



PRESS RELEASE

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GMI confirms high panel quality with duplicate respondent screening technology

Implementation of proprietary duplicate-detection algorithms and RelevantID® technology confirm that GMI quality measures have been successful at blocking registrants from joining its panel multiple times.

Seattle – July 20, 2009 - GMI (Global Market Insite, Inc.), a leading online panel and technology provider to the market research industry, today announced that it found less than 1% duplication among panelists after running a set of deduplication algorithms against its panel. The deduplication algorithms, combining technology licensed from RelevantView® of Westport, Connecticut and proprietary technology developed by GMI, were built to identify even those panelists who attempted to use different names, email addresses and other information to participate in online research. After an exhaustive analysis of millions of panelists in dozens of countries, duplicates were removed from the panel, with their records kept on file for future duplication checks.

This project is the most recent step in the GMI X™ vision, a set of technologies that work together to provide the right information from the right people at the right time. A previous GMI X release in March implemented these algorithms at the registration stage of the panel, preventing panelists from joining more than once. The recent full panel "scrub" removed any duplicates among panelists who had joined earlier. Together, these efforts ensure that GMI's panel will remain virtually free of duplicate respondents.

Dr. Mitch Eggers, GMI's Chief Scientist, said, "While there is concern in the online market research industry regarding high duplication rates within and across online panels, we found less than 1% duplication within our panel and we will continue to lead in panel quality initiatives."

GMI has also implemented RelevantView's technology on all of its studies to block respondents from taking the same survey more than once, even if they belong to multiple panels. This technology, called RelevantID®, uses digital fingerprinting to examine a wide range of data points from respondents' computers and tag each respondent with a unique ID, or fingerprint, that remains consistent even when respondents change browser versions, installed software, and other device settings. Respondents who attempt to enter a survey multiple times with a similar fingerprint are blocked from entering the survey a second time. This extra layer of security ensures that GMI clients are protected against duplicate respondents when using GMI to manage the sample delivery for their studies.

About GMI

GMI (Global Market Insite, Inc.) provides the right information from the right people at the right time, empowering researchers and marketers worldwide to gather the most authentic insights possible for enhanced decision-making. Founded in 1999 with global headquarters in Bellevue, Wash., GMI has operations on four continents. For more information, please visit us online at www.gmi-mr.com or email us at [info \(at\) gmi-mr \(dot\) com](mailto:info@gmi-mr.com).

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