

# IRONWOOD ONLINE™

PANEL & SAMPLING SOLUTIONS

**Ironwood Online™** integrates expert sample design consultation, state-of-the-art sample-sourcing and best-in-class quality control measures to deliver online samples of **REAL RESPONDENTS**...on time, on budget and insights-ready.

## **Ironwood OpinionShare™ : Proprietary Quant-Qual Panel**

The centerpiece of Ironwood Online is our proprietary **OpinionShare™** panel; a database that is customized and versatile enough to accommodate both QUALITATIVE & QUANTITATIVE research. OpinionShare's™ targeted respondent pool is thoroughly validated, deeply profiled and consistently monitored to ensure they provide dependable, quality insights.

### **OpinionShare™ Overview**

#### **Consumer & B2B Applications**



**B2B respondents ranging from Small Business Owners & Company Executives to Tradespeople**

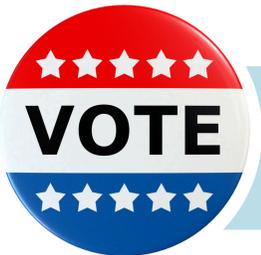


**Respondents profiled on key individual & household demographics, including: age, gender, marital status, presence of kids, income, education**



**VOTE**

**Political affiliation**



**Healthcare Professionals**

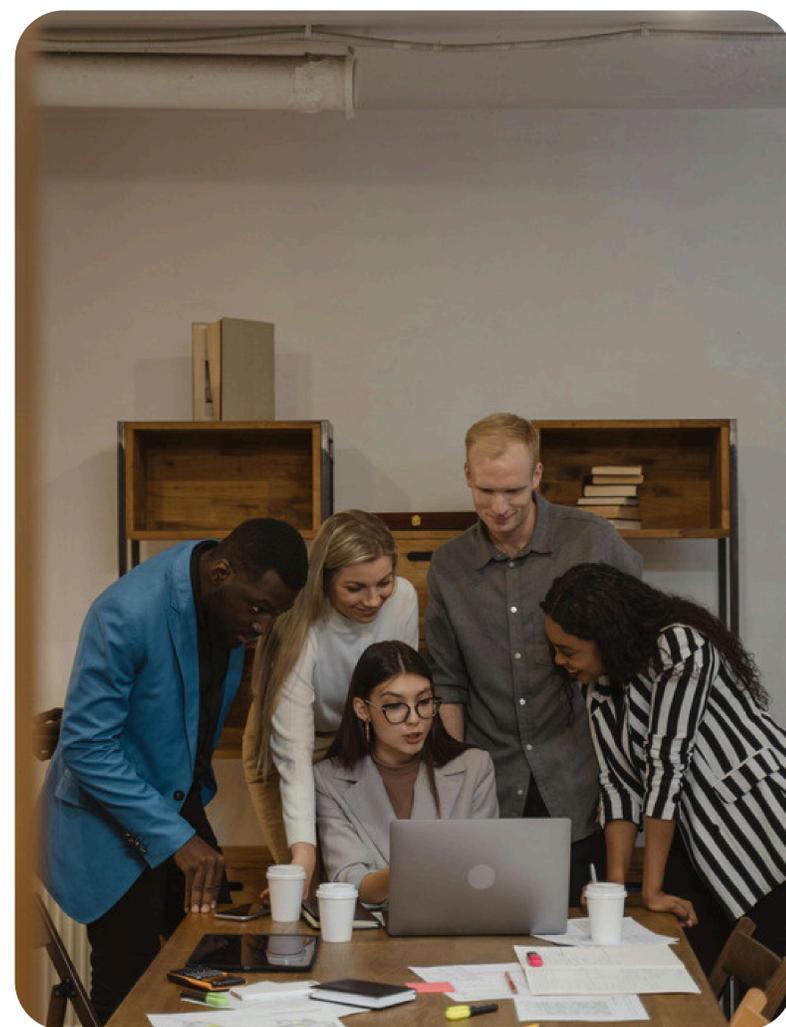


# Ironwood Curator™: Aggregating & Optimizing Online Sample Sources

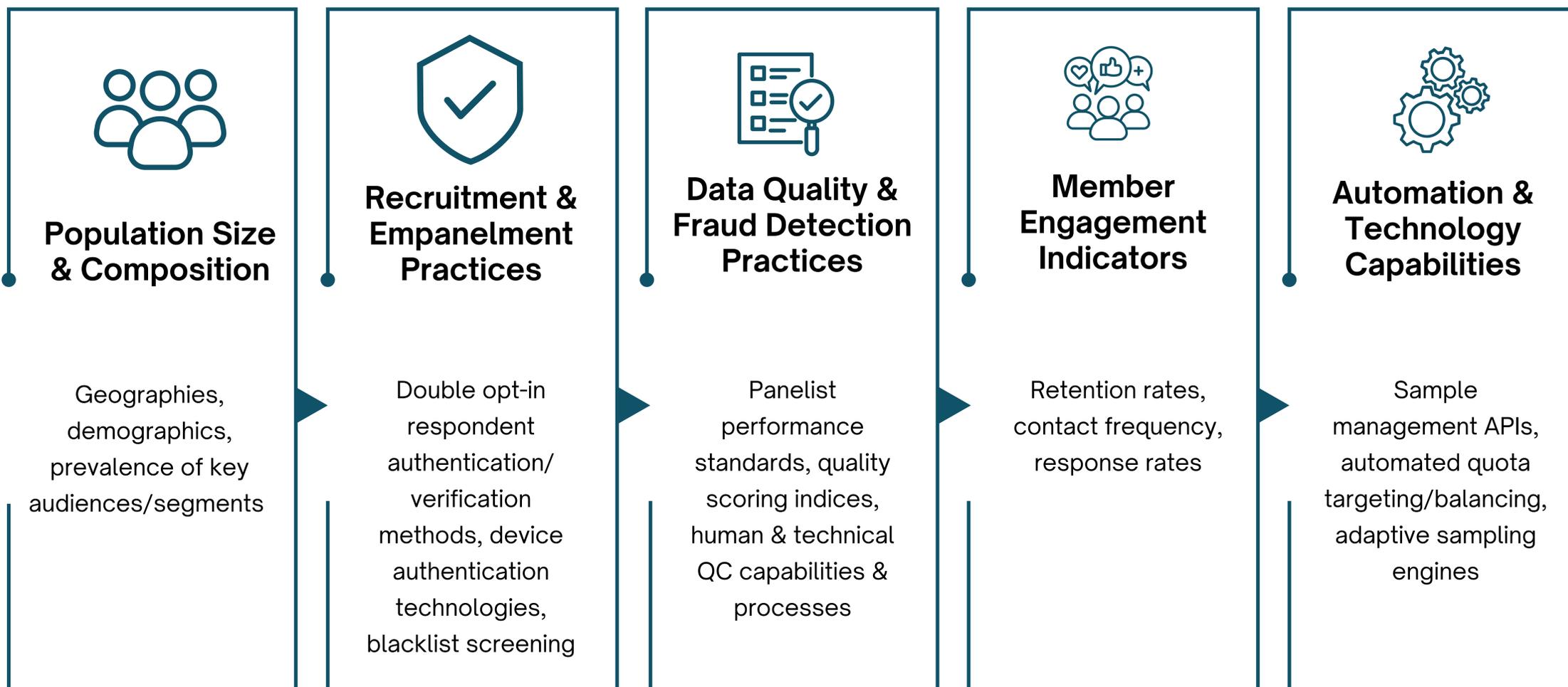
**Ironwood Curator™** is an agile technology platform that seamlessly blends our OpinionShare™, panel with an extensive network of fully-vetted online sample partners enabling real-time access to millions of highly diverse, high quality survey participants not available on the marketplace exchanges.

The reach and diversity of these samples allows us to customize and optimize the composition of each individual sample to maximize the representativeness and accuracy of your insights.

Our network of online panel partners is continuously evaluated against strict quality and performance standards to maintain consistency, reliability, and confidence in every project.



