

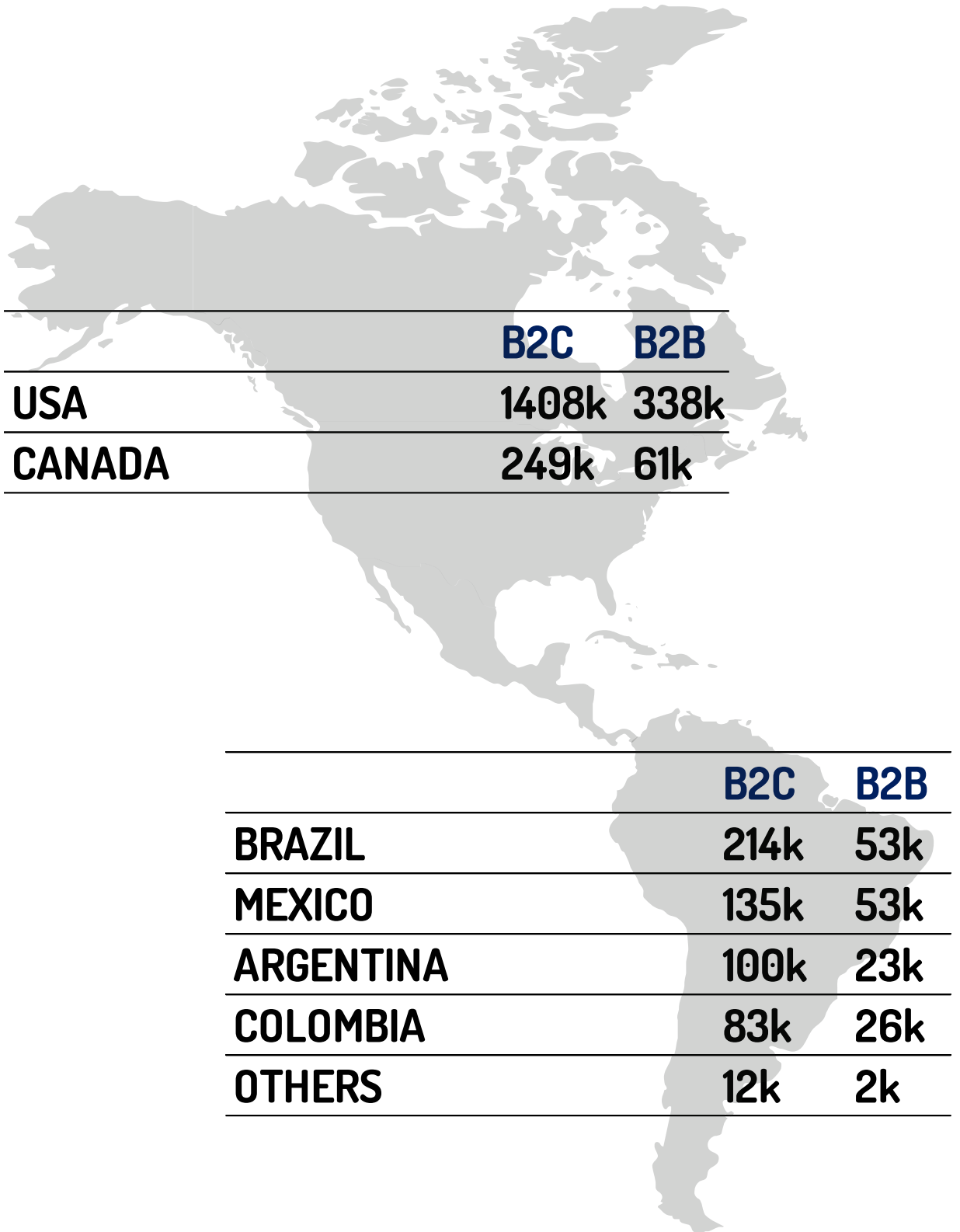


2024

Panel BOOK

PANEL SIZE

NORTH AMERICA & LATAM



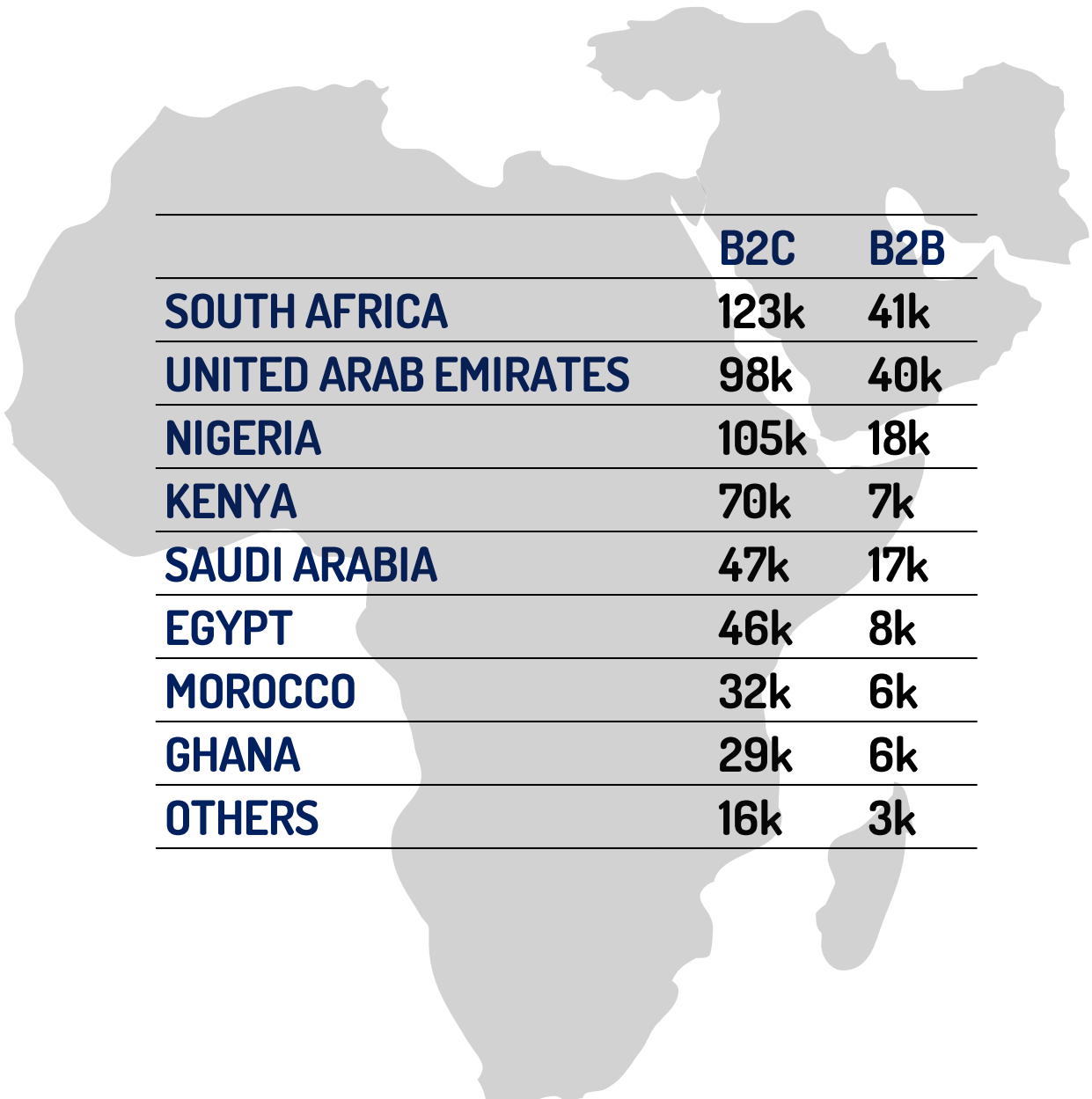
PANEL SIZE

EUROPE

	B2C	B2B
UNITED KINGDOM	730k	233k
GERMANY	181k	59k
FRANCE	177k	60k
ITALY	137k	50k
SPAIN	99k	38k
IRELAND	109k	20k
NETHERLANDS	94k	21k
RUSSIA	84k	24k
TURKEY	74k	19k
SWEDEN	72k	17k
BELGIUM	76k	11k
DENMARK	75k	11k
NORWAY	60k	16k
CZECH REPUBLIC	46k	10k
POLAND	45k	8k
AUSTRIA	42k	7k
SWITZERLAND	38k	7k
LUXEMBOURG	33k	9k
UKRAINE	36k	6k
FINLAND	27k	8k
OTHERS	17k	4k

