



RESEARCH_{FOR}GOOD

The People Data Company

Audience Book for the Insights Industry

Website: researchforgood.com

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At RFG, we believe that the heart of **effective market research lies in understanding the humans behind the data.** Our commitment to human-centered insights ensures that every project is not just about numbers, but about the stories and experiences that shape them.

We are dedicated to providing you with access to a rich tapestry of diverse voices, allowing you to make informed decisions that resonate with your audience.



METHODOLOGY

How we bring you closer to understanding the humans at the center of your research.

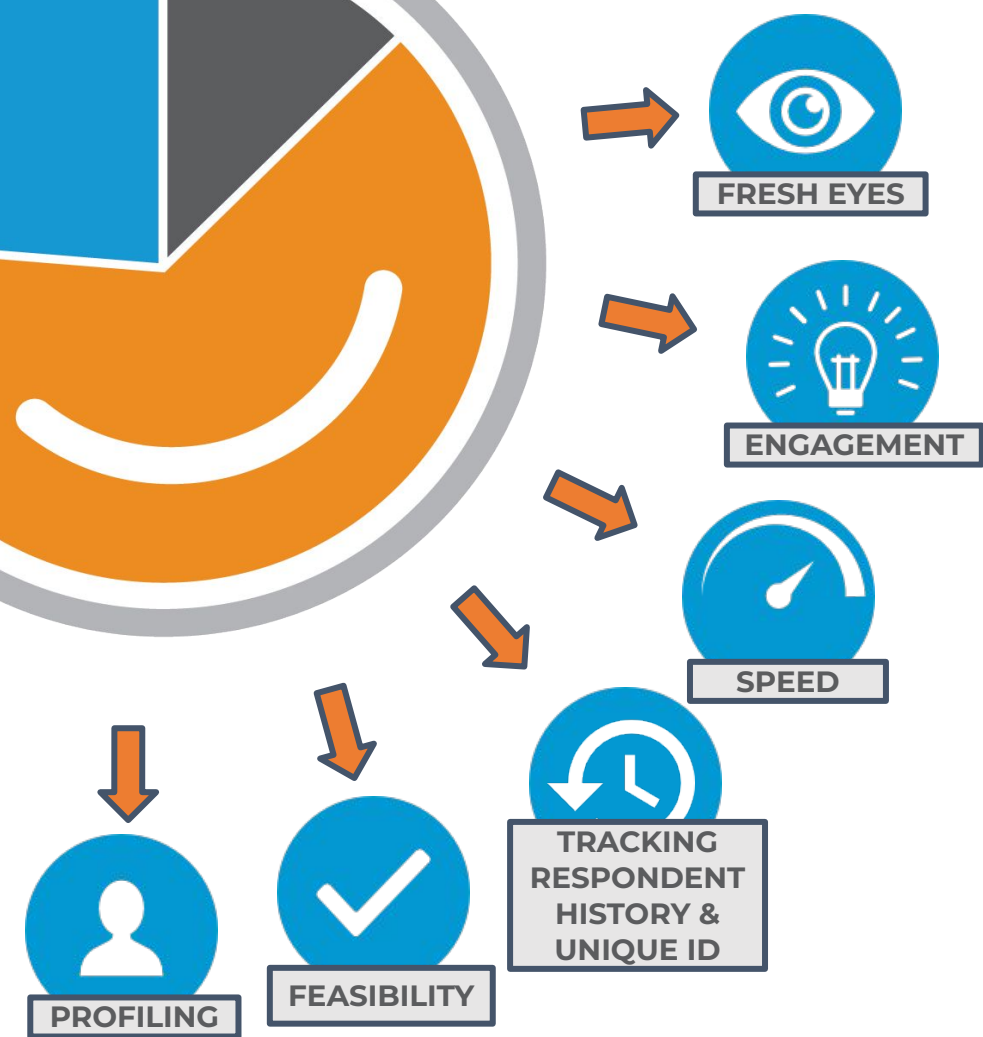
BETTER REACH. BETTER REPRESENTATION

RFG's curated access network has high participant awareness on targeted platforms such as:

- social media
- reward communities
- email panels
- loyalty programs
- publisher sites
- mobile apps & games
- plus much more

Delivering you access to +27M potential participants across multiple key geographies.





BETTER QUALITY. BETTER DELIVERABILITY

RFG's DataForce platform optimizes matching the right people to a client's project and maximizing the "best-fit" utilization of each participant.

- High-quality
- Reliable
- Replicable
- Representative

Detailed matching of reliable humans to relevant activities, coupled with incentives that align with personal interests, fosters a **positive participant experience** - the foundation of high-quality data collection.



SAMPLE QUALITY

Our multi-faceted approach to ensuring the highest-quality data.

RFG has built our business, our curated access network and our DataForce platform all with rigorous attention to data quality.

