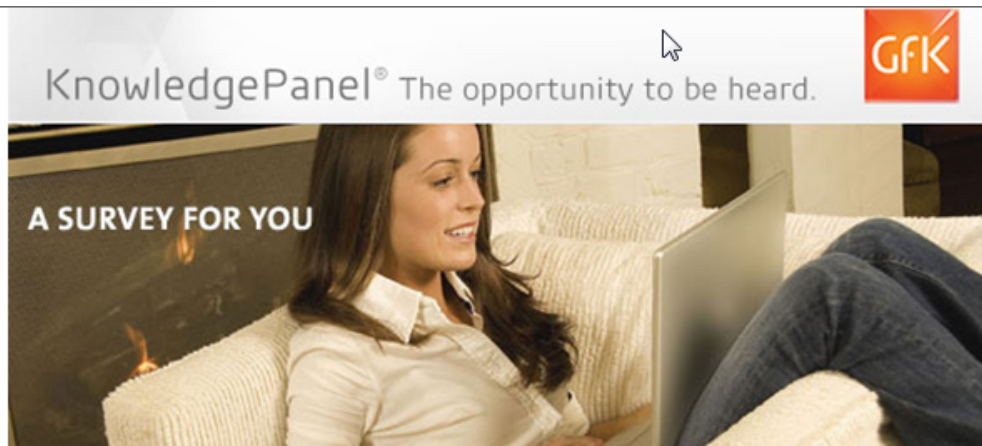


Invitation



Dear %%firstname%%,

Thanks for being an integral part of KnowledgePanel! Your latest survey can be accessed by clicking the following link:

[Click Here to Start Survey](#)

(If it does not work automatically from email, please copy the below link to your internet browser).

<http://sd.kninc.net/sd.aspx>

Our Panel Member Support Center is available if you have questions or comments. You can contact us at our toll free 1-800-782-6899 number, or simply reply to this email invitation. In order to better serve you, please be sure to include reference **#(50409)** in the Subject of your message. We are always happy to hear from you!

Thanks,

KnowledgePanel Support Team

www.knowledgepanel.com

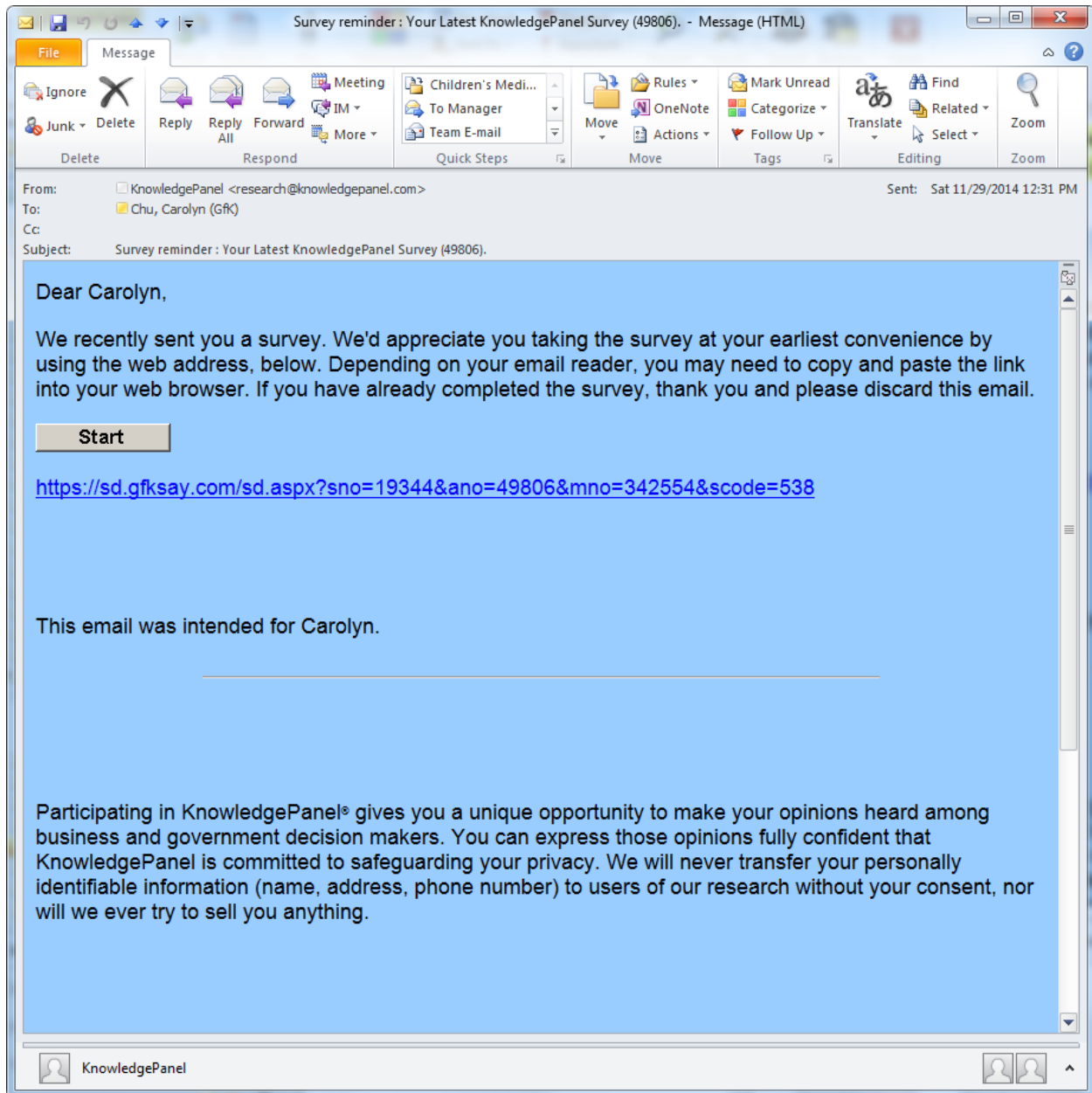
This email was intended for %%firstname%%.

