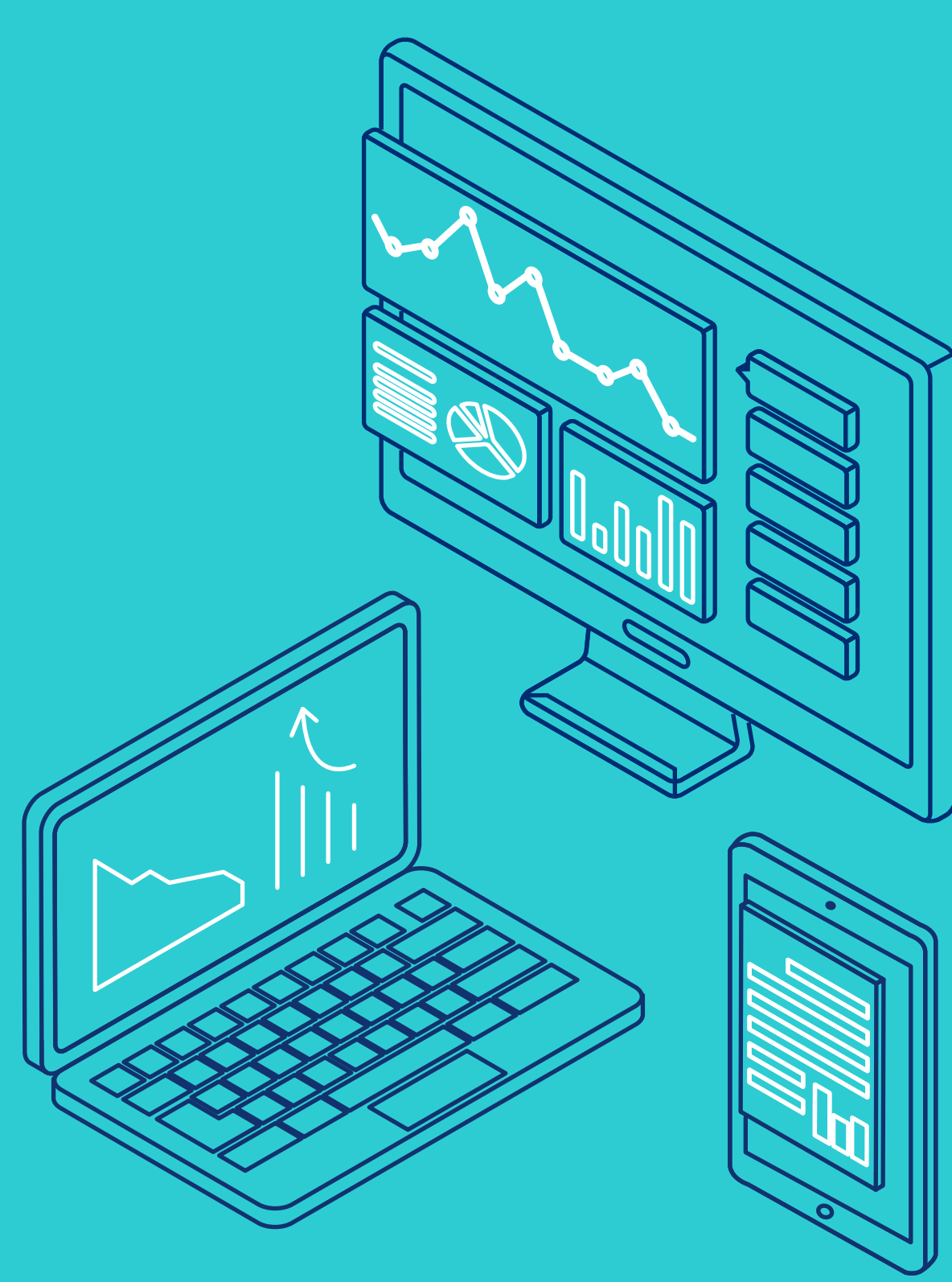




# 5 Characteristics to Look For in a High-Quality Data Provider

Consumers are constantly changing and evolving, and consequently, so is the market research industry. Recent technological innovation has facilitated major advances in the industry that, together with a good data provider, will enable you to access real, high-quality data.



