Concept Research Pvt.Ltd
Panel book

Website:

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About Us

Concept Research is a market research and data collection company.

We are experienced in conducting B2B,B2C and Healthcare Research access to respondents in various countries.

Our services undertake the initiative in accumulation of significant consumer data and present it to the various Enterprises.

The primary motive is to present the consumer data to the clients of companies which is essential to evaluate Consumer Behaviour.

Our team is well-versed with human skills which are essential to have confident interactive skills to establish relation with the respondents

Business Areas:

1) Online Panel Provision

2) Marketing Consulting

3) Sales Consulting

4) Market Research

Pride of Concept Research

Pioneership

- We are a research company that conducted online qualitative research, established well reputed research institutes, conducted mixed mode researches (online + offline)
- We dare to challenge new methodology in the market

Affordability

- We offer reasonable project price to pursue the value for money
- We offer best quality with affordable prices.

Client first

- We have serviced our minds to flexibly cope up with customer needs along with keeping principles and guidelines of the company
- We are happy if our client is happy.

Well-prepared

- Through 1 million active panels through which we pre-secure the data points of target respondents.
- We are ready to provide data for sophisticated and difficult to reach respondents.

Getting in Touch with people !

❑ **Online Research Panels helps around 180 of the world's best research focused companies. These organizations are willing to enjoy the best services provided by the integrated solutions of our online research samples, our online survey software's, and various custom panel building services.**

❑ **Concept Research is Asia's fastest growing online market research panels and online survey technology provider. The leading world's professionals are constantly enjoying the reliable data collection and survey scripting services that are delivered through our panel community of 1 Million active members in 20 countries around the world.**

❑ **Our panel has acquired a highly profiled and highly responsive reputation. Whatever is your online data need, We will be committed that your organization will get in touch with the people.**
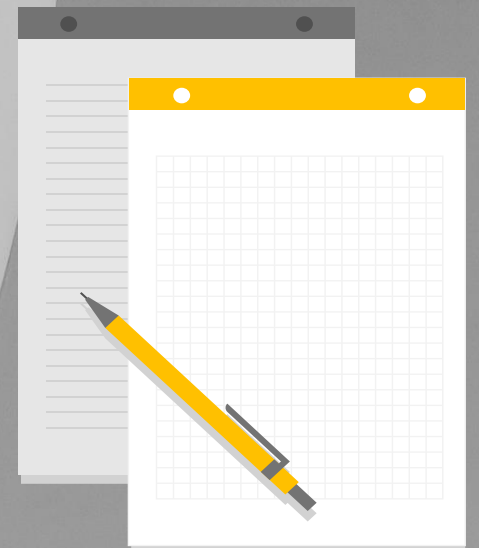
Concept Research (Online Research Panels) quick facts!!

- ❖ **1 million active members**
- ❖ **Across 20 countries**
- ❖ **21 specialist panels**
- ❖ **Survey software**
- ❖ **Panel management software solutions**
- ❖ **Consumer opinion open communities**
- ❖ **Panel building services**
- ❖ **Pure market research and consultancy services**
- ❖ **Survey translation management**
- ❖ **Survey scripting advertise**

Contact Online Research Panels

Even if it is for sample survey, full market research service projects including survey scripting, panel building surveys, and panel management software solutions; Online Research Panels can help you take the advantage of internet as a method for collecting research data.

Please feel free to contact us, as soon as we get an email from you, our company representatives will revert your queries immediately.

Only sample services -our specialist panels allows us to immediately address the feasibility of the projects offered by you and in turn helps make quick turnaround time which leads to faster completion then any other provider.

Online advertisement tracking : Test the efficiency and effectiveness of the online advertisement campaigns Receive full detailed reports and comparison tables on measured brand perception.

Research Technology: Along with our research technology our clients are able to test advertisements concepts, website effectiveness, customer satisfaction, and even new product development.

Creating your own Quick Surveys: With us, you can create your own quick online survey of 1-8 questions and can receive responses of 100- 1000, with live results within 24 hours

Concept Research Services

Digging Deeper: Our Panels

❑ We manage a panel community of 1 million most engaged / active panelist across 20 countries. We utilizes various web technology to increase the engagement, overall responsiveness, reliability and unbiased opinion of the panelist.

❑ Our panel communities enable the individuals to express and share views on qualitative and quantitative opinions.

