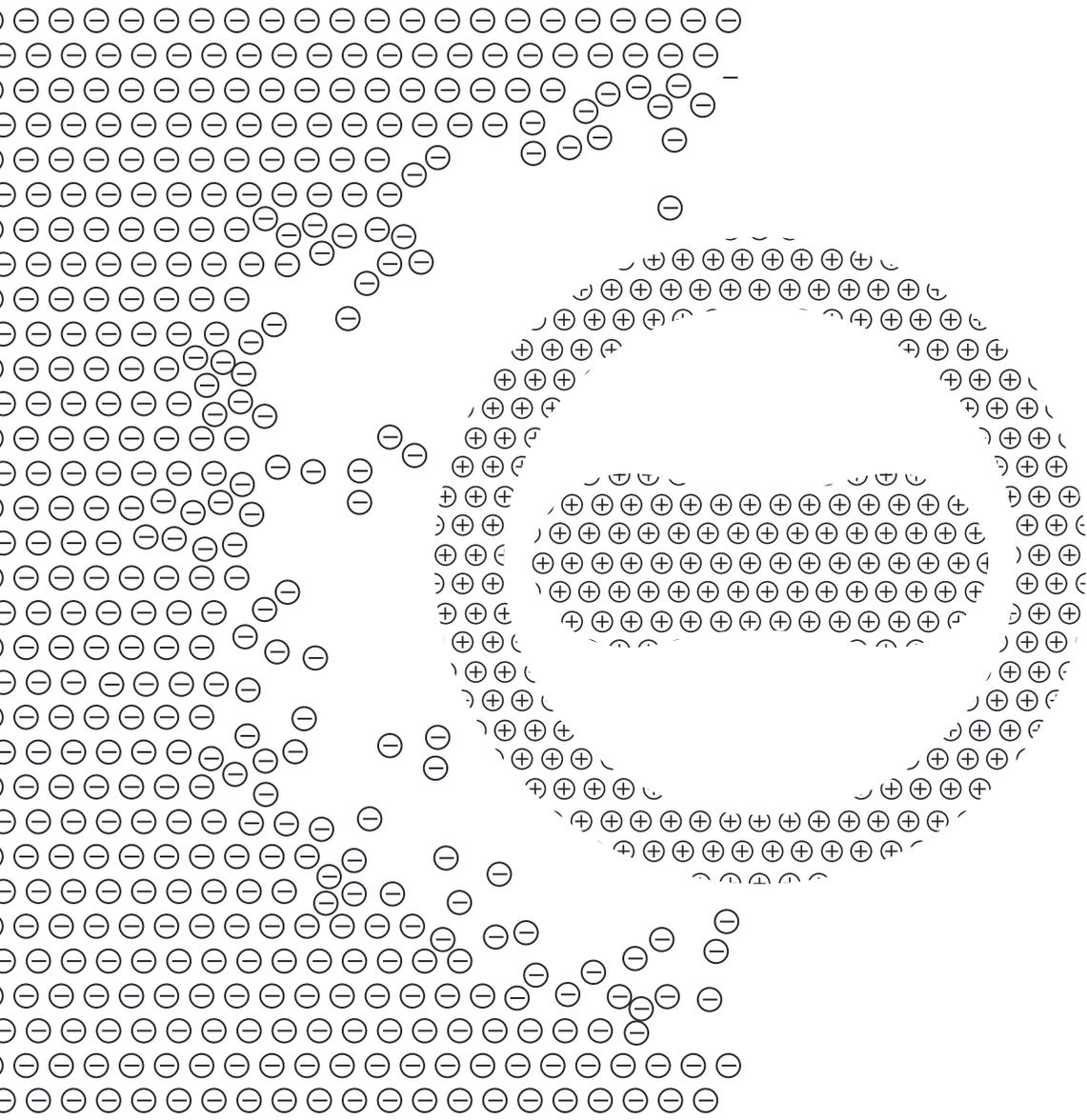


RIVER VS PANEL SAMPLE



PEANUT LABS

INTRODUCTION

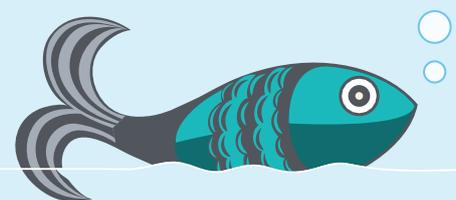
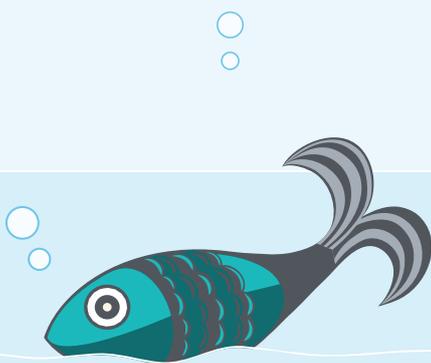
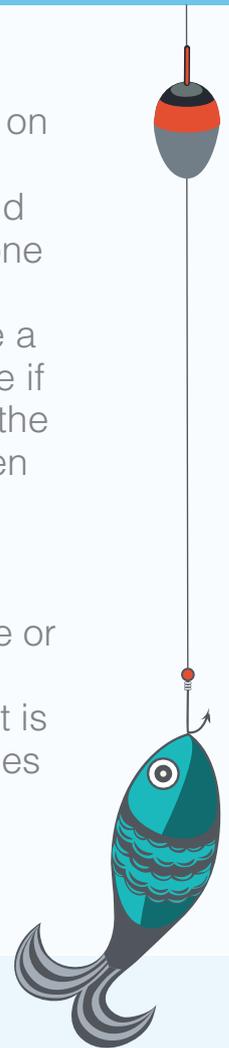
At Peanut Labs, we take great pride in being an innovator in the market research industry. Our unique methodology and strategic relationships with over 400 website publishers, social media communities and global partners, bridges the gap between online consumers who want to share their opinions and market researchers who want to hear their opinions.

Our platform gives researchers on-demand access to millions of opted-in, profiled and ready-to-survey respondents from around the world. Peanut Labs offers robust profiling and allows you to target consumers based on over 20 demographic, geographic and psychographic criteria, as well as employing strict quality control measures to ensure the highest levels of data integrity. Using our extensive online reach and our proprietary tools, we have assisted thousands of brands, agencies and organizations to obtain the research data they require to generate consumer insights. Our clients come from a variety of industries including retail, electronics, finance, hospitality and many more.

WHAT IS RIVER SAMPLE

River sample, or web intercept sample, involves placing banners, ads, or promotions on a variety of websites so that people will click on them and subsequently complete a research survey. The identity of the potential responders is unknown, just as their demographics and psychographics are unknown. The method relies on including anyone who happens to be passing through a specific website at that time. After clicking on the banner, responders may be asked to complete a few screening questions at the beginning of the survey to determine if they meet the demographic or psychographic targeting criteria for the rest of the survey. After they have completed their task, or have been screened out of the survey, responders may never be seen again.

