

# The UserTesting Panel

On-demand customer feedback from real people, matching your criteria

With UserTesting, you'll have access to a diverse and global network of potential test participants—the UserTesting Panel. Share your test with the panel and receive video feedback in as little as 1-2 hours. Use Live Conversation to schedule 1-on-1 interviews with participants as soon as that same day.

## More than just access to people

UserTesting simplifies the targeting and recruiting process, so you can focus on collecting the feedback you need. Our platform manages:

- Participant data
- Test distribution
- Notifications
- Incentive payments
- And more

## Insights from your target audiences

Features within the UserTesting platform allow you to connect with your ideal test participants.

**Built-in demographic filters.** Easily select demographics and other criteria of the participants you are seeking.

**Panel precision when you need it.** When you need more granularity, screener questions let you fine-tune your participants by excluding those who do not match your criteria.

### Panel Highlights:

#### Rapid feedback

Over 80% of videos are completed within two hours

#### Precise targeting

Easily filter and screen to connect with your exact audience

#### Quality insights

Participants are screened and vetted

#### Global participants

International footprint with over 35% of participants from outside the US

## A focus on quality, integrity, and relevance

Industry-best quality assurance and ongoing customer feedback, ensure participants meet your expectations. The result is helpful insight from real people.



250,000+ people apply to join the UserTesting panel each month.



Each applicant must pass a practice test and first test is manually reviewed.



Quality feedback is ensured through ratings and control checks.



Our technology matches you to new and high-rated participants.

## A global network

People from all over the world apply every day to become test participants. As the number of participants grows, so does our customers' ability to target participants in countries across the globe.



The number of participants in these countries supports frequent testing and several screener questions.

Australia, Canada, India, United Kingdom, United States



The number of participants in these countries supports less frequent testing and fewer screener questions.

Argentina, Austria, Belgium, Brazil, Colombia, Costa Rica, Czech Republic, Denmark, France, Germany, Greece, Indonesia, Ireland, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Philippines, Poland, Portugal, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Thailand, UAE, Vietnam

Fresh Eyes is enabled on all accounts to prevent the same participants from completing more than one of your tests over the course of a year.

## Partner with the market leader

1,500 subscription customers and more than half of the top 100 brands in the world, we've delivered human insights to over 35,000 companies to-date.

 Adobe

 ebay

 facebook

 wayfair

 THE HOME DEPOT

 Prudential

 DELL

 usa network

 CARmax

 IHG  
InterContinental Hotels Group

### Products That Count

Best Product Award for Product Testing Innovation Segment



Silver Award for Front-Line Customer Service Team of the Year -Technology Industries



Leader in User Research Management Software

**80%**

of videos completed in 2 hours or less

## ABOUT USERTESTING

UserTesting is an on-demand human insight platform that quickly gives companies a first-person understanding of how their target audience behaves throughout any experience and why. To learn more, visit [www.usertesting.com](http://www.usertesting.com)



### HEADQUARTERS

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