

**PRECISION  
SAMPLE**  
a toluna company

**25+ Million Panelists • 29 Countries • 4 Continents**

20 Million+ Interviews • 8,000+ Projects • 300+ Clients annually



RECRUITMENT METHODOLOGY / OPINION NETWORK

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

[PrecisionSample.com](http://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.**


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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
- 120 Integrated partners and growing
- 92% of completes are sourced from our proprietary panels
- 50% of respondents on mobile devices
- Platform agnostic
- In language Hispanic panel with over 25,000 active members – LoQueDigo.com
- 90 day active membership

# THE FUTURE OF SAMPLE IS BRIGHT with Sharing Economy Panels

We've all seen the infographic: the world's largest cab company owns no cabs (Uber) and the world's largest lodging company owns no properties (Airbnb). Within the next 5 years we believe that the world's largest sample company will fully leverage technology and sharing economy principles and not directly own any panelists. There has been a fundamental shift in the way people engage online and the result is that traditional online panels are no longer engaging, rewarding or novel enough to efficiently attract and maintain participants. The sample industry has rapidly shifted in the past 24 months to leverage technology to tap into major web properties to access the audiences its clients demand. We call these Sharing Economy Panels and Precision Sample has been at the forefront of this evolution launching its first API integrated partner in 2012.



The Opinion Network is a group of diverse high-volume web properties 76 strong and growing.

## HOW THE OPINION NETWORK WORKS...

- Precision Sample creates relationships with high-volume web properties that have the audiences our clients demand
- Precision Sample provides API & Java script integrations for web property to create a "Surveys" area which provides a panel-like experience within their site
- Precision Sample fully manages all sample sales and customer support tickets
- In addition to revenue, our Opinion Network sites are benefiting from significantly increased site visit times and repeat visitation as a result of our integration
- All Opinion Network members are fully opted in, vetted and validated as they would be with more traditional panel recruitment models

# EXAMPLE SITE INTEGRATION

Panelists from Partner Sites have access to a fully integrated survey experience including:

- Available Surveys
- 6 Demographic and Psychographic Profiles
- Survey/Rewards History

In addition, Precision Sample emails fully branded survey invitations from a custom domain. In this case, invitations are delivered from [grocerycouponnetwork@opinionnetwork.com](mailto:grocerycouponnetwork@opinionnetwork.com)

Precision Sample is completely invisible to panelists operating the integration from the background.







PrecisionSample.com

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