

Through our online panels and research products, Panel Services Africa delivers valuable high-quality data to help clients make informed business decisions.

Founded in 2005 and based in Johannesburg, South Africa, PSA pioneered longitudinal panel services and market research in Africa, with a focus on quality and innovation. Our core competency is the recruitment and management of quality online panels and we have developed recruitment, profiling and management techniques and methods to ensure high response and compliance.

At the core of our panel operations is our E⁴ philosophy:

Enlist:

- Recruitment sources: Media partners, (PPC, online banners/adverts), Referrals, offline F2F
- Double opted-in process - Conforms fully to industry standards
- Technology driven verification checks during and post registration for duplicates and exclusions
- Email address verification

Evaluate:

- Deeply profiled respondents
- Profile surveys covering a wide range of topics in key vertical markets – approx.500 data points per panellist.
- Profile data consistently updated – better targeting.
- In-survey quality checks to check respondent speeding, engagement
- Panel cleansing/purging
 - Automated hard bounce-back removal
 - Unavailable emails after 3 attempts to contact.
 - Panelists who complete a survey too quickly
 - Panelists who randomly click answers
 - Block email addresses from purged panelists

Engage:

- Maximum limits - up to 4 surveys completes per month
- Panels used for market research purposes only to minimize bias through exposure
- Randomization of sample – avoids encouraging over-active panellists with equal opportunities to respond.
- Feedback from respondents is gathered and assessed to help determine the quality of the survey

Earn:

- Genuine incentives – monetary & non-monetary
- Hygiene checks to remove 'professional' panellists and cheaters.



About PSA

We provide research & marketing professionals with access to online sample & in-house capabilities to script and field online surveys.

PSA was founded with a single mission: To harness the latest technology and the best science to deliver marketing data of the highest integrity, reliably.

We have been leading the way in panel quality and the development of solutions and technologies that are changing the way research is done - processes that make it easier, faster and more cost effective for market research professionals.



We manage Tell Us About It, a quality research panel:

- Around 36 000 active panelists
- Average 35% response rate
- C. 90% compliance with multiple surveys.

Our Services

- Sample: Africa panel community & international network
- Script & Host:
 - Flash interactive & conjoint
 - Mobile
 - Multi-platform
- Panel building & management:
 - Custom panels & panel management services
 - Social media immersion
 - MROC and community management
- Value added services:
 - Advertising research, new product & concept development, omnibus, automated reporting
 - Digital research automation and custom solutions

Experienced Online Sampling Expertise

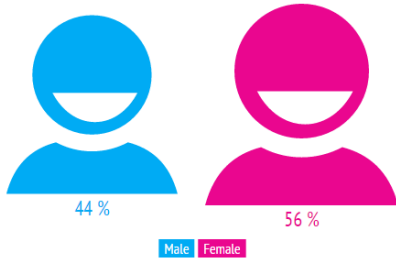
Our client-focused team understands online research. From survey design to project implementation to reporting, our team is dedicated to helping you build stronger brands.



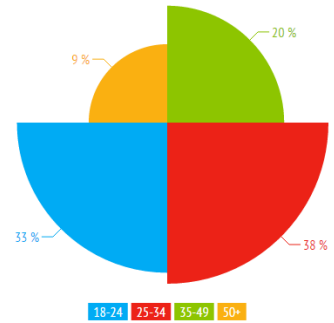
SOUTH AFRICA

Panel Reach: 36 000
 Population: 48,375,645
 Internet Penetration: 51,5%
 Facebook Users: 6,269,600

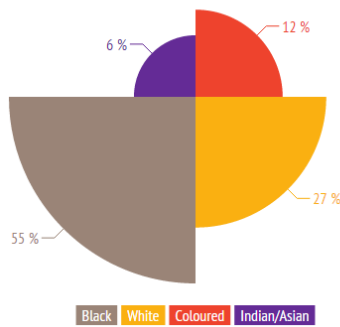
Gender



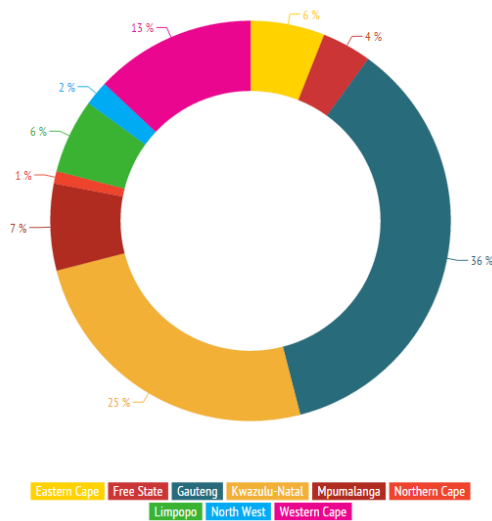
Age Groups



Race



Province



Living Standards Measure (LSM)

