



RESEARCH_{FOR}GOOD

Human Understanding Empowered

Market Research Audience Book

Website: researchforgood.com

Inquiries: sample@researchforgood.com



At RFG, our **respondents are at the heart of everything we do**. We embrace the human at the centre of all research, and enable a holistic understanding of individuals at scale.

We pride ourselves on the lasting relationships we create with our customers, **built on a foundation of responsiveness, proactiveness and quality**.



METHODOLOGY

Sampling technology built to bring you closer to understanding the humans at the center of your research.

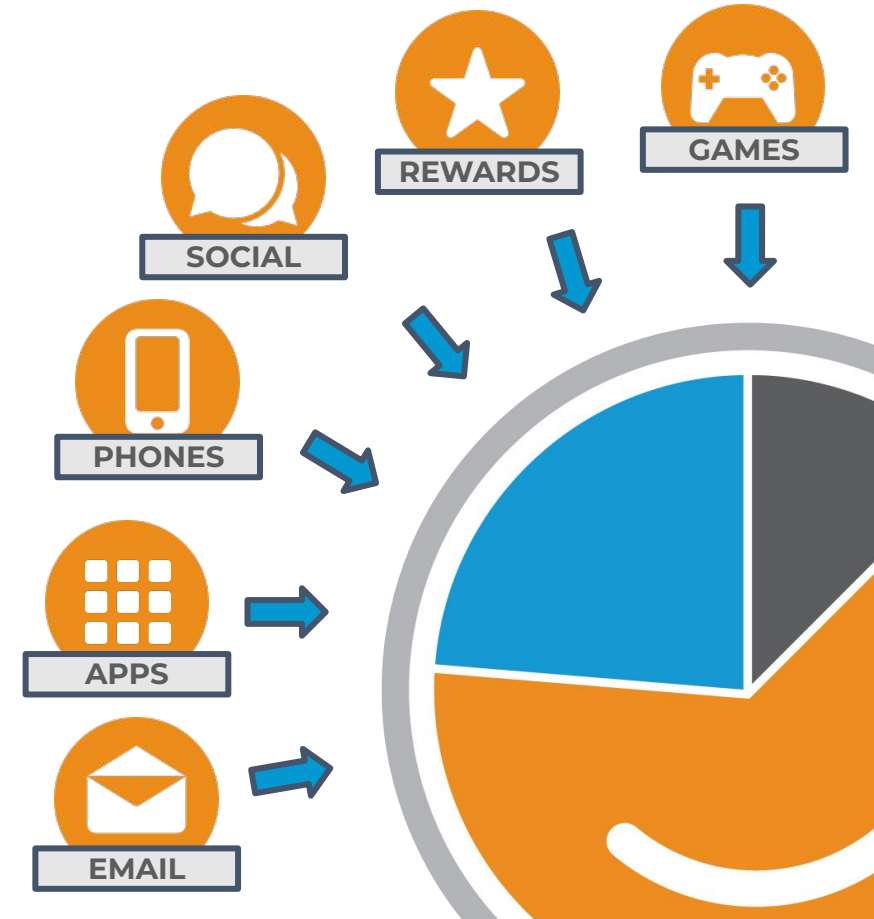
METHODOLOGY

BETTER REACH. BETTER REPRESENTATION

Our hybrid methodology combines the best attributes of:

- email panel
- social media
- real-time sampling
- reward sites
- mobile apps & games
- plus much more

Delivering you the broadest possible representation of the internet population.



