



MARKETING SYSTEMS GROUP

# Leading the Way

Our suite of products & services assist you in all phases of your research

## ▼ GENESYS Sampling

Address Based Sampling - **Nearly 100% coverage** of all households in the country, including cell phone only households  
Cellular Telephone Samples - Provides a solution for reaching households that are no longer in the traditional RDD frame  
Data Appending Services - Use of multiple data sources to maximize match rates resulting in lower data collection costs  
Screening Services - Attended screening with real time cell phone detection

## ▼ ARCS

Panel Management tools to recruit, track participation and panelist information  
Multi-mode capability allows you to contact your panel via IVR and Web  
Robust project management tools

## ▼ PRO•T•S

**researchPredictive** dialing designed specifically for research phone projects  
Recordings, individual questions or the whole survey  
Interfaces to **multiple CATI systems** with a single dialer

800.336.7674

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