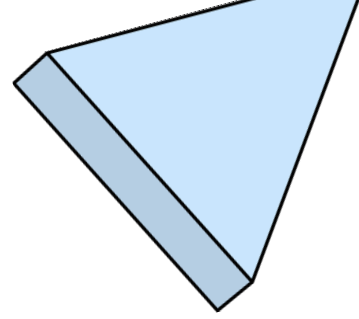


# Benefits of our mixed- methodology approach to sampling.



# Intro- duction.



They say it's not what you know, but who you know. And that couldn't be more true of consumer research. When your business is making strategic decisions, consumer data can remove guesswork from the process by giving you the foresight that your decisions will resonate with your audience. But only if you're reaching the right consumers can you have the confidence you need to base decisions on that data. How useful the results of any consumer research is relies on **two main factors**:

1. Reaching the consumers whose opinions matter to you and your brand
2. The quality of the answers they provide

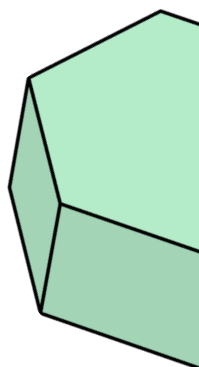
So, when you're looking for a consumer research tool, these two factors should be high on your list of requirements. It's not surprising, then, that here at Attest we get asked about our audience reach and quality all the time.

We thought best to put our in-house team of data scientists onto the task of answering our customers' key questions and compiling the

results in one place.

We have our own, cutting-edge methodology for inviting respondents into our surveys that's proven to produce more accurate - and faster - results, from a broader range of consumers than other methodologies commonly used by other online consumer research platforms. By taking advantage of the latest technology we're able to be more efficient and faster in our efforts to recruit survey respondents.

In this report, we'll spill the beans on our mixed-methodology approach to recruiting and rewarding our valued research respondents. We'll share with you our data scientist's findings on the three main benefits (though there are many more!) of this approach over using a single panel source to conduct research. Then we'll also lay out the additional layers of quality control that we pop on top of our mixed-methodology approach. All so you can see under the hood and understand who's answering your surveys, and therefore who is informing your decision making when working with Attest.

