

Best Practices In Online Sample



Agenda

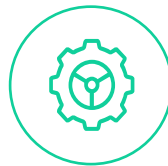


Intro To EMI

**Challenges &
Opportunities In
Online Sampling**



**Best
Practices**



Who Is EMI?

- **Leading online sample provider**
- **Specialties include: B2B, Consumer and Healthcare**
- **Global network of 150+ certified sample sources**
- **20 years of sample and survey expertise**
- **International reach**



Brian Lamar

VP, Insights RESEARCH SOLUTIONS

- 20+ years in Market Research
- Held roles at Harris Interactive, TNS, and Synovate (Ipsos)
- EMI Research Solutions
- Brian.Lamar@emi-rs.com



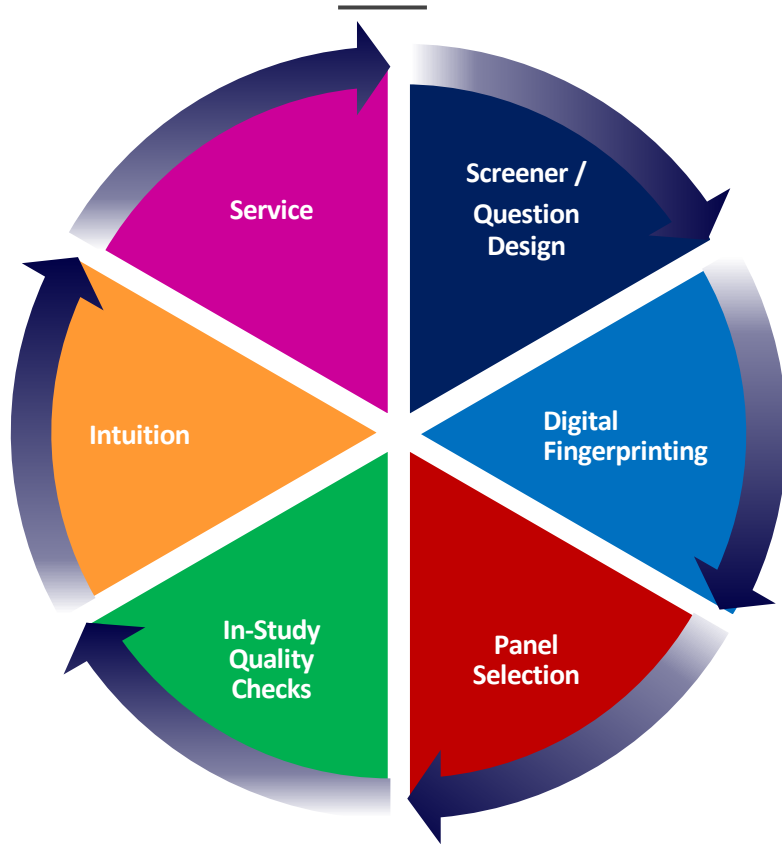
Tony Brown

VP, Client Services

- 11 years in Market Research
- 23 year career spanning IT, Business Consulting and Market Research
- EMI Research Solutions
- Tony.Brown@emi-rs.com

Challenges In Sampling

Teamwork: *It Takes A Village!*



Is Sample Quality Getting Better?



*Survey of Research Buyers and Insights Providers - Source: 2018 GRIT Report

1 in 5 pay per clicks were fraudulent in 2017 - *Pixalate*

An estimated *\$7.4 billion* was wasted on display ads alone in 2016, a figure that will rise to *\$10.9 billion* by 2021 - *Forrester*

Economic losses due to bot fraud were estimated at *\$6.5 billion* globally in 2017 – *ANA*

Data Quality Is A Wide Spread Issue

Consumers (2018 Quarterly Tracked Study)

Partner	Valid	Quality Removal	% Removed	Mobile
Panel A	346	33	10%	29%
Panel B	248	20	8%	24%
Panel C	233	41	18%	20%
Panel D	274	19	7%	33%
Panel E	165	23	14%	42%
Panel F	231	28	12%	26%
Panel G	503	31	6%	6%
TOTAL	2000	195	10%	23%

Data Quality Is A Wide Spread Issue

B2B (2018 Quarterly Tracked Study)

