



LUCID

The Fulcrum Exchange

The Fulcrum Exchange is an automated marketplace that connects researchers with willing online research participants. Lucid partners with a network of companies that maintain relationships with research participants by engaging them with research opportunities. Fulcrum technology matches researchers and participants based on the researchers' desired audience.

The Fulcrum Environment

Fulcrum provides researchers with out-of-the-box features to ensure researchers are interviewing unique participants that meet their desired targeting criteria. Fulcrum prevents participants from attempting a research opportunity more than once by preventing survey entry when detecting a duplicate cookie, IP address, or other unique identifier. When participants enter the Fulcrum environment, they may be asked screening questions to ensure they match the researcher's targeted demographic. Personally identifiable information (PII) may never be collected in this environment.

Research Respondents

Lucid's partnering companies find research participants from a diverse array of sources, many of which are double opt-in panels. These companies invite participants to partake in research opportunities through emails, push notifications, in-app pop-ups, or through offerwalls of engagement opportunities. These companies incentivize their users to participate in opportunities often by sharing the revenue earned for a survey's complete. Participants always have the option to opt-out of research during any point of the survey opportunity.

Data Quality

Data quality is an integral aspect of the Fulcrum platform. The Fulcrum team maintains a [Partner Improvement Program](#) to actively manage the quality of the Exchange's partner network. Lucid also designed and operates an exchange-wide quarterly quality program, in conjunction with third-party Chuck Miller of DM2, to measure data quality by participant source. This data is available for researchers to use accordingly.

Researchers also have the ability to reverse completed interviews through a reconciliation process when receiving poor quality data. Reconciliations are reserved when researchers fielded their study using the recommended security settings. Researchers have until the end of the month following a completed interview to adjust the status of the interview.

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