



Overview

Gamers on Demand

2025



Good Gamer
Group

interpret

What is Gamers on Demand?

Gamers on Demand is a recruiting service enabling clients to leverage Interpret's industry leading gamer panel – **Good Gamer Group** – for market research studies that do not require full-service support

Gain direct access to articulate, fully-vetted, fully-verified, NDA-compliant participants that match their target criteria



Interpret's proprietary gaming panel: **Good Gamer Group**



Over

80,000

verified and vetted gamers



In-person or virtual



Serving the United States, Canada, Brasil, Australia, and the United Kingdom

GAMERS ON DEMAND – SERVICE FEATURES

Inclusive Offerings



Screener Programming

We manage all screener programming internally



Participant Reminders

We manage all reminder communications and ensure participants receive timely instructions



Recruiting Grids & Approval

We send you detailed recruiting updates for your review and approval



Segmentation Support

Effortlessly integrate your segmentation typing tool with any screener



Incentive & Tax Liabilities

We handle all incentive payments and participant tax liability notifications



Legal Adherence

We ensure all study designs meet each state's employment guidelines

Service Flexibility



Catered Service

We provide a tailored service to meet your specific needs



Moderators Available

We provide access to a pre-vetted list of expert gaming moderators



Facility Support

We can recruit to your lab or ours. We have extensive dedicated lab facilities in Los Angeles and Dallas



Virtual Testing

We can supply the technology setup for virtual testing



Large Scale Testing

We can support up to 80 participants per day



Volume Deals

Annual agreements receive additional discounting

GAMERS ON DEMAND – SERVICE FEATURES

Trust and Transparency



Your NDA, Ours, or Both

All GGG members are under Interpret's NDA and sign client-side NDAs on a per project basis



On-Site Rescreening

An Interpret GGG Recruiting Manager will be onsite to re-screen and confirm participants



Full Participant Customer Service

We will handle any follow-ups, questions, and inquiries from participants



Whatever the study type...

In-Person or Virtual

Focus Groups

Playtests

UX/UI Testing

In-Depth Interviews

Longitudinal Studies

**In-Home Interviews
or Ethnography**

**Large Scale Alpha /
Beta Tests**

We provide the best participants for your needs

GAMERS ON DEMAND – PANEL FEATURES

Gamers on Demand uses Interpret's extensive panel of gamers, **Good Gamer Group**



Good Gamer Group is secure and reliable

Enhanced Security

Depending on client's security needs, we can use **GGG Verified+ Members** who...

- (As with all members) have provided security measures to **verify their qualification and identity**
- ...**and** have previously participated in a study and are rated a member in **good standing**

NO Liars NO Fraud

We use our CRM to **track member's survey responses** over time and target them for future studies based on their interests and experience

AND

use **screenshot verifications** or gamer tags to confirm their reported behaviors before including them in our research

Market Representative



Casual

to



Core

Ample Rescreening

All GGG members go through a 4-step screening process before admission into a study

Interpret Recruiters are gaming experts who spot fraudulent responses via screeners, phone calls, and onsite interaction

Large Community of over

80,000

gamers across 29 major cities in the USA, Canada, Australia and the UK

No fakers...

Real gamers with real voices

GAMERS ON DEMAND – DEPLOYING OUR SERVICES

Participant Recruitment

- 1 Interpret uses GGG member profiles to improve screener targeting
- 2 Community fielding starts
- 3 Candidates are identified based on set criteria
- 4 Interpret re-screens for criteria verification (including knowledge tests)

Post Group Management

- 1 Interpret distributes incentives within one business day of completing the research
- 2 Interpret reconciles recruit vs. actual show rates

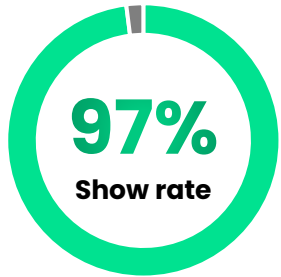
Project Setup

- 1 Assess feasibility and pricing
- 2 Team and roles assigned and communicated
- 3 Client provides a screener or criteria to create a screener

Day Before and of Groups

- 1 Interpret confirms participant attendance the day prior and day of
- 2 Interpret's GGG community manager arrives early for check-ins, NDA collection, back-up recruit dismissal, and other logistical tasks to alleviate burden on client

