

P2Sample Starts 2018 with Record-Breaking Growth

Leading sample provider reports best first quarter on record for the global company

ATLANTA, GA, USA, April 19, 2018 /EINPresswire.com/ -- [P2Sample](#), an industry leader in technology-driven sample solutions for the market research industry, announced massive recent growth as Q1 2018 revenue increased year over year by nearly 60 percent. In

the same period, survey completions grew comparably, registering more than 2.1 million in Q1 alone. This growth was supported in part by the addition of 11 new staff members over the past year, primarily at the company's headquarters in Alpharetta, Georgia.



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Mathijs de Jong

“Q1 is typically a slow quarter in the industry. This was not the case for us, as March even exceeded December's numbers, both giving us record-breaking months,” said Mathijs de Jong, CEO of P2Sample. “I think much of our growth has resulted from our commitment to implementing the latest technology. Automation drives every aspect of our internal and external processes, which has resulted in greater efficiency, agility and fundamentally better data for our clients. It is forward thinking like this that has helped to drive our growth.”

The company's success can be attributed in part to increased awareness among clients surrounding the value of

P2Sample's technology-driven solutions that solve widespread problems like data quality and respondent engagement. In addition, the company's global panel size has grown significantly, helping to contribute to increased business. Ongoing implementation of the latest technologies, such as using artificial intelligence to bolster fraud mitigation, is part of P2Sample's primary mission and provides clients with increased efficiencies at every stage.

P2Sample has consistently been named on national lists for growth, most recently included in Deloitte's 2017 Technology Fast 500 and the 2017 Inc 5000 List of Fastest Growing Companies.

About P2Sample

P2Sample is the most sophisticated programmatic sample provider in the market research industry, with an active member panel of 40+ million members worldwide, including in hard-to-reach demographics. As a technology-driven company, P2Sample leads the way in implementing new approaches and techniques that deliver better quality data. From proprietary algorithms that optimize respondent experience and engagement to artificial intelligence that works continuously to mitigate

fraud, P2Sample is an agile, innovative and dependable sample partner that provides data its clients can trust. www.p2sample.com

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