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## uSamp Achieves Industry Milestone With Global Panel of 6.5 Million Quality Survey Respondents

**FAST-GROWING TECHNOLOGY AND ONLINE SAMPLING SOLUTIONS COMPANY EXPANDS PANEL TO 90+ COUNTRIES, RECORDS 200,000 WEB VISITORS DAILY**

ENCINO, Calif (September 20, 2011) — uSamp, one of the world's fastest growing technology and online sampling companies, announced today that it has achieved a milestone in its quest to become the global leader in sampling solutions and hosted research technology. uSamp now has a global panel of 6.5 million quality survey respondents in more than 90 countries making it one of the industry's largest consumer panels. The company made the announcement at the ESOMAR Annual Congress in Amsterdam.

The uSamp panel extends well beyond North America, with targeted survey respondents in Australia, Brazil, France, Germany, Indonesia, Italy, Malaysia, Mexico, the Philippines, Poland, Spain, Turkey, and the United Kingdom. uSamp receives more than 200,000 visitors to its websites daily. The company recently opened a London office as part of its expansion into Europe.

According to company co-founders Matt Dusig, CEO, and Gregg Lavin, President, numbers alone don't convey the full story about why more market research firms are choosing uSamp as their sample source of choice. Since they started the company in 2008, Dusig and Lavin have remained true to their vision of building a global panel populated by respondents who are highly engaged, thoroughly screened and meticulously segmented.

"We understand the value that comes from easy access to hard-to-reach, high-value audiences, so those are the respondent profiles we constantly seek," Dusig said. "Our panelists are recruited online from affiliate networks, website advertising, partnerships, and email opt-ins, and then deeply profiled with hundreds of data points."

uSamp has created one of the industry's leading rewards platforms, featuring 200 popular options such as electronic gift cards, charities, magazine subscriptions, virtual currency and PayPal, among others.

"While there are a number of reasons we've been so successful in capturing otherwise elusive audiences, there's no question that our privacy policies and our commitment to market research have resonated throughout the industry," Lavin said. "Our panel is used exclusively for market research studies and we never share our members' data."



uSamp is a 2011 Red Herring Top 100 North America Award winner, a 2011 AlwaysOn Global 250 Top Private Companies honoree, and was recently named one of the best places to work in Los Angeles by the *Los Angeles Business Journal*.

## About uSamp

uSamp ([uSamp.com](http://uSamp.com)), the Answer Network, is one of the world's fastest growing technology and online sampling companies, providing global survey panelists and an innovative sampling platform for use in market research. uSamp develops collaborative market research tools to foster more rewarding, profitable relationships between organizations and the people they serve. Founded in 2008, the company has 200+ team members worldwide and approximately 6.5 million global market research panelists. The company's web-based panel platform is transforming the management and delivery of online panel for market researchers, offering unprecedented access over their panel. uSamp's deep well of proprietary technologies includes SampleMarket™, PanelBuilder™, PanelShield™, Opinion Place® River and real-time Panel Book Search — cutting-edge solutions for accessing, branding, sampling and managing panels. uSamp is based in Los Angeles, with offices in Dallas, London, New Delhi, and Trumbull, CT .

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