PANEL SIZE

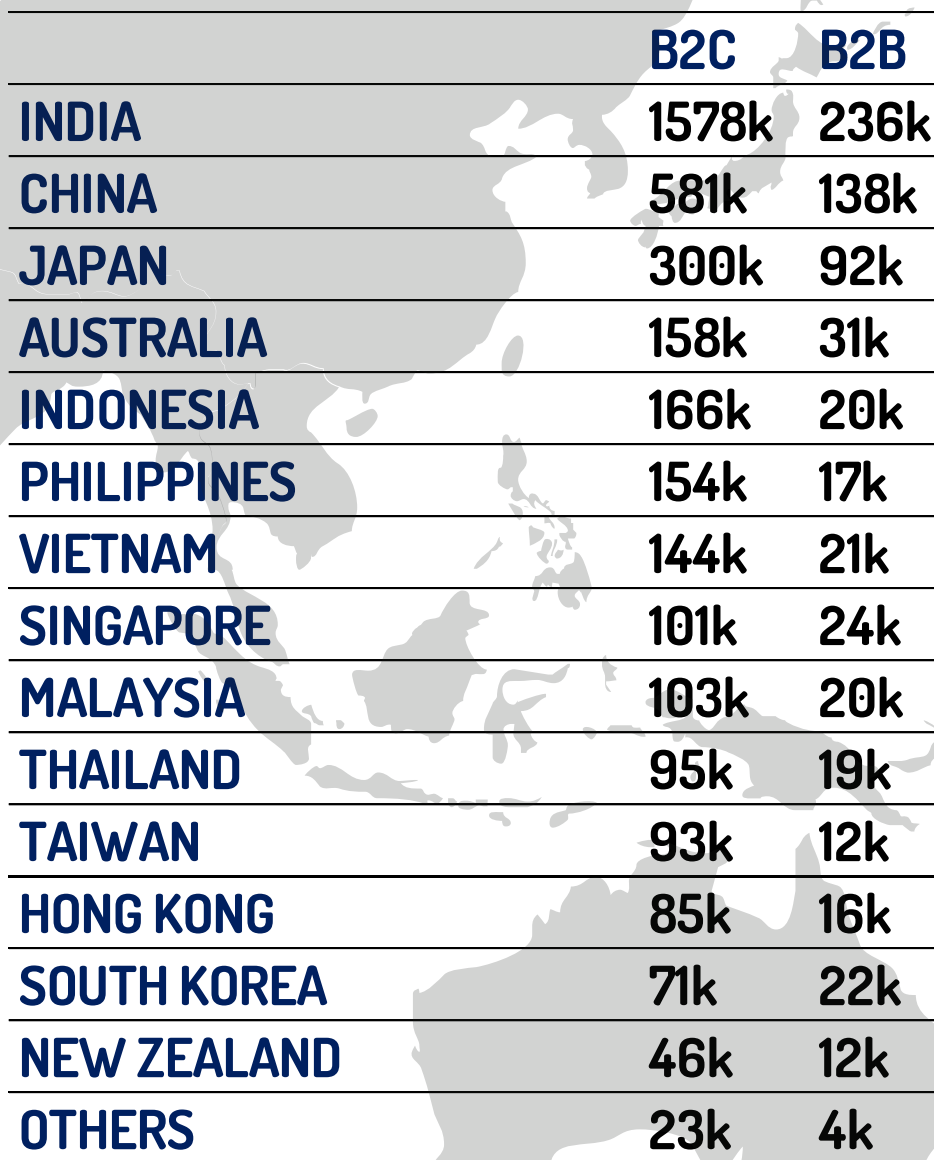
MIDDLE EAST & AFRICA



	B2C	B2B
SOUTH AFRICA	123k	41k
UNITED ARAB EMIRATES	98k	40k
NIGERIA	105k	18k
KENYA	70k	7k
SAUDI ARABIA	47k	17k
EGYPT	46k	8k
MOROCCO	32k	6k
GHANA	29k	6k
OTHERS	16k	3k

PANEL SIZE

APAC



	B2C	B2B
INDIA	1578k	236k
CHINA	581k	138k
JAPAN	300k	92k
AUSTRALIA	158k	31k
INDONESIA	166k	20k
PHILIPPINES	154k	17k
VIETNAM	144k	21k
SINGAPORE	101k	24k
MALAYSIA	103k	20k
THAILAND	95k	19k
TAIWAN	93k	12k
HONG KONG	85k	16k
SOUTH KOREA	71k	22k
NEW ZEALAND	46k	12k
OTHERS	23k	4k

QUALITY CONTROL

RECRUITMENT STAGE

RECRUITMENT SOURCES

Websites and communities which recruit people giving poor responses consistently are blacklisted.

PRE SURVEY STAGE

PROXY TRAFFIC AND ISPs

Monitoring and blocking all respondents who attempt to mask their digital identities.

PRE SURVEY TRAPS

Deploying pre-survey questionnaires to identify behaviors like overstating and understating responses from last survey.

POST SURVEY STAGE

INATTENTIVE BEHAVIOR

Monitoring respondents who exhibit unusual number of inattentive behavior like straight lining, selecting mutually exclusive responses, trick questions, not following instructions, selecting too many don't knows.