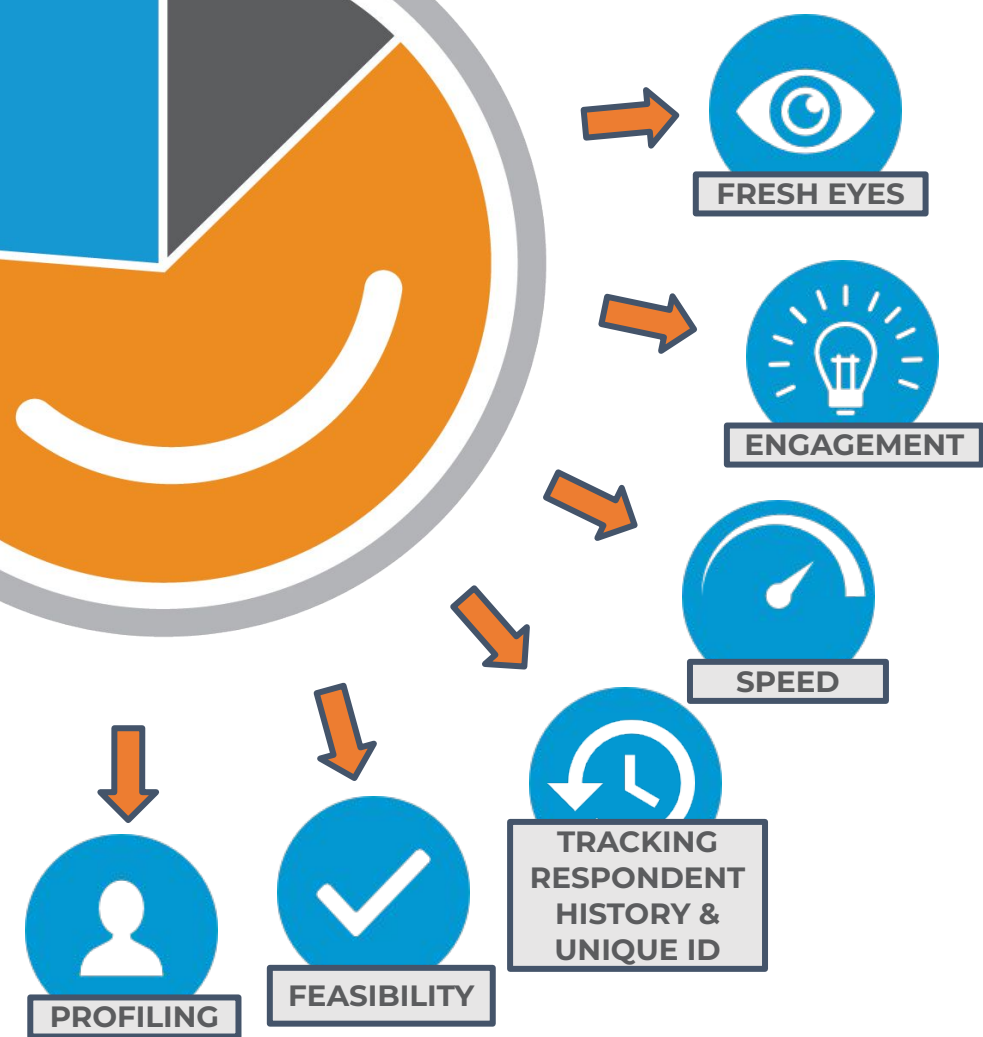
METHODOLOGY

BETTER QUALITY. BETTER DELIVERABILITY

Technologically advanced & nuanced sampling controls ensure RFG sample is:

- High-quality
- Reliable
- Replicable
- Representative

Our hybrid approach allows us to preserve research rigour while engaging respondents on their terms making us one of the most representative sample suppliers in the market today.



PROFILING+

We add to respondent profiles continually using custom data points to reach respondents in even the most unique projects.

RFG makes it *easy* for you to target the exact audience you require for your study.

PROFILING+

Demographics

Age, Gender, Geo, Ethnicity, etc.

Health

Ailments, Caregivers, etc.

Household

Status, Kids, Pregnancy, Pets, etc.

Travel

Business/Leisure, Hotels, Airlines, etc.

Auto

Ownership, Make, Year, Intention, etc.

Tech

Phones, Internet, Devices, etc.

Entertainment & Media

TV, Radio, Streaming, Movies, etc.

Gaming

Frequency, Device, Console, Genre, etc.

