

uSamp Introduces SampleMarket™ 2.0:

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Self-Serve Access to Online Survey Respondents in Real Time

Platform Achieves New Efficiencies and Transparency -- Complete Integration

With Expanded API, Centralized Control, Mobile Delivery Planned

uSamp (www.uSamp.com), one of the world's fastest growing technology and online sample companies, today unveiled the beta version of SampleMarket™ 2.0, the next generation of its panel access platform -- offering unsurpassed real-time, self-service access to a U.S. proprietary panel of millions of screened and vetted survey respondents.

SampleMarket 2.0 is the next step along an evolutionary path to fully automated delivery of market research sample, harnessing technology to expand the marketplace for quantitative research.

The platform makes it easier for market research firms to create and manage research projects, while providing a robust API (application programming interface) so they can seamlessly connect SampleMarket 2.0 to their own technologies.

As a self-service panel access platform, SampleMarket 2.0 gives users unprecedented control over their sample, delivering real-time pricing and feasibility without the need to pick up a telephone or send a single e-mail.

SampleMarket 2.0 plans full support for mobile devices in the second quarter of 2011, enabling users to log in to their market research projects via smartphone, checking on real-time feasibility and statistics, while stopping and starting projects from any location.

uSamp recently announced its first mobile surveying platform, currently being tested with several mobile application providers, to equip market researchers with location-based access to the millions of individuals using smartphones and mobile devices for online surveys.

SampleMarket 2.0 offers third parties an API that supports full integration with their software, delivering willing survey-takers directly into the customer's own application. With integrated APIs, the universe of participants can be expected to expand, with implications of growth for web publishers who may wish to monetize their traffic.

"With SampleMarket 2.0, we're providing a full-service approach to self-service," said Matt Dusig, co-founder and CEO of uSamp. "Market researchers will experience unprecedented control and transparency over their sample, enjoying easy and direct access to their projects through one centralized platform. They'll be able to dive deeper, monitor progress and manage their projects in real-time, anytime and anywhere."

Among the enhancements included in SampleMarket 2.0:
A complete end-to-end redesign with a simplified user interface.
Project, group and e-mail wizard pages.

Access to panelists from uSamp's U.S. panel for clients with or without their own panel.

Fielding parameters for the uSamp channel, with the ability to control daily quotas or directions to get a project done as soon as possible vs. spread evenly.

Ability to define group quotas by channel, such as a desired amount from a client's own panel and another amount from uSamp's channel.

Real-time cost per interview (CPI) monitoring and CPI limits, with e-mail alerts.

"Self-serve and our traditional model will co-exist, because our mission is to use technology to meet market needs, which come in a variety of forms," said Gregg Lavin, co-founder and President, uSamp. "What remains constant is the high quality sample that uSamp's branded global panel provides."

uSamp is accepting applications for beta at SampleMarketBeta.com

About uSamp
For more information please visit uSamp.com

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