



# MARSC

Sampling and Panel Management Solutions



**Find the right people**  
...to ask the right questions



[www.marsc.com](http://www.marsc.com)

# Introduction

MARSC is a family of unique sampling and panel management tools for market research providing a platform for the provision of sample for all types of research project. MARSC enables your research executives to quickly and easily source balanced stratified sample and, with a host of panel management features, MARSC will ensure the most efficient use of your data for all your projects. MARSC can exist seamlessly alongside any standard database system, or act as a panel management system communicating directly with a survey software solution.



*“MARSC has not only improved the efficiency of our operations but is also a value-added offering used in our sales efforts.”*



Jason Zweig  
VP of Online Services

# MARSC.net

MARSC.net is the first of a new generation of sampling tools from MARSC providing the MARSC sampling functionality in a web-browser. Based in MS.net technology and accessible through Internet Explorer, now you can do your sampling from wherever suits you best. MARSC.net has been developed from our long standing expertise in creating world-beating sampling systems. We've taken the best of the current MARSC product and built it into a new web-based technology environment. The good news is MARSC.net is costed and spec'd at a level suitable for organisations with occasional or less sophisticated sampling needs. Now you can take advantage of this new technology either as an installed system or as a hosted service so it will fit any of your IT requirements.

**MARSC.net** extracts balanced, statistically correct samples from your database based on stored demographic information. Sample is defined by a multi-dimensional target matrix. **MARSC.net** provides an easy web-based user interface for defining the sample target matrix. What's more, it allows you to check sample availability before use.

## Sampling in MARSC.net

- Calculate balanced stratified sample in interlocking (nested) cell types
- Include or exclude names based on participation in previous projects
- Control frequency of contact with panellists
- Base new sample selection on answers to previous surveys
- Allocate bonus points for successful interviews
- Match different output formats to input in interviewing systems
- MARSC templates enable overall sample definitions, e.g. a country's census data

## Installed or SAAS solution

MARSC.net can be delivered as a SAAS model or an installed solution offering either simplicity or the flexibility that comes from maintaining control over your own databases. The MARSC panel portal also can either be hosted by us or installed within your own web site. And using the MARSC sampling and panel management solution provides the flexibility to choose whichever interviewing software best suits your operation as MARSC has the ability to work alongside any surveying tool.



# MARSC Sampling

## Quota sampling

The core function of the MARSC sampling module is to extract balanced, statistically correct samples based on your database's stored demographic information. MARSC's easy to use sample definition screen enables the set up of sample defined by multi-dimensional target matrices. The target matrix can be defined from one or more variables (e.g. region, age or gender), with different quotas for each cell in the matrix. MARSC offers a range of intelligent sampling models to optimise sample construction that take into account the recorded response history, and help to balance complex and difficult-to-achieve samples. MARSC's feasibility reporting allows the user to check the sample availability for each specific job.

## Activity filtering

To further enhance MARSC's sampling capabilities, selection criteria can be based upon previous activity within the panel. MARSC lets you specify an activity filter as an include or exclude statement.

For example a specific filter can be used to:

- Exclude all panel members who have had 5 or more invitations in the last 3 months
- Include all panellists who responded to survey A
- Exclude all panellists invited to, but did not respond to survey A

Whether used for single or multi-stage projects, activity filtering allows you to identify the most relevant panellists for effective targeted research whilst avoiding cross-contamination between similar research projects.

## Calculating sample quantity

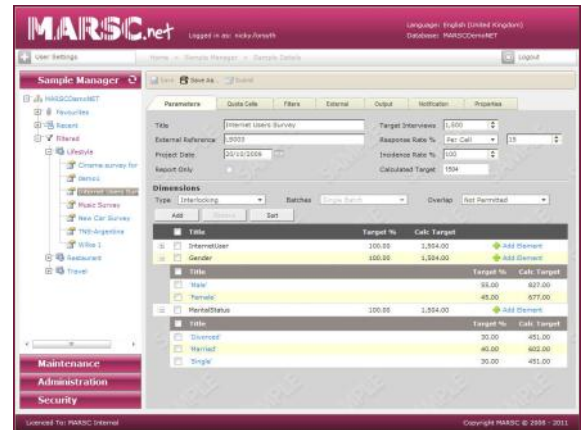
To ensure that the right amount of sample is issued to achieve your required response rate MARSC will calculate the estimated hit rate from its accumulated contact history. On a busy panel this will maximise available sample for other on-going research projects.