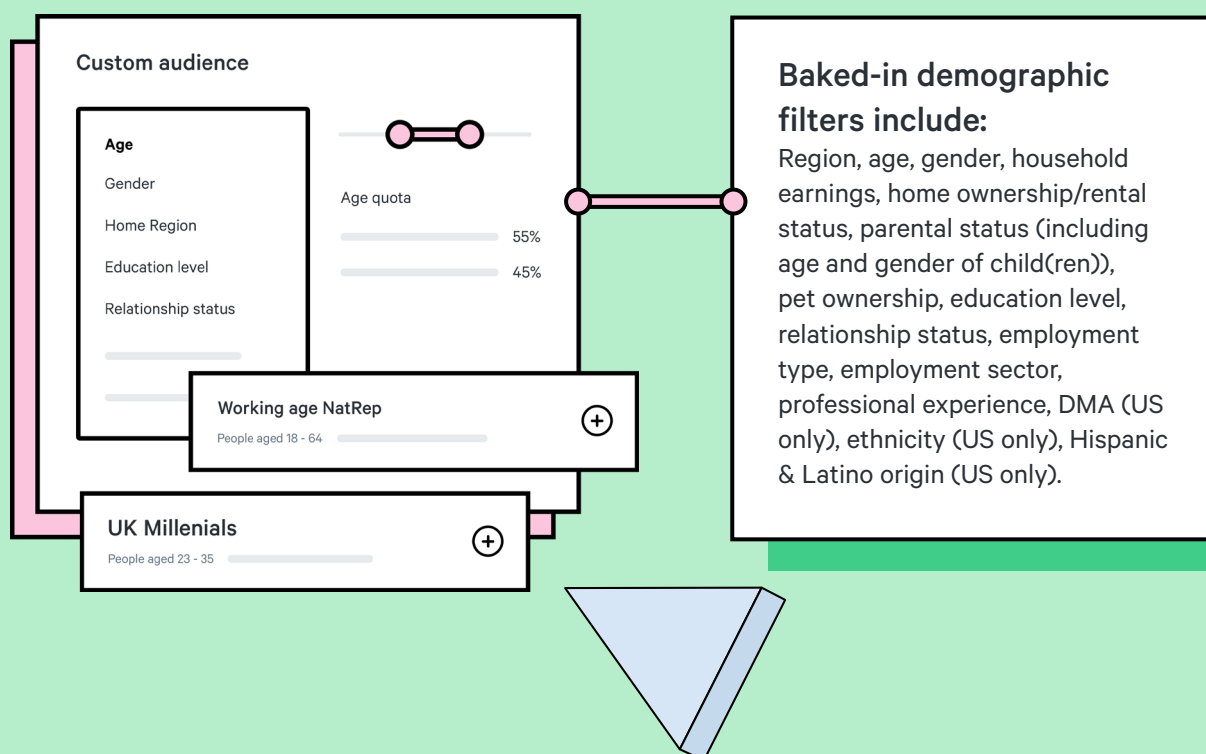


# Who makes up the Attest audience?



Using Attest, you can draft bespoke surveys and send them to 125 million consumers in 58 countries around the world. That number can be hard to get your head around, but it essentially means we are likely to be able to reach the niche consumers you're interested in speaking to. In our platform you can use up to 17 baked-in demographic filters, to target whoever you need to speak to, and add qualifying questions to screen-in based on behaviours and sentiments, too. We get that breadth of reach by partnering with sample aggregators, who enable our access to hundreds of panels, communities and sample partners around the world. We call this partnership our mixed-methodology approach to sampling.

Each sample provider we access has a unique recruitment and reward method, meaning they have their own ways of finding respondents, and rewarding them for their time spent answering your surveys. We understand that not everyone is available in the same locations online, nor are they motivated by the same rewards. So a mixed-methodology approach grants us, and therefore our customers, access to a diverse range of respondents. As such, using Attest you can reach parents with children under three who are active on parenting forums just as easily as you can reach pensioners with dogs who want rewards to spend on their supermarket shopping. Engaging respondents with recruitment and reward methods that are relevant to them, they're incentivised to give their all when answering your surveys.



# An example of a **sample** **source:**

**O**ne of the largest sample sources we work with in the UK, US, Canada & Australia has a free browser and mobile app, which allows respondents to earn cash and voucher rewards for the surveys they complete.

Surveys are shared with the app members who've answered demographic questions that match the requirements you've set via Attest. Matching your survey up with the right respondents, quickly and accurately.

Surveys are presented in the app or on the browser site, whenever the respondent *chooses* to enter it. Whether they take the survey via the app on mobile or the browser on their laptop, they're always presented with the same beautifully designed Attest interface, optimised for mobile but device-agnostic.

Once they've taken the survey, respondents can accumulate cash in real-time with the option to withdraw any amount of cash at any time, or put the money towards a gift card of their choosing. They're incentivised to complete the survey by rewards that mean the most to them!

Many respondents also answer consumer surveys for the opportunity to support and influence their favourite brands with their honest, anonymous opinions.

