SSI to Share New B2B Sample Validation Techniques

Contributed by SSI
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SSI will present Searching for the Holy Grail: Validation Techniques for Online B2B Panels at the CASRO Digital Research Conference in San Antonio, Texas on March 11.
SSI has developed new techniques combining telephone interview validation with validation through social media, business profile data and other proprietary procedures to verify the identity and experience of respondents in the SSI B2B inSSItesâ„¢ panels. SSI B2B inSSItes sample is the only B2B sample to use this approach for verification.

Trust in the true identity of those taking part in business research is vital. Significant financial and business decisions depend on the opinions respondents share in research surveys.

SSI looks for patterns and trends then establishes rules and uses a combination of automated and manual checks. SSIâ€™s multi-mode validation approach includes leveraging existing relationships respondents have with communities or loyalty programs, data mining participantsâ€™ profiles, social media linking and telephone validation using experienced business telephone interviewers.

â€œIt is the combination of all these elements that reinforce one another to create SSIâ€™s effective validation process,â€• say Bob Fawson, SSI chief access, supply and engagement officer. â€œOur industry already struggles with a scarcity of business respondents, so using multiple tests is paramount.Â The industry must avoid wrongly excluding those who genuinely want to share their opinions based on just one measure.Â This is why SSI decided to share information about its proprietary validation process with attendees at the upcoming CASRO conference.â€•

SSIâ€™s director of analytics Paul Johnson will describe the techniques, explain how the tests were carried out and present detailed results from each approach during a session at the CASRO Digital Research Conference on Tuesday, March 11, at 11:35 a.m.

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