AVENUE
RESEARCH

Avenue Panel Book

DATA COLLECTION SERVICES FOR MARKET RESEARCH

www.avenueresearch.co.uk

Who is Avenue Research?

Avenue Research and its affiliates has over 10 years of online market research experience, sampling, and building and managing online panels.

With a right blend of innovative technology & human expertise, Avenue Research provides reliable and powerful metrics to both consumer and business clients. Through proven and innovative methods, as well as proprietary technologies like Avenue Research Surveys, Avenue Research is able to actively engage with consumers and reach specified target audiences and business profiles, resulting in more precise and complete data. Avenue Research enables you to get a high level insight on your product, services & market.

Avenue Research supports you to keep up with rapidly developing and altering market trends. Our superior-quality panel data empowers you reach your target audiences, comfortably. At Avenue Research, we take pride in welcoming the panelist and setting them up for success.

International Panel Statistics

To serve our researchers our extensive Panel Platform gives access to millions of profiled and well classified panelist which are spread over almost 22 different countries. We allow you to target consumers based on over 20 demographic, geographic to ensure the highest levels of satisfaction. Besides our own panelist, through our partner network, we also have wide reach through the rest of Europe, the Baltics and Asia Pacific regions to serve researchers.

North America

678639

TOTAL COUNT

B2B	248954
B2C	429695

South America

90487

TOTAL COUNT

B2B	11927
B2C	78560

Europe

496793

TOTAL COUNT

B2B	196789
B2C	340004

Africa

80879

TOTAL COUNT

B2B	9034
B2C	71845

Asia

589797

TOTAL COUNT

B2B	233998
B2C	365799

Australia

50983

TOTAL COUNT

B2B	8530
B2C	42053

Easy Process

01

STEP 1

DECIDE TARGETING

Before we start your research, we get a clear picture in your mind of the expected outcome by clearly defining the purpose of your survey.

02

STEP 2

SURVEY DESIGNING

Open questions, Closed questions, Matrix table questions, and single-or multi-response questions which are relevant in simple language

03

STEP 3

SURVEY PROJECT MANAGEMENT

Deploy survey by inviting only relevant respondents to research requirement. We have segregated respondent's data matching to research requirements for correct results.

04

STEP 4

REPORTING

Using our survey tools we make visual representations of the data by presenting the results in tables and graphs. Data is always available, which can then be used for further analysis and reports

Recruitment Methodologies

Avenue Research has a variety of sample sources such as panel, web intercept sample, and specialty lists available to meet your unique project requirements. Each of our recruitment channels delivers a different population and slightly different results, thus increasing diversity and representativeness.

SOURCE	RECRUITMENT	REWARDS	STRENGTHS
Loyalty Panels	By invitation to 1000's of loyalty program members in travel, entertainment, media and retail.	Points or miles relevant to the program source.	More affluent. High quality. Leverage loyalty source quality controls.
Organic, Open Enrollment & Partnerships	1000's of websites, social media influencers and mobile apps	Reward points to redeem for cash and prizes, iTunes credits.	Less affluent. Younger, more ethnic minorities.
Affiliate Network	Broad range of websites, incl. schools, communities. Member logging into communities with valid username and password invited to participate.	Reward points to redeem for cash and prizes.	Engage people who might not otherwise take part. Younger audiences. More frequent internet users.

Profiling at Avenue Research

At Avenue Research we follow a unique method of registration and profiling of Panelist so that researchers can target exact respondents as per study requirements. Our wide range of profiling enables researcher to get valid and true data for analysis. Few profiles are listed below.

01 Automotive	02 Beauty & Style	03 Beverage	04 Business	05 Casinos & Gambling	06 Cell Phone	07 Culture
08 Education	09 Entertainment & Leisure	10 Food	11 Health & Wellness	12 Money & Finance	13 Technology	14 World View (Politics, Religion, Sexuality)

Panelist Profiling and Survey Pre-screening

While registering any panelist we ask them to go through our profiling surveys by which we categorize them through our wide profiling filters. This unique process validates the data provided by panelist and only finalized panelists are available to researchers for study responses. After registration profiling whenever a survey is sent to targeted respondent our pre-screener process again filters the respondent by asking basic profiling questions related to study of researcher. Only screened panelist are allowed to conduct the survey. This ensures that survey completes can be trusted to analyse the responses and researchers can get correct data for further analysis.

Panelists at Avenue Research

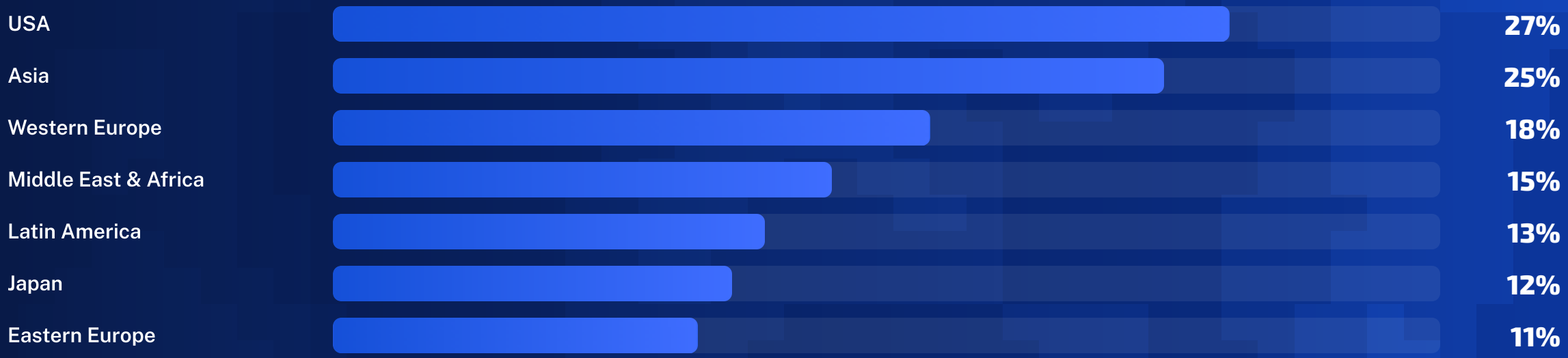
We are one of the largest online sample providers and purchasers. We have specialists who have 8+ years of experience in online market research. Our focus is to provide online market research surveys and online samples in emerging markets.

