

**Authentic Response**

**B2B**

**PANEL BOOK**



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## **Authentic Response: What Makes Us Different?**

At Authentic Response, we believe that the way sample providers recruit for their panel – and the respect with which they treat their business panelists – speaks volumes about the quality of work they will do for you. As a pioneer in the panel recruitment space, and as one of the industry's leading panel providers, we take the job of recruiting and retaining the right panelists very seriously. That is why we work with more than 400 of the web's top content providers to passively recruit IT and business panelists.

No matter what industry or type of decision maker you are trying to reach, Authentic Response believes in leveraging best practices to build and manage our business to business panel.

Consider these key panel Authentic Response differentiators:

- Patented the “Double Opt-in” process to confirm enrollment – widely accepted throughout industry as the best practice in recruitment.
- Developed a passive recruitment methodology through our member websites.
- Built a broad-based network of 400 websites to ensure clients receive the most qualified respondents for their survey needs.
- Created a system where incentives are not necessary to recruit the panel, avoiding the participation of professional panelists.
- Developed an 8-point validation check, in addition to proprietary technology, to prevent professional survey takers from infiltrating clients' surveys.
- With more than 20,000 new panelists recruited globally per day and a total panel size of 1 million professionals, we provide our clients with the most responsive and fresh samples available.

## **Authentic Response Recruitment**

Authentic Recruitment means each respondent is confirmed through our patented double opt-in process after they sign up to receive surveys. During this process information such as demographics, firmographics and



psychographics are collected to progressively profile each respondent. Panelists are allowed to join by invitation only and we do not use incentives to lure panelists into joining. Instead we rely on website content which both lowers the potential for professional panelists and allows us greater control over the quality of incoming respondents.

[Our recruitment methodologies set the highest standards in the industry, and result in:](#)

- Better Data: Our recruitment method ensures that respondents are credible and therefore more likely to provide insightful answers to your surveys.
- Diverse Recruitment Network: Authentic Response works with more than 400 leading B2B, B2C, technology, and international partner websites to ensure a diverse panel with varied interests.
- New Respondents: Authentic Response recruits more than 10,000 new respondents every day. This constant influx of new respondents increases responsiveness and reduces panel fatigue.

## **Authentic Response Validation**

Authentic Validation employs proprietary technology to identify and remove professional survey takers, ensuring the integrity of market research data. Members of the Authentic Response panel are continuously screened to avoid research results that are biased or skewed. Authentic Response restricts access to surveys to only those respondents who will provide thoughtful, valid responses. Using proprietary technology, Authentic Response has the ability to identify and terminate respondents that are likely to provide market researchers with questionable survey responses to ensure the integrity of the results.

### **THE ART**

Authentic Response uses a proprietary weighting system to continually evaluate our panelists' responses as well as their activity. Authentic Response holds on to those respondents that provide insightful answers and eliminates those that do not.

[Authentic Recruitment™](#): The easiest way to remove professional survey takers is to never attract or recruit them in the first place, which is why we place such a strong emphasis on our recruiting methodology.

[Cookie Tests](#): Cookies can help determine whether a respondent has already completed the survey on a particular PC. If the cookie function on the respondent's machine is off, it could be an indication that the respondent may be trying to game the system. Over time, Authentic Response can detect if respondents are filling out surveys multiple times.

[IP Address/ Proxy Servers](#): Like cookie tests, overused IP addresses or the use of certain proxy servers can indicate the presence of a professional survey taker. Authentic Response uses proprietary technology to keep track of these respondents and actively monitor their behavior.



## **THE SCIENCE**

Authentic Response acts quickly to remove professional survey takers from its database of respondents so that they never gain access to market research surveys.

**Email address scrubbing:** Authentic Response compares the email addresses of all panel members to ensure respondents do not receive multiple survey invitations.

**Permanent Email/ IP Blocks:** Authentic Response maintains a blacklist of bad guys known to provide inaccurate data and prevents them from receiving surveys.

