

Simple and transparent recruitment:



- Recruiting via our ever-growing Publisher Network of GTP sites, Offer Walls and Premium Websites.
- Recruiting via Google and Facebook
- Double – Opt In is all we allow
- Basic 26-point profiling
- WiseCheck to take care of things like – Geo Validation, Fraud Detection & Prevention, Enforcing Embedded Business Rules & Panel Hygiene.

QUALITY BELIEF

- WiseCheck is the physical manifestation of our Quality belief. It's our proprietary algorithm, capturing 56 parameters.
- Panel registrations are automatically checked at the time of registration for duplicate email address.
- We utilize custom-designed B2B red-herring questions to help test authenticity and expertise.
- WiseCheck Score, helps us separate bad, good, excellent.
- Octet check; to catch bot activity.
- We also control the frequency of survey invitations to protect the user experience and reduce clutter.
- Frequent refreshing of the respondents Dashboard helps to alleviate the burden of concurrent studies.

