

The logo for 'evolvingwithyou', featuring a small red bee icon above the text 'evolvingwithyou' in a lowercase, sans-serif font.

The best panel management system on the planet

Dub Knowledge is a mature, advanced sampling and panel management system which can cope with any size or complexity of panel. Hierarchical panels are easily managed. Samples of any size can be drawn quickly and easily, and there is no limit to the size of your panel or sample.

Dub Knowledge includes:

- Comprehensive data integrity facilities
- Data export, import (including Quantum format data) and transformation facilities
- Grouped samples
- Dependent quotas
- Panelist reservation
- Rim weighting and eliminations
- Integration to third party interviewing software and many more features

With Dub Knowledge you can:

- Draw samples in an intuitive way, with pre-weighted distribution
- Automate the survey process with in-built email management
- View reports about your panel and samples drawn from it
- Deliver panel portals with our customizable site templates

Panel structure

Dub Knowledge doesn't enforce any form of structure on your panel. You are totally free to define panelist's information in any way you choose. You don't have to have any database skills to do this as users can create any number of panelist variables using a simple 'click menu' system. Range checks can be included and any sort of data can be held. Variables can be 'cascaded' so that new variables are updated automatically from existing ones (such as 'age' from 'date of birth'). Dub Knowledge allows hierarchical relationships to be built in the panelist database and sampling to be performed using any of the panelist information - at any level. Dub Knowledge also includes integrated double opt-in facilities and it can be used for any sort of panel, not just web respondent panels.

Multiple panels

Dub Knowledge allows you to run multiple panels and sub-panels effortlessly, which can allow you to provide additional services to your clients. Sub panels can have their own style, default language and contact details assigned, to enable you to contact your panelists in a personal, professional and consistent manner. There are no limits on the size, complexity and number of panels that can be created with Dub Knowledge.

Sampling

At Nebu, we know that sampling is the avenue from which panels generate revenue. Dub Knowledge has the hallmarks of sophisticated sampling and efficient panel management to help optimize your sales. Dub Knowledge is a menu driven system enabling quick and easy specification of samples. A text based language is also available for more frequent users. There is no limit on the complexity of samples, with complex Boolean logic available to specify sample structure. Nor are there any limits on the size of a sample, with grouped sampling and dependent quotas available. Advanced Deming Stephan rim balancing, with our own proprietary enhancements, is available for samples if required, along with predictive response facilities to boost "over sampling" for hard to fill cells.

Reporting

Knowing the exact population of your panel is essential for effective panel management. Dub Knowledge has a flexible and detailed reporting module which allows you to customize reports for your panel to give the information you need quickly and accurately. Access to reports can be company-wide, or just restricted to one individual. Reports can be set up to run at a pre-defined frequency to optimize server load and provide enterprise wide information on the status of your panel.

Email

Dub Knowledge has extensive email management facilities to allow complete control over survey invitations and panelist communications. Emails can be sent automatically according to specific schedules, including reminders to commence or complete interviews. Emails can be fully customized to include any variables from the panelist's data records. Dub Knowledge's email module is industrial strength and proven to cope with extremely high volumes of email.

Interviewing interface

As well as working with Nebu's data collection system, Dub InterViewer, Dub Knowledge can be interfaced to any web survey system. We've taken great care to make Dub Knowledge as flexible as possible in this respect.

Architecture

Dub Knowledge uses Microsoft SQL as the basis for its operation. This is coupled with an easily accessible web based interface, meaning Dub Knowledge can be used by any member of an organization no matter where they're based.

We recognize that our panel management system may be a part of other software systems you use. To meet integration and extension needs, we provide a comprehensive API of some 600 calls covering all aspects of Dub Knowledge functionality. This API enables companies the flexibility to fully integrate Dub Knowledge with other mission critical systems in an organization. Nebu is fully committed to the API so you can develop integration modules safe in the knowledge that the interface to Dub Knowledge will not change.

Scalability

Dub Knowledge has been proven to hold panels of over 25 million respondents, and cope with email output of many millions of messages per hour, all verified by independent consultants.

Hosted or in-house

Dub Knowledge is designed to run either within our ASP environment or at your own site. Many competing panel systems only work in tightly controlled vendor ASP environments which can compromise your own security requirements. Dub Knowledge can support hundreds of users and includes a wide range of tools for user administration and control.