**Online Reputation Services:** These services, which are large publicly available databases of IP addresses and domains that your servers can access in real-time via DNS, have only come into existence in the last year to help ISPs detect spam. Authentic Response applies them to online market research, to ensure higher quality surveys.

## **Basic Business Registration Profile**

Authentic Response provides access to highly-profiled business and IT decision makers that register via our patented double opt-in process. We can find respondents from large companies or small, from a wide variety of industries and job titles.

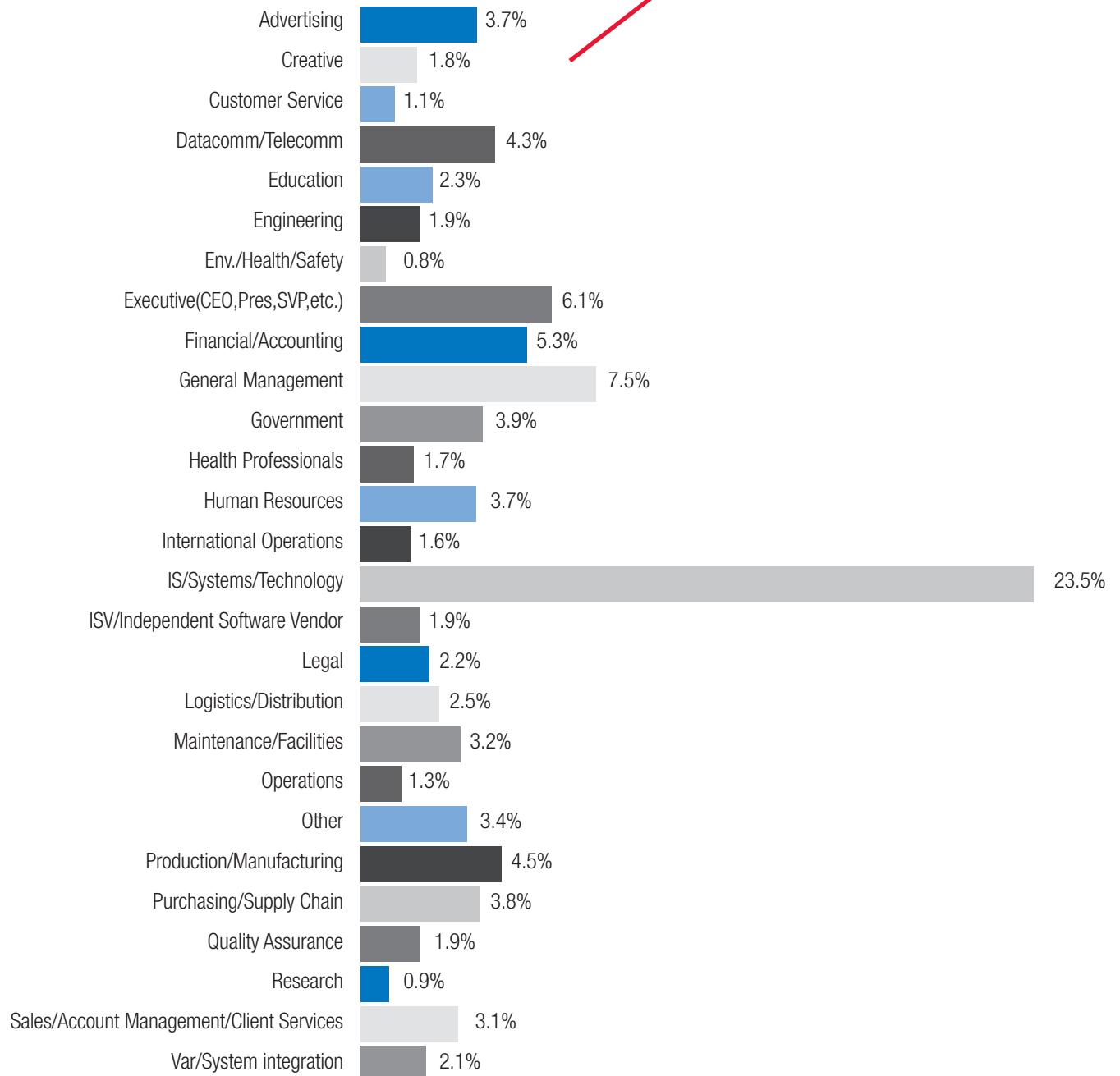
### **Here's an overview of what the Basic Business Registration Profile captures on each panelist:**