Participating in KnowledgePanel® gives you a unique opportunity to make your opinions heard among business and government decision makers. You can express those opinions fully confident that KnowledgePanel is committed to safeguarding your privacy. We will never transfer your personally identifiable information (name, address, phone number) to users of our research without your consent, nor will we ever try to sell you anything.

Our Privacy Policy meets the rigorous standards established by TRUSTe – which defines "best practices" for the survey research industry – as well as local, national and international laws. Please [click here](#) to read the entire Privacy Policy.

If you have any questions about our Privacy Policy or practices, you can email us at privacy@knowledgepanel.com. Thanks again for your participation in KnowledgePanel. If you believe you have received this email in error, please contact KnowledgePanel support by either emailing [support](#), calling our toll-free number at 1-800-782-6899, or clicking on the following link: [Contact Support](#)

Standard reminder



The screenshot shows an Outlook message window titled "Survey reminder : Your Latest KnowledgePanel Survey (49806). - Message (HTML)". The interface includes a ribbon with various actions like Ignore, Delete, Reply, Forward, Meeting, and Quick Steps. The message header shows it is from KnowledgePanel <research@knowledgepanel.com> sent on Sat 11/29/2014 12:31 PM to Chu, Carolyn (GfK). The subject is "Survey reminder : Your Latest KnowledgePanel Survey (49806)".

The main body of the email is on a light blue background and contains the following text:

Dear Carolyn,

We recently sent you a survey. We'd appreciate you taking the survey at your earliest convenience by using the web address, below. Depending on your email reader, you may need to copy and paste the link into your web browser. If you have already completed the survey, thank you and please discard this email.

Start

<https://sd.gfksay.com/sd.aspx?sno=19344&ano=49806&mno=342554&scode=538>

This email was intended for Carolyn.

Participating in KnowledgePanel® gives you a unique opportunity to make your opinions heard among business and government decision makers. You can express those opinions fully confident that KnowledgePanel is committed to safeguarding your privacy. We will never transfer your personally identifiable information (name, address, phone number) to users of our research without your consent, nor will we ever try to sell you anything.

The footer of the email shows the sender's name "KnowledgePanel" and a small icon of a person.

Custom Reminder

