uSamp Integrates RelevantID® Digital Fingerprinting...

Contributed by uSamp
Thursday, 05 January 2012

Into Its SampleMarketâ„¢ Self-Serve Panel Access Platform

Market Research Professionals Now Have Deeper Level of Data Quality Assurance with Incorporation of Imperium Technology
Â
uSamp (www.usamp.com), a leader in providing targeted audiences for global consumer insights and innovative SaaS technologies for audience engagement and business intelligence, today announced that it has integrated RelevantIDÂ®, a proprietary digital fingerprinting technology from Imperium, into its SampleMarketâ„¢ platform (www.SampleMarket.com).Â Â Â Â Â

SampleMarket is uSamp's self-serve platform that provides instant interactions with consumer audiences, enabling users to gain better insights faster by instantly engaging survey respondents. SampleMarket provides centralized access to millions of uSampâ€™s highly profiled survey respondents and features the ability to manage multiple sources of online respondents. SampleMarket users can tap into uSampâ€™s vast database of verified respondents, access their own databases or incorporate external sources.

â€œResearchers count on us to deliver quality respondents who are highly engagedâ€• said Matt Dusig, co-founder and CEO of uSamp.Â â€œImperiumâ€™s innovative technology enables us to enhance our commitment to data quality even further by automatically creating unique digital fingerprints.â€•

In just a few clicks, SampleMarketâ€™s intuitive platform gives users access to millions of uSamp's high-quality, richly profiled respondents while also providing real-time pricing, feasibility and detailed reporting results. SampleMarket's seamless API (Application Programming Interface) technology allows an open platform that offers excellent compatibility and reliability, for the product is embedded with redundancy and security.

RelevantID technology gathers a large number of data points from a respondent's web browser.Â The data points are then put through proprietary algorithms, resulting in a unique digital fingerprint.Â No personally identifiable information is collected, and no information on the respondent's computer is altered.

â€œWe developed digital fingerprinting technology that goes above and beyond traditional methods to create a sophisticated, next-generation approach to assuring and certifying that the data collected is reliable and of the highest quality,â€• said Marshall Harrison, Imperium Founder and CEO.Â Â â€œWe are exceptionally pleased that RelevantID is being incorporated into uSampâ€™s SampleMarket.â€•

SampleMarket is browser-based and requires no software download or installation.Â After creating a project, users can choose to add multiple suppliers of respondents, and control and visualize the flow of traffic from those sources on a real-time basis.Â Â SampleMarketâ€™s dashboard gives an overview of project results, incidence rates and transactions in real-time. Â

About Imperium
For more information, visit www.imperium.com

About uSamp
Please visit:Â http://www.usamp.com/ Â for more information Â

Encino, Calif. - 4 January 2012