

> MarketTools TrueSample > Overview

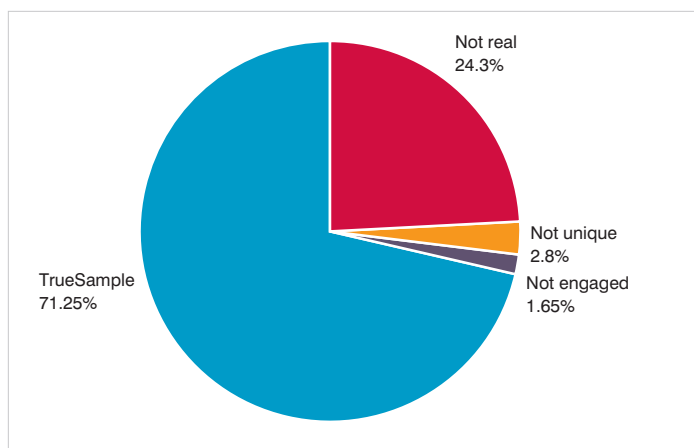
MarketTools® TrueSample™

Ensure your respondents are real, unique, and engaged

MarketTools TrueSample means a measurable increase in confidence for your studies. A patent-pending technology, TrueSample ensures authenticity in survey respondents and provides objective assurance that survey respondents are real, unique, and engaged.

TrueSample brings to market research the same proven, real-time, large-scale validation technologies that prevent online fraud in the credit industry. With its integration with leading survey platforms, its compatibility with any sample source, and its real-time reporting capabilities, TrueSample gives you the power you need to begin ensuring fraud-free sample today.

TrueSample is used by more than 100 research groups and leading panel companies to systematically ensure data quality. TrueSample, the only technology available today that automatically identifies and removes fake, duplicate, and unengaged respondents from research samples, has prevented more than **1 million fraudulent respondents** from compromising the integrity of client research.



An average of 28.8% of panelists are rejected by TrueSample.

MarketTools TrueSample 3-Step Process

MarketTools TrueSample works in three steps to eliminate all fake, duplicate, and unengaged respondents from research.

Step 1: Panelist Validation

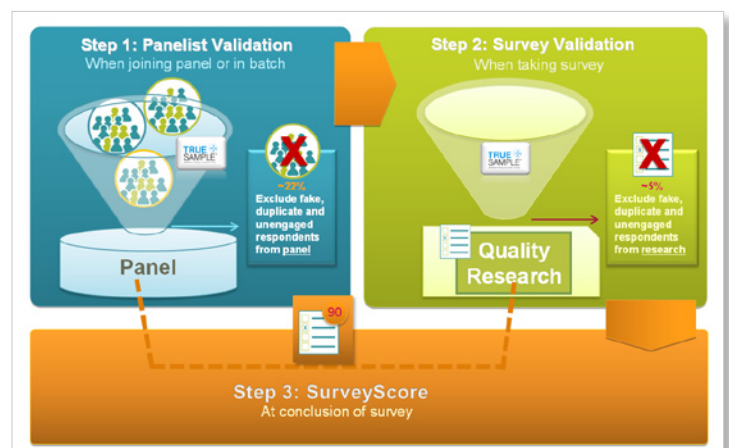
Proactively eliminates fake, duplicate, and habitually unengaged panelists from panels so that they do not get invited to participate in surveys.

Step 2: Survey Validation

Identifies and eliminates fake, duplicate, and unengaged respondents in real-time when they take a survey.

Step 3: SurveyScore™

Measures and benchmarks the quality of the survey instrument and its impact on respondent engagement.



Each Respondent is Real, Unique, and Engaged

TrueSample prevents bad panelists from contaminating research and greatly reduces the risk of making a wrong decision based on bad data. It provides unparalleled transparency into sample quality, giving clients new confidence in their vendors and in the reliability of their research results.

