

SSI Expands Leading Global B2B Sample

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SSI has launched a new rewards program called Opinion Check-In exclusively with IHG® Rewards Club to give members who join Opinion Check-In (www.opinioncheckin.com) the opportunity to earn points by participating in surveys and sharing their opinions.

The Opinion Check-In program will help grow SSI's worldwide panel to provide SSI clients with even more access to consumer and business travelers' opinions. SSI's business-to-business and business-to-consumer audiences are part of the world's largest and most trusted proprietary panel, which means respondents are carefully recruited, verified and managed according to SSI's high standards. SSI reaches and engages even the most challenging targets from more than 90 countries.

“This program is going to give SSI additional reach to B2B and B2C panelists in the U.S., U.K. and Australia as well as other countries to expand panel membership,” said Bob Fawson, SSI chief product officer. “This is a huge opportunity for SSI. We look forward to a rewarding partnership.”