Finance

Income, Assets, Banking/Insurance, Payments, etc.

Products & Services

Brands, Consumables, Frequency, etc.

Employment

Status, Industry, etc.

Custom

Your profiling questions here!



SAMPLE QUALITY

A protocol for ensuring the highest-quality data.

FRAUD PREVENTION



We prevent fraud using a comprehensive suite of custom-built proprietary and 3rd party quality control mechanisms including:

- Bot Detection
- Device Recognition & Linked Accounts
- Digital Fingerprinting
- SecureGeolIP
- Captcha
- Proxy Server Detection
- IP Filtering
- Suspicious activity flags
- Suspicious profile reviews
- Red herrings, honey pots, and other proven behavioural tactics

RESPECT THE RESPONDENT



By fostering a relationship of mutual respect between respondents, RFG & the researcher, we ensure respondents WANT to provide their highest quality participation.

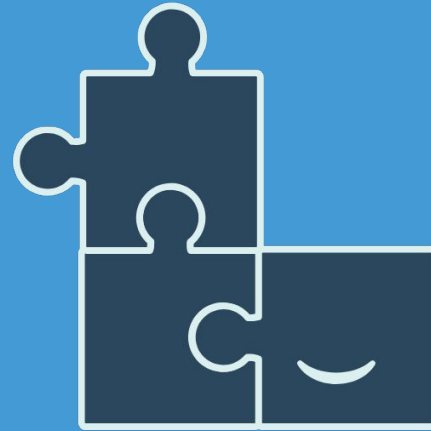
- Continuous UX enhancements for increased engagement
- Relevant personal incentives + charitable donation
- Connection with consumers where and when they are ready to engage
- Proactive project manager/client partnership for survey improvement

SAMPLING CONTROLS FOR QUALITY

The way you sample has just as much to do with quality as the people you sample.



- Custom built sampling technology for speed when you need it; controlled and steady if you prefer
- Balanced Starts
- Nuanced sample controls
- Vigilant project management



SAMPLE WITH A SMILE


Empowering you to reach respondents
in the way that best supports your sampling needs.

PRIMARY MARKETS

 **United States** Reach: 17,950,000+

 **Canada** Reach: 1,100,000+

 **Mexico** Reach: 260,000+

 **Brazil** Reach: 1,200,000+

+ Chile, Colombia, Peru

 **Australia** Reach: 370,000+

 **Japan** Reach: 70,000+


 **India** Reach: 90,000+

 **United Kingdom** Reach: 775,000+

 **Germany** Reach: 400,000+

 **France** Reach: 245,000+

 **Spain** Reach: 200,000+

 **Italy** Reach: 205,000+

+ Netherlands, Belgium, Austria, Switzerland

A country of interest not listed? We are happy to discuss how RFG can support your needs!

MANAGED SERVICES



The RFG team is highly experienced in sample management and fieldwork. Based on years of experience they can enhance your project by offering custom solutions to your most difficult sample plans and operate as an extension of your team.

Availability:

- 24 Hour weekday availability: price and/or launch anytime
- Rapid bid response times
- Efficient project launch turnaround
- Weekend coverage

Our customers tell us that our **reliable delivery** is perhaps our biggest differentiator versus many of our competitors!

API INTEGRATION



RFG's skill and experience in integrating with the API's of our customers - or their private marketplaces within other platforms - allows for the streamlining of sample purchase and delivery:

- Automate the sampling process (no emails!)
- Simplify project management
- Incorporate any/all available screening/profiling
- Potential cost benefits



FOR GOOD

Mission forward.



At RFG, we believe that no human should be left hungry. That's why we operate on a one-for-one incentive model. For each completed survey, our respondents receive a personal incentive and, in addition, we make a donation to our charity partner.

Together, we can support our charity partner, [Action Against Hunger](#) and help make [zero hunger](#) a human reality.



RESEARCH_{FOR}GOOD

Human Understanding Empowered

Website www.researchforgood.com

Inquiries and Project-Related Requests sample@researchforgood.com