PROFILE INCONSISTENCY

Monitoring frequent and illogical changes in demographics of respondents.

SPEEDING

Completing surveys in less than 70% of average LOIs and speeding through questions which requires longer time to answer.

TRACKING GEO IP

Monitoring IPs to ensure that people are from country/location which has been captured during profiling and as answered in the survey.



PROFILING PARAMETERS

B 2 B

1,117,920+

ITDMs

833,340+

BDMs

80,580+

Others

B2B PANEL SOURCING

Are you using **A B2B PANEL** which is a subset of a consumer panel by only referencing **EMPLOYMENT STATUS**?

Access **MINDFORCE B2B PANEL** which has been specially built for **B2B RESEARCH** and which is exclusively used for your **B2B RESEARCH NEEDS**.

PAST CATI STUDIES

Respondents participating in our B2B CATI studies and interested in joining our B2B panel.

BLUE CHIP SOURCES

Purchasing database from Loyalty programs, trade publications, alumni and other professional associations B2B panel.

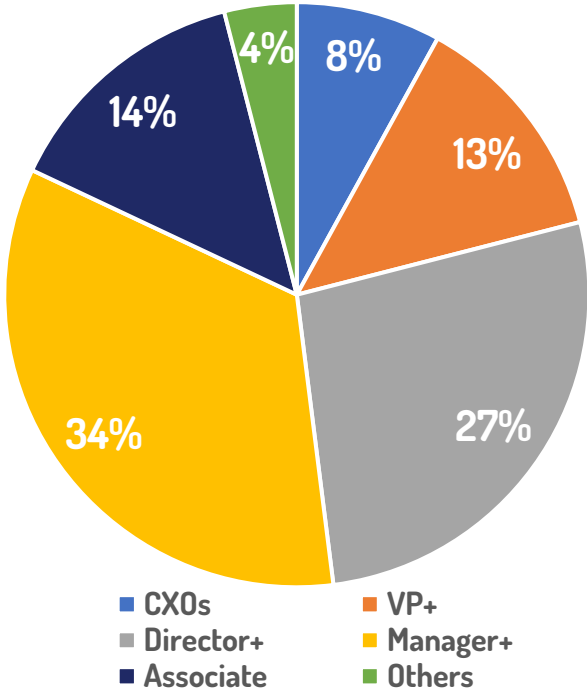
ONGOING TELEPHONIC RECRUITMENT

Recruiting respondents through phone using premium databases like D&B, LinkedIn, OneSource and Bloomberg.