TrueSample combines powerful identity validation, digital fingerprinting, and engagement modeling into one comprehensive technological solution that consistently ensures that survey respondents are:

- **Real.** TrueSample uses third-party databases to validate all prospective panelists and survey respondents to guarantee that they are who they say they are.
- **Unique.** TrueSample uses third-party data validation and sophisticated digital fingerprinting to eliminate duplicates from panels and surveys, ensuring that no respondent can take a survey twice.
- **Engaged.** TrueSample applies its award-winning panelist engagement technology to eliminate speeders and straight-liners in real time, and measures and benchmarks survey design using SurveyScore.™

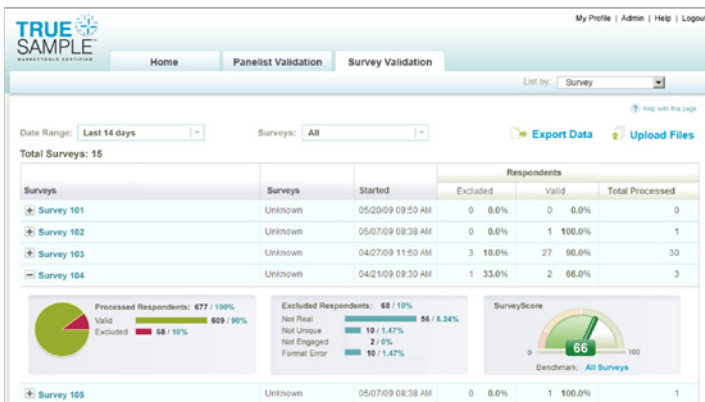
Through real-time reports, TrueSample provides transparency into the number of fake, duplicate, and unengaged panelists and respondents found in any panel or research sample.

MarketTools TrueSample-Certified Panels Give Clients Choices

Leading panel companies, including Research Now and Toluna, have chosen to certify their panels using TrueSample, giving clients the ability to use only the highest quality panels for their research. And, of course, MarketTools' own panels, ZoomPanel™ and ZoomPanel™ Tech, are TrueSample-certified.

MarketTools TrueSample Capabilities

Removes fakes, duplicates, and speeders/straight-liners	X	Automatic removal of approximately 30% of respondents via multiple validation checks that ensure realness, uniqueness, and engagement.
Can be applied proactively to panels or real-time to surveys	X	Highly scalable technology with easy to use interfaces provides both batch and real-time cleansing capabilities.
Works with any sample source and survey platform	X	Open architecture and APIs enable easy integration and use with any sample source or survey platform so that validation can be consistently applied across all research projects.
Provides real-time reporting by survey and supplier	X	Online, real-time reports provide detailed quality audits of each survey and sample supplier for transparency into the quality vendors provide.
Measures survey design with SurveyScore	X	Proven data model provides quantitative measurement of respondent engagement to help improve your research.



SurveyScore real-time reporting (available in 2010)

Who Can Benefit from MarketTools TrueSample?

- > **Buyers of Market Research:** Buyers of market research can continue to work with their favorite panel providers and full service research firms – TrueSample works in the background, ensuring sample quality in real-time, 24/7.
- > **Full-service Research Firms:** TrueSample enables better research and more confident decision-making by ensuring the underlying sample of any study is 100% real, unique, and engaged.
- > **Panel Providers:** Leading panel companies including Research Now, Toluna (including Greenfield Online), and MarketTools use TrueSample technology to remove bad panelists and to ensure the ongoing high quality of the sample they provide to the world's market leaders.

About MarketTools, Inc.

MarketTools is the leading provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class insight and feedback platforms, quality-assured global panels and research innovation, MarketTools enables companies to innovate and identify new opportunities, optimize product success and build customer loyalty. As the first company to make online surveys widely available on the web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes MarketTools.com,[™] Zoomerang,[™] CustomerSat,[™] TrueSample,[™] ZoomPanel,[™] and ZoomPanel[™] Tech.

MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit www.markettools.com



Corporate Headquarters

MarketTools, Inc.
150 Spear Street
San Francisco, CA 94105
Toll free: +1.888.396.6014
Phone: +1.415.957.2200
Fax: +1.415.957.2180
e-mail: info@markettools.com
www.markettools.com

European Headquarters

MarketTools, Ltd.
4th Floor
Crystal Gate
28-30 Worship St.
London, EC2A 2AH
United Kingdom
Phone: +44 (0) 20.7440.8500
Fax: +44 (0) 20.7638.6863