

IntelliBlend® - Strategically Blending Sample In A Controlled, Unbiased Method

In industries where market research data is key to decision making, whether it's branding, moving forward with a product or idea, or just how you are perceived in the market, you want the most representative and unbiased data possible.

A little talked about secret in market research is that sample panels are different and they change over time. This can be extremely challenging to researchers - especially if you use a single panel on your studies.

The solution is to utilize a strategically blended sample. A strategically blended sample is sample from multiple sources, including traditional panels and other non-traditional sources like social media, forums, etc.

Strategic sample blending has several benefits:

-  **Get more information faster**
-  **Increase overall quality**
-  **Improved sample consistency over time**

Blending shouldn't just be done just for blending's sake. It should be done in a strategic manner. Customizing a blend based on a clients' need will ensure the best results possible.

Common Problems Strategic Sample Blending Can Solve:

-  **Single-Source Bias**
-  **Running Out Of Sample**
-  **Poor Quality**

IntelliBlend® different kind of sample blending

Our patented IntelliBlend® solution is our unique methodology of strategically blending sample in an intentional and controlled approach to provide the most representative and accurate demographic, behavioral, and attitudinal data. Utilizing our 20+ years of sample experience and extensive partner network, IntelliBlend® can be used to create a custom blended sample that best fits your project.

Benefits of IntelliBlend®

- ▲ Increased accuracy and representational demographic, behavioral, and attitudinal data
- ▼ Reduced bias of single panel sample sources
- ▲ Increased feasibility and ability to deliver on quotas
- ▼ Avoidance of “top-up” situations
- ▲ Replicable for wave studies

Combining IntelliBlend® with SWIFT, EMI’s proprietary sample management platform that incorporates digital fingerprinting, sample source quota management, click balancing and more, we are able build you a custom sample and then launch and manage your project. We can launch, field and close studies with more speed and accuracy than other panel providers. When combined, EMI can de-duplicate respondents, eliminating fraud from your study. We also provide tracking of results by each partner used in the sample blend, so you can see where your results are coming from.

IntelliBlend® Safeguards

- ▲ Periodic reviews of custom sample plans - compared to Research-on-Research results
- ▼ In-field metric tracking to custom sample plans
- ▲ Debrief at each wave closing to ensure consistency
- ▼ Proactive discussion and problem resolution

Our Blended Sample Sources

- ▲ Traditional Panels*
- ▼ Social Media
- ▲ Specialty Forums
- ▼ Custom Communities
- ▲ Many More Non-Traditional Sources

** We have a global network of over 150 panel partners*

Best Fits For IntelliBlend®

- ▼ Ad Hoc Studies
- ▲ Concept Testing
- ▼ Wave Studies
- ▲ Tracker Studies
- ▼ Much More!

EMI Research Solutions delivers quality, unbiased, market research sample tailored to the needs of your business.

About EMI

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 strategic blend of 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.

Our 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. Our proprietary sample management platform, SWIFT, seamlessly connects your survey with the appropriate sample audience while ensuring you get only high-quality data with our built-in data quality measures.

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 every time without compromise.***

VISIT US ONLINE

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DISCUSS YOUR PROJECT

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Request A Consultation