



OPINION SPARK

PANEL BOOK

# OPINION

# SPARK

*YOUR OPINION MATTERS*



Turn Data to Decisions.  
Insightful. Actionable. Global.



# CONTENT



About Us



Why Work with us?



Our Services  
B2B & B2C



Panel Quality



Global Reach



Contact



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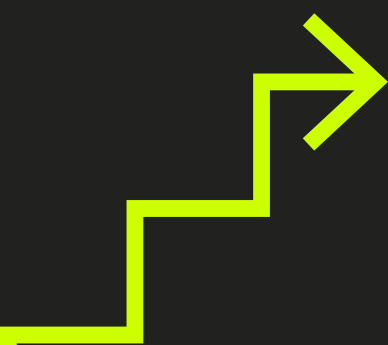
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# ABOUT US

We are a leading market research company specializing in data collection through surveys. Our mission is to provide our clients with actionable insights that drive informed decision-making and foster business growth, innovation, and competitive advantage.

## VISION

**“To be the top source of reliable insights from online surveys, helping businesses make informed decisions for growth.”**





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# WHY WORK WITH US?

## **EXPERTISE IN DATA COLLECTION**

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Our team is dedicated to employing innovative methodologies to gather high-quality data, ensuring that our research is both reliable and relevant.

## **DIVERSE PARTICIPANT POOL**

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We have the ability to access a wide range of participants from various demographic backgrounds, allowing us to tailor our surveys to meet the specific needs of each research project.



# WHERE DO OUR PANEL COME FROM?



## PROPRIETARY PANEL

Our software measures engagement, assesses response quality, and streamlines incentive payments for panel members.



## API INTEGRATION

We use API software to quickly expand our panel, ensure fast delivery, and guarantee reliable respondents with double opt-in.



# HOW DO WE MAINTAIN PANEL QUALITY



## VERIFIED USERS

We ensure our research is conducted with real individuals who provide reliable and accurate feedback.



## UNIQUE USERS

Our technology blocks duplicate responses by limiting surveys to one click per device and locking IP addresses.



## ENGAGED USERS

We use real-time algorithms and manual reviews to identify and eliminate fraudulent users for enhanced accuracy.



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# OUR SERVICES



## B2C TARGETING

Our online consumer panel offers reliable and insightful feedback from highly active respondents, ensuring precise and actionable consumer insights.



## B2B TARGETING

We are a reliable B2B partner with a highly engaged and qualified global business panel, delivering valuable and actionable insights from industry leaders and decision-makers.



# PROFILING PARAMETERS



EDUCATION

LANGUAGE

OCCUPATION INTEREST

INCOME

INDUSTRY SEGMENT

ELECTRONIC DEVICES

HOME OWNERSHIP

HEALTHCARE

ONLINE ACTIVITIES

MARITAL STATUS

BASIC PROFILE

TELEVISION

EMPLOYMENT

TRAVEL

PROGRAMMES

GENDER ETHNICITY

VEHICLE INFORMATION

OFFICE SUPPLIES





# PROFILERS

**GROCERY BUYERS**

**SMOKERS/TOBACCO USERS**

**REGISTERED VOTERS**

**LUXURY CAR DRIVERS**

**MOBILE DEVICE OWNERS**

**TV WATCHERS/  
MOVIE GOERS**

**SPORTS ENTHUSIASTS**

**RESTAURANT CONSUMERS**

**PARENTS**

**BEVERAGE DRINKERS**



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### COMMITMENT TO QUALITY

Our company is dedicated to providing top notch market research services that fulfill customer expectations.

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### DATA INTEGRITY

We ensure that all data collected is genuine, reliable, and representative of the target audience.

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### CUSTOMER- CENTRIC APPROACH

Understanding and addressing client needs is paramount, shaping our research methodologies and project execution.

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### CONTINUOUS IMPROVEMENT

We constantly refine our processes, methodologies, and technologies to enhance research quality and efficiency.

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### COMPLIANCE WITH STANDARDS

Our research adheres to industry standards and regulations, ensuring ethical conduct and data protection.

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### QUALITY CONTROL MEASURES

We ensure accuracy and reliability by implementing rigorous quality control at every research stage.

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**PANEL  
QUALITY** ✨



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# GLOBAL REACH



With a network of participants worldwide, we can conduct research that spans different markets and cultures, providing a comprehensive view of global trends. Sampling in the North America, Europe, Asia-Pacific.



