



MarketTools and the ARF QeP

We fully support the ARF in its efforts to bring structure to the conversation about improving online data quality, and in its goal of increasing collaboration between buyers and sellers around the parameters that will improve online data quality. For years, the industry has acknowledged data quality as a critical issue and, as a committed member of the ARF Online Research Quality Council, we applaud the ARF for taking an important first step with its Quality Enhancement Process (QeP).

MarketTools has been working to solve the online data quality issue since early 2008. Prompted by our customers' concerns over how bad research sample affects the quality of their research, we made it our goal to provide our customers with a comprehensive solution for ensuring sample quality. MarketTools® TrueSample™ offers an automated, systematic approach that addresses the major elements of data quality cited by the ARF: panel, sample, and response quality. TrueSample is in use by more than 200 clients, and has already removed more than one million invalid respondents from research data. In addition, sample providers such as Toluna and ResearchNow have embraced TrueSample and now offer TrueSample-certified panels.

In fact, researchers can use MarketTools TrueSample today to satisfy the QeP framework – and rest assured that 100% of their online sample is real, unique, and engaged. Feel free to contact me at john@markettools.com to learn more about TrueSample.

Regards,

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