

COMPLETE PROGRAMMING AND HOSTING SOLUTIONS

From Authentic Response

Authentic Response project management expertise and best-in-class technology meet all market researcher's programming and hosting needs. The global market research community relies on Authentic Response for responsive and dependable solutions, and so should you.

Authentic Response provides clients with all of the resources necessary to put a survey online, including a secure host site and the tools necessary to ensure secure data access and transfer. Authentic Response provides results in an actionable format in order to quickly capitalize on the data.

Program Services

Authentic Response provides end-to-end programming and hosting solutions that enable market researchers to complete their projects quickly and efficiently:

- Dedicated project managers provide expertise in survey design and logic.
- Modular component technologies such as conjoint software for pricing analysis and secure online video playback for advertising testing.
- Multiple question type support including single and multi selects, grid and 3-dimensional grid questions, open text/verbatim, and numeric entry.
- Survey logic, including piping of text into questions, conditional presentation of questions or answer options, looping and randomization of groups of questions and answer options ensures accurate responses.
- Response validation ensures data is checked against defined numeric values, numeric ranges, number of characters, format, pre-defined values, etc.
- Multi-media support of embedded images, flash testing, video playback, and animated gif's allow for custom-branding of surveys with corporate images or logos.
- Translation services for international surveys.

Authentic Validation

Authentic Response ensures the security of data at every step in the process:

- SSL-encryption technology protects survey responses while in transit over the web.
- Survey content protection prevents copying of the survey while it is online.
- Survey response protection prevents unauthorized access to surveys.

Data Delivery

Authentic Response provides regular updates and final results in an actionable format that can quickly be shared with the client.

- Regular updates provide survey status while the project is in field.
- Participants who complete the survey too quickly or whose responses do not seem legitimate based on pattern responses are purged automatically
- Interim and final data files ensure that data is immediately actionable in multiple formats, including SPSS, fixed width ASCII, comma or tab delimited text, and Excel.

How can we improve your online survey results?

GET MORE INFORMATION

www.authenticresponse.com

1-888-AR-PANEL

Customized Solutions from Authentic Response

Online Sample Support



- Sample Only Services
- Global Incentive Management
- Highly Experienced Project Team

Programming + Hosting Solutions



- Survey Coding
- Hosting Services
- Translation Services
- Project Management

Results Delivery

Get immediate results in an actionable format.

- SPSS
- Fixed-width ASCII
- Comma/tab Delimited Text
- Excel



Since 1998, Authentic Response has led the market research industry with best of breed solutions for global online sample, including its Authentic Recruitment™ panelist recruitment technique, its patented double opt-in permission standards, and its Authentic Validation™ techniques to ensure the most legitimate, secure survey responses. With a panel of more than four million highly qualified respondents, more than 200 market research firms look to Authentic Response for their global online sample needs.