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## **Synovate partners with Imperium to implement RelevantID<sup>®</sup> de-duplication technology**

CHICAGO – Global market research firm Synovate is pleased to announce its new partnership with software development company Imperium. This includes access to Imperium's RelevantID technology, a new approach to assuring and certifying data using respondent de-duplication technology.

The RelevantID technology is the leading industry solution for respondent de-duplication and ensures no other machine can complete a particular research study more than once.

Jisoon Barton, Senior Vice President and Head of Global Online Operations at Synovate, said: "As one of the world's leading market research firms, Synovate is always looking for new ways to ensure the quality of the data we provide to our clients. Utilizing the latest technological tools such as RelevantID ensures that we continue to provide our clients with the best data possible, and reinforces our commitment to regularly updating our tools and methodologies to help them achieve their goals through the most accurate and effective research available anywhere."

### **About Synovate**

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 6,400 staff across 62 countries. More information on Synovate can be found at [www.synovate.com](http://www.synovate.com).

### **About Imperium**

Founded in 1990, Imperium is a leading technology development firm. Imperium provides innovative products and services in the areas of market research, financial services, telecommunications, healthcare, marketing, advertising, and Web design. Brands include RelevantID<sup>®</sup> - the leading industry digital fingerprinting technology for certifying data, Verity<sup>™</sup> - the data validation service that verifies consumer identity information and RelevantView<sup>®</sup> - a proprietary, high-powered, server-based tracking technology that captures user's online experience on Websites and Web applications. Imperium is a Microsoft Gold Certified Partner. For more information, visit [www.imperium.com](http://www.imperium.com).

