



# Providing quality, unbiased market research and sample consulting to meet your unique needs.

EMI Research Solutions is a leading online sample and quantitative research consultancy. With more than 20 years of experience operating in the market research industry, we provide you with unbiased solutions that connect you to the right sample that best fits your project and needs rather than trying to make your project fit a specific panel. We provide the highest-quality, most cost-effective insights in the shortest amount of time – ensuring you get the best results for your projects.

SWIFT, our proprietary sample management platform, seamlessly connects our clients' surveys to our sample network and the appropriate sample audience. Our cloud-based system integrates multiple modules to provide features like advanced quota management, click balancing, a single set of redirects, as well as industry-leading data quality measures, like innovative bot and fraud detection, superior digital fingerprinting, and Next-Gen CAPTCHA that allows us to launch, manage, and close studies with speed and accuracy.

EMI's world-class project management team works with you as an extension of your team, providing you a single point of contact, utilizing responsiveness, creativity and flexibility to help you navigate any issues.

EMI's unique combination of expertise, knowledge, and white-glove service allows us to be the premier sample and market research consultancy - **getting it done without compromise!**

## Quality

We provide the industry's best quality through our National Quality Assurance plan and our exclusive network. Our proprietary SWIFT platform ensures duplicates, bots and fraudulent respondents are removed before they ever receive your survey.

## Expertise

Our focused team of research professionals have 140 years of combined experience in building online sample plans and executing online research studies, from simple to complex.

## Network

We have a network of over 150 sample partners that we put through a rigorous certification process where only 30% pass. This allows us to access a wide variety of targets across the B2B and B2C landscape globally, with a high level of quality, that best fits your projects' needs.

## SOLUTIONS

### ✔ STRATEGIC SAMPLE BLENDING

Strategic sample blending is the best-in-class sample design methodology to ensure confident business decisions. This method blends three or more sample providers, but the selection and blending of the selected providers is done in an intentional and controlled manner. Providers are selected to complement one another while reducing the overall sample bias and any potential behavioral or attitudinal impacts a panel can have.

### ▲ INTELLIBLEND®

IntelliBlend is our patented approach to strategically blending sample. We blend three or more sample sources in an intentional and controlled approach to deliver the most representative and accurate data. This approach can include panels as well as other sources such as social media or others which are limited and controlled. This allows data to be replicated wave to wave for ongoing projects.

### ✔ PROGRAMMING & HOSTING

We offer the programming and deployment of online surveys from simple to complex and everything in between. We have expertise with multiple survey tools including both online and mobile platforms. We maintain a large hosting bandwidth and our quality assurance (QA) process ensures the highest level of quality for your project.

### ▲ TRANSLATIONS

We have a global base of translators and editors with local cultural knowledge and industry expertise to draw on. This ensures that your project maintains the highest level of quality, not matter what language or geographic location you want to deploy in.

### ✔ POLITICAL POLLING

We offer the ability to reach voter panels that addresses all your political research and polling needs. With over 1 million verified panelists with attributes across key political, behavioral and socio-economic variables – we allow you to tap into the target audience you want.

## PANEL SPECIALTIES

### ✔ B2B

We can access a wide variety of targets, even niche and hard to reach segments across a wide variety of sectors, titles, authorities and much more.

### ▲ CONSUMER

We have an extensive global reach among specific target groups, both common and hard to reach, that ensures we can provide the audience you need for your project.

### ✔ HEALTHCARE

We offer both ailment targeting and physician targeting. By partnering with highly targeted consumer panels, and the best physician panels, we can provide deep and highly responsive samples for your healthcare projects.

EMI Research Solutions delivers quality, unbiased, market research and sample consulting.

## MEMBER ASSOCIATIONS

