WEBINAR

centercode

FAST FEEDBACK, FAULTY INSIGHTS

WHY TEAMS ARE DITCHING PAID RESEARCH PANELS

WITH CHRIS RADER
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About Me

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Housekeeping

This webinar is being recorded and will be sent to you following the event.

The webinar should be around 30 minutes.

Q&A will be at the end. Send me your questions during the presentation!

Download the eBook

From data integrity issues to the downstream impact on product decisions, this ebook equips teams with the knowledge to make informed choices about the panels they use to recruit research and testing participants.

Here's what you can expect to takeaway:

- Avoid misleading data that skews product decisions
- Understand the trade-offs of paid research panels
- Discover community-driven alternatives for quality insights



Agenda

1. When research feels off
2. The appeal of paid panels
3. The misaligned purpose of these panels
4. The impact on your business
5. The power of your own community
6. An issue of effort to build them
7. How Centercode can help


Western
Digital
2013



2019

What makes paid panels so appealing?

Quick and easy access to feedback

Built for speed and convenience

Used by many product and UX teams under pressure


SandwichTesting.com
GET
SANDWICHES
IN
SECONDS!

The Real Problem

The purpose of the panel and panelists aren't aligned to you



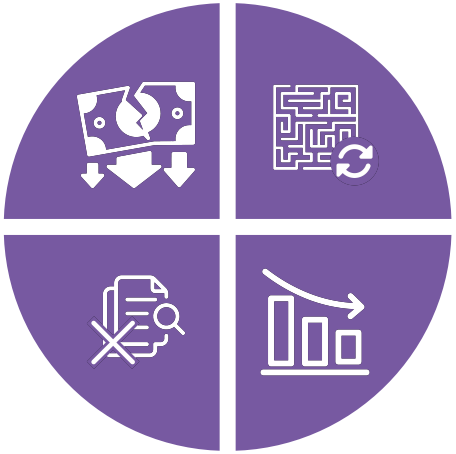
The Real Impact on Product Teams

Wasted time and budget on invalid data

Erosion of trust in research internally

Misleading direction = rework, delays, poor launches

Morale and alignment suffer



Enter Community-Driven Research

Real users = authentic insights

Ability to do longitudinal studies

Higher quality feedback, richer context

Faster, more targeted recruitment

Continuous dialogue with your actual customers



CISCO

With Centercode's automation and integration capabilities, the Webex beta team at Cisco manages thousands of testers, driving continuous improvement across more than 15 products.

Read the Case Study →

Why Teams Struggle to Build Panels

Most PEOPLE struggle because they have to think past an immediate need and to setting themselves and others up for success later

Six Challenges of Building a Research Panel from Scratch



Upfront Recruitment Effort

Finding and convincing the right users to join your research panel takes time, outreach, and a compelling reason to participate.



Ongoing Activity & Retention

Without regular interaction, panel members can lose interest, become unresponsive, or have outdated profile information.



Logistics & Operations Overhead

Managing a panel requires handling sign-ups, screening, incentives, and legal considerations—tasks that quickly balloon your to-do list.



Resource Intensity & Skills

Running a panel takes ongoing effort, and without a dedicated Research Ops role, it often falls on already busy PMs and UXRs.



User Availability & Turnover

Even with a strong panel, users aren't always available. Maintaining an active and relevant group requires continuous effort and outreach.



Speed vs. Preparation Trade-off

Panels speed up research in the long run, but building one takes time, requiring patience and commitment before seeing full benefits.

How Centercode Solves This

Participant Verification & Quality Controls

Most research teams rely on manual participant screening, but this approach is time-consuming, inconsistent, and vulnerable to fraud. A strong research platform should provide built-in verification processes to confirm identities, block fraudulent responses, and ensure every participant is a true fit for the study.

KEY CAPABILITIES TO LOOK FOR:

- **Identity Verification** – A strong platform should have built-in processes to verify participants, such as phone verification, digital fingerprinting, behavior tracking, and ways to filter out professional testers and duplicate accounts.
- **Participant Profiling & Qualification** – The ability to segment users based on demographics, behaviors, or past participation ensures that the right users are selected for each study without extensive manual screening.
- **Continuous Quality Monitoring** – Look for a solution that provides user scoring, flagging of low-quality participants, and automated removal of unqualified users.

Tools like Centercode offer inherent participant management features that help research teams maintain a vetted, engaged panel. By combining identity verification, profile-based recruitment, and automated quality control, these platforms reduce the risk of low-quality data while making it easier to find the right participants for every study.



Ensure your research participants are real, relevant, and reliable with Centercode. **User Profiles and Scoring** track demographics, technographics, and past performance, while **custom onboarding** screens and qualifies users before they join your panel.

Book a demo to see it for yourself

Advanced Audience Targeting & Segmentation

Recruiting a large panel is only part of the equation. Research teams also need the ability to quickly identify the right participants for each study. A tool that offers advanced filtering, segmentation, and targeting ensures that every test includes users who match specific demographics, behaviors, and product usage criteria.

KEY CAPABILITIES TO LOOK FOR:

- **Pre-Qualified Participant Pools** – Tools that maintain detailed user profiles enable faster study setup by eliminating the need for repetitive screening.
- **Custom Screeners & Filters** – A strong platform should allow researchers to segment participants based on custom attributes like experience level, industry, or device type.
- **Dynamic Segmentation** – The ability to create and update audience groups based on past participation, feedback quality, or product engagement ensures that each study reaches the most relevant users.

Like paid panels, Centercode offers pre-screened user profiles, automated segmentation, and real-time filtering, making it easy to fill studies with relevant participants while reducing manual screening. Unlike paid panels, however, Centercode gives teams full control over their research community.



Use these best practices and templates to attract quality testers and speed up the recruitment period. You'll learn a proven process for finding enthusiastic beta testers from your target market.

Download the Recruitment Kit now

The Biggest Benefit?

Building a panel with intent

Key Takeaways

Fast ≠ valuable when it comes to research

Paid panels are failing modern product teams

Community-driven research is the future

Centercode makes it easy to build a panel that lasts

centercode

User Testing Platform

Automated user testing designed to meet
the demanding needs of modern development

Tester Network

300,000+ members worldwide
Access to millions across personal networks

Managed Testing Services

Dedicated expert test management team
Project-based on dedicated annual programs

Increase Revenue	Release Sooner	Gain Participation	Save Time	Be a Hero
½ ⭐ INCREASE	50% FASTER	75% INCREASE	40% DECREASE	646% ROI
in product rating	test cycles	in tester engagement	in time managing tests	over 3 years

Industry leading customers

FedEx, Cisco, alteryx, intuit, tableau, esri, BROADCOM, Shark NINJA, Google, Spectrum, verizon, vmware, Microsoft, zoom, AUTODESK, WYZE

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Q&A



THANK YOU!

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