

KETSCI, Inc.

# PANEL FACTS



[www.ketsci.com](http://www.ketsci.com)

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## Large audience

We reach millions of consumers in the following countries:

Country	Male	Female	14-22	23-35	36-55	56+
USA	39.2%	60.8%	21.1%	21.9%	30.9%	26.1%
Canada	50%	50%	36.8%	34.4%	21.6%	7.2%
Australia	60%	40%	32.4%	38.8%	23.4%	5.4%

## River panel

We reach our users when they are using apps on a mobile, tablet or desktop device. This typically guarantees us fresh respondents who do not suffer from typical survey fatigue.

## Unbiased research

Users are not preselected or eliminated in any way. Consumers choose to complete a survey on mobile, desktop or tablet devices. They answer 15-20 qualification questions before they are sent into a survey in our inventory. On completion of a survey they receive a reward.

## Fraud prevention

We guard the integrity of our survey completes at a very high level to give our customers the best possible results. We employ several techniques to detect bad behavior characteristics and pro-actively ban them from taking future surveys.

## Modern technology

Engineers at KETSCI have developed our own full stack solution. It uses modern software technologies for security, performance, and stopping duplicates.

## CONTACT

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