



> markettools.com > panels & communities

ZoomPanel™ Tech: IT Professionals & Developers

Reach real IT professionals and developers without fear of survey fraud or a wasted budget.

Easily Reach Elusive IT Professionals

Historically, it has been extremely difficult for researchers to confidently survey IT professionals because of fraudulent survey respondents. In fact, more than 40% of online IT panels have people in it who are not really in IT. When one of our largest clients brought this problem to our attention, we knew that we had the right solution. ZoomPanel Tech was born.

ZoomPanel Tech Gives Researchers Confidence

ZoomPanel Tech is 100% validated using MarketTools' revolutionary TrueSample™ process to ensure that panelists are actually who they say they are and cannot sign up multiple times. Plus, with a fast turnaround time and professional account managers who are easy to work with, you can be confident that your online survey will be fielded correctly and on schedule.

ZoomPanel Tech Lets You:

- > **Avoid Wasting 30% of Your Sample Budget.** The nice thing about MarketTools online sample is that TrueSample certification ensures you are no longer paying for fraudulent respondents in your sample. With other sample providers, at least 30% of your sample is fraudulent. That's just bad business.
- > **Have confidence in your results.** All panelists pass rigorous industry screeners to confirm they truly work within IT or development.
- > **Reach Decision Makers.** ZoomPanel Tech gives you access to IT decision makers who drive budgets in Enterprise and Medium-sized organizations.

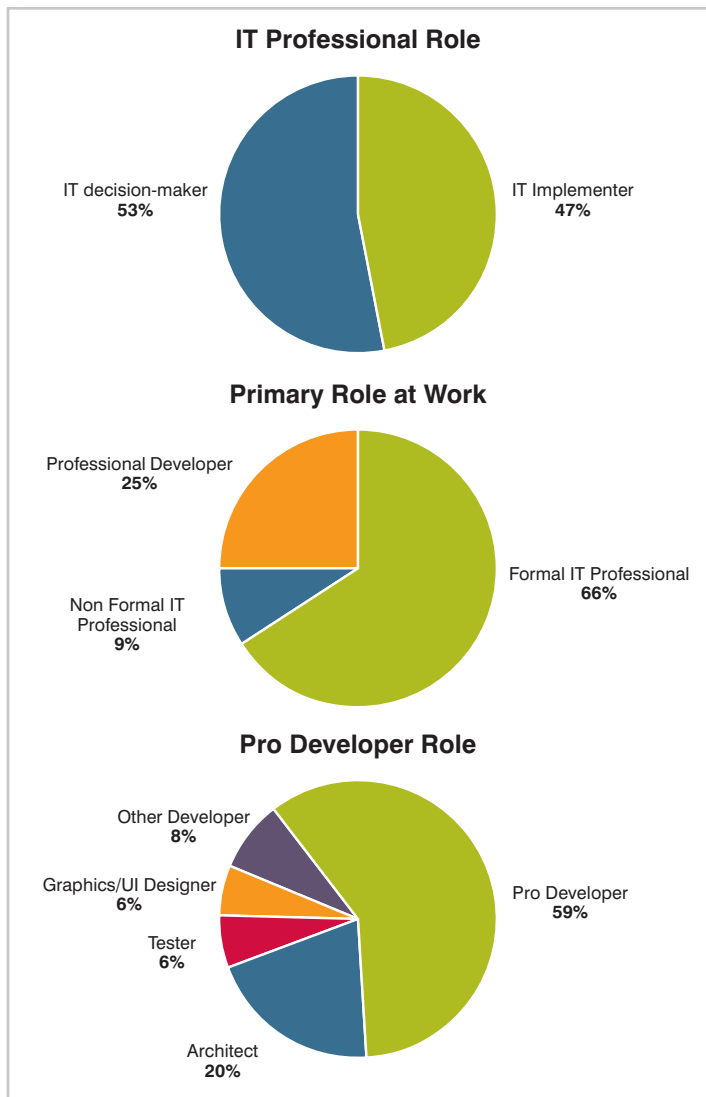
TrueSample is Revolutionary

TrueSample is the culmination of an industry initiative led by MarketTools to establish a higher level of trust in the quality of online respondents and responses—so researchers can make more confident decisions and recommendations based on online surveys. MarketTools has brought to the world of market research the same automated, real-time, validation technologies that help prevent credit card fraud and identity theft. And we have applied these new technologies and practices to ZoomPanel Tech. TrueSample validates each respondent within ZoomPanel Tech, so each respondent to your survey will be real, unique, and engaged:

Real. TrueSample validates all prospective panelists to assure that they are who they say they are. MarketTools verifies the information panelists provide against extensive databases with objectively validated consumer demographics and applies this validation process to all prospective panelists. As a result approximately 30% of prospective panelists are turned away.

Unique. TrueSample ensures that no respondent can take a survey twice—no matter which panels they've joined. Because TrueSample is a cross-supplier solution, panels from MarketTools and our participating partners are de-duplicated against one another, so studies that use MarketTools ZoomPanel and Certified Partner Panels still have only unique survey-takers.

Engaged. MarketTools has introduced new technologies and practices that make it possible to ensure that surveys are completed only by engaged respondents. For example, with our data validity technology, we can correlate survey-taking time and response patterns to identify fraudulent behavior and remove offenders from the data set and the panel. And with our patent-pending SurveyScore™ technology, we can provide an objective measure of survey quality and engagement.



IT Professional & Pro Developer Profile

ZoomPanel Tech Composition

Company Size & Employment Status

- > 59% Enterprise, 26% Mid market, 15% small – medium business
- > 88% Full-time employees, 10% self employed, 2% Part-time employees

General Demographics

- > 40% Annual HHI \$100K+
- > 83% Male
- > Excellent geographic distribution with panelists in every state except Alaska.

About MarketTools

MarketTools is the leading technology and service 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 better identify new opportunities, fuel greater product success and build customer advocacy. 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,™ and ZoomPanel.™

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

About Zoomerang

Zoomerang, part of MarketTools, Inc., pioneered Web-based surveys in 1999 to give organizations a powerful, self-service alternative to conduct accurate comprehensive surveys with a minimum of cost and effort. Today, Zoomerang is the world's #1 source for online surveys, helping thousands of organizations, including over 70 of the Fortune 100, in over 100 countries. Zoomerang's business, educational and non-profit customers have created and sent more than 100 million surveys. Zoomerang supplements its surveys with expert professional services, including survey programming, and the recruitment and selection of custom groups of survey respondents.

To learn more about how you can use Zoomerang to collect great insights for your organization, please visit us at Zoomerang.com and sign up for Zoomerang today.



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