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4 MILLION

NORTH AMERICA

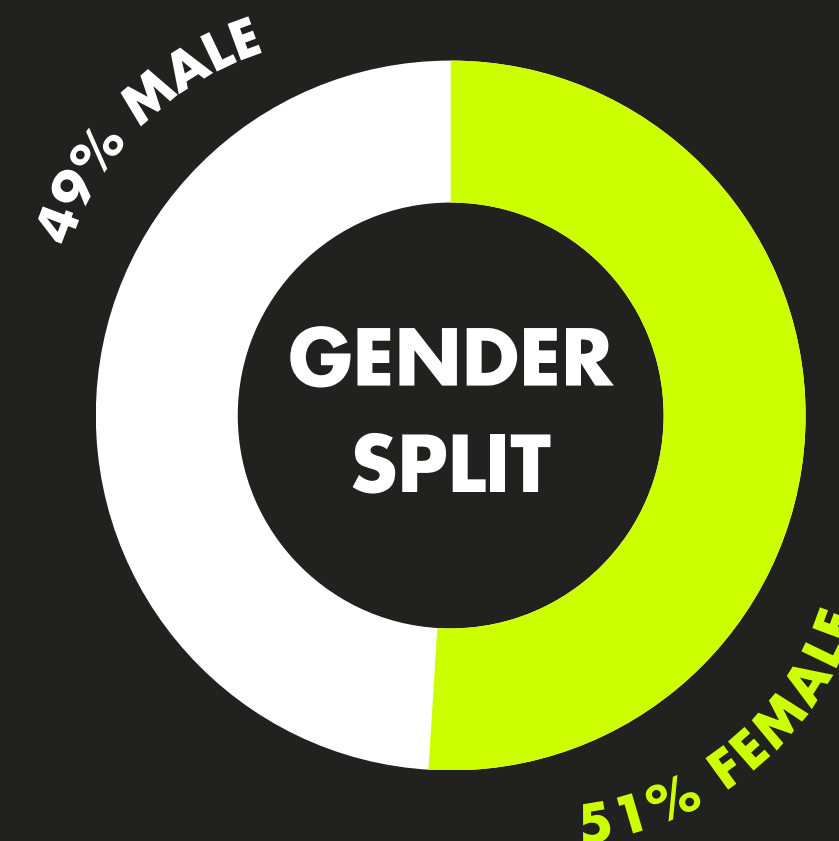
2.25 MILION USA

### EMPLOYMENT

STUDENTS	17%
SELF EMPLOYED	22%
EMPLOYED - PART TIME	17%
EMPLOYED - FULL TIME	30%
UNEMPLOYED	14%

### AGE SPLIT

15-24	22%
25-34	28%
35-44	19%
45-54	16%
55+	15%





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**4 MILLION**

**NORTH AMERICA**

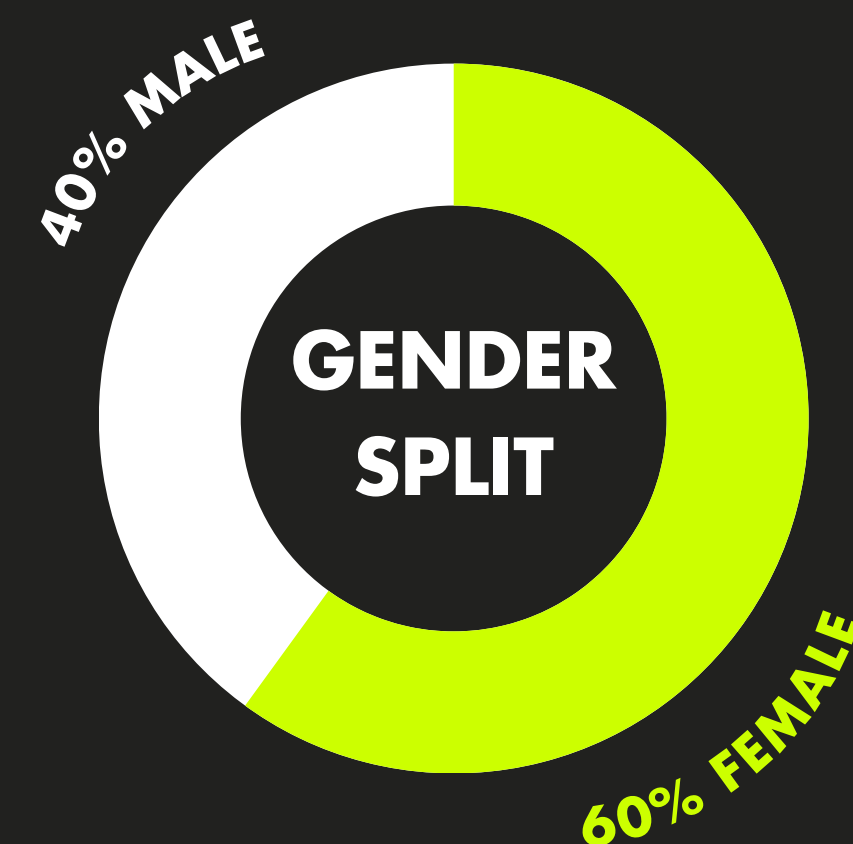
**1.75 MILION CANADA**

### EMPLOYMENT

STUDENTS	11%
SELF EMPLOYED	6%
EMPLOYED - PART TIME	30%