## Sample reporting

MARSC's sample reporting facilities allow the user a complete overview of the contents of the database showing the breakdown of each quota cell and the total sample in that cell alongside the sample available for use. Sample withheld for a project is categorised to give the user a full picture of the database activity.

## Response rate calculator

MARSC will calculate response rates for each individual quota cell of the target matrix ensuring the most economical use of your panel. This in turn will leave more sample available for other projects.



## Sample output in any format

The user can select whatever sample output format is required when defining the sample.

## Unlimited data fields

MARSC's database allows for unlimited data fields and MARSC can work alongside other databases, updated through a regular refresh process. MARSC will also accept data from external sources such as a sample provider or client.

## Managing data for all research needs

Whether you maintain databases for online or CATI research or other research types, MARSC allows your research executives to target the most appropriate respondents every time.

## Complete contact history

MARSC keeps a complete, up to date, contact history for all panellists within your database. Outcome codes returned from your interviewing system back into MARSC let you keep track of the research project as it is running, and any shortfalls of completed surveys can be easily dealt with using MARSC's sample top-up facility.

## Multiple cell types

MARSC supports multiple cell types such as interlocking and non-interlocking. Any shortfalls of sample are easily identified through MARSC sample reports. These can be dealt with through manual adjustment of the sample dimension, collapsing and merging of cells or the user can task MARSC with balancing the sample totals using the non-interlocking cell method.

# Managing your online community

Online research is one of the high-growth areas for the market research industry. The great advantages of online research come from its low cost per complete, its speed and the relatively high response rates. These factors can be increased further by building a network of engaged respondents into a panel. In order to make a panel successful it is important to have a good tool in place to manage it.

## The MARSC Web Portal

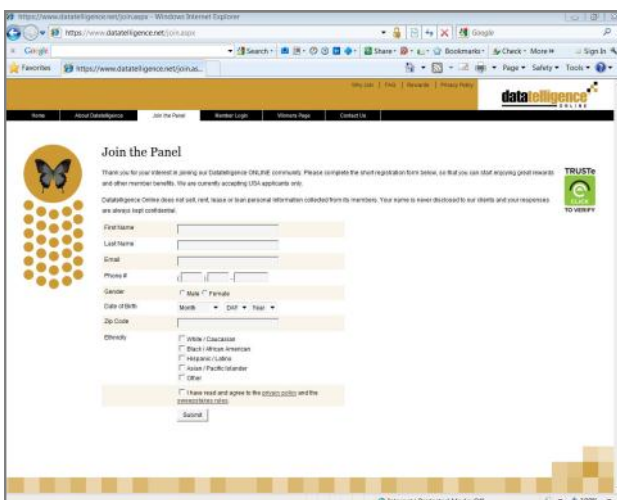
The MARSC Web Portal allows you to recruit your own panel members with a customisable set of screener questions to establish the demographics of new members. There is a view/edit facility for panellists to update their personal information if their situation changes, and they can also choose to leave the panel at any time. The Web Portal module provides for the use of sub-panels for special interest groups, and if your panel is reward-based panellists can view their accounts and claim prizes.

This portal offers a unique solution to a company wishing to build and manage its own web-based market research panel. It is a set of Microsoft .NET based controls that can be integrated seamlessly within an existing website or used to form the basis of a brand new site. These controls are highly customisable ensuring that the web pages carry the company's own standard look and feel.

Behind the Web Portal sits the MARSC SQL Server database. This enables fast and flexible building of sample lists. These lists can be loaded into any interviewing software you choose. On completion of each interview, MARSC enables an immediate real-time return of outcome codes to MARSC.

