

P2Sample Releases New DIY Sample Tool, P2Solo

New solution is backed by P2Sample technology and expertise; allows users to cost-effectively manage projects with flexible cost-per-interview (CPI)

ATLANTA, GA, USA, June 11, 2018 /EINPresswire.com/ -- [P2Sample](#), a technology-driven sample provider in the market research industry, has launched its new do-it-yourself tool, [P2Solo](#). The new solution gives users full access to P2Sample's advanced technology platform, which utilizes the latest in automation, machine learning and artificial intelligence to ensure data quality, through a simple and intuitive interface. With P2Solo, users can enter their project specifications, manage budgets by setting their desired CPIs and, with the click of a button, simply find feasibility or go all the way to run complete projects on their own.



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These are the same powerful tools that we use ourselves at P2Sample. For those who like a do-it-yourself approach, without sacrifices, P2Solo is the perfect, balanced solution.”

*Mathijs de Jong, CEO of
P2Sample*

“We've poured our years of expertise in this industry and our knowledge of its needs into our platform, and now we've taken it a step further by allowing our clients to use this technology themselves,” said Mathijs de Jong, CEO of P2Sample. “We have named it P2Solo because it is so simple to use and there is no need to wait for us to greenlight a project. These are the same powerful tools that we use ourselves at P2Sample. For those who like a do-it-yourself approach, without sacrifices, P2Solo is the perfect, balanced solution.”

P2Solo allows users to:

- Launch projects in just a few clicks while choosing the CPI that works for their budget

- Target respondents using P2Sample's rich profiles with hundreds of behavioral and demographic variables
- Enjoy the benefits of properly implemented automation for maximum dependability, from rock-solid feasibility to real-time monitoring
- Improve data quality and decisions through access to significantly more engaged and satisfied respondents garnered with our proprietary Right Survey. Right Person. Right Time. (SM) technology
- Reach real people with the only AI-drive fraud mitigation in the sample space
- Access P2Sample's expert project managers and round-the-clock monitoring system

De Jong continued, “Encouraging the adoption new technology is important to us. Giving our clients

the opportunity to use things like automation and machine learning in a hands-on way helps us - and them - achieve their goals of faster insights and better quality.”

For more information and/or to register for the next webinar on June 26th at 11am EST, visit:

<https://www.p2sample.com/p2solo>

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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