EMPLOYED - FULL TIME	42%
UNEMPLOYED	11%

### AGE SPLIT

15-24	14%
25-34	25%
35-44	16%
45-54	20%
55+	25%





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**3.55 MILLION** EUROPE

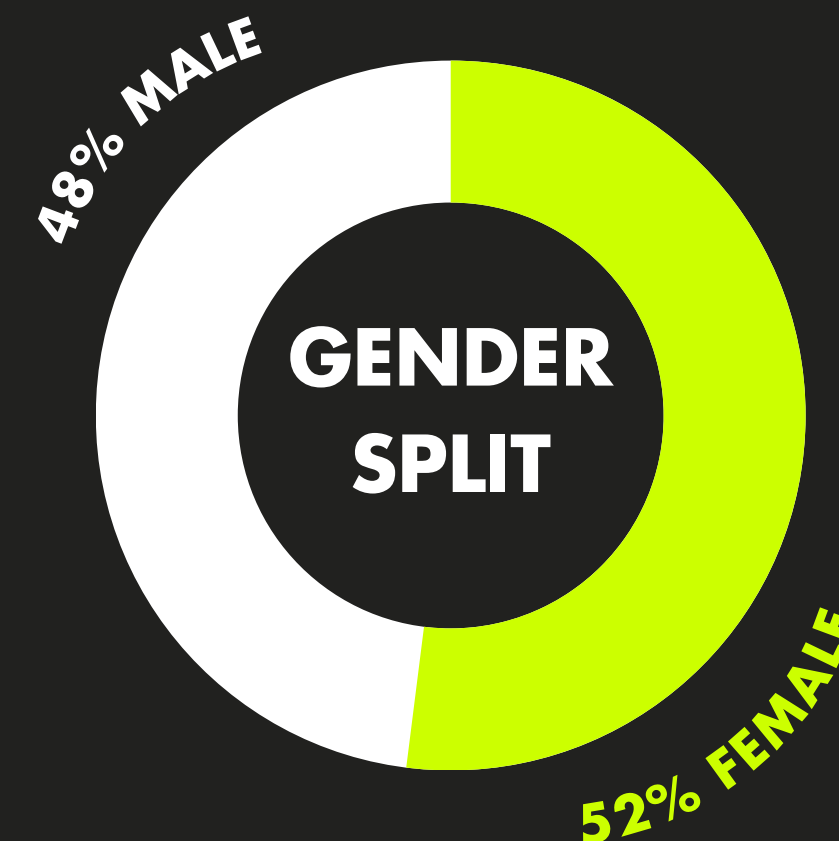
**2.15 MILION UK**

### EMPLOYMENT

STUDENTS	12%
SELF EMPLOYED	20%
EMPLOYED - PART TIME	25%
EMPLOYED - FULL TIME	32%
UNEMPLOYED	11%

### AGE SPLIT

15-24	20%
25-34	20%
35-44	30%
45-54	19%
55+	11%





3.55 MILLION

EUROPE

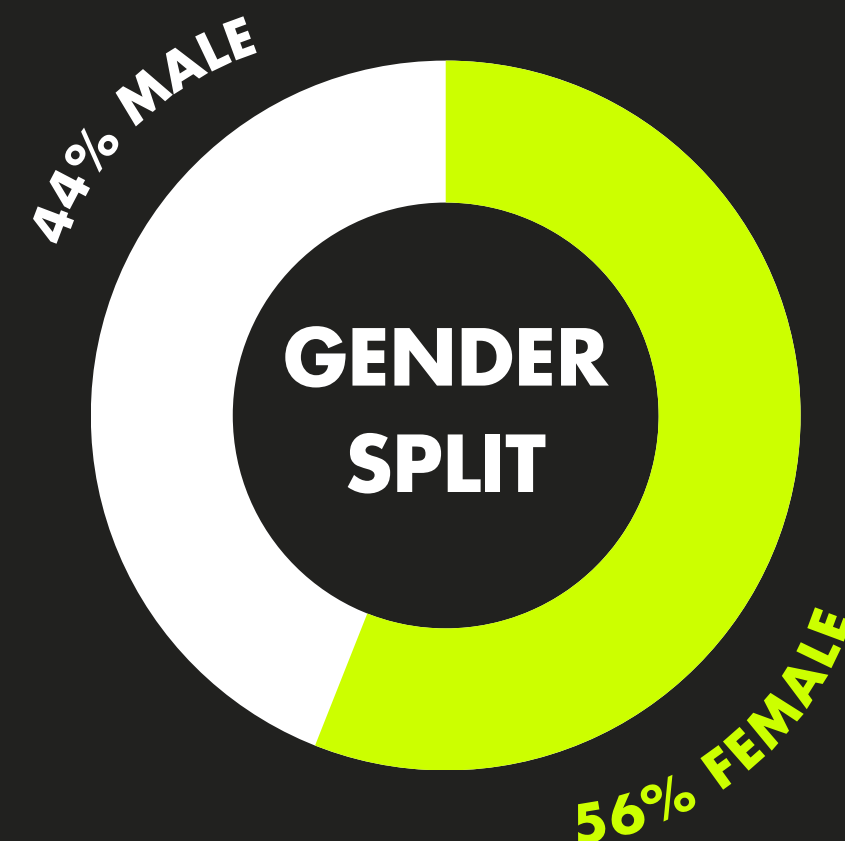
1.05 MILION GERMANY

EMPLOYMENT

STUDENTS	11%
