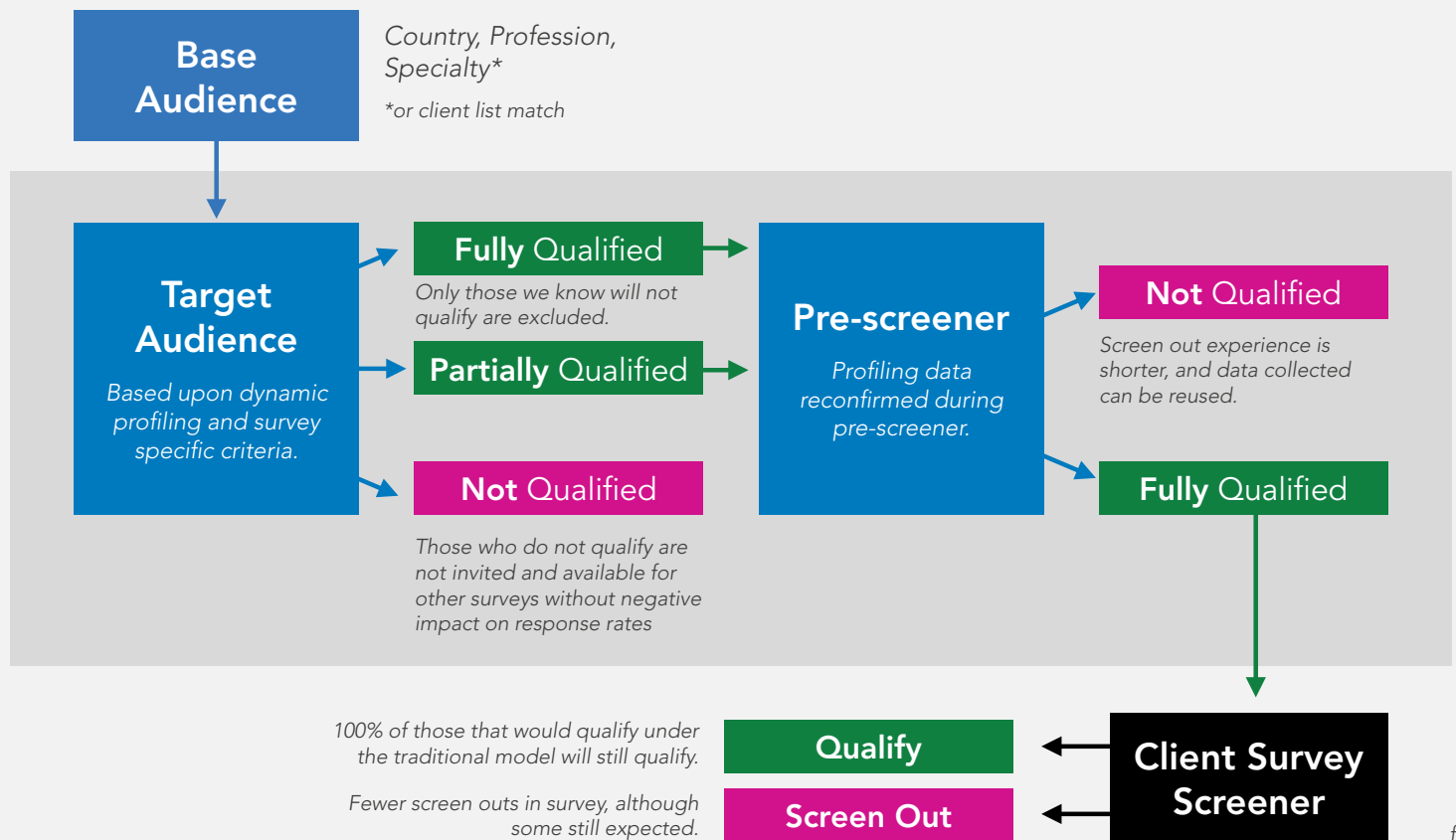


fig.2

Dynamic Audience Benefits

- Data driven insight on survey incidence rates before fielding
- Reduced screen outs, as only respondents likely to qualify are invited
- Improved experience for market research participants
- Protect long-term feasibility to the benefit of the whole industry