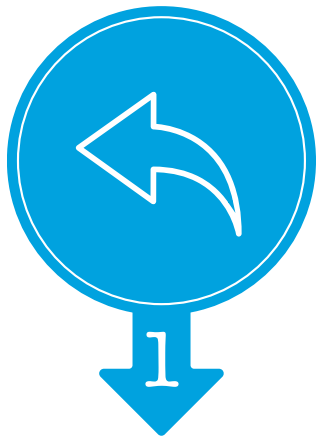


Four Ways to Improve B2B Samples

B2B sampling has gotten exponentially more challenging over the past year! Bots, click farms, “professional” survey-takers, and other scams cause you to question your completes.

Here are four approaches you should consider to combat these quality challenges:



Get back to CATI.

Let a live operator validate respondents via CATI and then quickly complete the interview directly into your online survey. The incremental cost for CATI completes is very reasonable, especially when balanced against the cost of bad respondents.



Once you have found them, never let them go.

Work with your B2B sample provider to “flag” the B2B panel respondents you identify as qualified respondents, so you can use them in future projects. This is a sure win-win for you and your survey sample provider!



Create a B2B community.

Using your customer list, recruit customers to be part of your brand’s B2B community. Creating a B2B panel is probably too expensive, but communities are smaller and more cost-effective. If you prefer not to DIY, talk to your B2B panel provider about possible options for creating and managing your community.



Boost your screener strength.

You can also improve your chances of finding qualified respondents by strengthening your screener. Include red herring questions, digital fingerprints, and other checks in the screener to prevent bad completes. After the fact, a human review of open-end responses should further ensure completes came from qualified and knowledgeable respondents. ([See our blog for 10 ways to increase data quality.](#)) However, even with a robust screener, you may have to collect more data to make up for your deletions. This is becoming a fairly common situation in B2B online survey projects.

The problem of bad quality B2B respondents calls for researchers to create continual, collaborative partnerships with their B2B sample and panel providers to identify and remove “bad actors” from samples/panels.

Contact us today for more information about how Symmetric provides better B2B samples!

For more information or to get a quote:

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