



CONNECTING RESEARCHERS WITH PEOPLE



LAUNCH OF CINT DIRECT SAMPLE GIVES DIRECT ONLINE ACCESS TO WORLDWIDE PANELS OF CONSUMERS

Cint opens up world of consumers to anyone using the internet

'This opens up lots of new possibilities' (Large agency researcher US)*

Stockholm, 19 April 2010. For the first time, people doing their own market research online can access quality panels of consumers at the click of a button. The launch of Cint Direct Sample means companies can quickly and easily communicate directly with their audience.

Until now, if you used an online site to do market research, you needed to provide your own email list of people to interview. Now, Cint Direct Sample puts market research and business intelligence within the reach of many more organisations than before, as they will no longer need to pay to go to research agencies or go through a cumbersome manual process to get a sample to interview.

According to Bo Mattsson, CEO, Cint; "This is a major new development in the migration of market research to the internet. With Cint Direct Sample we are putting access to over 2.5 million people straight into the hands of the online researcher. Until now it has not been possible to get in contact with external target groups or get external sample without going to a market research company. Now control of the whole project - from questionnaire through to fieldwork and analysis - is in the user's hands".

Or, as one PR agency executive in the US says: "this gives us the ability to be masters of our own destiny".*

Quality panels

The panels accessed through Cint Direct Sample are built by major brands such as Habbo, Bounty, MSN, Metro, and many more, that have strong relationships with their customers, plus leading market research firms. Members have agreed to participate in online research projects and have submitted their demographic, occupational, geographic, lifestyle and other data under a double opt-in procedure. All panels fully comply with industry standards.

John Mogensen of survey tool company Relationwise which has installed Cint Direct Sample says "With this new feature we can democratise access to the sample". Victor Molander of Survey Tool company

Netigate which is also using the product says “Access to quality sample is vital to my customers and I’m really excited that Cint has made this available for the first time”.

Key Features

- Cint Direct Sample is a plug-in that can be installed on any third party software and can be accessed online, anywhere, 24/7
- It offers instant direct access to quality panels of over 2.5 million people in 26 markets worldwide, with plans to extend well underway
- It is easy to set up – a buyer just specifies the target group he wishes to survey and the price is quoted instantly
- Sampling and send out procedures are fully automated
- Latest sampling technology - sample is drawn from multiple panels simultaneously and quarantine periods are deployed to ensure respondents are not over surveyed or answering just for incentives

How Cint Direct Sample works

Cint Direct Sample is installed on online survey tools such as Survey Pirate (www.surveypirate.com), and Relationwise (www.relationwise.com) and soon to be available on Netigate (www.netigate.se). The desired demographic market can be selected by age, gender, region, occupation and education. To purchase sample, the online market researcher using a survey tool simply specifies the country or target group they want to research, and after receiving an instant quote, selects ‘buy’ to place the order . The sample is drawn automatically from the available panels. After Cint checks the survey specifications and questionnaire for language and logic, it is sent out. The responses are received in a matter of days. There are no minimum fees or project management fees; the user only pays for completed interviews.

Julia Ivars, Business Area Director for Cint explains the benefits: “This opens up research for all kinds of companies, in particular small and medium sized businesses. Our research shows that marketing and PR agencies will be very keen to use the product. And Cint Direct Sample will also be appealing to research agencies that do not have their own panels or want to supplement their offer. Evidence so far shows that Cint Direct Sample will lead to more market research being completed overall, as quality sample is available for the first time to a wide range of users”.

The technical detail

Cint Direct Sample is an easy to use combination of a web-based interface plug-in for sample purchase and Atom feed to communicate project status, progress and invoice information. The online survey tools that provide access to the sample can customise the look and feel for their site. Cint is providing survey toolmakers with a list of FAQ to support their buyers and is encouraging the implementers to create simple slideshow demos.

For an online demo click here: www.cint.com/cds

The interface language for version 1.0 is English, but Spanish, French, German and Scandinavian language versions will be available soon. Future versions of Cint Direct Sample will have fixed target groups to select by additional variables including car ownership, mothers of babies and business decision makers.

An omnibus survey product is currently in development.

*Cint market research conducted in US, UK, Germany, February 2010

About Cint

Cint is a software company that produces and sells market leading, innovative online research products for businesses and organisations involved in market research. The company specialises in SaaS, web-based software offering efficient, user friendly online sample management and access, as well as online panel management products that are accessible worldwide 24/7. Headquartered in Stockholm, Sweden, Cint has offices across Europe and the USA. The company has an extensive list of clients and partners spanning most of the large market research groups, the main panel providers, media and web-based companies, branding, PR and advertising agencies, plus medium and small market research agencies, and other software companies that provide services to the market research industry.

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