



## 10 PhiPower Differentiators to Consider

- 1. With innovation, skill, perseverance, and experience, PhiPower developed its own online survey instrument “from scratch”** – other research suppliers use off-the-shelf software that is slow (for example, respondents need to wait for images to appear) and inflexible.
- 2. PhiPower’s sophisticated and proprietary survey engine is extremely fast, flexible, and reliable** – it includes behavioral measures, and it has successfully stood up to scrutiny in well over 100 legal-support surveys when as much as \$600,000,000 has been at stake.
- 3. PhiPower’s surveys have led the industry in engagement** – with 95-98% of qualified respondents completing our online surveys. Competitors’ surveys are often so long and boring that over half of respondents “bail” or drop out before completing, in addition to having respondents that are clicking answers without paying attention, and/or providing thin comments. Such high drop-out rates are a warning that those studies will have very high levels of “non-sampling” error.
- 4. PhiPower’s surveys are easy to complete and extremely intuitive for respondents** – with the help of parents (and being COPPA compliant), PhiPower has successfully interviewed kids as young as three years of age.
- 5. PhiPower’s in-house graphics and animation team members vividly bring surveys to life** – even if no stimuli are initially available
- 6. PhiPower’s proprietary LoadBalancing™ software builds truly matched sub-samples** – rather than rely upon random assignments, it allows greater precision when utilizing experimental designs. We have seen top competitors, by their own stat testing, deliver sub-samples that are significantly different – researchers do not know if the results are different because the stimuli are different or because the sub-sample compositions are different.
- 7. PhiPower’s enhanced security combines https for its surveys and its own digital fingerprinting technology** – which surpasses the security systems used by top panel providers. PhiPower, for example, recently found and rejected unscrupulous survey takers who learned to change their IP address so they can take the same study multiple times. PhiPower has recognized for over twelve years that there are “careless speeders” who would rush through surveys clicking without paying attention to questions or their answers.
- 8. PhiPower has a strict policy of over-sampling every quota cell by 10%** to accommodate data cleaning. Slight weighting may be used to realign the final, cleaned sample with the original quota targets.
- 9. PhiPower, as experienced researchers, is proud to be the best at what we do**, always striving to deliver the highest-quality research. For example, we have raised sample sizes and recommended refinements at no client-expense because it was the right thing to do. PhiPower provides free client consultation, refuses to “nickel and dime” clients, takes on all of the “heavy lifting,” and provides “boardroom-ready reports” with perspective and insightful (and creative) recommendations.
- 10. PhiPower proudly helps clients be industry leaders** – inspiring understanding so it ripples through their organization.