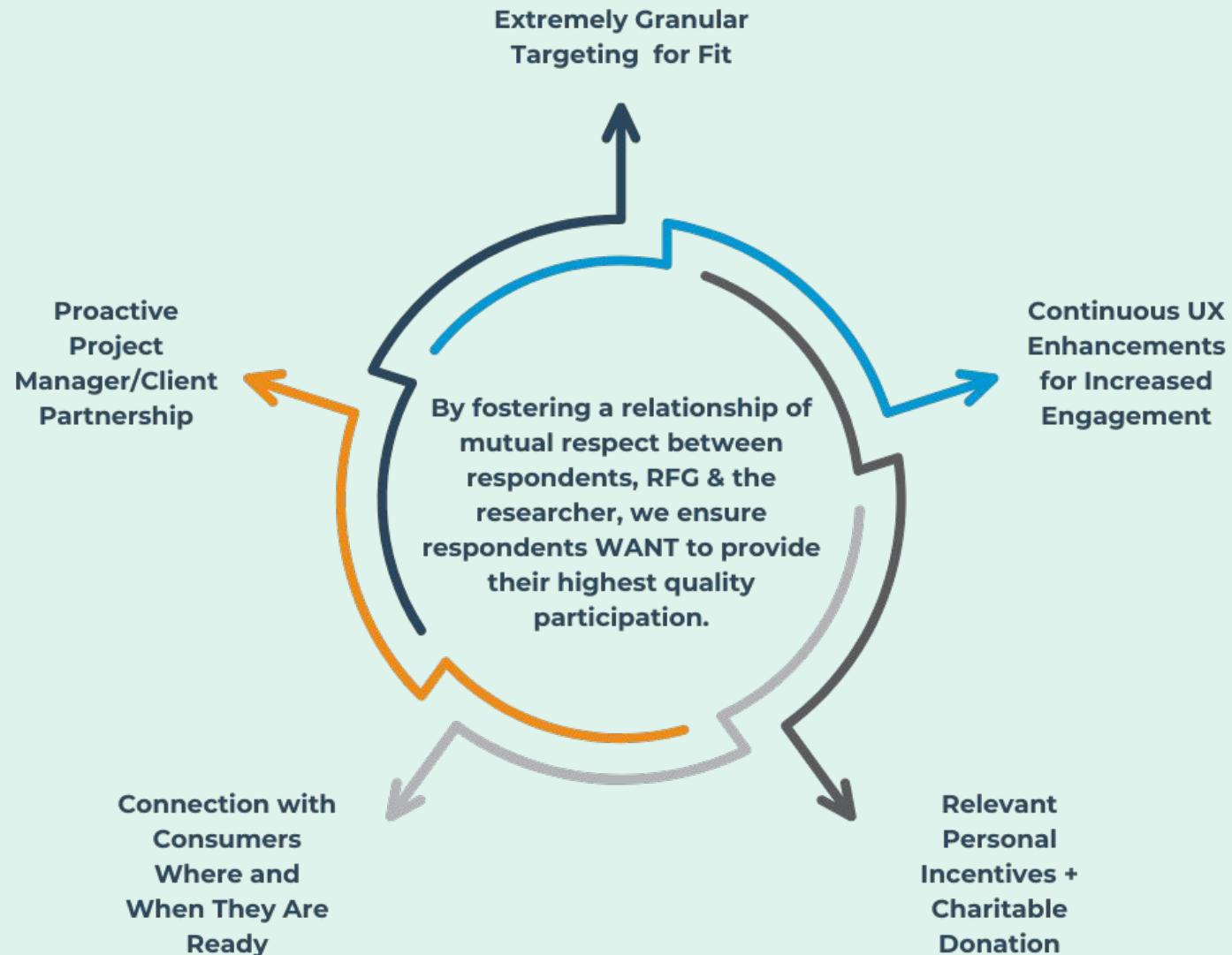
We approach quality from a dual front – not only anti-fraud but also ensuring the respondent experience is mutually beneficial in providing a positive experience.

We continually invest time and resources into building industry leading quality controls so that you can rest easy knowing the data you receive from RFG respondents is **data you can trust.**

SAMPLE MANAGEMENT



PARTICIPANT ENGAGEMENT



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



QuIP (QUALITY INTERCEPTION POINT)

RFG has further identified “fit” as the cornerstone of high-quality data.

While intentional fraud is a concern, we also recognize that a respondent suitable for one research activity may not be ideal for another.

QuIP’s core objective is optimal respondent-to-activity match, significantly surpassing standard pre-screening and anti-fraud methods to deliver superior benefits for brands, researchers, and their consumers.

- AI-powered
- Persona-based approach
- Industry-leading participant quality levels



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!

RFG SPECIALIZES IN YOUR TARGET

Thousands of targetable attributes, expanding continually, using custom data points to reach respondents for even the most unique projects.

RFG works with you to optimize matching your study with the humans you seek to understand.

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 target attributes here!

WORK WITH US



Highly experienced in sample management and fieldwork.

- Custom Solutions
- Responsive and experienced
- 24 Hour weekday availability: price and/or launch anytime
- Weekend coverage and project monitoring



Skilled and experienced in sampling APIs including integrating with the API's of our customers - or their private marketplaces

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



The Sampling Place is RFG's DIY portal, which allows you to reach the respondents that you need to understand with ease, speed, and full control.

- 24/7 access
- You are in control
- Based on the same technology platform our own team uses.

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



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.



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Human Understanding Empowered

Website www.researchforgood.com

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