



Your Trusted Partner for Complex Sample and Research Execution

EMI Research Solutions is a trusted online quantitative market research consultancy specializing in customized sample planning, proactive data risk mitigation, and expert fieldwork execution. Our clients receive the experience and capabilities of a leading research consultancy, paired with the agility, responsiveness, and personalized service of a boutique firm.

At the center of what we do is SWIFT, our proprietary cloud-based sample management platform. SWIFT seamlessly connects client surveys with our sample network while providing advanced quota controls, click balancing, streamlined redirects, comprehensive reporting, and layered data quality protections against bots, fraud, and duplicate respondents.

Our world-class project management team becomes an extension of your team, providing strategic guidance and hands-on support throughout every stage of the research process. This blend of expertise, technology, flexibility, and personal attention allows EMI to deliver high-quality insights for more confident decision-making.

Quality

We take a holistic, layered approach to data quality that combines technology and human expertise at every stage of research. From rigorous partner evaluation and strategic sample design to real-time in-survey quality checks and post-study validation, each layer is designed to reduce risk and strengthen data integrity. Our proprietary SWIFT platform supports this process by managing sample distribution and detecting bots, duplicate respondents, fraudulent activity, and other threats before they affect your results.

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

EMI maintains a global network of over 150 panel partners, all of which must pass our comprehensive Panel Partner Assessment process. With only 30% of applicants accepted into the network, we ensure that every source meets our standards for quality and reliability. Our exclusive partnerships with leading panels and expert networks further expand our ability to reach specialized audiences worldwide. Across every study, we collect and analyze quality variables at the pre-survey, in-survey, and post-survey stages to continually monitor and improve network performance.

Solutions

STRATEGIC SAMPLE BLENDING & INTELLIBLEND®

Online sample panels are not interchangeable. Each source has its own respondent composition, behaviors, strengths, and limitations, and those characteristics can change over time. Strategic Sample Blending addresses this by combining three or more complementary sample providers in an intentional and controlled manner. Rather than adding sources simply to reach feasibility, EMI manages the blend to reduce single-source bias, improve consistency, expand reach, and limit the behavioral or attitudinal effects associated with individual panels. The blend can include traditional panels as well as controlled non-traditional sources such as social media, specialty forums, and custom communities.

IntelliBlend® is EMI's patented application of this methodology, best for trackers and wave studies. Using our industry experience, extensive partner network, and ongoing research-on-research, we build customized sample plans around the specific needs of each study. IntelliBlend helps create more representative and accurate demographic, behavioral, and attitudinal data while improving feasibility, supporting quota delivery, reducing the need for top-up sample, and providing greater consistency for trackers and wave studies through periodic reviews, in-field monitoring, and wave-end evaluation.

FULL-SERVICE INSIGHTS

We provide clients with a one-stop shop for their online quantitative insights - everything from study and questionnaire design, through fielding, data analysis, and reporting. We field studies from simple to complex and everything in between. Our in-house teams bring decades of research experience to ensure that we deliver you the insights you need to make an informed decision for your brand, consumers, and business.

SAMPLE MANAGEMENT & FRAUD MITIGATION

Our cloud-based sample management and fraud detection platform, SWIFT, allows you to monitor sample traffic going to your survey and customize the fraud thresholds of our proprietary fraud and de-duplication technology, as well as the top five fraud detection platforms, which are all integrated into the system. This allows you to block fraud and bots based on your preferred definitions. You can also leverage our integrated API network to source your sample, while managing your quotas, and passing back an unlimited number of variables, all from a single platform.

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.