❑ Due to the long experience across various cultures, we can provide you a deep understanding of the national cultural variations that highly affect your global projects.

❑ The science of Research Panel- our panel management team allows to manage the panel in such a manner that ensures to deliver the research professional the most reliable and trustworthy opinions.

❑ Online panel quality- the Panelist recruitment is deep and very continuous which allows us to have full profiling details of the Panelist. This allows fast and accurate estimates on the incidence rates for the most challenging research projects.
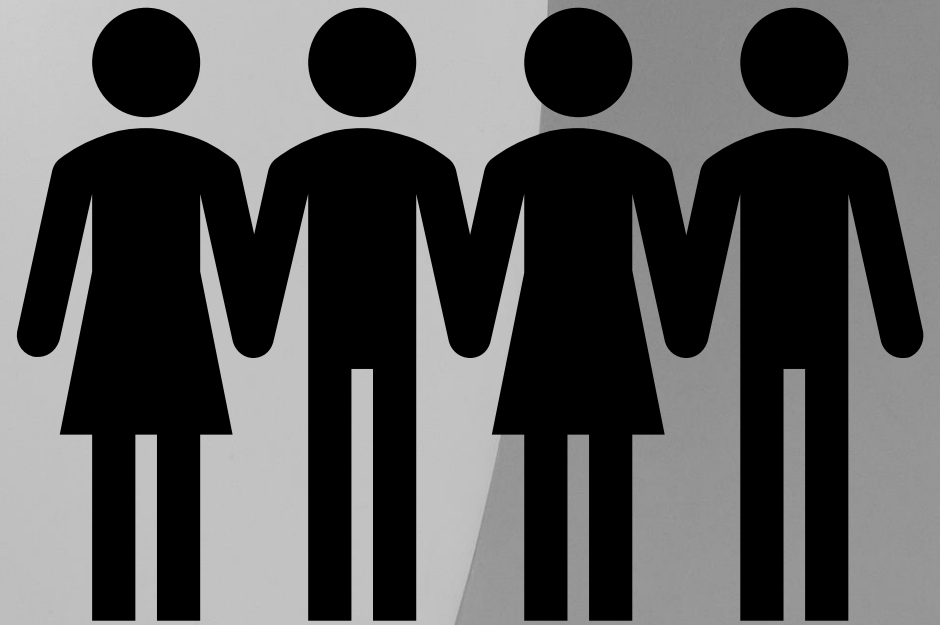
Panel quality policies

We follow the most stringent quality policies in the industry.

- ❑ Bounce back email and duplicates are checked every day.
- ❑ Duplicates are also checked during and after the registration process.
- ❑ Panelist with inconsistent responses are removed
- ❑ Regular checks with the registration data
- ❑ Unresponsive Panelist are purged on weekly basis.
- ❑ Panelist regularly encouraged to update their profiles.

Multiple sources of recruitment of panelist

- ❖ **Emails**
- ❖ **Referrals**
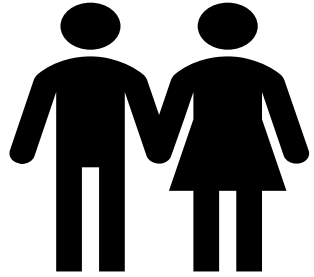- ❖ **Banner**
- ❖ **Advertising**
- ❖ **Pay per clicks advertising**
- ❖ **Face to face**
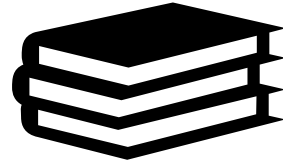
OVER 20 COUNTRIES AND 1M SURVEY RESPONDENTS
OUR SAMPLE VITALS

Russia

Asia

Europe

America

Hong Kong

CANADA

China

USA

Taiwan

India

Others

Australia

U.S. Panel Statistics

Male: 35%
Female:65%

Income:

29% - **<$25K**
21% - **$25K-$49K**
17% - **$50K-$74K**
12% - **$75K-$99K**
12% - **$100K-$149K**
4% - **$150K-$199K**
5% - **>$200K**

Education:

<High School Graduate: 10%
High School Graduate: 16%
Associate Degree: 5%
Bachelor's Degree: 25%
Master's Degree: 14%
Some college or Further Education: 26%
Vocational or Technical Degree: 2%
Doctoral or Professional Degree: 2%

Age:

18% -**35-44**
14% -**45-54**
11% -**55-64**
7% -**65+**
23% -**13-24**
27% -**25-34**