- Job Title
- Job Function
- Industry
- Company Size
- Number of PCs
- Business Revenue
- Years in Business
- Direct Reports
- Type of Decision Maker
- IT Areas of Responsibility
- General Areas of Responsibility

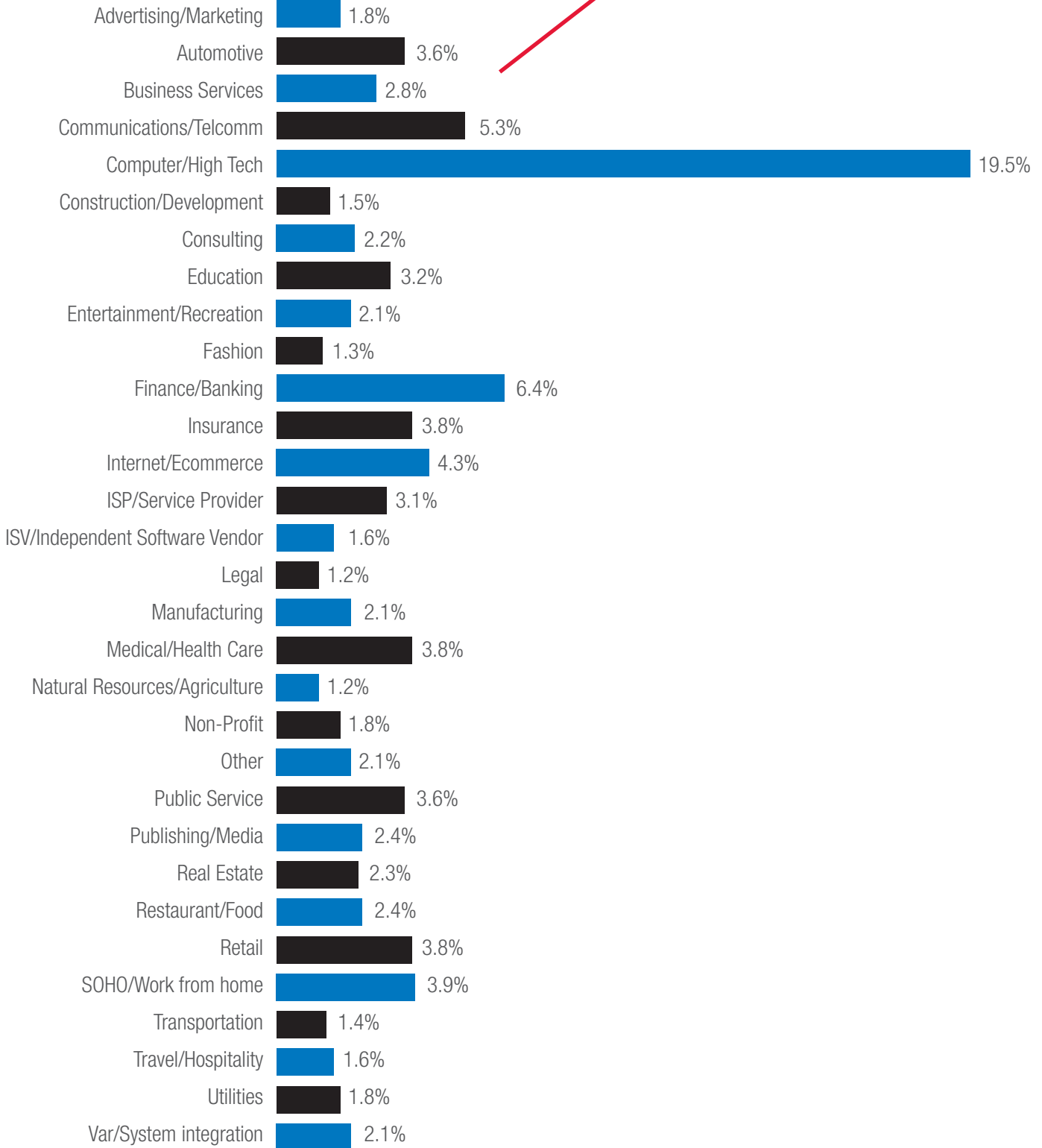
**Job Titles**

Segment:	%	Segment:	%
Account Executive	0.75%	Military/Gov't	0.91%
Accountant	1.77%	MIS Director	0.18%
Administrative/Clerical	7.99%	Nurse	1.78%
Analyst	1.52%	Occupational/Physical Therapist	0.10%
Architect	0.14%	Operator	1.33%
Associate	1.17%	Opticians/Optomtrist	0.06%
Attorney	0.39%	Other	20.49%
Business Development Director	0.14%	Owner/Proprietor/Principal	0.60%
Buyer	0.30%	Partner	0.14%
CEO/President	1.48%	Pharmacist	0.29%
Chairman	0.03%	Physician/Doctor	0.23%
Chemist/Scientist	0.28%	Planner/Scheduler	0.15%
Chief Financial Officer	0.08%	Producer	0.87%
Chief Information Officer	0.30%	Programmer	1.18%
Chief Operations Officer	0.14%	Project Manager	0.10%
Chief Technology Officer	0.16%	Psychologist	1.89%
Chiropractor	0.04%	Representative/Sales	0.56%
Consultant	1.86%	Retired	0.90%
Controller	0.23%	Secretary/Treasurer	0.34%
Counselor	0.40%	Senior Management	0.56%
DbA	0.10%	Social Worker	0.81%
Dentist/Dental Hygenist	0.12%	Software Developer	0.09%
Designer	0.48%	Speech Pathologist/Audiologist	4.45%
Director	1.29%	Staff	2.39%
Editor/Writer	0.54%	Student	2.17%
Educator	3.90%	Supervisor	0.83%
Engineer	1.94%	Systems Administrator	2.46%
Executive Officer	0.33%	Technologist/Technicans	8.38%
Financial Advisor	0.25%	Unemployed	0.04%
Graphic Designer	0.30%	Veterinarian	0.47%
Human Resources Director	0.38%	Vice President	0.06%
IT Consultant	1.44%	VP/Marketing	0.26%
IT Manager	2.35%	VP/Sales	0.32%
Manager	4.25%	Web Developer	7.45%
Marketing Manager/Director	0.32%		