## Samples

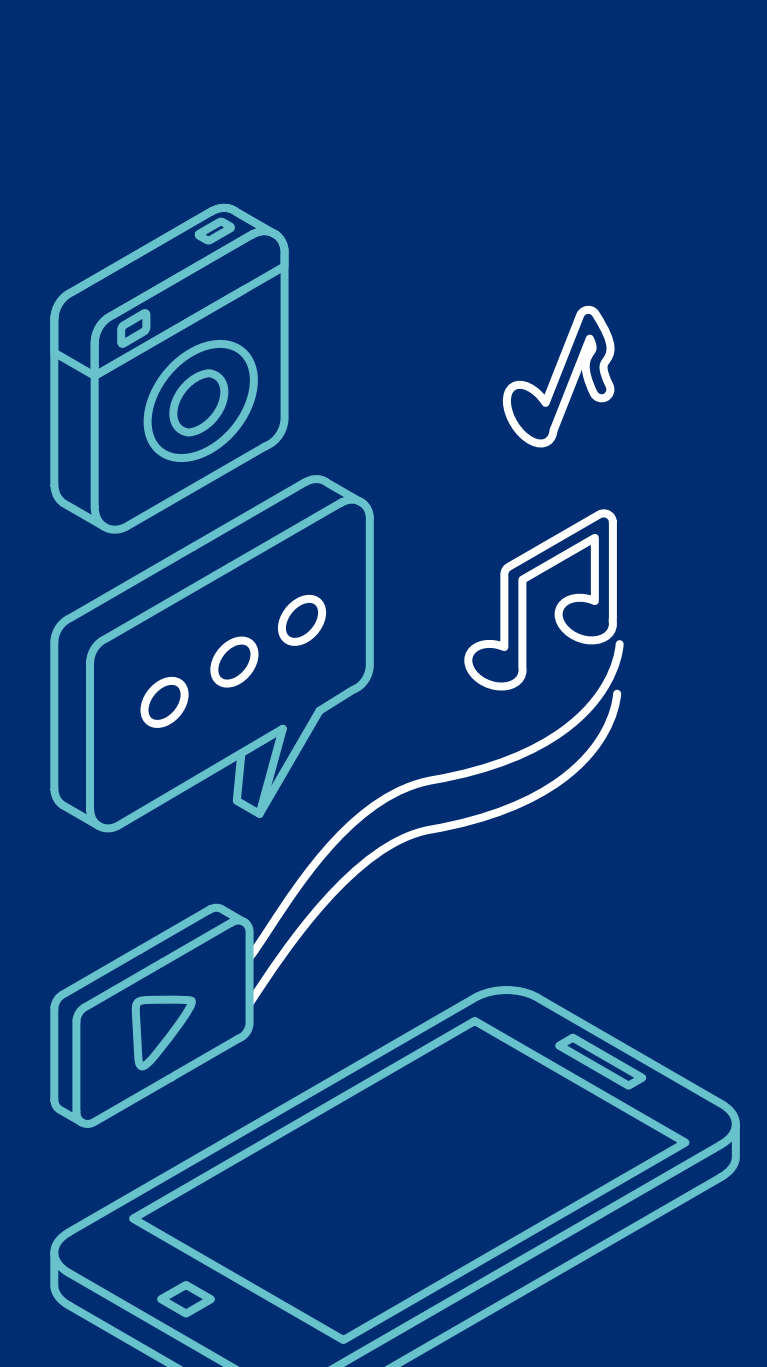
A data provider will give you the high-quality samples you need with the confidence they won't be inaccurate.

**At Netquest, we use continual, in-depth profiling so you can access whatever target you're looking for, no matter how hard to find.**

## Methodology

A good data provider will equip you with tools that supply reliable, accessible information.

**Thanks to our single-source panel, at Netquest, we can help you get a 360° view of the consumer with our numerous data-gathering tools.**



## Technology

A sophisticated data provider can implement cutting-edge technology so that its process is quick and structured.

**One major advantage is a data provider, like Netquest, with its own proprietary data-gathering technology.**

## Panelists

Working with a provider that cultivates a loyal relationship with its panelists will enable you to conduct more complex studies.

**At Netquest, our relationship with panelists is based on transparent communication, fair and immediate rewards, and the best possible data protection.**



## Privacy

There are many data-protection laws, each with its own nuances.

**Our panelists' personal data remains anonymous, as we comply with the General Data Protection Regulation (GDPR), the strictest European rules on privacy and personal-data processing.**

**Want to learn more about everything we can achieve together with the power of Netquest data?**

Download our e-book **How to Successfully Conduct Online Research in Latin America** and find out more.

**Download ebook**