

Programming & Hosting

Better Survey Experiences. Stronger Data Quality

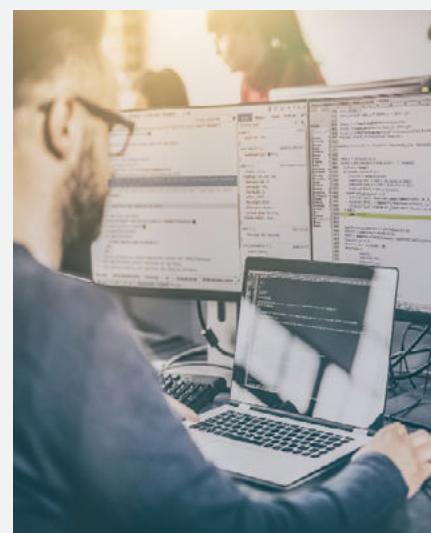
EMI Research Solutions brings more than 25 years of experience in survey programming and hosting. Our team has successfully programmed and deployed thousands of online quantitative studies, from straightforward questionnaires to highly customized and complex research designs.

Every survey is built with the respondent experience, study objectives, and data quality in mind. Our experienced programmers work closely with our research management teams to ensure each study is programmed accurately, tested thoroughly, and structured to support reliable results.

Built For Every Respondent

Our surveys are programmed to provide a smooth, consistent experience whether it is accessed via desktop computers, tablets, or mobile devices. Responsive, device-agnostic design helps reduce respondent frustration, prevent unnecessary drop-off, and ensure participants can complete the study as intended regardless of how they access it.

-  Audio and video
-  Images and graphics
-  GIFs and animations
-  Streaming content
-  Complex exercises
-  Custom functionality
-  AI-powered open-ended probing



Data Quality Built into Every Study

Data quality should not begin after fieldwork is complete. EMI can integrate quality controls directly into the survey experience to identify and remove poor-quality respondents while they are participating.

Depending on the study's requirements, our programming and hosting solutions can incorporate real-time quality flags that evaluate respondent behavior, response patterns, engagement, and other indicators of potential risk. These controls can automatically remove respondents who fail customized quality standards, preventing questionable data from entering the final dataset.

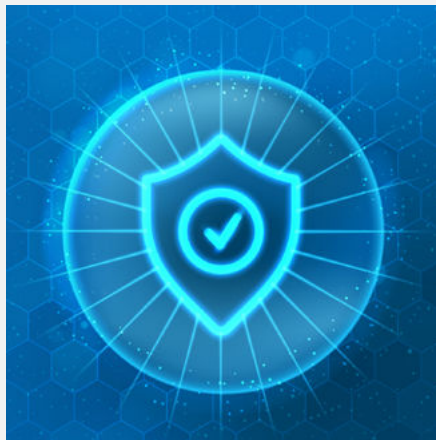
Our AI-powered open-end probing capabilities can also help researchers gather richer, more detailed feedback while evaluating response relevance and authenticity.

Layered Fraud Protection

Studies programmed and hosted by EMI can benefit from multiple layers of data quality protection. Through integration with SWIFT, our proprietary sample management platform, we can apply complementary bot and fraud detection solutions, digital fingerprinting, de-duplication, respondent activity monitoring, and centralized block-list controls.

These capabilities allow EMI to evaluate multiple signals rather than relying on a single fraud check. By detecting suspicious devices, duplicate respondents, unusual traffic patterns, excessive survey activity, and other indicators, we can proactively reduce risk before it affects study results.

Comprehensive Quality Assurance



Every survey we program undergoes a multi-step quality assurance process designed to confirm that the questionnaire functions correctly and reflects the approved study design.

Our QA process includes:

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|  Questionnaire and link testing |  Device and browser testing |
|  Survey validation |  User-experience review |
|  Skip and display logic testing |  Response and data-output validation |
|  Quota and termination checks |  Quality-control testing |
|  Data-piping validation | |
|  Multimedia testing | |

**EMI can also perform independent QA reviews for surveys programmed by another provider.*



Programming Capabilities

Our team has experience working across a broad range of survey programming platforms and can support both standard and highly customized research designs.

Capabilities include:

- Complex skip and display logic
- Advanced quota structures
- Randomization and rotation
- Conjoint and MaxDiff exercises
- Custom question types
- Multimedia integration
- Multilingual studies
- Tracker and wave-study replication
- API and third-party integrations
- Custom redirects and variable passing

Reporting and Data Services

EMI provides the reporting tools and data access needed to monitor fieldwork, evaluate results, and move efficiently into analysis.

Available services include:

- Real-time fieldwork reporting
- Cross-tabulations
- Data validation and cleansing
- Data exports in Excel, CSV, SPSS, ASCII, and other formats
- Open-end coding
- Custom reporting
- Layered post-survey data scrubbing
- AI-assisted and human-reviews response validation

Our post-study quality process can analyze response patterns, click behavior, keystrokes, open-ended answers, and other indicators to identify and remove low-quality respondents from the final dataset.

Expert Support from Programming Through Completion

Our programming team works alongside EMI's experienced research managers, who serve as an extension of your team throughout the study. From questionnaire review and programming through testing, launch, fieldwork, and final data delivery, clients receive proactive communication, hands-on oversight, and a single point of contact.

This combination of programming expertise, research knowledge, proprietary technology, and layered quality controls helps EMI deliver surveys that function correctly, engage respondents, reduce data risk, and produce insights you can trust.



About EMI

EMI Research Solutions is a leading market research and online sample consultancy. With more than 25 years of experience operating in the insights industry, we provide you with trusted solutions, backed by our commitment to quality, that help you have the data you need to make better decisions.

Our team of research experts understands the ongoing complexities of the insights landscape and builds custom solutions designed to meet your study objectives.

Our world-class project management team, proprietary SWIFT platform, and comprehensive quality controls work together to ensure every project is executed efficiently and every respondent source is carefully managed. The result is high-quality, cost-effective insights delivered with the responsiveness, flexibility, and expertise our clients expect.

EMI's unique combination of industry expertise, unbiased consultation, proprietary technology, and personalized service is what sets us apart from other providers. Whether identifying the right sample strategy, managing complex fieldwork, or ensuring data quality, we partner with you every step of the way to deliver insights you can trust and results that drive action.

VISIT US ONLINE

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DISCUSS YOUR PROJECT

Reach a member of our sales team to discuss your needs anytime.

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