The MARSC Web Portal frees you from the expense of programming your own portal. MARSC is a complete solution that will help you drill down deeper into all the information you need.

- **Recruit panel members**
- **Screener questions for new members**
- **Panel members update their own record.**
- **Sub-panels for special interest groups**
- **Points/rewards management**



Designed to fit seamlessly within your website, the MARSC Web Portal is completely customisable to suit your business requirements.

# MARSC Email Manager

MARSC email tool is an additional module to either MARSC or MARSC.net. It allows users to send bulk emails to invite panellists selected by your MARSC sampling system to take part in individual surveys. This Email Manager allows you to communicate easily with your panel to enhance both the panellist experience and your panel management functionality. The Email Manager is integrated into the MARSC sample management so that when a sample list is generated an email can be sent to all those on the list.

Emails can be freshly created each time, or the users can use previously stored templates. The email template editor allows you to create or load templates in either html or text format. You can also insert merge fields into the email to guide panellists to the correct questionnaire, reference their unique ID, or use their name and other specific information about the panellist.

Email jobs are submitted to the MARSC mail service for processing and the jobs can be prioritised or scheduled. MARSC's email service monitors bounce backs and acts on undelivered mails. Appropriate outcomes codes are returned to MARSC so that invalid emails do not get used again. You can send out email reminders to panellists who have not completed an interview.

# MARSC Generic Refresh

MARSC Generic Refresh offers a way to regularly refresh and update your MARSC data from any source such as an interviewing system, a panel portal or a customer database. It is an automated process that smoothly pulls your most recent information into a MARSC database. Update MARSC with:

- New profiling information for your panellists - survey questions and their answers
- Add new panellists and their profile information
- Build a new panel
- Return outcome codes
- Manage people who want to resign or unsubscribe

You can transfer information into our Generic Refresh by any bespoke process. But if you want an easy solution, simply present data to the refresh tool in Triple-S format.

*“The deciding factors when choosing the MARSC system were the ability to draw balanced good quality sample and the speed of delivery at which it was possible. MARSC fitted well with our expectations and in a short space of time, users of MARSC were familiar with how it works and found it easy to learn. MARSC is a really good sampling solution for our studies and is built in a way that is easy to understand.”*



Stefan Klug  
Head of Operations

*“MARSC continues to be a robust and efficient sampling system that is vital to all of BT's research programmes. Combining this with the professionalism of the MARSC team has resulted in a winning solution.”*



David James  
General Manager  
Customer Strategy and Insight

# Support

MARSC is committed to providing the highest levels of support and service for their clients. Full training and product documentation are provided for new clients and on-going support and product maintenance is available by phone and email. Support by phone is available during European and US East Coast business hours. Support issues that arise outside these times can be notified by email with MARSC committed to providing a response within 24 hours.

When contacting the technical support team you will be dealing directly with our consultancy team ensuring that any technical issues are quickly resolved.



## MARSC Ltd

MARSC was founded in 2000 to design, develop and implement Market Research sampling systems for panel management and continuous research.

From offices in Surrey UK, MARSC has developed a high profile client base, and through our personal approach we continue to achieve exceptionally high levels of customer satisfaction.

MARSC offers consultancy services around the production and management of sample for market research. Our team of consultants have a wealth of experience in the design, development and implementation of sampling systems for ad-hoc, continuous and event driven research projects.

MARSC develops bespoke solutions for managing the interface between customer databases and market research activities. Our solutions provide a platform for the provision of sample used in ad-hoc and continuous research projects. These include control mechanisms to prevent over-researching of individuals, thereby avoiding customer annoyance. They also record contacts made with a customer in order to assist in Data Protection Act compliance.

Our knowledge of the research industry enables us to work closely with clients, designing and implementing solutions that enable their sample processes to extract data from several in-house systems. This can be done either directly through a live link, or indirectly, using offline extraction where security or compatibility is a major requirement.



***To discover how MARSC can help your business grow, or to arrange an online real time demonstration of the latest version of MARSC please call on***

***+44 (0)1306 621062***

***or visit***

***www.marsc.com***