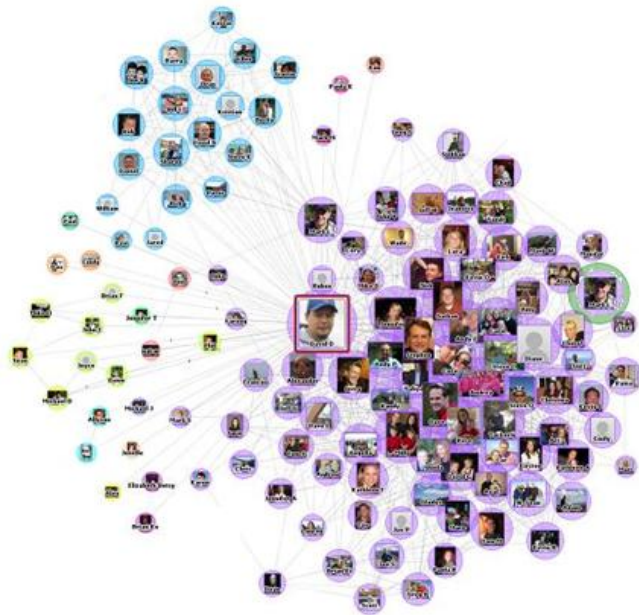


## Problem

- Leading internet market research firm wants to understand online behavior of research participants
- Needs to segment online behavior of online research participants by demographics without asking them for additional info



## Client Needs

- Age, gender, and location data for over one million research participants

## 3 Step Process

1. Leading market research firm sends Rapleaf list of research participants
2. For participants in Rapleaf’s database, demographic info is returned instantly; for “new” participants, Rapleaf crawls across social networks and social media sites for demographic data
3. Rapleaf returns customer list to leading market research firm with demographic data appended

## Results

Leading market research firm can now:

- Know participant demographics with certainty
- Verify research participant demographics for better accuracy
- Recruit participants more easily and improve participant experience since less information needs to be collected

## For More Information

To learn more about our data or how we can help you better understand your customers, please contact [info@rapleaf.com](mailto:info@rapleaf.com)

	# of Users Matched	Match Percentage
<b>Overall Participant Match Rate</b>	533,300	53.2%
<b>Age Data Found</b>	340,700	63.8%
<b>Gender Data Found</b>	353,100	66.2%
<b>Location Data Found</b>	358,300	67.2%