Intelligent Research Panels

We build panels that optimize ROI

Let their voices be heard!

When it comes to panel recruitment and customization, there is a better way!

Better Panel Enagagement , Retention and Conversion

When research panel recruiting meets the digital age, amazing things can happen.

Our focus is highly responsive and credible respondents. Using triple opt-in recruiting, leveraging mobile verified strategies; we're able to ensure an engaged and responsive respondent pool. This is just one of the many unique selling propositions that give us an edge. With customized solutions available, we can help meet the needs of anyone trying to expand their ability to conduct accurate and reliable online research.

Why We're Different

	Features	Benefits	Measuring Parameter
1	Mobile verified user registration without SMS	Mobile opt-in panel delivers a better quality user base	User Quality, Mobile Targeting
2	Responsive UI-UX including back end	Wider panel access across devices up to 5 inches	UI-UX
3	Intelligent and Active Profiling	Assures Profile quality for better targeting	Profile Quality, Survey Conversions
4	Zero Key Navigation wherever feasible	Easy clicks and Touches for User input	UI-UX and Input Rate
5	Gamified User experience wherever feasible	Better User Engagement	User Engagement, Retention
6	Integrated Rewards Management	Automated, No reliance on third party tools	Cost & Time, User Satisfaction
7	In-Panel Polling tool	Helps improve profiling while fulfilling campaigns	Cost, Profile Quality
8	Marketing Oriented Design Approach	Search Engine Friendly	Search Engine Compliance
9	ROI Dashboards - USER ROI, Marketing ROI	Profit optimization	Analytics
10	Third Party Integration for Tracking & Reporting	CAKE, HasOffers - others	Integration
11	Third Party integration for Mailing Services	Rackspace, Mailchimp, Constant contact - others	Integration
12	Third Party integration for Customer Support	Zopim, UserVoice - others	Integration
13	Choice of Platforms	.NET, PHP, Ruby,WP	Code
14	Native Reporting - PHP Only	Own your analytics	Analytics
15	Perpetual Product AMC	IT Management & Product enhancements	Cost & Speed
16	Any Custom Requirement if feasible		

Triple Opt-in Recruitment leads to a more engaged and responsive participant!

Actus
SALES INTELLIGENCE

Actus Sales Intelligence — ActusSales.com— Call Toll Free: (844) 2ACTUSNow or (844) 222-8876