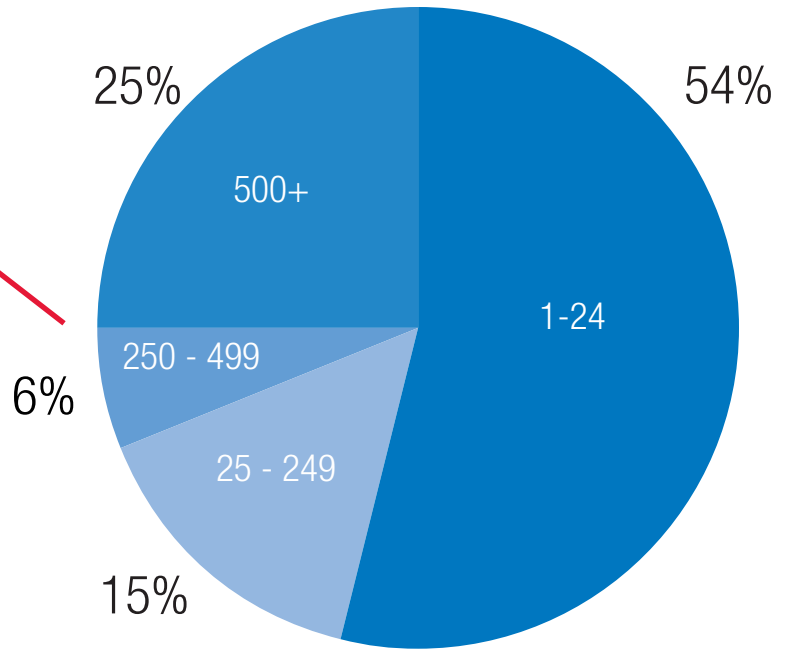
**Job Functions**



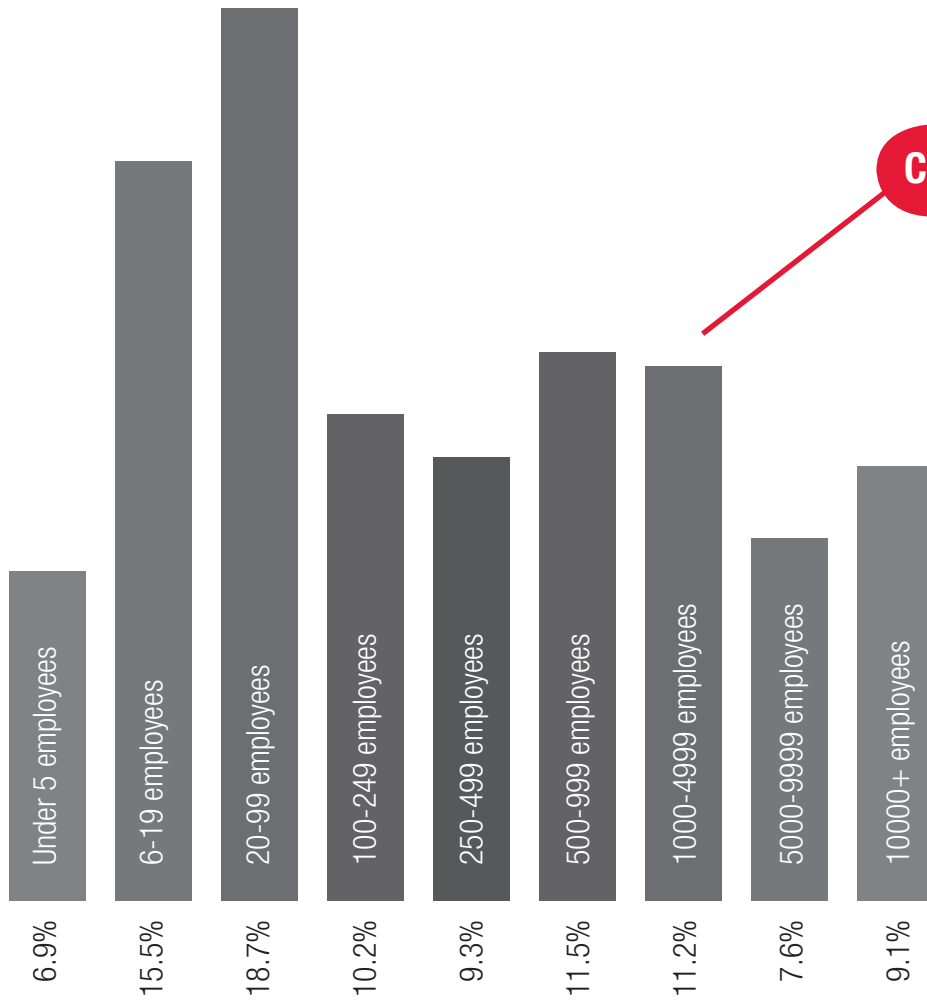