## Panel Quality Standards



# Ironwood *RealRespondent*<sup>™</sup>: Real Respondents. Real Insights.

**Ironwood RealRespondent<sup>™</sup>** combines AI-driven technology and expert human oversight to minimize online sampling and survey fraud and maximize data integrity. As a leading provider of quality online sample, Ironwood continuously advances **RealRespondent's<sup>™</sup>** ensemble countermeasures to stay ahead of emerging fraud tactics.

## AI- & Technology-led Countermeasures:

Our first-line countermeasures seamlessly integrate technology and complex scoring algorithms for real-time and near-time detection, identification and prevention of mal activity...

## Tech/AI QC Protocols



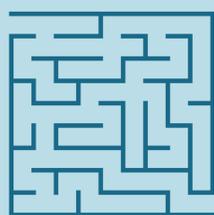
Integration of Captcha<sup>™</sup> visual testing software to distinguish humans from computers/bots.



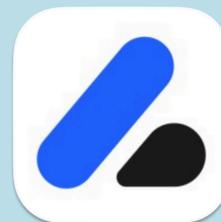
Proprietary Digital Fingerprinting Tool; including IP detection/duplication, devices used, and geolocation.



Pre-set grid accuracy thresholds to flag speeders, straight liners and cheaters.



Proprietary visual & open-end traps.



Integration of state-of-the art Verisoul<sup>™</sup> verification software to distinguish real human respondents from bots and fraudsters:

- Device fingerprinting.
- Respondent geolocation.
- Fake email detection.
- Tactile bot detection tools (i.e., mouse, click, touch behaviors).



**Human-led Countermeasures:** Led by Ironwood’s highly-experienced Project Management staff, human oversight augments our automated QC protocols by investigating anomalies and indicators of fraud and low-quality participation.

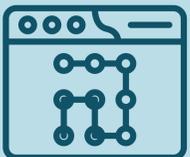
### *Human QC Protocols*



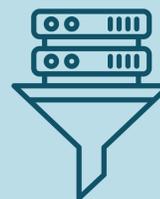
Design & analysis of “red herring” questions



Integrated analysis of open-ends for sensibility & accuracy



Design & analysis of micro-attention tests (question-level), such as instructional manipulation checks, pattern detection/consistency checks



Determining & enforcing macro attention testing thresholds (survey-level) for straightlining, speeding, nonsense answers

***Contact us to find out more about how Ironwood Online’s™ suite of online sampling and data quality solutions can help you maximize the impact of your next study.***

***Better Sample = Better Insights!***



602.661.0878



[info@ironwoodinsights.com](mailto:info@ironwoodinsights.com)



[ironwoodinsights.com](http://ironwoodinsights.com)

***Join the action! Connect with us on LinkedIn @Ironwood Insights Group***

