

IntelliBlend®

Strategic Sample Design for More Representative, Consistent Data

Business decisions are only as reliable as the data behind them. Yet many believe that online sample sources are easily interchangeable. They are not.

Each panel can differ in its respondent composition, recruitment practices, participation patterns, attitudes, and behaviors. Those characteristics also change over time, potentially influencing study results and creating inconsistencies between projects or waves.

Simply combining more sources does not necessarily solve the problem. When providers are stacked or aggregated primarily to reach feasibility, the sample mix does not account for the differences between sources or the potential bias that can be introduced into your data.

IntelliBlend® takes a more strategic approach.

What is IntelliBlend®

IntelliBlend® is EMI's patented methodology for developing customized, strategically blended sample plans. Rather than adding providers solely to achieve feasibility, we intentionally select complementary sources, control their allocation, and adjust it over time based on panel changes and the study's specific audience, objectives, and methodology.

The approach can incorporate traditional online panels, expert networks, social media, custom communities, and other controlled non-traditional sources. Each blend is designed around the project rather than a predetermined sample asset.

By accounting for demographic, behavioral, and attitudinal differences between sources, IntelliBlend® helps reduce panel-related bias, strengthen representation, improve quota delivery, and produce more consistent data.

More Than Sample Blending

IntelliBlend® is not simply the process of combining multiple sample providers. It is a structured methodology informed by EMI's industry expertise and proprietary research-on-research that continuously evaluates the sample landscape.

When developing a custom sample plan, our team considers:

- Target population and demographic requirements
- Respondent attitudes and behaviors
- Historical panel performance
- Study objectives and methodology
- Feasibility and incidence
- Quota structure
- Geographic requirements
- Source-level quality trends
- Requirements for replication across waves

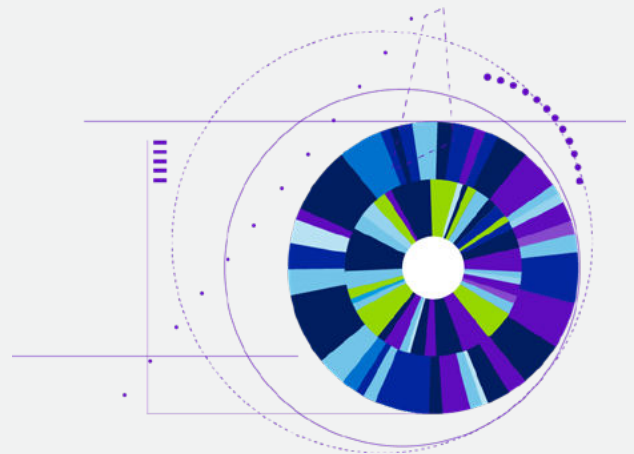
This allows EMI to determine not only which sources should be included, but also how each source should contribute to the overall blend.

Built on Vetted Sample Sources

Every provider considered for an IntelliBlend® sample plan must meet EMI's standards for quality, consistency, and reliability. Panel partners undergo our rigorous Partner Assessment Process before entering the network, and continued inclusion is never guaranteed.

Using our proprietary Quality Optimization Rating, EMI monitors partner performance across pre-study traffic health, in-survey respondent behavior, and post-study data validation. Quality findings, respondent removals, and blocks are communicated back to partners through an ongoing feedback loop. Sources that fail to maintain EMI's standards can be restricted or removed.

This ensures that IntelliBlend® is built from actively managed sources rather than providers selected solely because sample is available.



Informed by Research-on-Research

Sample sources evolve over time, so a blend that performed well in the past should not be assumed to remain optimal indefinitely. EMI conducts ongoing research-on-research to identify changes in respondent composition, attitudes, behaviors, quality, and performance across the sample landscape.

New providers are also included in this research to establish baseline measures before they are incorporated into client studies. These findings help EMI understand how sources differ and how those differences could influence research results.

By incorporating current research-on-research findings into IntelliBlend® sample plans, EMI can refine source selection and allocation based on observed performance rather than assumptions.

Designed for Trackers and Wave Studies



IntelliBlend® is especially valuable for tracker studies and recurring research, where changes in sample composition can make it difficult to determine whether shifts in the data reflect the market or the sources used to collect it.

For ongoing studies, EMI develops a custom blend that can be monitored and replicated from wave-to-wave. After each wave, the sample plan is reviewed against current panel performance and research-on-research findings to identify changes that may require adjustment.

IntelliBlend® safeguards include:

- Periodic reviews of the custom sample plan
- Source-level allocation monitoring
- Comparison with current research-on-research findings
- In-field metric tracking
- Wave-end performance reviews
- Documented adjustments when source conditions change

This controlled approach helps maintain greater consistency while still allowing the blend to evolve when evidence indicates that a change is necessary.

Layered Quality Protection

IntelliBlend® is supported by EMI's broader Data Quality Suite, which combines technology, proprietary processes, and human oversight throughout the research lifecycle.

EMI's Data Quality Suite includes:

- Layered bot and fraud detection
- Digital fingerprinting and de-duplication
- Respondent activity-level tracking
- Centralized block-list management
- Real-time traffic monitoring
- In-survey quality flagging
- Proactive fieldwork oversight
- Post-study validation and data scrubbing
- Partner performance feedback

These protections allow EMI to monitor quality across the complete sample blend rather than evaluating each provider in isolation. This broader view helps identify threats that may move across panels, surveys, devices, or sample sources.

Benefits of IntelliBlend®

IntelliBlend® is designed to provide:

- Layered bot and fraud detection
- Digital fingerprinting and de-duplication
- Respondent activity-level tracking
- Centralized block-list management
- Real-time traffic monitoring
- In-survey quality flagging
- Proactive fieldwork oversight
- Post-study validation and data scrubbing
- Partner performance feedback

Sample Sources

Depending on the needs of the research, an IntelliBlend® sample plan can include:

- Traditional online panels
- Specialty panels and expert networks
- Social media sources
- Custom communities
- Controlled non-traditional sources
- Other audience-specific recruitment channels



Best Applications for IntelliBlend®

IntelliBlend® can support a range of quantitative methodologies, including:

- Tracker studies
- Recurring wave studies
- Brand and awareness research
- Concept testing
- Ad hoc studies
- Studies where consistency and replicability are critical

Expert Oversight at Every Stage

A strategic sample plan requires active field management. EMI's research management team works as an extension of your team, monitoring source allocation, quota delivery, fieldwork performance, and quality indicators throughout the study.

When panel conditions, feasibility, or performance change, our team evaluates the implications and makes controlled adjustments based on the original research objectives. This hands-on oversight helps preserve the integrity of the sample plan while keeping fieldwork moving efficiently.

IntelliBlend® combines patented methodology, current sample intelligence, vetted sources, layered quality controls, and expert management to create sample plans tailored to each study. The result is more representative, consistent, and trustworthy data for confident decision-making.

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.

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DISCUSS YOUR PROJECT

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