Partner	Valid	Quality Removal	Completed	% Removed
Panel A	180	1	181	1%
Panel B	382	8	390	2%
Panel C	362	12	374	3%
Panel D	86	3	89	3%
Panel E	447	23	470	5%
Panel F	390	28	418	7%
Panel G	398	31	429	7%
Panel H	255	21	276	8%
TOTAL	2500	127	2627	5%

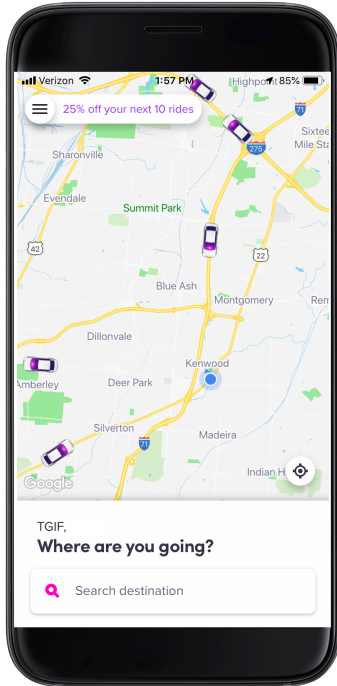


Innovation



APIs

What Is An API?



DIY Tools



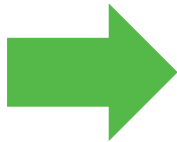
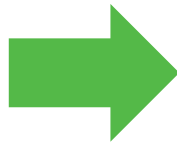
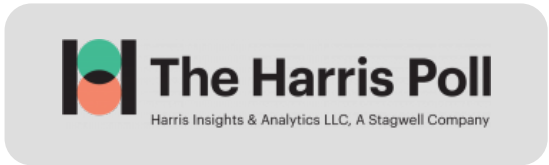
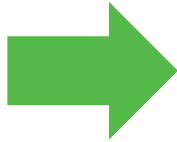
Geo-Fencing And Other Mobile Advances



