

# Zamplia Case Study

Background: The client was a leading household cleaner product manufacturer seeking to reach 1000 users for market research purposes. The challenge was to find a representative sample of users by age, gender, region and household income within a tight 24-hour timeframe.

Solution: The client utilized Zamplia, an all-in-one API-driven platform to solve their problem. Zamplia's complete visibility between project and vendor allowed the client to find the desired sample with ease. The API-driven approach enabled the client to access a vast database of potential respondents, resulting in a representative sample of 1000 users within 24 hours.

Results: The use of Zamplia resulted in several benefits for the client:



1 Increased Sample Feasibility:



2 Cost Efficiency



3 Improved Quality

Conclusion: The client was able to find a representative sample of 1000 users within 24 hours, which would have been challenging to achieve manually. The use of Zamplia proved to be a valuable solution for the client's market research needs.