GAMERS ON DEMAND – KEY FACTS



Clients select the best instead of settling for who shows up



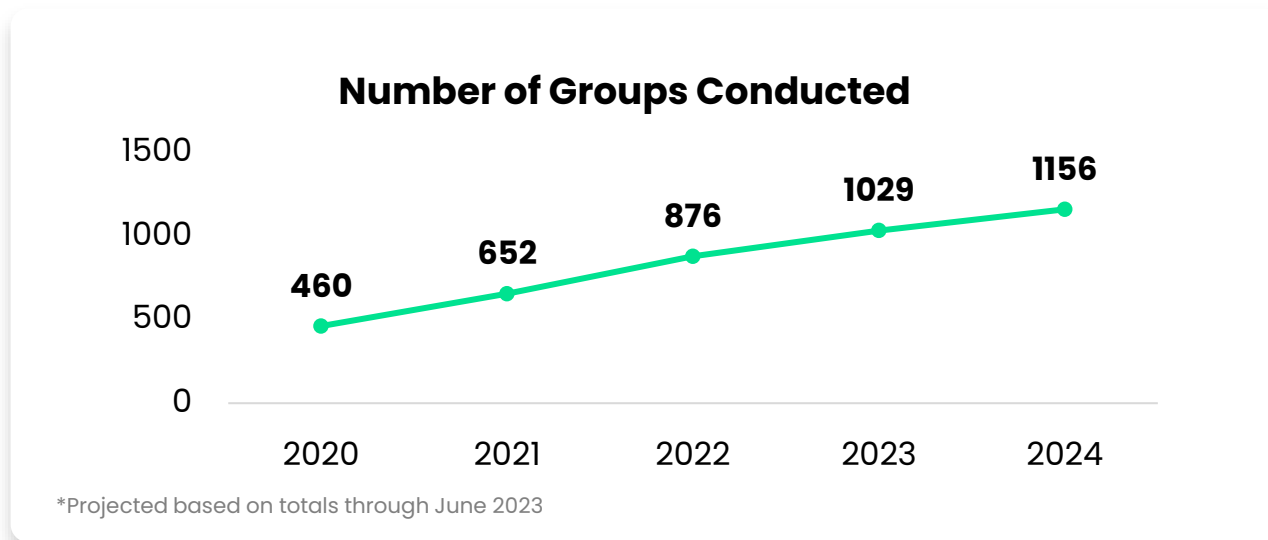
If they exist, we have them or will find them

150+

We track **150+** existing profile questions to enhance targeting!

Working with over **120** Gaming publishers and developers

The popularity of **Good Gamer Group** can be measured by its usage



74 NPS Score



The highest of any qualitative panel!

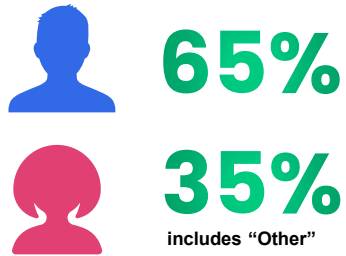
-18 NPS Score



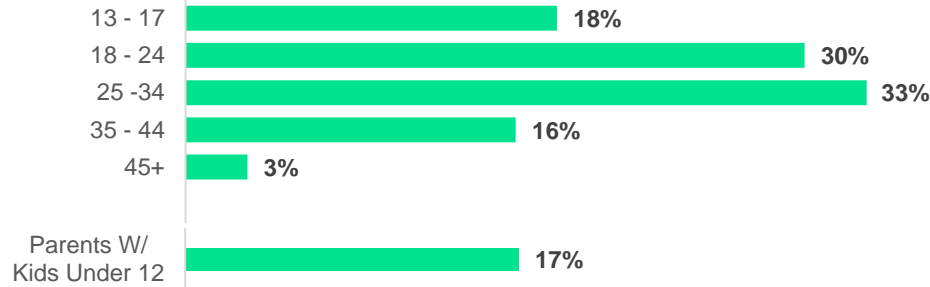
The average NPS score among other panels*

PANEL COMPOSITION

Gender



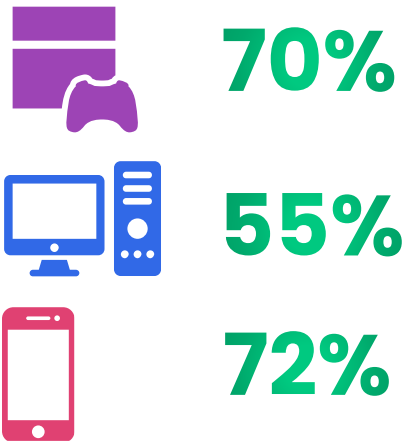
Age Distribution



Other Properties Tracked

Property	Percent
F2P Spender	68%
Whales - \$5,000+ Spend	3%
eSports Engager or Viewer	27%
Owns Cryptocurrency	19%
Games 20+ Hours / Week	32%
VR/AR Headsets	9%
Streams Gameplay	14%
Self Identifies as a "Gamer"	58%
Part of a Clan/Community	16%