PARTNER NETWORK

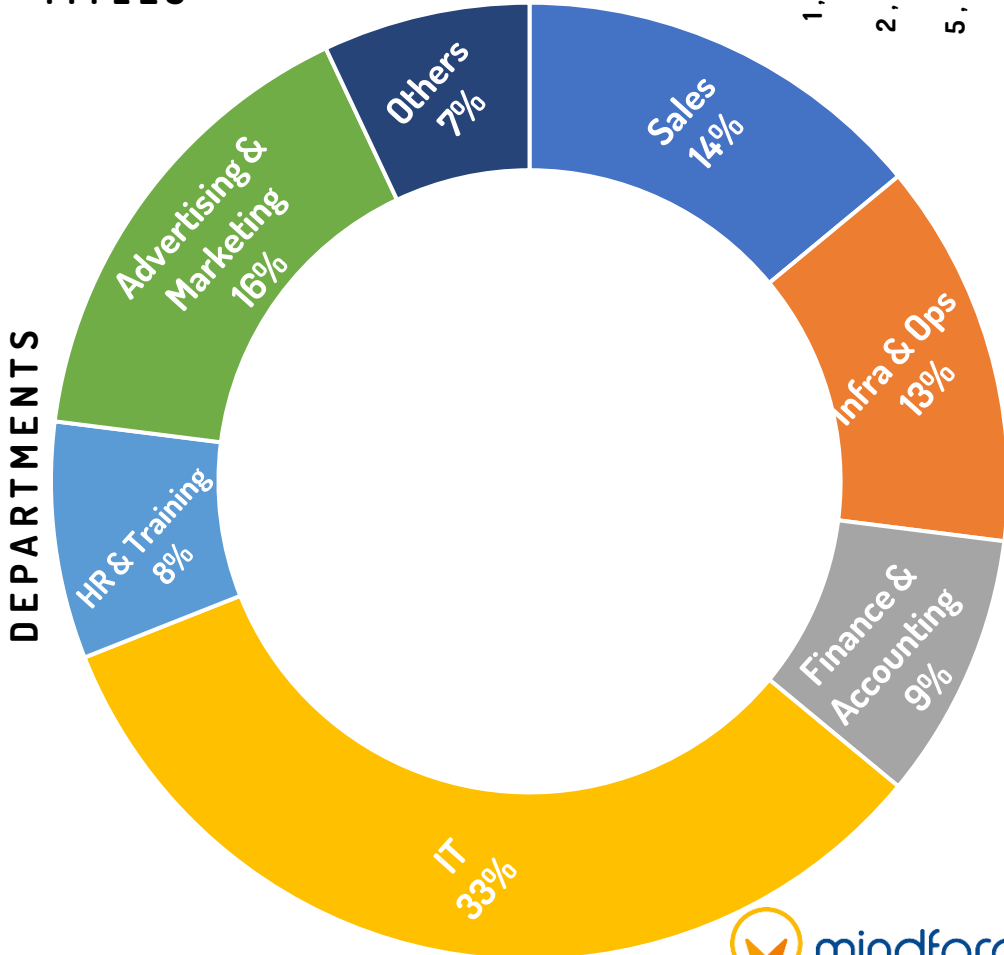
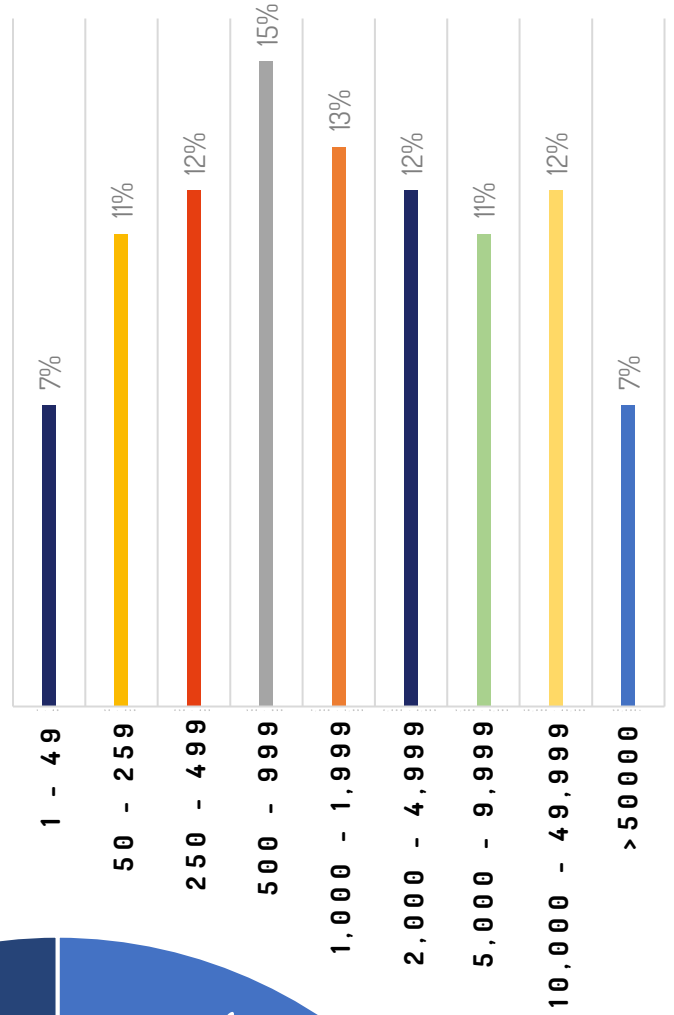
Strategic partnership with Panel partners who have focus in their local countries.

