ACCURACY CASE STUDY
Panels vs. SurveyWalls

PRESENTED BY
Survata
Survata measures consumers for the world's leading brands
WHAT IS A SurveyWall?

Welcome to Key West Wi-Fi

Which event name do you find most interesting?

- The Nebraska Agriculture Experience
- AgNCounter
- FoodWise
- FoodSpark
- Raising Nebraska
- AgWorks

Premium Unlimited Wi-Fi access 24 Hours - No Ads $0.99/day

Free Complete Quick Survey for 24 hour free access

Pay with Amazon

Check out our PayPal
WHAT IS A SurveyWall?

ANSWERS QUESTIONS, GETS PREMIUM CONTENT
WHAT IS A SurveyWall?

ANSWERS QUESTIONS, GETS PREMIUM CONTENT

CONSUMER

GETS UNBIASED DATA AT LOW COST

RESEARCHER
WHAT IS A SurveyWall?

ANSWERS QUESTIONS, GETS PREMIUM CONTENT

GETS UNBIASED DATA AT LOW COST

NEW MONETIZATION STREAM
DIFFERENT SOURCES OF SAMPLE

SurveyWall

Panel
### DIFFERENT SOURCES OF SAMPLE

<table>
<thead>
<tr>
<th>SurveyWall</th>
<th>Panel</th>
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<tbody>
<tr>
<td>Precise Census Rep</td>
<td>✔️</td>
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Quick Trivia

Do you remember the movie *Shazaam*?
STRUCTURE OF THE STUDY

Catch people not being truthful with TRAP QUESTIONS
STRUCTURE OF THE STUDY

Catch people not being truthful with **TRAP QUESTIONS**

Utilize multiple studies (two industries) to ensure results are **CONSISTENT**
STRUCTURE OF THE STUDY

- Catch people not being truthful with **TRAP QUESTIONS**
- Utilize multiple studies (two industries) to ensure results are **CONSISTENT**
- Use single and multiple fake products to **CONTROL** against incidental clicking
**STRUCTURE OF THE STUDY**

- **Catch people not being truthful with **TRAP QUESTIONS**
- **Utilize multiple studies (two industries) to ensure results are **CONSISTENT**
- **Use single and multiple fake products to **CONTROL** against incidental clicking**
- **Include **AD RECALL** as additional data point**
STRUCTURE OF THE STUDY

- Catch people not being truthful with TRAP QUESTIONS
- Utilize multiple studies (two industries) to ensure results are CONSISTENT
- Use single and multiple fake products to CONTROL against incidental clicking
- Include AD RECALL as additional data point
- Throw in UNREALISTIC attribute importance
FAMILIARITY RESULTS

TOP TWO BOX

Which of the following jeans brands / carbonated beverages have you heard of?

Please select how familiar you are with each brand.
**FAMILIARITY RESULTS**

**TOP TWO BOX**

Which of the following jeans brands / carbonated beverages have you heard of?

Please select how familiar you are with each brand.

**RETAIL**

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- **Titan**
- **Blue Spirit**
Which of the following jeans brands / carbonated beverages have you heard of?

Please select how familiar you are with each brand.
Do you recall seeing ads for the following brands recently? Select all that apply.
Do you recall seeing ads for the following brands recently?
Select all that apply.

AD RECALL RESULTS

MULTI SELECT

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<td>7%</td>
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<tr>
<td>Blue Spirit</td>
<td>6%</td>
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1% 1%
Do you recall seeing ads for the following brands recently? Select all that apply.
When purchasing carbonated beverages, which of the following factors do you take into account?

Select all that apply.
When purchasing carbonated beverages, which of the following factors do you take into account?

Select all that apply.

- Bottle Warranty
Performance clearly advocates for SurveyWall.
SurveyWall consistently outperforms across industries & number of FAKE PRODUCTS
**STUDY TAKEAWAYS**

**TRAP QUESTION**
Performance clearly advocates for SurveyWall

SurveyWall consistently outperforms across industries & number of **FAKE PRODUCTS**

An even larger gap [relatively] in **AD RECALL**
STUDY TAKEAWAYS

TRAP QUESTION
performance clearly advocates for SurveyWall

SurveyWall consistently outperforms across industries & number of FAKE PRODUCTS

An even larger gap [relatively] in AD RECALL

Future Studies: DIFFERENT industries & DIFFERENT research use case studies
THANK YOU
ANY QUESTIONS?

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