United Kingdom Panel Statistics

Male: 41%
Female: 59%
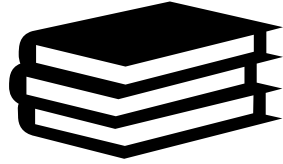
Education:
<High School Graduate: 9%
High School Graduate: 36%
Bachelor's Degree: 23%
Master's Degree: 11%
Some college or Further Education: 11%
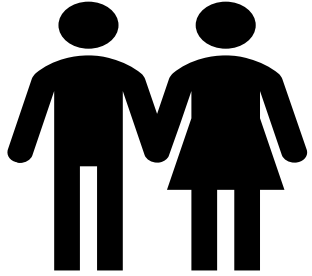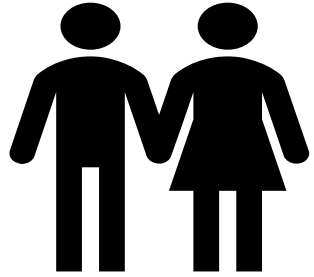Vocational or Technical Degree: 8%
Doctoral or Professional Degree: 2%

Income in £ :

29% - <10K
21% - 10K-19K
17% - 20K-$29K
12% - 30K-39K
12% - 40K-59K
4% - 60K-89K
5% - >90K

Age:

17% -35-44
14% -45-54
10% -55-64
6% -65+
27% -13-24
26% -25-34

France Panel Statistics

Male: 46%
Female: 54%

Education:

<High School Graduate: 8%
High School Graduate: 19%
Bachelor's Degree: 21%
Master's Degree: 16%
Some college or Further Education: 17%
Vocational or Technical Degree: 8%
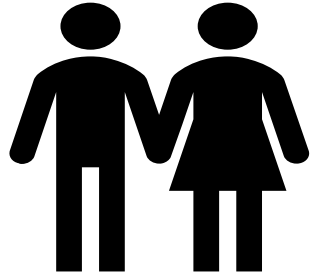Doctoral or Professional Degree: 11%
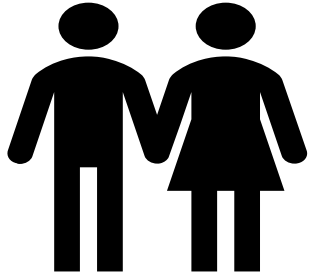
Income in € :

37% - <20K
30% - 20K-39K
15% - 40K-59K
7% - 60K-79K
11% - >80K

Age:

18% -35-44
13% -45-54
8% -55-64
5% -65+
31% -13-24
25% -25-34

Germany Panel Statistics

Male: 50%
Female:50%

Education:
<High School Graduate: 7%
High School Graduate: 36%
Bachelor's Degree: 14%
Master's Degree: 3%
Some college or Further Education: 8%
Vocational or Technical Degree: 29%
Doctoral or Professional Degree: 3%

Income in € :

32% - <20K
30% - 20K-39K
15% - 40-59K
8%   - 60K-79K
5%   - 80K-119K
3%   - 120K-159K
7%   - >160K

Age:

16% -35-44
12% -45-54
6%   -55-64
3%   -65+
33% -13-24
30% -25-34

Italy Panel Statistics

Male: 51%
Female:49%

Education:

<High School Graduate: 13%
High School Graduate: 48%
Bachelor's Degree: 13%
Master's Degree: 14%
Some college or Further Education: 3%
Vocational or Technical Degree: 6%
Doctoral or Professional Degree: 3%

Income in €:

39% - <20K
35% - 20K-39K
12% - 40K-59K
5% - 60K-79K
3% - 80K-99K
6% - >100K

Age:

24% -35-44
14% -45-54
6% -55-64
2% -65+
25% -13-24
29% -25-34

Panel Profiling Attributes

- ❏ Hobbies and Interests
- ❏ Occupation
- ❏ Ages & Gender of Children
- ❏ Marital Status
- ❏ Automobile
- ❏ Parent and Child
- ❏ Ethnicity
- ❏ Travel
- ❏ B2B Audience
- ❏ Doctors
- ❏ Communication Services
- ❏ Personal Care Products
- ❏ Company Size
- ❏ Designation
- ❏ Preferred Language
- ❏ Education
- ❏ Others

Technique

- Popular mobile app and web applications Users see ConceptResearch survey and are virtually awarded after the completion of the survey.

