



How a leading Panel Operations company dramatically improved Survey response and completion rates using VectorScient's Predictive Sampling and Incentive recommendations.

Borderless Access is an award-winning digital MR product and solutions company. Driven by technology and consumer-analytics, it provides access to experiences and life moments of engaged consumers, to its global clientele of MR firms, Ad Agencies, Consultancy firms, and End Enterprises, with its 6M+ hyper-niche proprietary digital panels in developed and growing markets across the globe and its innovative research solutions and platforms – TAPP™, SmartSight™, and HealthSight™.

ENVIRONMENT

- 6M+ survey Panelists
- 300M+ Panelist surveys
- 36 Markets /260+ clients
- Asia, UAE, UK regions
- Hundreds of surveys on a weekly basis and daily survey invites of over 1.5 million.

CHALLENGES



"With a panel size of over 6 million and daily survey invites of over 1.5 million, Borderless Access had a pressing need to optimise and increase its completes-to-invites ratio and identify the right incentives mix for its respondents on a near real-time basis. "



- KPIs for response and completion rates were @7-8% across 30 international markets.
- High operational expenses due to more incentives.
- Led to increased Vendor Dependency costs over time.

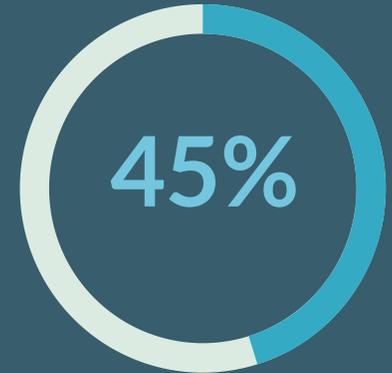
RESULTS THAT SPEAK VOLUMES



115% increased Revenue across all the 30 international worldwide markets. Highest Response and Completion rates are at **16-22%**.



10.4X ROI on the **profits** from the VectorScient's predictive sampling, reactivation and panelist incentive algorithms.



45% reduction in the New Panelist acquisition delivering a significant compound impact of **210% on the enterprise level Profitability.**



NET PROFITABILITY

210%

The compound impact of increasing response, completion rates led to reduced new hire acquisition costs, optimized incentive costs, reduced vendor dependency costs that increased the profitability margins by 210% at the enterprise level

WHAT OUR CLIENT SAYS

"The initial success with VectorScient has prompted us to invest further into the journey of reaching the optimum level of this decision making powered by AI"

_____ **Dushyant Gupta,** _____
EVP

"The next phase of the program involves programmatic evaluation of the various levers of the incentive threshold to optimize the cost of running a survey per panelist in every market. "

_____ **Ashwin Anandram,** _____
Associate Director

VECTORSCIENT'S AI SOLUTION

VectorScient broke down the challenge into three parts.

Subsequently, the data scientists from Vector Scient, using their proprietary machine learning algorithms, analysed terabytes of data to design a solution that yielded significant increase in the response and completion rates over a course of just 6 months of use.



Proprietary AIIR™

- Who are the panellists most likely to respond to the surveys?
- Are those respondents likely to complete the surveys?
- What are the incentive thresholds (lower or higher) at which a panellist is likely to complete the survey?



Panelist predictions

- Ranked panellists based on their propensity to take surveys
- Identified the incentive threshold for each panellist so custom invitations could be sent to them



Seamless API Integration

- The modelled solution was integrated with Borderless Access's proprietary community management platform, SmartSight™.
- And the program rollout was phased market-wise to test the efficacy of the solution.

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