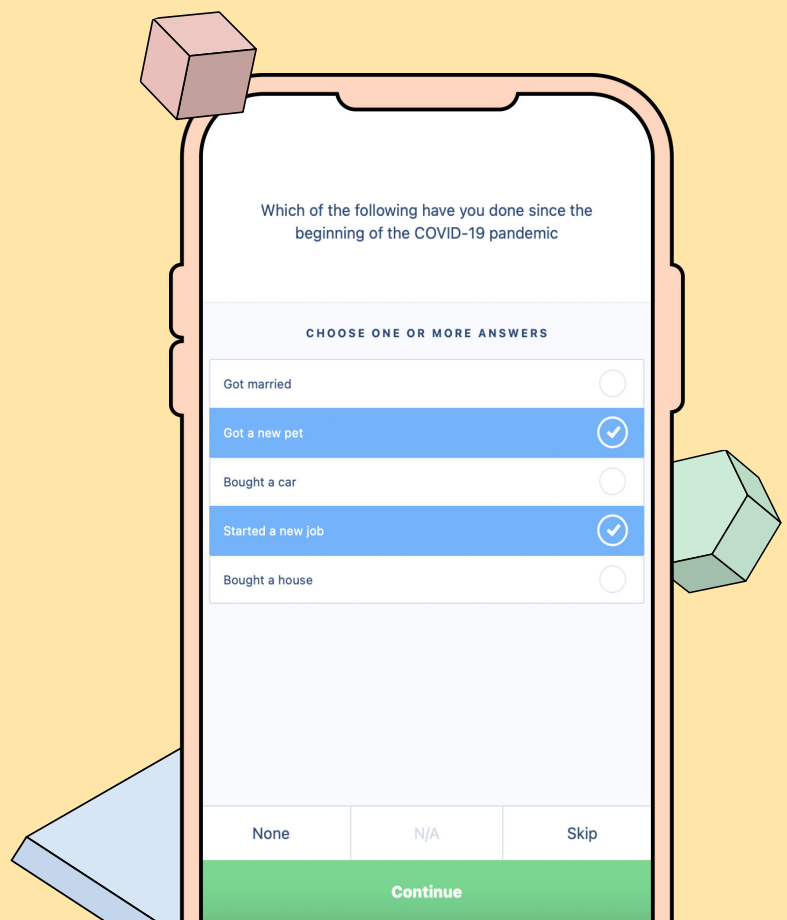


# How do respondents receive our surveys?

Whichever sample providers our respondents come from, they arrive naturally whenever they have the time to participate, and their online habits aren't forcefully interrupted by our surveys. Invites to surveys are sent by email and push notifications, but won't pop up on webpages while they're trying to go about their business in peace!

Surveys are presented in the panel or community each respondent has elected to be part of, so we reach people on their terms, in one streamlined experience. While they arrive at our surveys through their own panel or community, the experience of taking the survey is consistent across all sample providers. Plus our surveys are designed to be mobile-first, as more and more of the world shifts to using their mobile phone for online activities. Designing from the smallest screen sizes upwards, our surveys look just as good on small mobiles as they do on tablets and desktop computers.

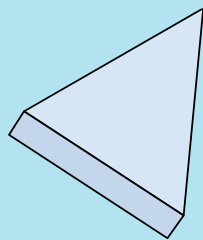
Every survey run through Attest is sent out to multiple sample providers. Everything we told you about reaching a diverse sample would go out the window if we sent each survey to just one sample source. So we distribute each survey to multiple panels who can all match the demographic profiles you've selected to target. Your survey sample is, as a result, a blended mix of consumers from multiple sample sources.



# Proving a mixed-methodology approach is best

So, we can clearly reach a lot of people, in a lot of locations, with optimised surveys that keep respondents engaged. But this bucks the trend of a lot of consumer research platforms, who prefer to use a single panel they own and control. You might be wondering, can we prove our mixed-methodology approach is better than owning and using a single panel? Definitely! Our data science team have identified that our mixed-methodology approach to sampling gives a better result than sending every survey to a single panel for three main reasons:

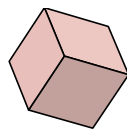
- 1 Data is more accurate, and not skewed by outlying opinions
- 2 Responses come in 3x faster
- 3 We access a broader and richer demographic coverage



# 1. Data is more accurate, and not skewed by outlying opinions

We looked at Net Promoter Scores as the simplest way to quantify how consistent answers are. Net Promoter Scores (NPS) lie between 0 and 10, and represent how likely a respondent is to recommend a brand to their friends, family or colleagues.