- In order to enter the survey, there is a verification check set of questions for the users.

- Users who qualifies the verification/Quality check are only allowed to complete the survey.

- There are virtual reward for the users who completes the survey.

Panel Recruitment

- ❑ Variety Of Online Recruitment (Targeted & Non-Targeted)

- ❑ Recruit by groups

- ❑ Variety Of Offline Recruitment (Targeted)

- ❑ Identify and work with regional / large recruitment partners

- ❑ Newsletter Advertising, Banner and Pop-Up Adverts On Regular Internet Sites

- ❑ e-mail Lists

- ❑ Telephonic Recruitment

- ❑ Panellists Are Recruited Exclusively For Market Research Studies

Quality Assurance

❖ Ensure the User has completed the basic Background & Demographic Survey

❖ We actively analyse our network of respondents to eliminate any suspicious IP addresses - proxies, server farms, or other abnormalities

❖ Send A Follow Up Email Confirmation To Double Opt-In The Panel

❖ Our users are continuously asked questions that allow us to analyse their consistency and attentiveness.

❖ We focus on the Quality Responses.

❖ Reward the Respondents for their valuable input in the survey.

Speed - Accuracy - Reliability

➢ Maintaining quality in a sample has always been an issue faced by both market research and sample companies thus we focus to keep maintaining the quality by using various Techniques & methodologies.

➢ Genuine Data is the priority of the list.

➢ Control over re-contacting respondents

➢ Reliable data quality

➢ Cost and time efficiencies

➢ We apply custom-designed trap questions to help test sincerity and maintain the accuracy.

➢ There are questions to maintain the attentiveness of the respondents.

Reasons To Partner With Us

✓ On time deliveries

✓ Reliable and efficient data

✓ Committed

✓ Cost-effective

✓ Low Attrition Rate

✓ High Response Rate

✓ Quality benchmarked respondents

✓ Flexible audience size based on your requirement

✓ We care about respondents.

✓ We ensure the quality and validity.

✓ Key Targeting

Industry

Our cross-industry experience and knowledge with expectations of clients from different sectors by planning and forming our research strategies. We provide our solution to following industries.

