



# COMMUN-IT

IT DECISION MAKER PANEL



Commun-IT is an online community of IT professionals in the US. Commun-IT has been developed entirely by telephone recruiting and profiling over the past 10 years.



# YOUR AUDIENCE AT YOUR FINGERTIPS

## What is Commun-IT?

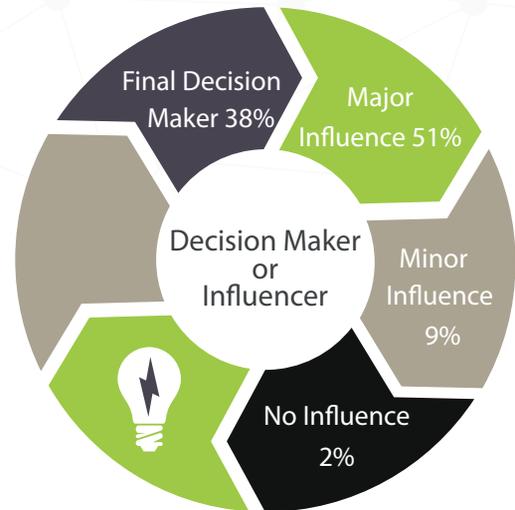
Commun-IT is an online panel of IT professionals, located in large markets throughout the United States. The panel contains IT and Business Decision Makers ranging from Managers to C Level Executives.

## How is Commun-IT Different?

Unlike other IT panels, Commun-IT goes above and beyond the standard double opt-in. Commun-IT phone verifies each of its members at their place of work to ensure that their opinions are a suitable fit for the panel. Only after a panelist passes this phone verification are they allowed to take part in studies.

## Commun-IT vs. Panel

Commun-IT is more than just a panel; it's a community full of thought leaders, idea generators and insight drivers. Commun-IT allows its members to log in and share information through community discussions, ensuring a higher level of engagement in survey offers.



Company Size Composition



C Suite 9%



Manager 81%



Director 3%



Other 7%

Job Type Composition

# COMMUN-IT

## QUALITY ASSURANCE

### Email and Phone Verification

In order to ensure that our panelists are who they say they are, we put them through an extensive validation process including calling them at their place of work to verify their job title and job status. Only phone verified respondents will receive survey invitations.

### Digital Fingerprinting

Digital fingerprinting reduces redundancy and confirms the geographic location of our panelists. Digital fingerprinting incorporates browser version, IP address and MAC address, creating a digital identity that goes far beyond enabling cookies.

### Profiling Updates

Panelist profiles are updated on a quarterly basis to ensure that the information captured is the most up to date. This allows us to continually enhance the granular level at which we can profile our respondents.

### Random Profile Validation

Our dedicated panel team routinely monitors panelist profiles and evaluates panelist information to ensure that the high quality standards of our panel are continuously being met.

### Data Quality

Quality is of the utmost importance to us. We employ speed traps, straight-line tests and red herrings on every study we program and host to ensure thorough and comprehensive responses from our panelists.



Contact us today to learn more about how Commun-IT can help you.



Commun-IT can help you on your next project.

Call us at 1-866-84-LOGIT

Email us at [info@logitgroup.com](mailto:info@logitgroup.com)

Website [www.logitgroup.com](http://www.logitgroup.com)

LinkedIn at <https://www.linkedin.com/company/the-logit-group-inc>.