**Industry**



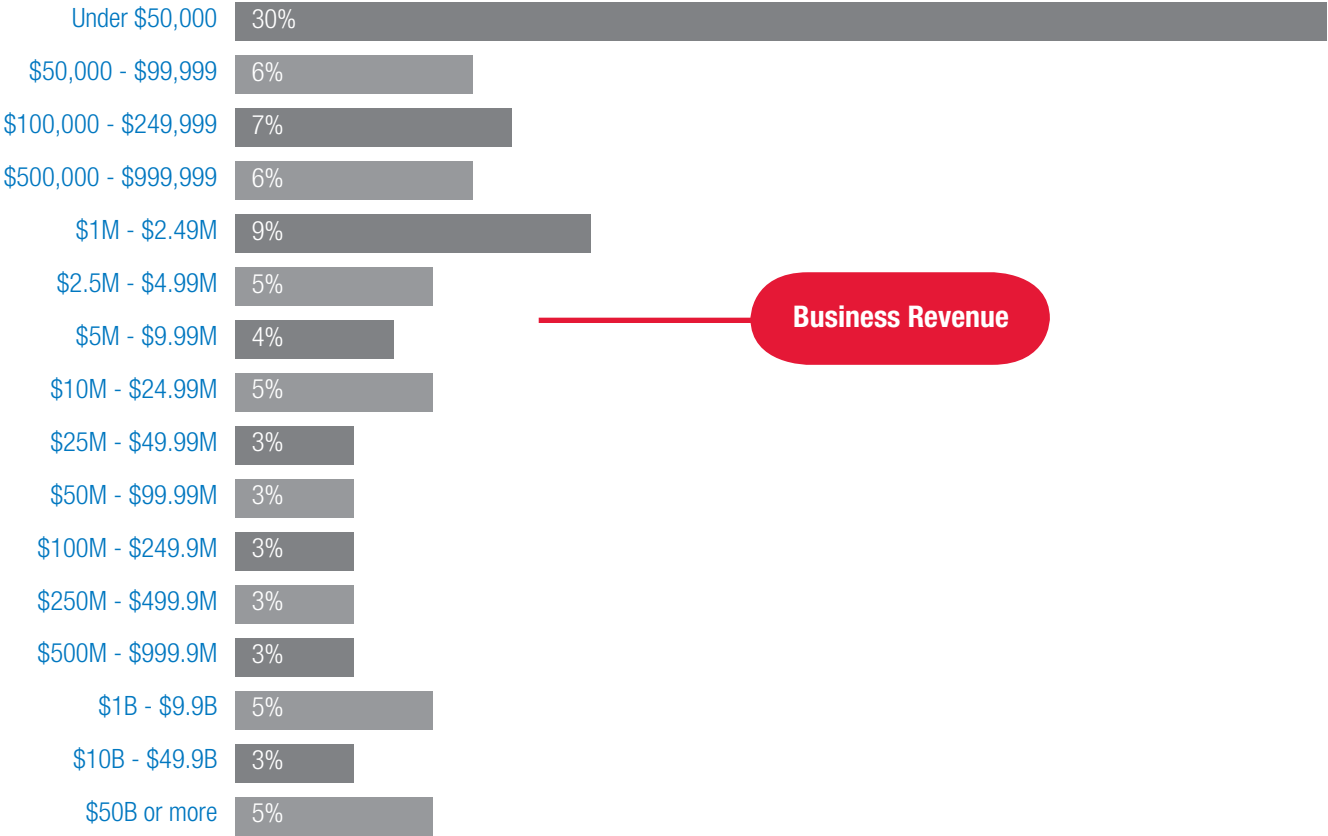
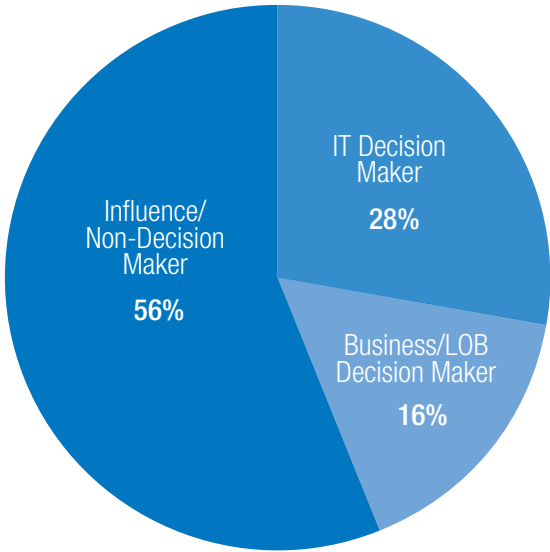
**Number of PCs**