Gaming Engagement



Genre Engagement

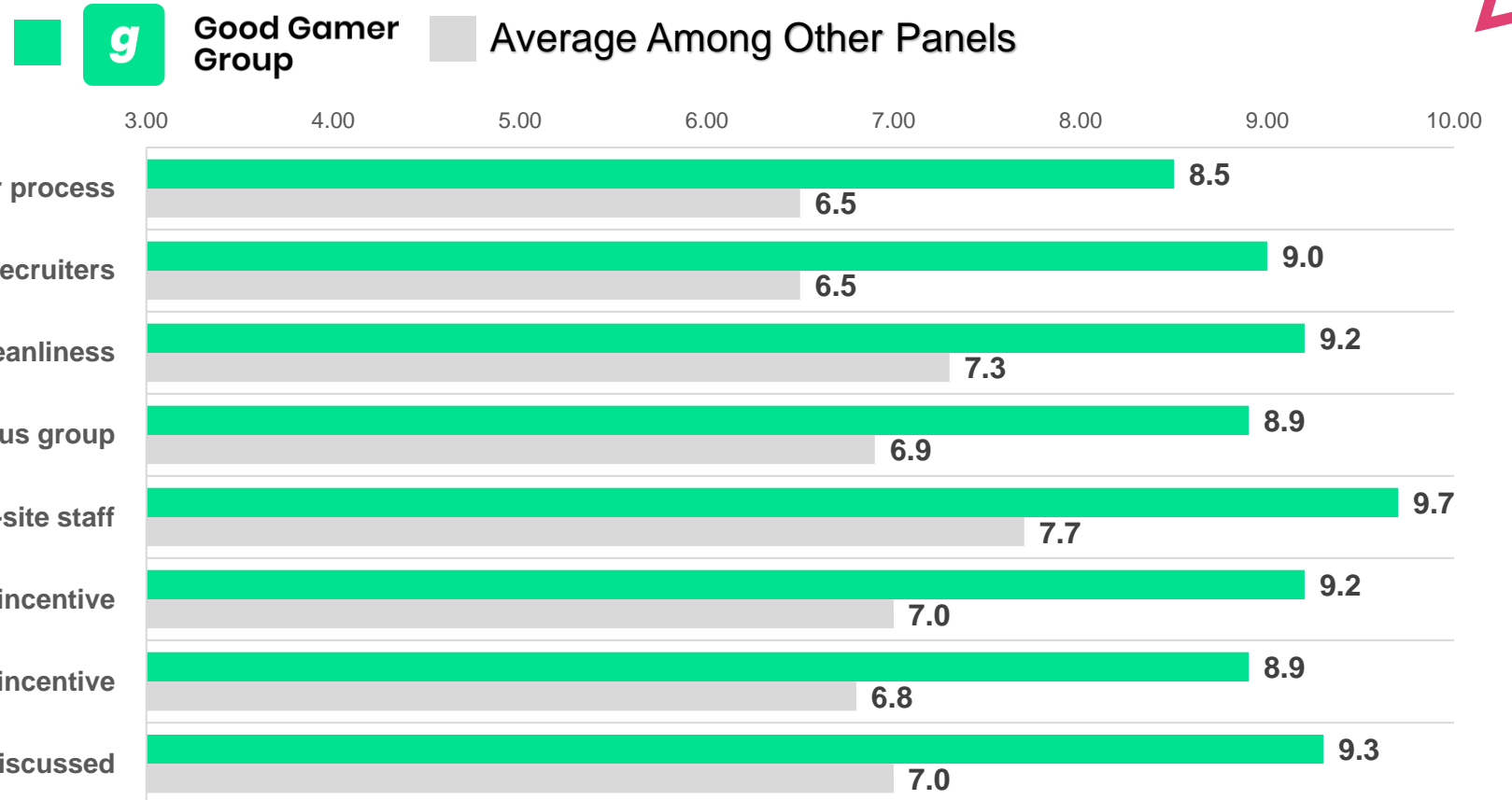
(PC/Console)		(Mobile)	
Core	78%	Core	39%
Casual	40%	Casual	73%
Sports	18%	Sports	12%
Other	3%	Other	9%

150+

We track 150+ existing profile questions to enhance targeting!

GAMERS ON DEMAND – KEY FACTS

Structure, Satisfaction, Superiority: The Perfect Blend for Meaningful Insights



GAMERS ON DEMAND – TIMING AND TESTIMONIALS



Full recruiting can take...



as little as 2 weeks!



Hear from our members!



What was your 1st impression of GGG & how has that feeling since changed?

"I was a little surprised when I first heard about it. It seemed really good...too good to be true. So, I investigated it online and heard some good reviews from people. I completed a survey, heard back from one of the GGG employees, had a great discussion on the phone, and got involved. It's been really great, and I've really enjoyed the opportunities."

Braden H, member since 2022



What are 3 benefits you've experienced as a result of joining GGG?

"One benefit is traveling to cool places and trying out new games. That's always exciting, things that haven't come out yet. Another benefit is you get to meet really cool people, people with the same opinions as you, differing opinions. And the other one is getting paid to kind of play games and give your opinions and thoughts and contribute to the industry."

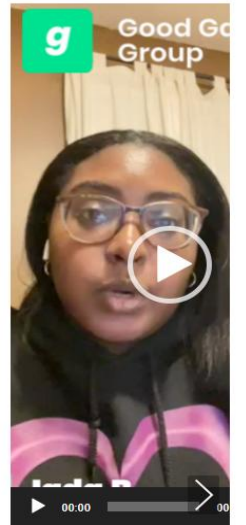
Chris P, member since 2022



How would you describe the process after completing a :

"Straightforward and quick. Within 24 hours, no less than a day. You know it is that they promised for a survey. I think I've had any problems with support helped me with it."

Jada B, member since 2022



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Contact us!

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