SSI And Decision Analyst Form Exclusive Partnership

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Global research sample and data collection provider SSI recently announced an exclusive partnership with Decision Analyst allowing members of Decision Analystâ€™s executive, technology, IT decision makers and contractors panels to join SSI B2B inSSItesTM sample.

â€œThe new partnership strengthens the capacity of our SSI B2B inSSItes sample,â€• said Chris Fanning, SSI president and CEO. Decision Analyst is a company known for delivering advanced analytics and sophisticated research around the world. â€œWe are delighted it has chosen SSI as the partner it wants to work with on an exclusive basis.â€• â€œWe chose to w with SSI because it is a world leader in sampling technology,â€• said Jerry W. Thomas, president and CEO of Decision Analyst.Â â€œSSI will provide an excellent experience for our panel members. The survey partnership opportunities with SSI offer real advantages over other programs, including an attractive financial return when our members participate. We look forward to a long-term partnership with SSI.â€• Decision Analyst members will join members of blue-chip loyalty programs in the travel, leisure and media sectors, along with profiled respondents from SSIâ€™s own proprietary panels as part of SSIâ€™s B2B inSSItes sample. B2B inSSItesTM offers precise targeting using questions designed by methodologists. Members include decision-makers and influencers in areas such as IT, HR and advertising; senior executives, small business owners and professionals of all types. Respondents are selectable by revenue, employee size, geography and vertical market. B2B inSSItes is the only business sample to use live telephone and LinkedInÂ® verification combined with proprietary SSI validation techniques to deliver quality responses. SSI is also the only sample provider to offer B2B sample in every mode: telephone, online, mobile and postal mail. For additional information, please visit www.decisionanalyst.com | www.surveysampling.com | @DecisionAnalyst | @SSITweetsFollow Market Research World on Twitter or join in the conversation with our LinkedIn Group
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