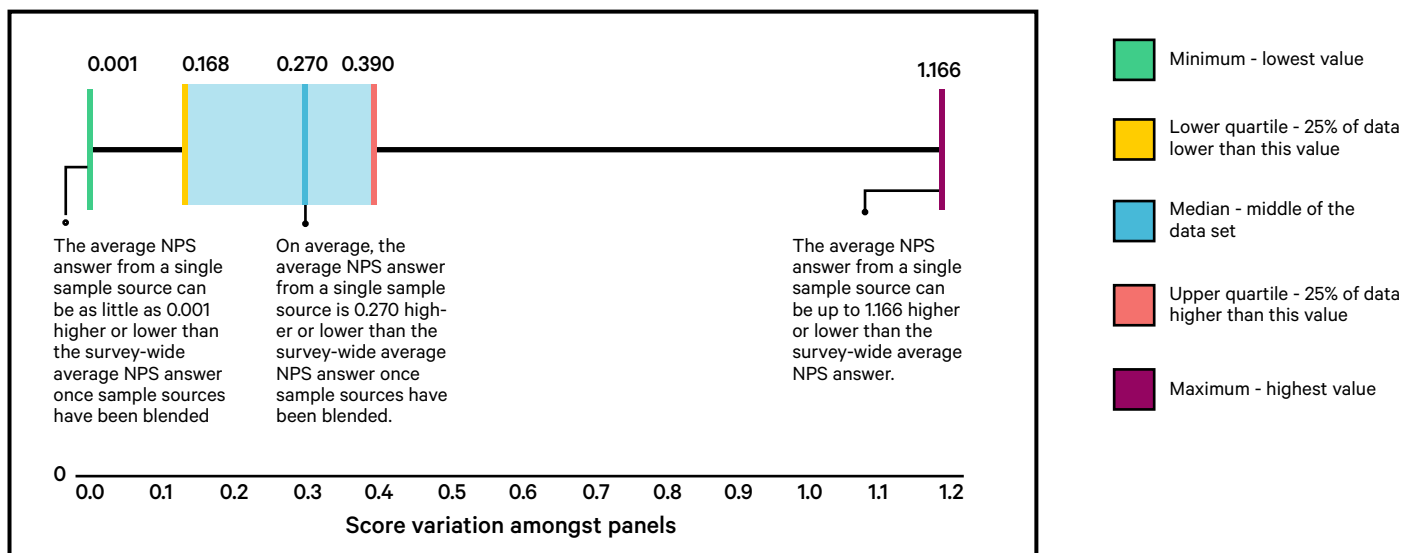
We took a look at 449 panels who contributed at least 30 respondents to our customers' surveys which contained NPS questions. We then compared the average score given by respondents from each individual sample source (e.g. one average score for respondents from panel A, one average score for respondents from community B, one average score for respondents from panel C, and so on...), and the blended survey-wide NPS figure chosen (the average score from all respondents to that survey, from source A, B, C and so on...).



The NPS of individual sample sources varied from the sample-wide NPS by, on average, 0.3. Meaning, if the blended survey-wide score is 7, the score given by individual sample sources could vary from 6.7 to 7.3.

## This leads us to two powerful conclusions:

- 1 Opinions vary only marginally between sample sources;** we are not diluting opinions by blending sources into a single survey sample.
- 2 But they *do* still vary.** And so, by blending results from multiple sources we centralise the data by around 0.6 (+/- 0.3) points in Net Promoter Scores. We therefore avoid a single sample source skewing the true NPS of consumers in the market.



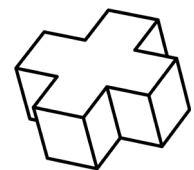
# An example can help explain how important blended data is:

Imagine a fictional brand, The Very Good Dog Food Co. They follow their NPS over time as part of their quarterly brand tracking, as it nicely quantifies whether their brand-building campaigns are increasing (or decreasing!) how likely their consumers are to recommend them.

They use a consumer research platform with a single panel source and the average NPS selected in January is 6.7, then in April it's grown to 7.3. This is a great result, and The Very Good Dog Food Co. double-down on all their Q1 brand-building efforts for the rest of the year. But their revenue doesn't seem to be growing. They're confused, if consumers are more likely to recommend their brand, why aren't they receiving more orders at the rate they'd be expecting?