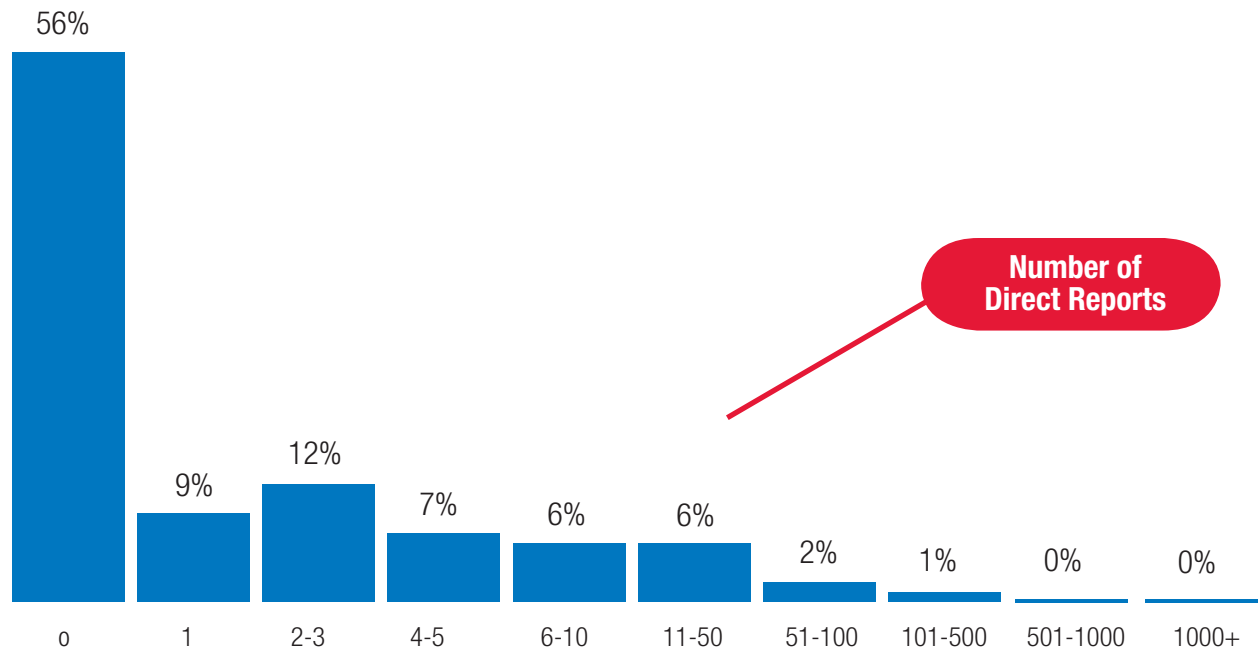
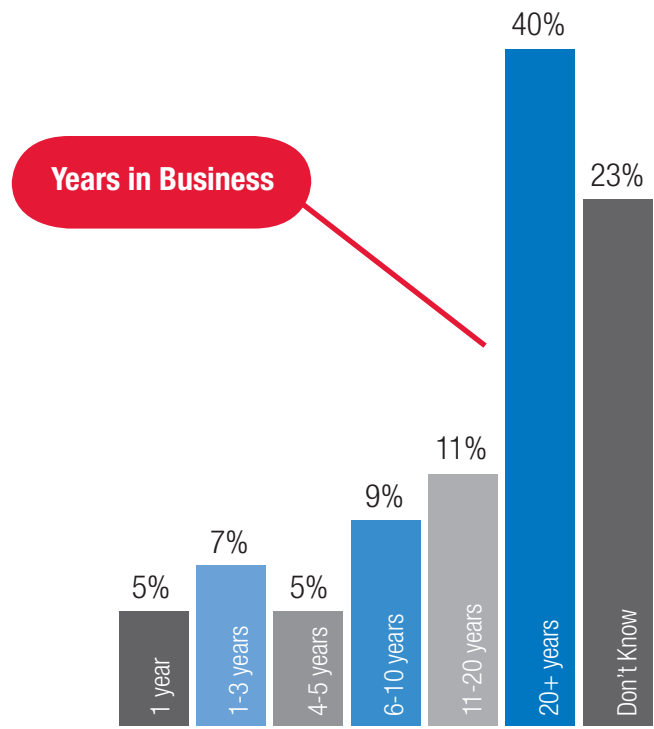
**Company Size**



