



CUSTOM SURVEY AND PANEL BUILDER PROGRAM OVERVIEW

Mission: We are 100% committed to providing the best ROI to our clients and we are 100% committed to maximizing the revenue of our publishing partners.

About Panthera Interactive

Panthera Interactive is an online marketing company that specializes in performance-based advertising. We generate high-volume leads, panelists, and survey respondents for our advertising and market research clients through our large, dedicated publisher base. The publishers market the various projects via email, banners, text links, contextual and search.

About the Founder/CEO

Panthera Interactive was founded by Matthew Sandin, one of the leading online marketing experts in the world. Prior to founding Panthera Interactive, Mr. Sandin spent two years as Vice President of Business Development with Greenfield Online. At Greenfield, Mr. Sandin was the visionary behind the Real-Time Sample Division which went from a concept to completing over 40% of Greenfield North American business in a matter of 15 months with a team of five. Prior to Greenfield, Mr Sandin was Director of Sales and Marketing for goZing. At goZing he was instrumental in developing many profitable divisions including the goZing Network and goZing Surveys which led to the acquisition to Greenfield in February 2005.

Research Services

The Panthera Interactive suite of research services allows our clients to acquire qualified respondents for custom surveys as well as build up their sample database. We work with your research team to identify a target audience, examine the marketplace of online publishers able to hit that target, and then propose the most cost effective approach.

Utilizing our technology, we are able to offer the following products:

Custom Surveys

Looking for a partner that can complete your online research projects on-time with competitive pricing? Panthera Interactive has a large network of publishers with access to millions of individuals worldwide. We specialize in B2C studies so whether you have a high or low incidence, large or small project we can help. We have years of experience working with research companies so we know how time sensitive these projects can be. Let Panthera bid on your next project. We can even help on projects that are already in field so if you are having trouble closing your project, contact us today for assistance.

Panel Builder

Through our international network of partners we can help you grow your sample database through permission based (opt-in) campaigns. Our unique approach guarantees that you only pay for those panelists that both accept your offer and meet your desired demographic. From national representative campaigns to low incidence recruiting we are able to pre-qualify and screen respondents with the questions of your choice. Building a panel through Panthera Interactive's network is more cost effective than any other online medium, as you will only pay for qualified panelists and will always stay within budget. Whether your goal is to build a panel of 500,000 qualified respondents or you simply need to replenish your database due to attrition, we are able to craft a program to suit your needs.

What is your global network of publishers ?

Panthera Interactive has access to large distribution through thousands of high traffic and specialty-content websites, CAN SPAM compliant email marketers and search engines. Through this large network of sites, we can generate large volumes of panelists/survey respondents for our research clients. If you are looking for an online marketing company that has it all, you have come to the right place.

Global reach

Panthera Interactive works with hundreds of websites worldwide. If you are looking for international traffic, we can deliver. Panthera has successfully closed hundreds of projects from around the world in the past two years.

Below are the countries we can fulfill your specialty projects:

- United States
- Canada
- United Kingdom
- Australia
- New Zealand
- France
- Germany
- Italy
- Spain
- Mexico
- Netherlands
- Belgium
- United Arab Emirates
- Indonesia
- Brazil
- Denmark
- Sweden
- India
- Colombia
- Poland
- Argentina
- Singapore
- Turkey
- Puerto Rico
- Philippines
- Russia

High quality leads

At Panthera, we recognized long ago that quality is far more important to our clients than quantity. To that end, we've invested significantly in a process that upholds the highest standards for traffic and lead quality. While other advertising networks operate at or below industry standards, Panthera Interactive consistently exceeds current best practice standards.

Panthera Interactive has very strict screening criteria for approving publishers. Other networks approve every publisher who comes through door. This method creates a tremendous amount of fraud and you, the Advertiser/Client, pay for it through bad leads. At Panthera Interactive, each publisher is carefully screened so you only pay for high-quality leads. In addition, we closely monitor the traffic each day for anything out of the ordinary.

Demographics

We currently are able to target the following demographics via our network of publishers:

- General Population
- Women
- Mothers
- Men
- Teens

How does your process work in getting projects live?

Once a project is a go, our affiliate managers contact the publishers in the network that can target the demographic needed. In most cases, we line up multiple partners to guarantee that a project is closed in the time frame necessary.

Is there any special requirement needed from research clients?

The only special requirement we request is to be able to place a tracking pixel on the success/confirmation pages. A tracking pixel is a piece of code that will provide Panthera and it's publishers with real-time reporting. Tracking pixels are an industry standard and in most cases can be placed by a programmer in the matter of a couple minutes.

Additional services

At Panthera, we have an in-house graphic design team that can develop custom creative (banners and HTML email) for those clients who do not have creative available. This service is offered at no charge to the client.

Testimonials

"In the past year, I have utilized Panthera's services for many research projects. They were able to launch and close each project in a very timely manner. Panthera is a great partner of ours and we look forward to continuing the relationship with them in the coming years. I recommend any research company who is looking for outside sample partners to utilize the services of Panthera."

- GK @ GSS

"Working with Panthera has been very worthwhile. Their ability to bring in the desired leads and provide quality service to our campaigns has been great."

- CL @ Western Wats

"Matt and the team at Panthera consistently deliver the recruits we need and have been excellent to deal with. They closely monitor campaign performance, ensuring that I am getting the best value for my total spend."

- AMF @ Itracks

For more information

If you'd like to know more about Panthera's Custom Survey and Panel Builder programs, please contact us at info@PantheraInteractive.com

FOR MORE INFORMATION CONTACT US AT INFO@PANTHERAINTERACTIVE.COM