



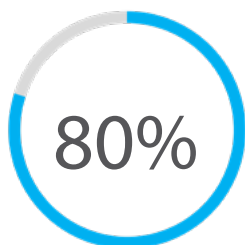
# LET US HELP With Your Product Testing

## iHUT

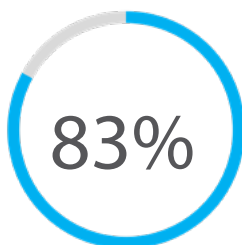
Symmetric's suite of online panels have been completing iHUT studies for more than 20 years. Our completion rates are tops in the industry, saving you time and money. With every iHUT or diary study, you will work with project directors who have extensive experience with this methodology. Our panel members understand what is expected of them and deliver quality results.

Our panels are screened periodically for product/service usage, covering such topics as car ownership and type, shopping habits, eating-out habits, beverages used, pet ownership, medical ailments, and credit cards owned. Symmetric carefully tracks surveys by topic/category. Panelists who participate in a study on a particular product category can be excluded from participating in a study for the same category.

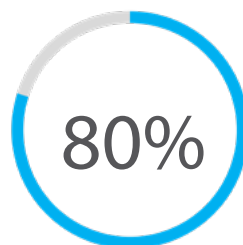
## Percentage of Completion



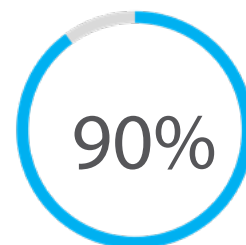
Multiple Day  
Diary Entry



Multiple Products and  
Follow-up Survey (2 or more)



Mobile-Friendly  
Completing on the Go



Testing 1 Product  
With 1 Follow-up Survey

## Common Types of Products Our Panelists Evaluate

- Food Products
- Beverages
- Medical Products
- Men's Personal-Hygiene Products
- Women's Personal-Hygiene Products
- Lawn Care
- Garden Care
- Baby Products
- Children's Toys
- Home Appliances
- Home Automation
- Power Tools
- Home Electronics

## Other Non-Traditional Projects Where Our Online Panels Excel

- Car Clinics
- Taste Tests
- Mystery Shopping
- Recruit-to-Mall Projects
- Simulated Shopping Labs
- Mobile-App Testing on Smartphones
- Internet-to-Phone Follow-Up
- Internet-to-On-Location Focus Groups or Depth Interviews
- Qualitative Recruitment