It is called River Sampling because it is similar to fishing in a river. When your fishing line hits the water, you don't know the color or size or variety of fish you might catch and you don't know anything about where the fish has been or what it has done. Once a fish is caught, it is pulled out, (surveyed), and then placed back in the river. The chances of catching it again are very unlikely.



WHAT IS PANEL SAMPLE

The distinguishing characteristic of panel sample is that knowledge about the responders, such as their demographic profile and survey behaviors, is retained in a database and then used to identify the best people for future research. When a researcher decides on the type of people required for a study, people with the required characteristics are identified in the database, and the survey is made available only to them. Over time, each person's survey behaviors are evaluated to identify who is providing good quality data. Those who fail to do so are not permitted to answer any further surveys.

Panel Sample is like shopping at a fish market where all the fish has been separated into baskets for you based on where the fish was caught, the size of the fish, and the type of fish. With one foot inside the fish market, you can identify exactly which bin holds the fish you want. You can take the fish out of the basket, examine it (survey it), place it back in the basket, and even examine it again if you wish.



WHAT IS PEANUT LABS SAMPLE

Peanut Labs' sample is Panel Sample. Peanut Labs sample is fully-profiled based on both demographic characteristics and product use. Panelist survey behaviors are monitored and evaluated for poor data quality. When you decide on the specific people required for your study, those people are pre-identified for you and specifically offered your survey.

