



Total Sampling from DBS Data

When your market research projects require a more personal and detailed touch, perhaps amongst typically hard to reach audiences CATI research is the answer.

DBS Data is very experienced in building relevant sample data and running research screening for any size of CATI project.

Total sampling allows our clients to work on a CATI project where they are calling people who have pre-screened and agreed to be interviewed at a specified time and day within the fieldwork period.

With our unique access to multi-channel sample data and our expert project management experience, CATI interviews can be delivered at a sensible cost.

Whilst we supply traditional telephone sample lists for both B2B and B2C studies, we can also recruit for the interviews using email, Digital display and Social media through:-

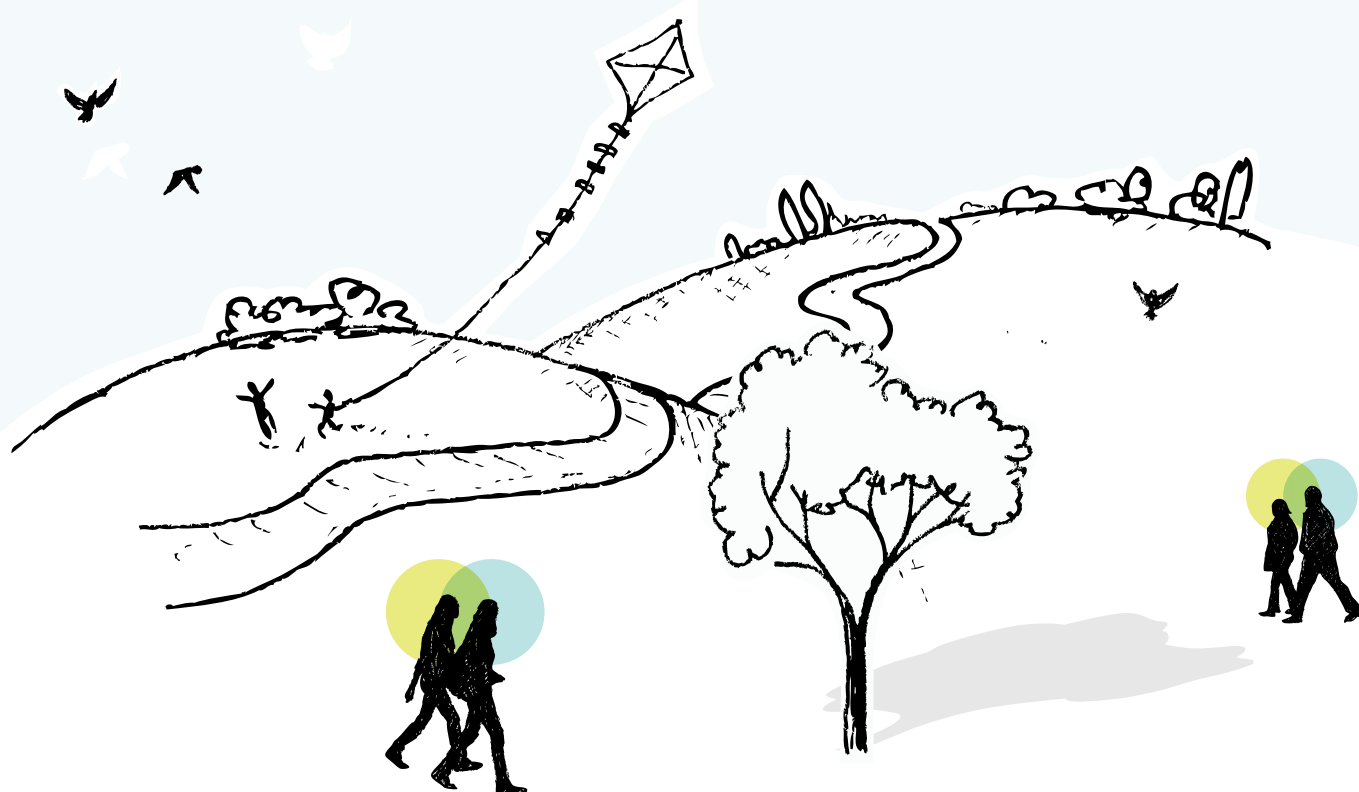
- **Managed email broadcasts** - to subjects who match the criteria for the project. Any candidates that respond to the email are sent to a hosted screener via a link. If they qualify, they are asked to register a time and date where they would like one of your interviewers to give them a call and carry out the survey.
- **Through serving adverts and links to Facebook** - to subjects that match

the criteria for the project. We serve ads to a target audience of Facebook users, which drives more relevant traffic into the pre-screen process. Typically, we can match over 70% of our telephone sample by targeting via social media.

- **Our relevant publisher networks** - to subjects that match the criteria for the project. Targeted links and ads are inserted into relevant emails and newsletters. This allows the screener link to be sent to the largest, most attention rich audiences available, making it easy for you to achieve your sample goals.

Example Case Studies

A leading UK Charity wanted to carry out telephone interviews with people who had been diagnosed with cancer from a random sample of



► UK consumers. This was clearly not something that traditional telephone sample lists could assist with. We invited people via our publisher network, social media and email to register a time for the call if they were interested in doing so. Within 7 days we had screened and recruited 250 respondents. Our client was able to successfully interview over 80% of them by phone.

A UK Bank wanted to recruit a Business influencer panel by phone, by utilising social media and email targeting we managed to get the sample numbers they required to take part in the initial phone conversations and screeners 2 weeks faster than the original project deadline.

Benefits of Total Sampling from DBS Data

- Fast availability of target sample data
- Pre-screened & approved interviews with dates and times
- Very cost effective
- Very experienced team

Total Sampling enables your time sensitive studies to be completed in a sensible way and improves the management of a call centre workflow with diarised interviews. Total Sampling from DBS Data gives you CATI quality, at a fraction of the cost.

About DBS Data

We are passionate about data... and we have been since 1994.

With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference.

Our vision is simple... to be the most trusted source of compliant innovative data solutions.