We have over 10 million+ consumer and business audiences across the globe. 50+ projects on monthly basis in different verticals - IT, Finance, Telecommunication, Automotive, FMCG, Construction, Manufacturing, Retail, Banking, Health care, Pharmaceuticals, Travel, and Mobile. We have developed strong specialist panels in both B2B & B2C category - and in various sectors such as IT and healthcare. We also have partners who help us to reach over 10+ million respondents across 65 countries.

Our research technologies make our way easy to reach these audience/end users from different verticals. This will help us to deliver accuracy and response unmatched in the industry.

REACH

Global Footprint



PANEL

Panel Demographics

48+
COUNTRIES

100
MILLION+

Europe

COUNTRIES	PANEL COUNT	%
France	4,20,894	16%
Germany	3,72,058	14%
Italy	2,60,242	10%
Spain	2,06,570	11%
UK	13,10,757	49%

B2B
4,74,99

B2C
20,82,882

MALE
54%

FEMALE
46%

PANEL DEMOGRAPHICS

America

COUNTRIES	PANEL COUNT	%
Argentina	1,77,516	2%
Brazil	9,38,857	3%
Canada	10,27,110	8%
Mexico	2,06,570	9%
United States	83,96,852	78%

B2B
2,209,934

B2C
2,209,934

MALE
51%

FEMALE
49%

Asia-Pacific

COUNTRIES	PANEL COUNT	%
Australia	4,30,771	12%
China	1,35,664	4%
India	16,15,390	45%
Indonesia	7,89,746	22%
Russia	5,74,361	17%

B2B
10,76,926

B2C
25,12,830

MALE
55%

FEMALE
45%

Middle East

COUNTRIES	PANEL COUNT	%
Egypt	2,12,337	23%
Saudi Arabia	1,08,977	13%
Turkey	3,61,537	42%
UAE	1,27,863	15%
Others (Qatar, Israel, Iran, Iraq, Kuwait)	59,899	7%

B2B
78,355

B2C
7,92,258

MALE
52%

FEMALE
48%

South Africa

COUNTRIES	PANEL COUNT	%
Kenya	24,479	16%
Nigeria	78,723	44%
South Africa	72,677	40%

B2B
15,876

B2C
1,65,003

MALE
54%

FEMALE
46%

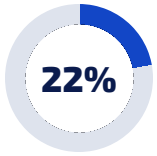
Digital Fingerprinting & Privacy

We have designed a technology that deploys an algorithm that analyzes a large number of technical characteristics and settings to generate a unique identifier that can identify a specific computer (a Machine-ID or Device Id). These characteristics are highlighted as follows:

- IP address
- Browser Type/Version
- Browser parameter values
- Flash local objects
- Operating System
- Browser Plug-ins
- Cookies

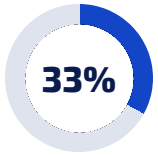
B2B Panel highlights

These are some of the highlights of our panel, that almost all our clients get the benefits of.



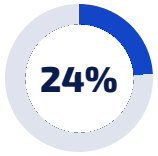
17,345
IT, Banking & Finance

Specialist panel also includes IT, Finance & Business decision makers.



25,242
Manufacturing, Retail & Wholesale

Managers of specific products in specific industries.



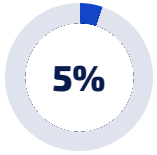
18,456
Transportation Logistics & Storage

Supply Chain, Country Managers, Head of Logistics and more



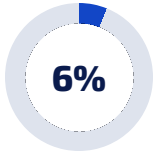
7,912
Education & Academics

Education Professionals, Students, Teachers, Researchers and more.



2,347
Insurance & Legal Services

Lawyers, Insurance Brokers, Regional Managers and more



4,773
Healthcare & wellness

Physicians, Specialists, Surgeons, practitioners and more

B2C Panel highlights

Online methodology is most cost efficient to reach B2C, and we've seen many repeat studies from our clients over the years.

570,624

These global panel numbers includes Avenue Research & it's strategic partners

- Money & finance, bankers, credit card users. home type, investing
- Health & wellness, emotional disorders, fitness, insurance, medications
- Business & leisure air travelers, frequent travelers, online car rental

380,450

These global panel numbers includes Avenue Research & it's strategic partners.

- Ethnic groups,, generations in household, country of origin, television, internet
- Food & grocery shopping habits, fast food consumption, brand preference
- Moms, breastfeeding, entertainment, fertility, teens, television

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Thank You

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