

# UserTesting Panel

Enabling quality, on-demand feedback from your exact audience

Organizations rely on the UserTesting Panel to receive quality feedback from their target audience. Our panel is the largest first-party validated panel of real people from around the world ready to deliver feedback. With our best-in-class quality and speed, matched with our extensive global panel, our customers get the human insights they need at the speed of business today.

## Global human insight at the speed of business

The extensive reach of our global panel means that customers get the insights they need when they need it. **Over 5 million test sessions** have been completed with participants from the UserTesting Panel, with **over 80% of sessions returned within a few hours**.

Our panel is growing constantly by carefully selecting participants from the over **140,000 people applying every month**. And as the number of participants grows, so does our customers' ability to conduct frequent, rapid testing around the globe.

### Panel Highlights:

#### High-quality feedback

85%+ Rated sessions receive 4 or 5 stars from customers

#### Extensive reach

1.4M+ Sessions completed in 2020

#### Quick session completion

80%+ Sessions returned within a few hours



## Focused on quality, integrity, and relevance

Industry-best quality assurance and ongoing customer feedback maintain the quality of the UserTesting Panel—**over 85% of rated sessions receive 4 or 5 stars from our customers.** The result is real human insight from your exact audience.



The UserTesting platform has powerful targeting features powered by the latest in Machine Learning to ensure our customers are getting feedback from their ideal audience. Built-in filters and screener questions allow customers to specify their target audience, meaning only test participants matching that criteria can accept and complete the test.

“ I formerly kept to in-person interviews because of the extreme specificity of our target audience. Now, **400+ tests later, we couldn't be happier. The quality of the panel is always fantastic and significantly better than competitors.**”  
*- Benjamin Hoggan*



“Once we had access to the panel, **we connected with a diverse group of parents, representing our target audiences...**instantly reaching voices we were missing out on before.”  
*- Ji Kim*



“With the speed of UserTesting Panel responses (**only a few hours**), we were able to quickly complete 75 studies and **support key product decisions that impact revenue growth.**”  
*- Shazeeye Kirmani*



## Partner with the market leader

With more than 2,000 subscription customers and powering more half of the top 100 brands in the world, we have delivered human insights to over 35,000 companies to-date.



### 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 sessions are completed within a few hours

## 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)



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