As it turns out, the single panel source they'd used to fill their January and April surveys reward their respondents with a single method; airmiles. The Very Good Dog Food Co.'s target consumers don't take overseas holidays very often - they'd rather take their pooches on staycations. And perhaps amongst those staycationers, NPS didn't rise in Q1. There was work to be done to improve the brand campaigns for the target consumers, that didn't reflect in the results from the single panel.

By blending panel sources via our mixed-methodology approach, we reduce the over-representation of a single group of consumers that can otherwise lead you astray with unrepresentative results. Via a mixed-methodology approach, your results represent the views and behaviours of a wider range of consumers, even when you use demographic targeting and qualifying questions to reach your niche audience.



# 2. Responses come in 3x faster

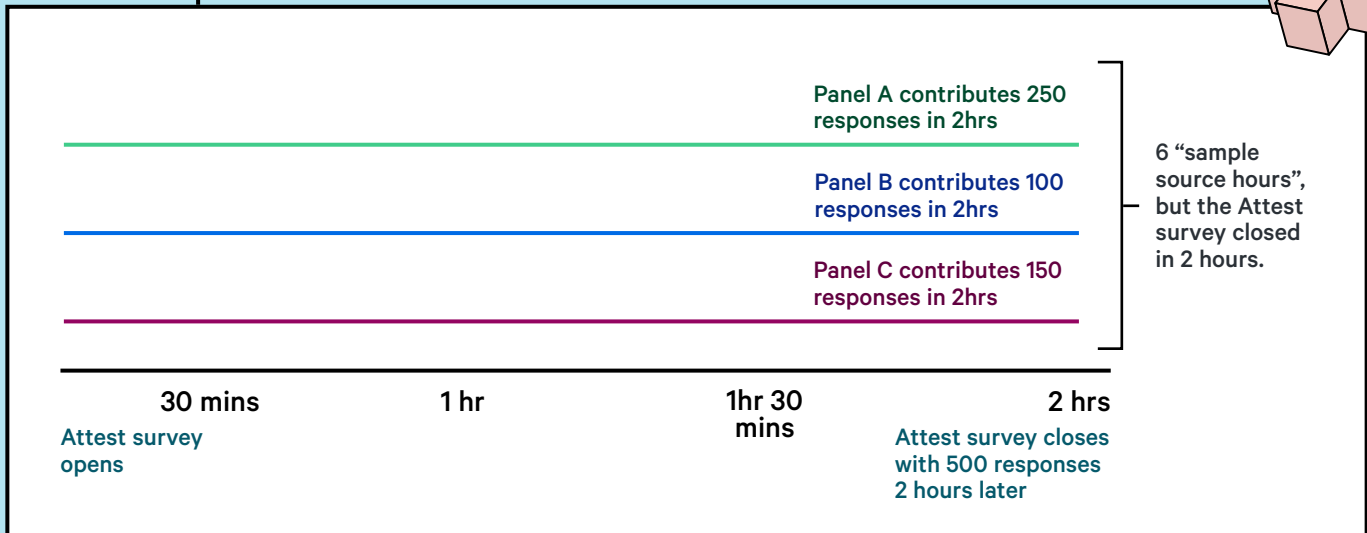
Insights delivered at speed are crucial for spotting trends in real-time, reacting quickly and staying relevant in the market. So we designed our mixed-methodology approach to sampling to maximise the speed with which we could gather responses from respondents all around the globe. The results are fast.

Looking at Attest surveys, we found that 85% (of all sizes!) closed within a week. Of that large majority of surveys, 25% closed within 7 hours, 75% within 2 days 22 hours, and just 25% took between 3 days and a week to fill.

When our customers launch their surveys, they're simultaneously sent to multiple sample sources who can all meet the demographic targeting selected. This allows all the sample sources to put all their effort into contributing to the survey in parallel. If we say, for simplicity's sake, that panel A, community B and panel C each fill the survey with all the required responses within 2 hours, we've effectively utilised 2 hours x 3 sample sources, or 6 "sample source hours" in total, but we wait only 2 hours for results, rather than 6.