SELF EMPLOYED	14%
EMPLOYED - PART TIME	25%
EMPLOYED - FULL TIME	42%
UNEMPLOYED	8%

AGE SPLIT

15-24	14%
25-34	32%
35-44	24%
45-54	18%
55+	12%





# 0.3 MILLION

ASIA PACIFIC

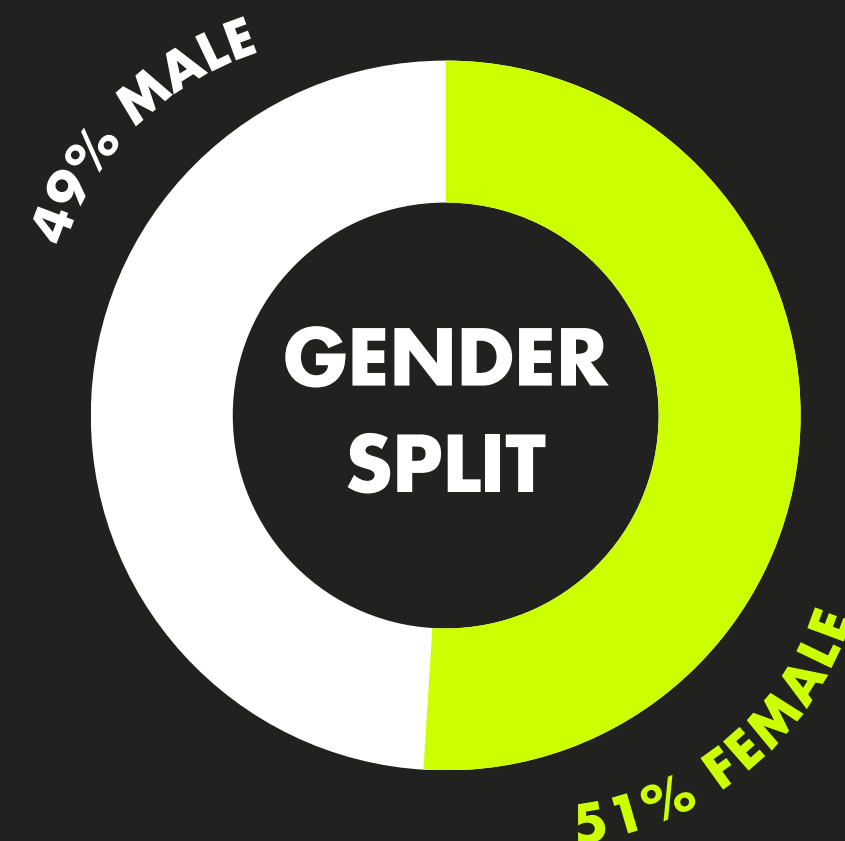
0.3 MILION INDIA

## EMPLOYMENT

STUDENTS	22%
SELF EMPLOYED	15%
EMPLOYED - PART TIME	12%
EMPLOYED - FULL TIME	38%
UNEMPLOYED	13%

## AGE SPLIT

15-24	27%
25-34	18%
35-44	23%
45-54	14%
55+	18%







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# CONTACT US



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