

Rep Data integrates sample sourcing into its research platform, connecting study design, audience selection and fielding

Research Desk is now built directly into SightX, connecting researchers to a vetted global supply network and the audiences they need without leaving platform

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[Rep Data](#), the data quality leader for the market research industry, has integrated its Research Desk sample sourcing capabilities directly into SightX, allowing researchers to design a study, define and source their audience, and launch into field from the same platform.



SightX is Rep Data's all-in-one research platform for designing, programming, fielding and analyzing research, with advanced methodologies including MaxDiff, conjoint, TURF and pricing research built in. Research Desk provides centralized access to a vetted global supply network, with controls for targeting, quotas, source mix, quality checks, pricing and pace.

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*Patrick Stokes, founder and
CEO of Rep Data*

With the integration, SightX users can source the audiences they need through Research Desk without leaving the platform, while Rep Data's quality capabilities, including ReDem and Defender, help protect the integrity of their data. Researchers who already have their own audience can bring that sample directly into SightX.

“This is exactly what we envisioned when we started bringing these companies together,” said Patrick Stokes, founder and CEO of Rep Data. “We have exceptional technology solving different parts of the research process, and the bigger opportunity is what happens when those capabilities work together. This integration is one of the first ways our customers can experience

that vision directly.”

The integration brings research design and programming together with audience selection, sample sourcing and fielding, while giving researchers access to the capabilities of both SightX and Research Desk through the SightX platform.

“This gets us closer to the experience we’ve always wanted to give researchers in SightX,” said Naira Musallam, co-founder of SightX. “You can start with a research question, build the study, find the right audience and get into field without breaking your workflow. That continuity makes it much easier to keep the research moving.”

The integration is also an early example of how Rep Data is bringing together capabilities across its broader portfolio, which spans research design and programming, sample sourcing, pre-survey fraud prevention, in-survey quality analysis and research analysis.

About Rep Data

Rep Data helps organizations make confident decisions through trustworthy research. By combining purpose-built technology with expert services across research design, expert survey programming, quality data collection, advanced fraud prevention, and analysis into one seamless workflow, Rep Data connects the workflow from end to end. The result is faster execution, higher-quality data, and more reliable insights. More than 750 organizations, including market research agencies, management consultancies, Fortune 500 corporations, advertising agencies, brand strategy consultancies, universities, communications agencies and public relations firms, rely on Rep Data to power research they can trust. www.repdata.com

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