B2B PANEL SPECIFICS



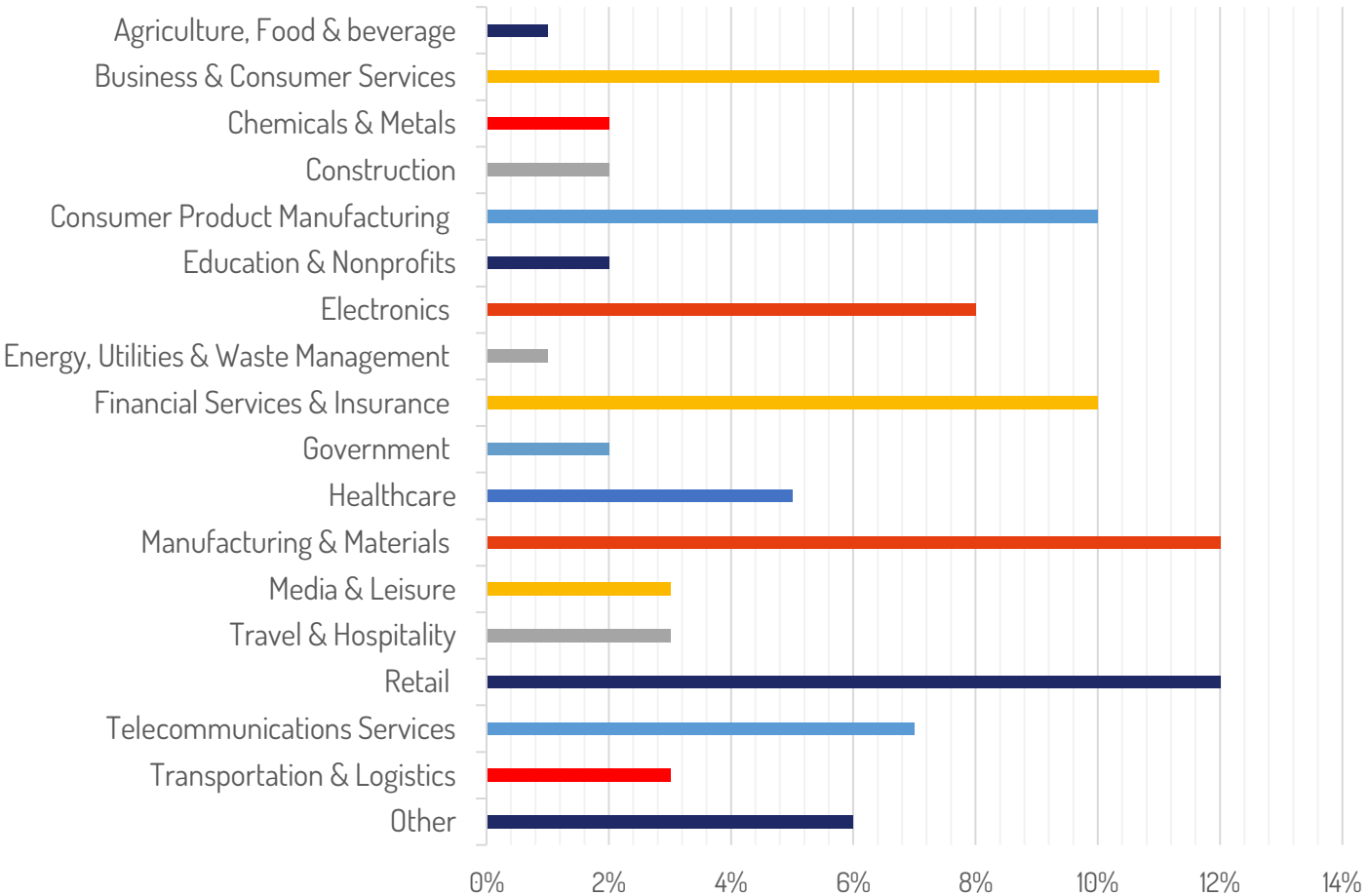
TITLES

EMPLOYEE SIZE



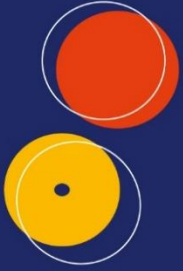
B2B PANEL SPECIFICS

INDUSTRY VERTICAL



NICHE “DECISION MAKER” TARGETING AVAILABLE IN VARIOUS ROLES

Application Development	Procurement	eCommerce & eBusiness
Executive Management	R&D	Customer Experience
Vendor Management	Analytics and Data Science	Legal and Compliance
Quality and Testing	PR & Corporate Communications	Security and Risk Management
Corporate Planning, Strategy and Analysis	Product Management & Engineering	Supply Chain, Distribution and Logistics



PROFILING PARAMETERS

B 2 C



BASIC

- Age
- Gender
- Ethnicity
- Country Of Birth
- Marital Status
- Income
- Education Level
- Employment Status

TECHNOLOGY

- Smartphone/Feature Phone
- Mobile Service Provider
- Computer/Peripherals
- Tablet
- HDTV/Smart TV/Other
- Video Game Consoles
- Online Activities
- Wearable Tech
- Home Internet
- Smart Home Tech

FINANCE

- Financial Products
- Financial Institutions/Banks
- Loans & Investments
- Online Payment Platforms
- Insurances And Providers

HOUSEHOLD

- Household Income
- Number Of People
- Number Of Earning Members
- Number Of Children
- Type Of Residence
- Own Home/Rent
- Primary Language at Home
- Pets
- Household Appliances

LIFESTYLE

- Business & Leisure Travel
- Restaurant/Bar/Coffee Shop Visits
- Automobile Type & Ownership
- Pet Ownership
- Beauty Products Purchases
- Alcohol Purchases - Brand and Consumption

HEALTH

- Medical Conditions
- Ailments
- Medications
- Medical Procedures
- Smoking
- Number Of Alcoholic Drinks Per Week
- Allergies
- Healthcare Providers
- Health Insurance

OUR OFFICES



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