We said earlier that the average Attest survey takes 1 day and 19 hours to fill. When we look at the time it took each sample source to contribute their pool of respondents and sum them together, and compare that to the time it took the survey to fill from start to finish on Attest, on average we save 2 days and 20 hours of "sample source time" for a given survey. By blending sources, Attest surveys fill 3x faster than they would if you were to use a single panel source.

We found that, on average, Attest surveys fill within 1 day 19 hours.



# 3. We access a broader and richer demographic coverage

It makes sense that the broader the range of recruitment and reward methods offered, the broader the range of consumers we'd be able to target. The extent to which this is true becomes clear when we dig a little deeper.

The largest single sample source Attest plugs into represents 416,000 individual respondents. This amounts to just 2.5% of our total reach. Then, looking at just the highest-respondent-contributing panels, we regularly access a further 135 sample sources, who together provide the remaining 97.5% of our reach.

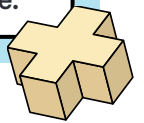
As such, our network of 135 high-usage sample sources expands the reach of our single largest panel by ~4000%, or x39.

While size is important, it's not everything. As we've already alluded to, a mixed-methodology also extends the *diversity* of any single panel. Diving deeper into our customers' surveys run just in the US, we find that demographics such as ethnicity vary significantly between sources. While US census data tells us that ~ 23.7% of the population is from an ethnic minority, individual panel sources - by virtue of their specific recruitment and reward methods - can vary in the proportion of respondents from ethnic minorities from anywhere from 8% to 44%. Our method sends each of our

customers' surveys to a spectrum of sources and increases the diversity of respondents available compared to using just one sample source who are likely to overrepresent one respondent group and provide skewed results.

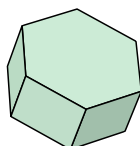
When we look at the US surveys once again, taking into consideration just the sample sources who've contributed >1000 respondents, we find that the representation of Hispanic consumers aligns nearly perfectly with US census data; when blended, 18.51% of the entrants to our surveys from these sources were of Hispanic origin, with 18.5% of the US population being Hispanic.

These findings suggest that research run through Attest has a much greater chance of representing the true beliefs, behaviours and opinions of the population at large than using a single sample source could provide.



Individual sample sources just cannot appeal to all people equally, and so blending them into a mixed-methodology is the easiest way to gain trustworthy, representative data.

These three findings confirm that, yes, blending panels and following a mixed-methodology approach to sampling does indeed provide more accurate (1) and faster (2) results from a broader, more representative range (3) of consumers.



# The methodology is sound, but what else?

The good news keeps coming, because we don't stop working once we've invited respondents to our surveys. Every response received in the Attest dashboard passes through three layers of quality controls, where providers who own or use a single panel may have just one:



**Quality checks** at the sample provider level optimise the quality of the pool of respondents we can access, including double opt-in procedures, preventing double entry into any survey, and checking for fraudulent IP addresses.



**Our panel aggregator** partners then check for duplication across their sample providers, and maintain stringent quality scores which are ranked on a quarterly basis so that providers that aren't meeting quality standards can be removed from circulation, and re-introduced when their quality improves over time.



And finally, Attest applies our own blend of hard and fast rules that automatically remove bots, machine-learning-led algorithms that check for the nuanced behaviour which is indicative of a disengaged respondent, and add a final layer of human quality checks (for our annual subscription customers).

Attest's approach to sampling is unique in the consumer research market. Where most providers have a single owned panel they need to recruit, manage and maintain, we partner with aggregators who layer in additional quality measures, free our team up to focus on building a powerful consumer research platform, and who enable our tried and tested mixed-methodology approach.

This approach doesn't just give us a greater reach than any individual panel ever could, it also blends opinions so your results aren't biased by the one group of consumers that panel recruits for and rewards through their methods. On top of all that, our methodology speeds up the time it takes to fill a single survey by about 3x, so you can get to the insight you need with more confidence and in less time. Plus, every response is checked for quality across our three layers of quality controls, so we access consumers in the best way, and only let the most accurate results through to your results dashboard.

For any more information or to ask our team questions about our audience, don't hesitate to get in touch. And to put your own burning questions to our audience, explore the plans we have to suit any research budget and expertise level.



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