

RESEARCH WITH DISQO

The Intersection of Trust & Quality

Top 10 Things to Know About the DISQO Approach



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DISQO



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Transparency is a tenet of today's media landscape, however it seems as though many researchers, brands, agencies, and media companies are forced to choose between consumer protection and quality data. At DISQO, trading off between trust and quality is not an option, nor is it a necessity given our unique approach to building, fostering and maintaining a single-source survey and behavioral research panel community.

Here are the top 10 things you need to know about our practices – and why they matter more today than ever before.

1. **Ethical, privacy-first practices...always.** Protecting people is just as important as protecting the information they share. That's why we set strict, transparent data standards to ensure our members' privacy and to preserve the quality of our panel-based measurement. The DISQO audience chooses to openly share its experiences with us, allowing for accuracy without the worry of unclear or questionable privacy practices.
2. **Real people, real results.** While others rely on technical integrations and workarounds to understand consumer identity, DISQO is not reliant on cookies or cookie proxies to identify consumers and measure their behaviors and beliefs. DISQO measures real people, which means reliable insights to make business decisions with confidence.

3. **Fair value exchange.** Not only does DISQO protect its panel members when it comes to privacy, the DISQO panelists also get value from this community. In our recent member satisfaction study, 88% of our research community members said they had an overwhelmingly positive experience with us.
4. **Built for scale.** Unlike other panel sources, which can be small and must be aggregated to be useful, DISQO's panel has millions of active first-party users. This allows for deep, granular reporting to enable actionability on even the most niche populations.
5. **Single-source behavioral and survey data.** In order to truly understand consumers, it is critical to capture both what they say and what they do. DISQO panelists participate in surveys while also opting-in to passive measurement of their digital behaviors – from site visitation to search to online shopping. This means a complete understanding of behaviors, actions, attitudes and intentions – all from a single source.
6. **Neutral, independent measurement.** DISQO is not reliant on third-party partners and data integrations to get a complete view of the consumer. All methods, sites, and actions are treated equally to ensure consistent measurement without blind spots so companies can get a read on what's happening on their own sites as well competitive properties.
7. **Future-proof, cookieless technology.** Attribution, audience measurement and consumer research have historically been heavily reliant on technical identifiers that require participation from third-party browsers and operating systems. DISQO's innovative technology creates a future-proof system for measurement that's free from concerns around ad blocking, cookieless environments and other common constraints.

8. **Timely intelligence.** Accessible data that can be consumed when and how you want it is a must in today's fast-paced environment. DISQO enables users to access panel data directly through an API to address immediate business intelligence needs.
9. **Trusted source by industry leaders.** The world's leading companies turn to DISQO for business intelligence, ad measurement and market research. Brands like Hulu, UM, Gongos, CondeNast, Kroger, and Omnicom place trust in our panel and practices to drive their businesses forward.
10. **Driving client success.** In the end it doesn't matter what we say about ourselves, it's the success our clients have with us that matters:

"DISQO has been a great find for our company. Their partnership brings an experience factor to our audience needs that seems hard to find in the industry these days. They are easy to work with and always come through for us when we need them."

*-Jennifer McMillion, **Mindfield***

"DISQO has consistently provided high quality respondents for our projects. I also appreciate the fast response and follow-through from the account management team. I know I can always count on them for thoughtful, speedy information!"

*-Sandy McCray, **Intengo***

"DISQO's first-party audience and cross-channel capabilities allow us to measure brand impact in practical and non-intrusive ways, with integrity and reliability. Already, DISQO's brand lift solution has allowed us to measure Vevo's brand impact for multiple campaigns and we are excited at the capabilities that their technology has opened up for us."

*-Bryon Schafer, **Vevo***



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Power Your Business With DISQO

Powered by the DISQO panel and community of consumers, DISQO provides valuable insights and information to brands, agencies, media companies and researchers. DISQO provides solutions across many facets of research and measurement:

MARKET RESEARCH

When market researchers know what people say and believe through survey research as well as what they do and how they act through behavioral data, they can get a much fuller picture of an audience. DISQO's single-source community allows market researchers to get answers with speed and quality.

ADVERTISING MEASUREMENT

Effectiveness measurement today suffers from fragmentation – whether it is due to missing identifiers or walled-off media placements. DISQO's ad effectiveness solutions don't require identifiers, such as cookies, because we know all of the people in our community and have an understanding of all of the sites they visit, which eliminates measurement blind spots and future-proofs attribution.

BEHAVIORAL INSIGHTS

Big data thrown off by pixels is increasingly blocked by consumers, and even when it is not blocked there are other measurement gaps due to walled gardens. With DISQO's behavioral data streams, companies can see the complete consumer journey across the entire internet.

Wondering how trust-driven data can transform the way you work?

Visit [DISQO.com](https://disqo.com) or contact us at info@disqo.com to learn more.