



## REAL KNOWLEDGE. REAL RESPONDENTS.

Concise, accurate market research data shapes the intelligence you need to make critical business decisions. That is why Luth Research created SurveySavvy® — to give you direct access to a high-quality, opt-in online community. With SurveySavvy you get great depth of knowledge and comprehensive respondent insights, so you can take action with confidence.

SurveySavvy uses a proprietary, patented system of referrals and cash rewards to develop an ever-growing, uniquely connected community. SurveySavvy reaches millions of people worldwide and grows by more than 1,500 new members each day. Members receive cash rewards not only for their participation, but also for the participation of the people they refer. As a result, our members are active, engaged and highly invested in community activity. The cash reward system also acts as a built-in verification mechanism because each member must provide a valid mailing address.

We further validate your research data with vSavvy®, our continuous, multi-dimensional process that eliminates incomplete or suspect data. At every step of the respondent engagement process, including registration, maintenance, survey taking, payment administration, data checking and blending of multiple sample sources, we use vSavvy to ensure you get the best possible information.

**In-Depth Online Behavioral Information.** You can also tap into the SurveySavvy community for online behavioral research. Many of our members have downloaded SavvyConnect®, a free application that passively tracks digital actions and qualifies the respondent for higher benefits and cash rewards. This enhanced capability allows you to gather aggregated digital data including search activity, purchase behavior, website navigation and media consumed for deeper intelligence.

### SurveySavvy Advantages

- + Validated mailing addresses for US members
- + Highly geo targeted down to the zip +6 level
- + Proprietary vSavvy quality validation
- + High level B2B and IT decision makers as panel participants
- + Employment and health ailment profiling
- + Ability to append digital behavior profiles to survey respondents
- + International reach

**SurveySavvy Portraits.** SurveySavvy Portraits are dimensional, descriptive pictures of community members built from hundreds of attributes. Our Business Portrait pre-profiles valuable firmographic information like employment status, title, industry and decision-making authority. Our Health Portrait captures more than 40 possible medical ailments including Diabetes and COPD. With heightened profiling, clients benefit from cost and fielding efficiencies.

**Hard To Find Respondents Are In Reach.** If you have a target audience that is challenging to recruit, SurveySavvy can help. We identify individual attributes to help target respondents, so you can find exactly who you are looking for or append information to enrich your knowledge. We can enlist and engage a wide range of audiences from businesses to consumers, as well as specialty areas such as health and technology.

Discover how SurveySavvy will help your business. Call us at [800.465.5884](tel:800.465.5884) or visit [luthresearch.com](http://luthresearch.com).