The only feature that Peanut Labs does not offer is invitations by email. Rather than emailing potential responders about surveys that have been targeted for them, we wait until our targeted responders have logged into their survey host to let them know that a specific survey has been identified for them.

	River Sample	Panel Sample	Peanut Labs Panel Sample
Banner ad invitations	Yes	No	No
Email invitations	No	Yes	No
Survey site login	No	Yes	Yes
Profile database	No	Yes	Yes
Demographic tracking	In Survey	Prior to survey	Prior to survey
Targeting ability	In Survey	Prior to survey	Prior to survey
Survey behavior tracking	In Survey	Prior to survey	Prior to survey





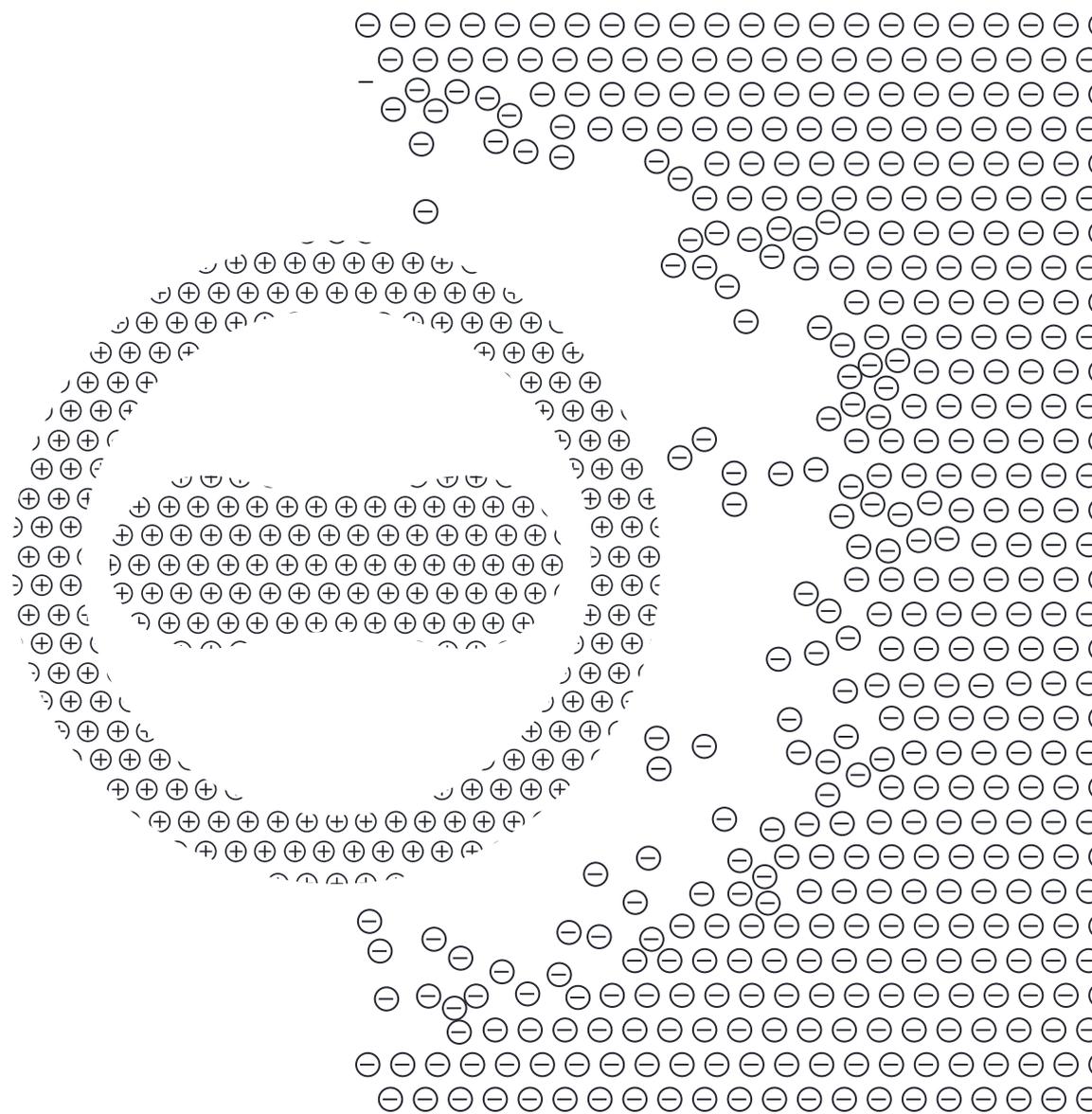
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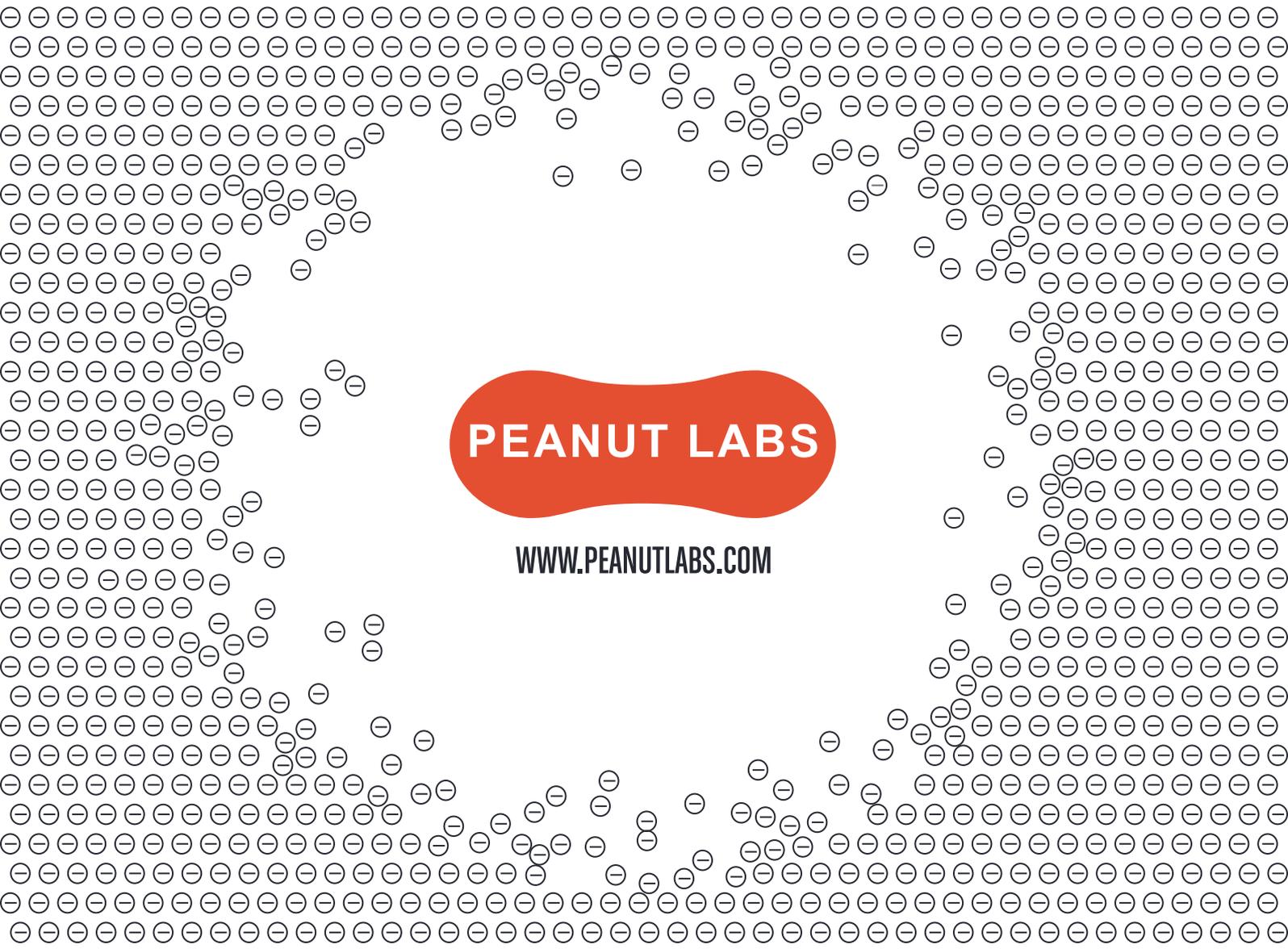
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