



LIGHTSPEED GLOBAL PANEL

AUTHENTIC ONLINE RESPONDENTS FOR
SUPERIOR DATA SETS

REACH THE WORLD WITH LIGHTSPEED'S GLOBAL PANELS

The accurate information that companies need to validate strategic business decisions starts with authentic insights. Lightspeed's Global Panels deliver. At Lightspeed, we use a comprehensive set of technologies and business processes that, along with an extensive geographic footprint and dedicated customer service, provide access to high-quality, unique online respondents around the globe.

WHY LIGHTSPEED GLOBAL PANELS?

REACH: Lightspeed provides access to millions of diverse, high-quality respondents in 40 countries and territories around the world. Need a specific market segment? Detailed profiling information allows us to quickly obtain the opinions of your target respondents, even for the most unique specifications.

QUALITY: Lightspeed delivers uniquely identified online respondents via extensive use of fraud detection and location-verification technology at multiple points in the research cycle, from initial registration through survey fielding and incentive redemption.

INSIGHTS: Lightspeed excels at reaching and engaging its respondents to significantly reduce quality issues such as straight-lining and survey abandonment. Our Lightspeed Survey Design Services and Lightspeed Mobile deliver higher response rates and ensure thoughtful responses and authentic insights.

ENHANCED PROFILING FOR HARD-TO-REACH DEMOGRAPHICS

Lightspeed panelists are profiled on a wide variety of attributes to deliver the specific hard-to-reach demographics you need for your research. Our continuously enhanced profiling includes basic information such as age and gender, as well as employment, financial, household, medical, purchasing, special interest, technology, travel and vehicle information.

We offer particularly deep panel segments in IT / B2B professionals, gamers, ethnicities (including Hispanics & African-Americans), youth, mothers and chronically ill patients.

ENHANCED DATABASE CONTROL

Lightspeed utilizes technology to offer our clients greater control and insights. We can append additional demographic data,

AMERICAS: +1 908 605 4500

APAC: +61 2 8017 6700

EMEA: +44 (0)20 7896 1900

LIGHTSPEED

www.lightspeedresearch.com

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LIGHTSPEED GLOBAL PANELS:

YOUR SOURCE FOR REPRESENTATIVE SAMPLE

Lightspeed maintains global panels comprised of millions of diverse, high-quality respondents

HIGHLY PROFILED

Detailed profiling information allows us to quickly obtain the opinions of your target respondents, even for the most unique specifications

LEADING PANEL QUALITY

We identify and eliminate low-quality panelists, oversee careful panel management with industry-leading incentives, and employ strict panelist privacy practices

RIGOROUS RECRUITMENT

Fraud detection, location-verification and proprietary de-duplication technology blocks suspicious respondents from joining

ENGAGING SURVEYS

Lightspeed Survey Design Services and Lightspeed Mobile surveys deliver higher response rates and ensure thoughtful responses and authentic insights

providing more insight into survey respondents. And, Lightspeed can cross-reference our survey respondent database with customer-provided data to provide a deeper understanding of survey respondents.

By carefully ensuring quality and authenticity throughout the respondent lifecycle, we enable researchers and marketers alike to access the right people at the right time for the right results.

LEADING THE WAY IN PANEL QUALITY

Lightspeed has become one of the world's leading online global panel providers. Our panelists are highly profiled, very engaged and eager to share their opinions. From recruitment through redemption, here's how we ensure the highest quality panel:

1. Top quality panel recruitment with a strict double-opt-in requirement
2. Sophisticated controls to identify and eliminate undesirable panelists, including daily panel scrubs to remove unresponsive, suspicious or otherwise low-quality panelists
3. Careful panel management to flag individuals speeding through surveys, straight-lining responses or providing false responses to trap questions

4. Industry-leading incentives to motivate panelists, along with incentive-redemption monitoring to identify and remove fraudulent panelists
5. Strict panelist privacy and client confidentiality practices, with support in panelists' native languages around the clock and in their local time zones.
6. Industry-standard digital fingerprinting, combined with proprietary duplication-prevention technology, to block respondents from entering the same survey more than once (especially critical in studies with multiple sample sources)
7. Strict enforcement of a "three strikes you're out" policy — panelists removed after repeated behavioral violations

CONTACT US

We would welcome the opportunity to discuss how Lightspeed can help guide important business decisions.

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