

P2Sample Announces Record Growth in 2018

Leading sample provider reports tremendous year-over-year growth due in part to technology implementation, product releases and API integrations

ATLANTA, GA, USA, January 16, 2019 /EINPresswire.com/ -- [P2Sample](#), an industry leader in technology-driven sample solutions, announced more than 60 percent year-over-year revenue growth for 2018. During the past year, survey completes also grew considerably and the company achieved a record 10 million completes over the past 12 months. Consistent, thoughtful implementations of new technology to create efficiencies and deliver quality outcomes for clients contributed to this growth.



P2Sample

“Over the course of the past year, we’ve steadily made upgrades to the point that our panel and sample management platform is maximally automated, from end-to-end,” said Mathijs de Jong, CEO of P2Sample. “We’ve applied our expertise in the release of both supply and demand APIs, developed new AI-driven features and launched our new P2Solo DIY solution. All of these efforts by our team have contributed greatly to our growth.”

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*Mathijs de Jong, CEO,
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Just a few of the specific initiatives that contributed to growth in 2018 include:
Creation of the industry’s first end-to-end programmatic panel management and sample blending platform with the launch of a feasibility API. This launch meant that P2Sample automated 100 percent of capabilities from bid to execution.

Release of P2Solo, the do-it-yourself tool which gives users full access to P2Sample’s advanced technology platform. The tool’s simple and intuitive interface allows users to cost-effectively manage projects with flexible cost-per-interview (CPI).

Expansion of the company’s use of artificial intelligence to encompass user experience with the launch of P2Perform. This solution dramatically improves respondent targeting and conversion rates, reducing churn and needless waste.

Launch of the company’s white and private label panels for rewards communities and panel management. Backed by P2Sample’s experience and the power of its platform, this solution

offers clients flexible, custom options.

P2Sample's growth has not gone unnoticed. In 2018, it was named for the third year in a row to the Inc 5000 List of Fastest Growing Companies and for the third year in a row to Deloitte's Technology Fast 500™.

About P2Sample

P2Sample operates the market research industry's most sophisticated sample and panel platform for clients seeking targeted respondents for consumer insights. P2Sample's fully-automated platform programmatically integrates with hundreds of sample suppliers and allows efficient management of proprietary panels. This includes the industry's largest panel companies, exchanges and marketplaces. In addition, the platform provides access to 50+ million deeply profiled and engaged consumers across 150+ countries. Featuring the industry's only AI-driven fraud detection and respondent engagement systems, P2Sample's technology works with a wide variety of methodologies, including traditional surveys; the latest in neuroscience and behavioral approaches; and online qualitative and video studies. For more information, visit p2sample.com or follow at @P2Sample

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