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**MARKETTOOLS PRESENTS “HOW TO IDENTIFY AND EXCLUDE ‘BAD’  
RESPONDENTS FROM RESEARCH STUDIES” AT CASRO ONLINE RESEARCH  
CONFERENCE, MARCH 3, 2011**

*Nallan C. Suresh, Ph.D., Discusses Online Data Quality Study Results at Las Vegas Event*

**San Francisco, CA – March 2, 2011**– [MarketTools, Inc.](http://MarketTools.com), the leading provider of software and services for [market research](#) and [enterprise feedback management](#) (EFM), announced that Nallan C. Suresh, Ph.D., Senior Director, Panel Analytics, will lead a presentation about methods to improve the quality of online research data at the annual Council of American Survey Research Organizations (CASRO) Online Research Conference on Issues in Panel Management and Online Data Collection in Las Vegas tomorrow:

**When:** **Thursday, March 3, 3:05 p.m.**  
**Presentation Title:** **“How to Identify and Exclude 'Bad' Respondents from Research Studies”**  
**Description:** While panel providers have responded to the call for improved sample quality by using tools that validate panelists and remove fake and duplicate respondents, in-survey measures also need to be taken to ensure that results obtained from the validated respondents are of good quality. Nallan C. Suresh presents a MarketTools study that looks at solutions based on underlying statistical techniques to help identify respondents who are grossly unengaged in surveys and exclude them from future studies.

The study results presented are based on an analysis of data gathered from more than 35,000 interviews across several surveys spanning many product/service categories, including tracker surveys that spanned several months, as well as stand-alone surveys. The patent-pending MarketTools [TrueSample®](#), the research industry’s most widely used online data quality solution, was used to identify unengaged respondents and to compare their survey results with those of the valid respondents across various surveys.

The CASRO Online Research Conference takes place at the Mandalay Bay Resort and Casino, Las Vegas, Nevada, March 3-4, 2011. For registration and more information about the event, visit: <http://bit.ly/h7ta2A>.

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[MarketTools](#) is the leading provider of software and services for market research and enterprise feedback management (EFM). The company is focused on providing leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. 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 CustomerSat™, TrueSample®, Zoomerang®, 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](http://www.markettools.com).