



Introducing TrueSample™

The Market Research Industry's First
Quality-Assured Sample.

TrueSample: A Real Solution to a Fundamental Problem

In 2007 companies worldwide invested more than \$4.3 billion in their online market research, and the online market research industry is clearly gaining momentum. Millions of consumers around the globe were invited to join online panels or participate directly in studies.

There's no question that the power and the reach of online market research will continue to expand. The question for the industry is how to increase the level of trust and confidence in the quality of online studies in the face of rapid growth.

When researchers can trust the quality of respondents and responses, they can be more confident in the conclusions they draw from survey data. But in the world of online research, fundamental questions have not always had clear answers:

- Objectively, who participated in this study?
- Was each respondent for this study unique?
- How engaged was each response?

MarketTools believes that these vital questions need to be answered with hard data. But there has been no objective way to determine which responses might be fraudulent, no reliable means of identifying various types of cheaters, and only subjective measures to track the level of engagement of survey participants.

Until now.

MarketTools has taken the lead role in an industrywide initiative to objectively, measurably, and repeatably improve the quality of survey responses and online data sourced from panels.


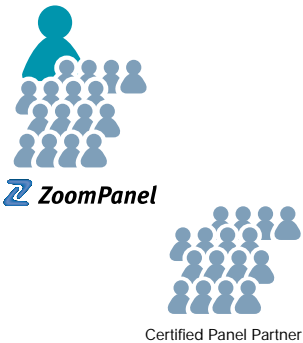
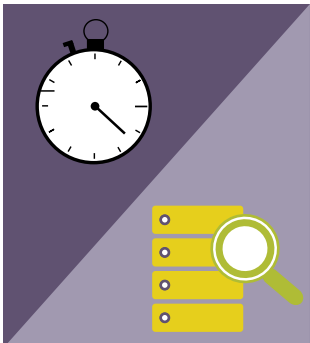
Working with other innovators in our field, we have brought to the world of market research the same automated, real-time, large-scale validation technologies that prevent other types of online fraud. We take this so seriously that we have invested many months and millions of our own capital developing new technologies and processes that further improve data quality. And we've applied the technologies to our own panel and those of our TrueSample Certified Partner network, eliminating virtually all fraudulent respondents from our databases while increasing the remaining respondents'.

The result is TrueSample, the first quality-assured sample for the market research industry—a cross-industry solution that is supported by partners such as Luth Research.

For our clients TrueSample means a measurable increase in confidence. And for the online market research industry, TrueSample represents a way forward. We believe it is the key to maintaining high-quality research and building trust in this dynamic, exciting era of accelerating market growth.

TrueSample: The Industry's First Quality-Assured Sample

TrueSample is based on a three-part process aimed at ensuring authenticity in survey respondents. It provides objective assurance that survey respondents are real, unique, and engaged.

Real	Unique	Engaged
	 <p>Certified Panel Partner</p>	
<ul style="list-style-type: none">> Objective criteria> They are who they say they are> They are where they say they are	<ul style="list-style-type: none">> Unique within ZoomPanel™ and across our Certified Partners.> No study will have duplicate survey-takers.	<ul style="list-style-type: none">> No straight-lining or respondents "gaming" the survey> SurveyScore™ to benchmark the study

Real.

TrueSample validates prospective panelists to ensure that all panelists are who they say they are and where they say they are.

All panelists must provide accurate data—or they can't join. MarketTools verifies the information that panelists provide against extensive databases with objectively validated consumer demographics. These databases have been built for specific industries such as consumer financial services. MarketTools applies this validation process to all prospective panelists—and to those of our participating TrueSample Certified Partner network. As a result of this process, as many as 20% are turned away.

Here's a step-by-step look at how it works:

1. The respondent comes to the first page of a MarketTools online survey.
2. The digital fingerprinting (a lookup function) is automatically performed on the respondent's machine, completely in the background.
3. Information from the survey-taker's computer is analyzed with patent-pending pattern-recognition software, creating a digital fingerprint.
4. The system determines whether the respondent is a duplicate, professional, or heavy respondent, then cross-references with a Suspicious Respondents database.
5. Suspicious respondents are flagged and removed from the data set prior to analysis. With this process, bad respondents won't affect your data.

The entire process is completely invisible to the respondent. It requires no pop-ups or additional software installations and takes less than one second to complete.

Engaged

MarketTools has introduced new technologies and practices that make it possible to ensure that surveys are completed only by engaged respondents.

- **Data Validity Technology:** MarketTools has been applying advanced technology solutions to market research challenges since 1997. Recently, we proudly introduced a proprietary, patent-pending validation technology that correlates survey-taking time and response patterns to identify fraudulent behavior. This technology evaluates the uniformity and speed of survey results and enables us to identify and eliminate offenders from the data set, mark them as fraudulent, and remove them from the panel.

Used in conjunction with digital fingerprinting, the validation technology provides a unique and powerful way to eliminate multiple categories of fraudulent respondents, including:

- > **Speeders:** respondents who complete the survey too quickly to have given the answers proper consideration
- > **Straight-liners:** participants who select the first choice for every answer, enter the same number on a matrix for every answer
- > **"Satisficers":** respondents who provide an answer that satisfies the question with minimal cognitive effort
- > **Automated scripts:** responses generated by a computer program
- > **Geo IP violators:** respondents whose declared location does not match their actual location as determined by an Internet Protocol (IP) address check and comparison with geographic IP address information

- **SurveyScore:** a patent-pending process developed by MarketTools, that provides an objective measure of survey quality and engagement.

SurveyScore quantifies the panelist experience by providing benchmarks of perception and engagement behavior. We measure perception in each survey distributed to panelists by asking, "How does this survey-taking experience compare with other online surveys you have taken?" Behavior is measured by survey dropouts as a percentage of survey accesses.

The data are then aggregated and presented in a quadrant map. Surveys that are well perceived are reviewed, and best practices can be developed based on unique characteristics. Similarly, those that are not well perceived are reviewed and used as the basis for building a database of discouraged practices.



SurveyScore provides objective scoring of each study – to provide guidance to researchers on survey performance

Top Five Questions to Ask Your Sample Provider

1. How do you verify that the people taking your surveys are who, what, and where they say they are?
2. If your company procures sample from third-party suppliers, what measures do you take to ensure consistently high-quality sample?
3. How does your company authenticate that each survey response is unique and nonduplicated?
4. How does your company quantify the level of engagement of respondents in a particular survey?
5. What has your company done to increase respondents' level of engagement of respondents?

About ZoomPanel

MarketTools' ZoomPanel connects market researchers with virtually any target audience worldwide—from a U.S. nationally representative audience to a highly specific segment such as “mothers of toddlers in Chicago suburbs.” When you use MarketTools ZoomPanel, you benefit from TrueSample:

- Validated panelists, so you know that all participants are who and where they say they are
- Panelists are unique and cross-checked for uniqueness among all TrueSample Certified Partner panels
- Accurate representation with samples balanced to the U.S. census or your specific segments
- Disciplined contact rules that help predict responsiveness
- Extensive profiling with more than 500 attributes to provide quick access to even low-incidence groups

About MarketTools

MarketTools is the defining provider of on-demand market research, giving companies and individuals the ability to continuously understand their target customers through innovative approaches based on advanced technology, research expertise, and global market reach. MarketTools' full range of research applications and services provides organizations ranging from small businesses to Fortune 500 companies with unique access to their target markets—to uncover unmet needs, reduce time to market for new products, and capture more market share. Through Zoomerang,™ the pioneer in online surveys, MarketTools provides the leading self-services platform and services for fast feedback. Learn more at www.markettools.com.



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