How Sample Marketplaces Have Changed Market Research – and Where We Are Headed

With Michael McCrary
Founder/CEO of PureSpectrum

2003
SVP of North American Sales, Greenfield Online

2010
Managing Director, Cint

2011
President, Lucid

2014
President, Fulcrum Exchange

2015
Founded PureSpectrum
Bottom line, **Surveys Waste good respondents**

Respondents have to take numerous surveys before they see any reward.
How to launch a survey:

1. Email suppliers with sample bid
2. Wait for suppliers to respond with quote
3. Collate sample pricing
4. Select supplier(s)
5. Program your survey
6. Modify survey links for each supplier
7. Test survey in each market
8. Back and forth email communication throughout testing with each supplier
9. Wait for a reply from each supplier
10. Confirm that each supplier has tested successfully
11. Retest/troubleshoot
12. Wait for confirmation
13. Launch

- 35 Emails
- 150 Man hours
- 12 Staff members in a minimum of 4 organizations
Better, faster, easier
Through this industry shift, it is becoming clear that automation is the future of market research.
PURESPECTRUM

Automate your research operations

24/7 Coverage  Multisource  Quotas in real time
Your Survey → data → Survey/quota information → data → Integrated Panels

respondents ← respondents ← respondents
97% Quota Fit

29% Conversion

Quota Fit

Conversion
STOREFRONT

Automate your research products

An Insights E-commerce platform from PureSpectrum
Automated data collection generates insights faster.

Scale with improved quality, speed and execution.

Your customers interact with your brand.
User Flow

- Log in
- Selects research product
- Upload survey specific materials
- View Reports

System Automated

- Script and Launch Survey
- Supplier and quota management
- Reports Output

Integrated sample
Don’t fall

**Behind the curve**

What does automation mean for your role tomorrow?
Thank you!

Q&A

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