Advertising/ Public Sector

Education

Textile/Fashion Clothing

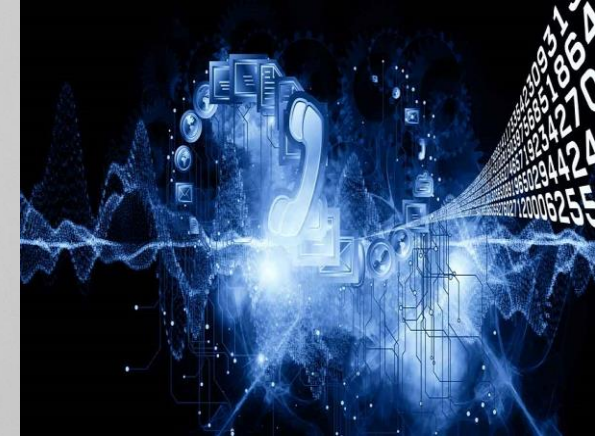**Agriculture**

Automotive Research

Beverages

Automotive Clinics

Travel/Tourism/Sport

Telecommunications

Retail/ Wholesale

Healthcare/Pharmaceutical

Food and Beverages

Cosmetics/Hygiene

Petrol/ Oil/ Gas

Durables/ Electrical Goods

IT/ Software/ Hardware

Logistics/Transportation

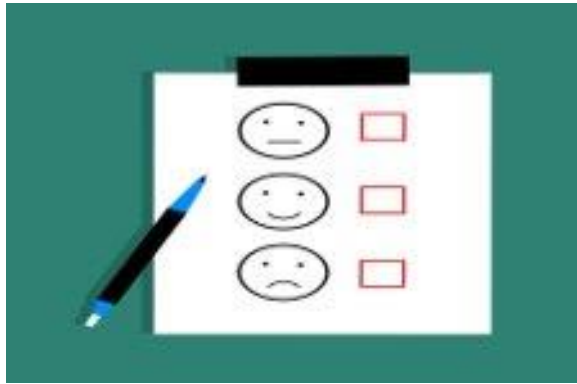**Financial Services**

Our Services

Media Research

Consumer Research

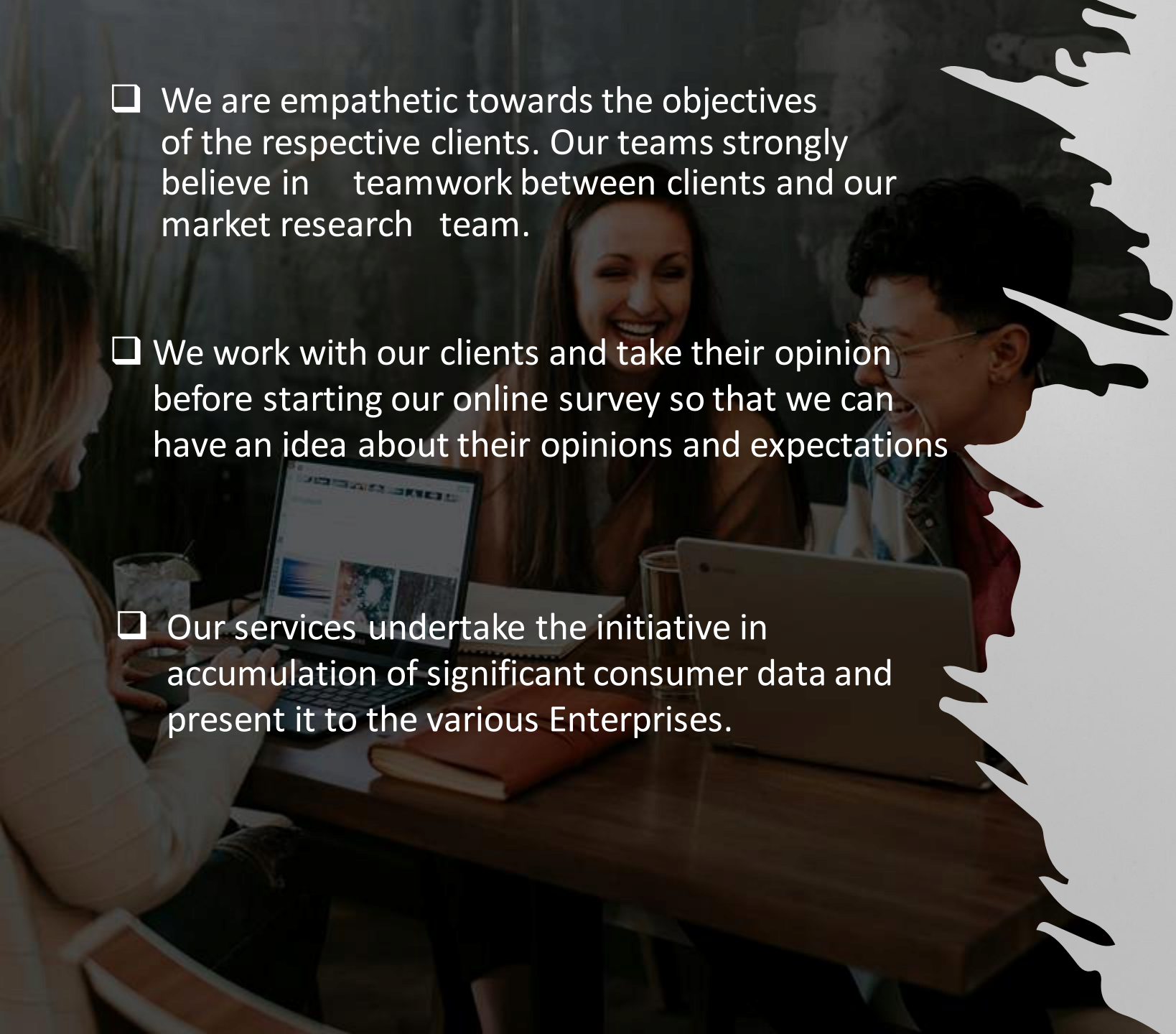**Opinion Resarch**

Loyalty Research

Advertising Testing

Product Research

Brand Research

Healthcare Research

❑ We are empathetic towards the objectives
of the respective clients. Our teams strongly
believe in   teamwork between clients and our
market research   team.

❑ We work with our clients and take their opinion
before starting our online survey so that we can
have an idea about their opinions and expectations

❑ Our services undertake the initiative in
accumulation of significant consumer data and
present it to the various Enterprises.

Our Goal

Thank You

www.conceptresearchpvt.ltd