**Technology Decision  
Maker/ITDM vs. BDM**

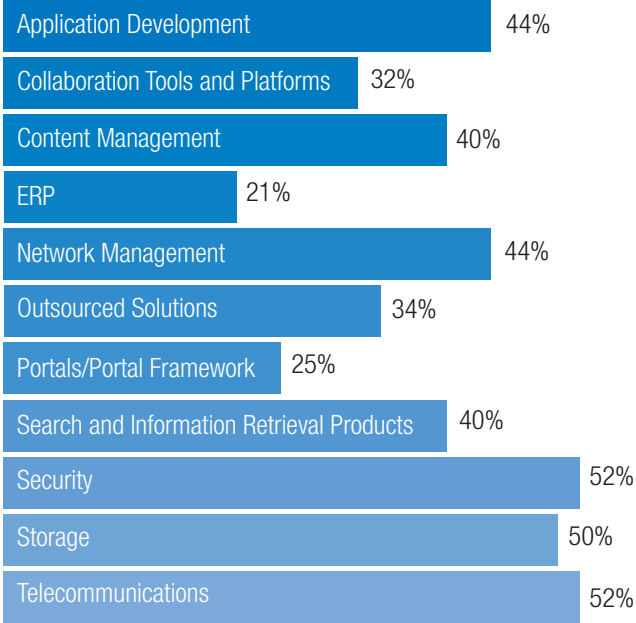


**Business Revenue**



**IT Areas of Responsibility**

**Areas of Responsibility**



Segment:	Influencer	Decision Maker	Final Decision Maker
Advertising/Communications/Public Relations	42%	17%	6%
Accounting/Finance	35%	20%	7%
Corporate Training	43%	21%	6%
Customer Service	42%	26%	6%
Engineering	32%	22%	7%
Human Resources	39%	21%	7%
IT – Outsourcing	32%	20%	10%
IT – System Security	31%	20%	9%
IT – Data Warehousing and Data Storage	32%	20%	9%
IT – Hardware – Desktops, Laptops, Networking	33%	20%	10%
IT – Hardware - Printers	32%	20%	10%
IT – Wireless Applications/Hardware (Treo, Palm, etc.)	30%	21%	10%
IT – Software Development and Applications	32%	22%	10%
IT - Other	33%	22%	10%
Legal	30%	19%	7%
Manufacturing	30%	21%	9%
Operations/Production	38%	24%	8%
Purchasing – Business Related Supplies, non-IT	31%	22%	11%
Research and Development	35%	22%	8%
Sales	34%	22%	8%
Marketing	35%	21%	8%
Telecommunication Services	30%	20%	10%
Employee Healthcare Options	31%	20%	8%
Employee 401k Options	31%	19%	7%



## **Additional Information**

As our clients evolve, so does our data.

At Authentic Response, our goal is to ensure we provide the most comprehensive business and IT samples available.

We consistently update the Authentic Response Business to Business Panel Book as our profiling evolves and as we continue to expand both domestically and internationally.

In addition to the updates that we conduct internally, we look to our valued partners for additional feedback. If there is any further information you would like to see in the Authentic Response Panel Book, please email us at [info@authenticresponse.net](mailto:info@authenticresponse.net).