Blockchain



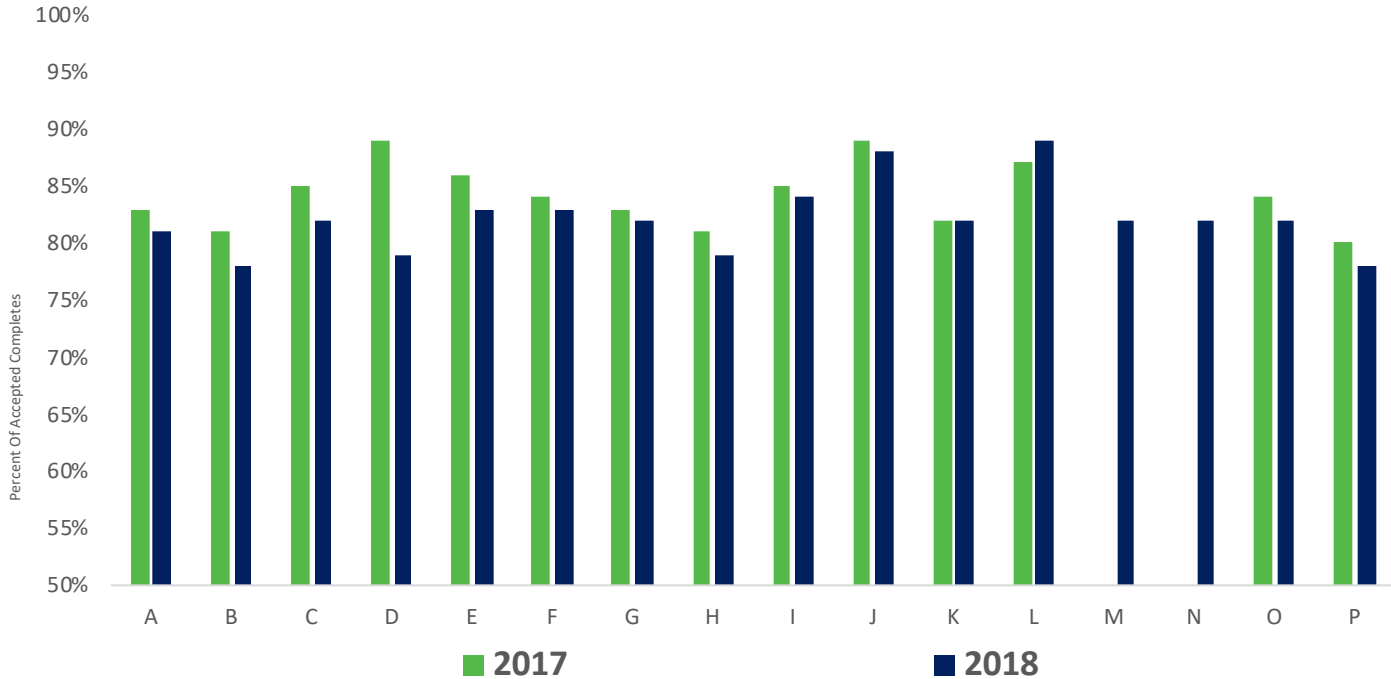
Mergers & Acquisitions



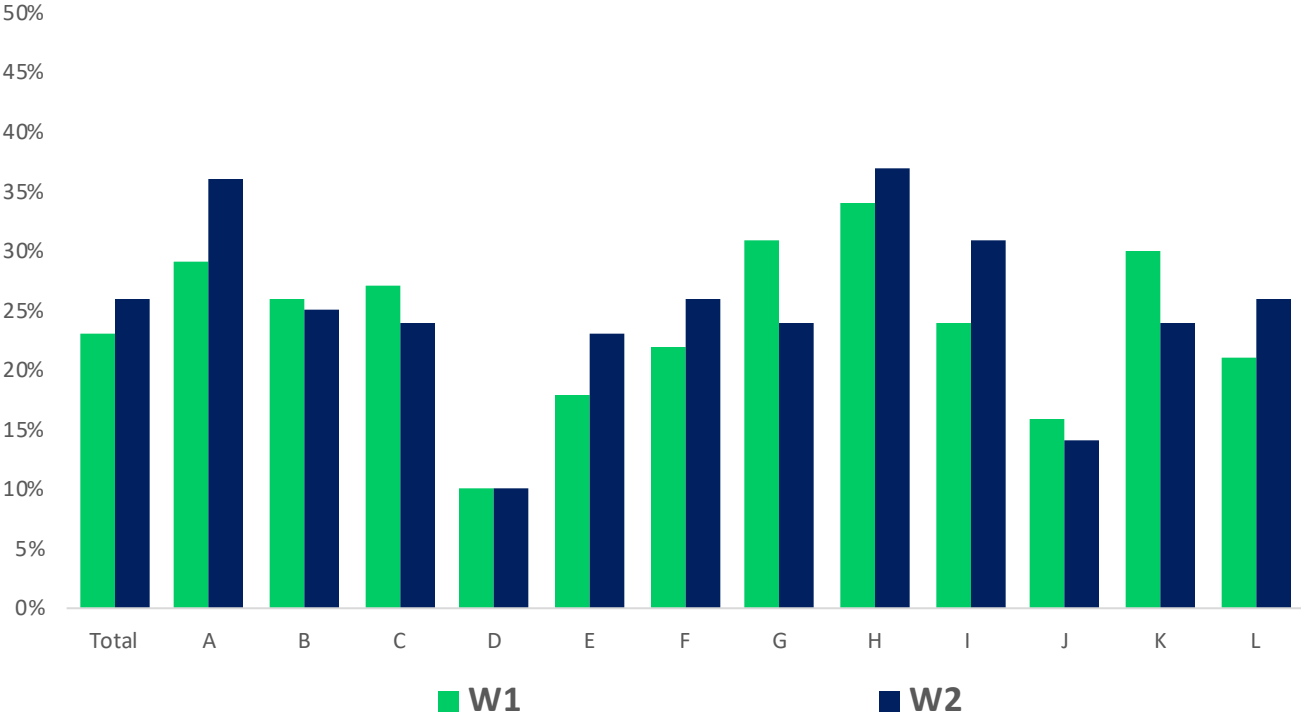


Sample Is Not A Commodity

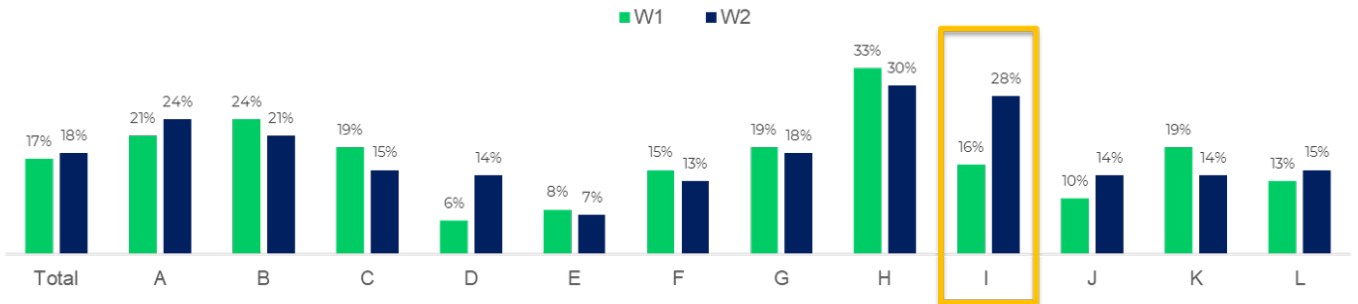
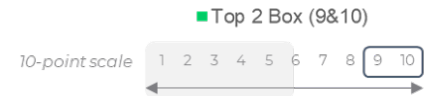
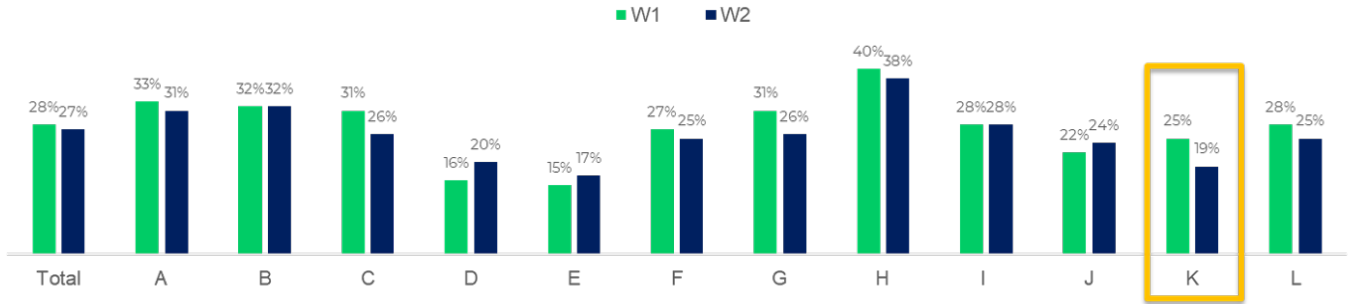
Results from EMI's Research on Research: Overall Data Quality



Respondents Who Smoke



Concept Rating



Who Is This?

70 Year Old Man

Born And Lives In London, England

Married Twice

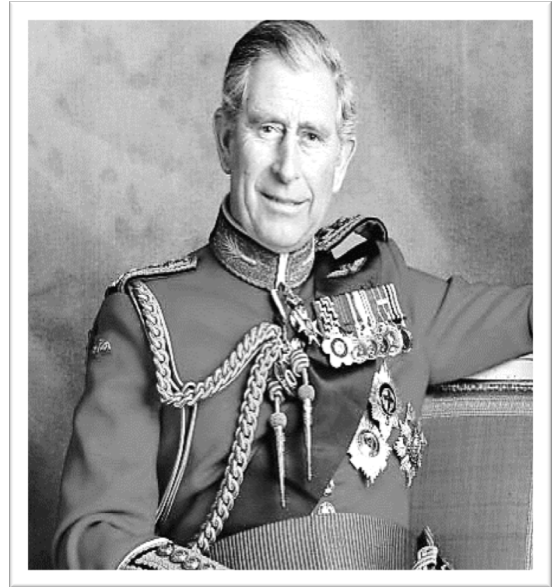
Wealthy

2 Children

Successful



The Results



Demographics are the same, but the individuals are different in terms of attitudes, behaviors, etc.

A hand in a white lab coat points to the fifth star in a five-star rating system. The stars are white and arranged in a horizontal line. The background is a blurred blue and white image of a person's face and hand.

Best Practices

1. Understand Sample is NOT a commodity
2. Expect more from your sample providers
3. Demand transparency
4. Choose sample providers who you consider partners, not vendors
5. Remember that respondents are people too!

QUESTIONS?



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