

Avenue Panel Book

Who is Avenue Insight?

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

Avenue Insight? 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 Insight?, 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

TOTAL COUNT		678639
B2B		248954
B2C		429695



SOUTH AMERICA

TOTAL COUNT		90487
B2B		11927
B2C		78560



EUROPE

TOTAL COUNT		496793
B2B		196789
B2C		340004



AFRICA

TOTAL COUNT		80879
B2B		9034
B2C		71845



ASIA

TOTAL COUNT		589797
B2B		233998
B2C		365799



AUSTRALIA

TOTAL COUNT		50983
B2B		8530
B2C		42053

EASY PROCESS

STEP 1

DECIDE TARGETING

1. 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.

STEP 2

SURVEY DESIGNING

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

STEP 3

SURVEY PROJECT MANAGEMENT

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

STEP 4

REPORTING

4. 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 Insight? 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.

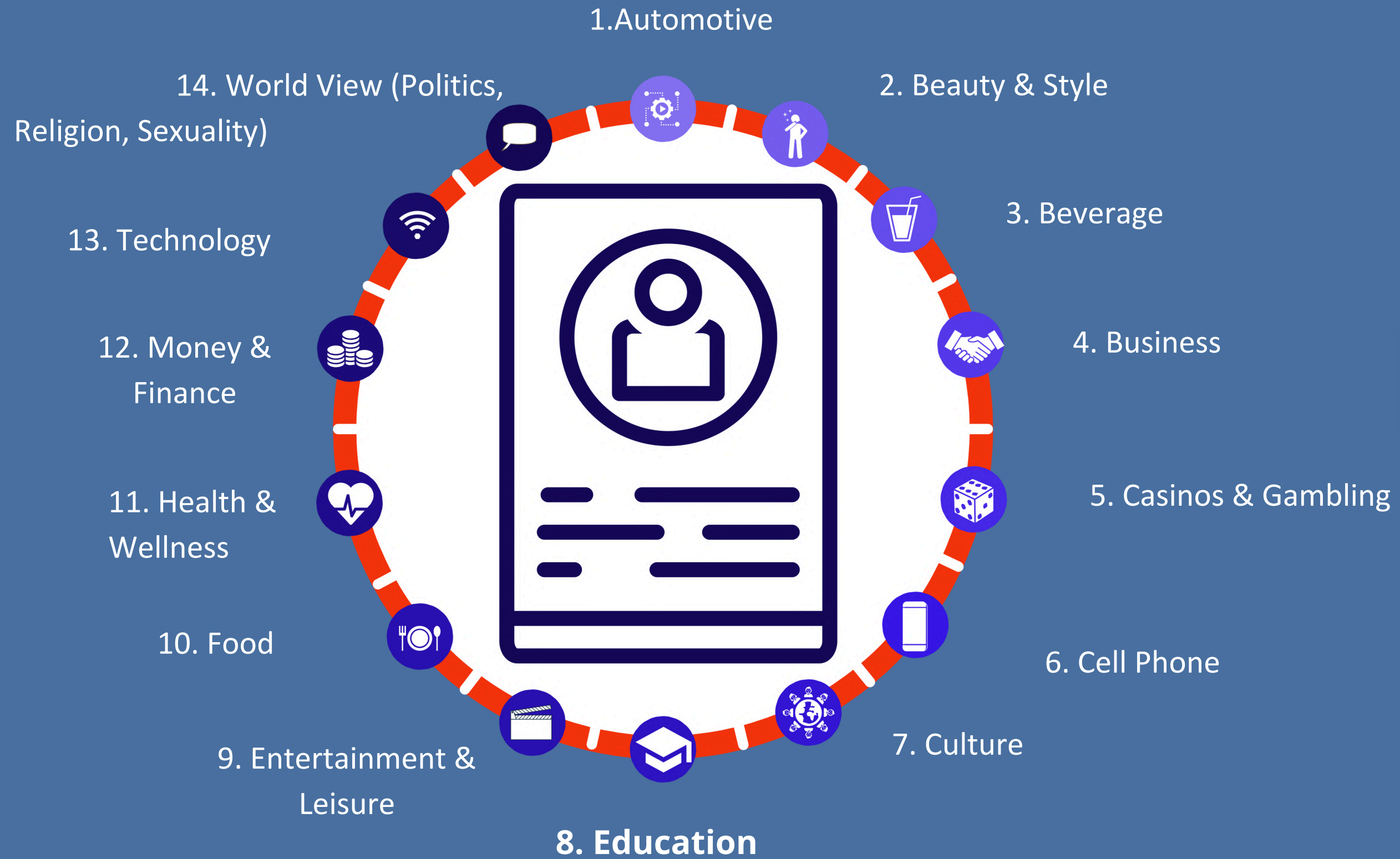
Reward points to redeem for cash and prizes.

Engage people who might not otherwise take part. Younger audiences. More frequent internet users.

Profiling at Avenue Insight?

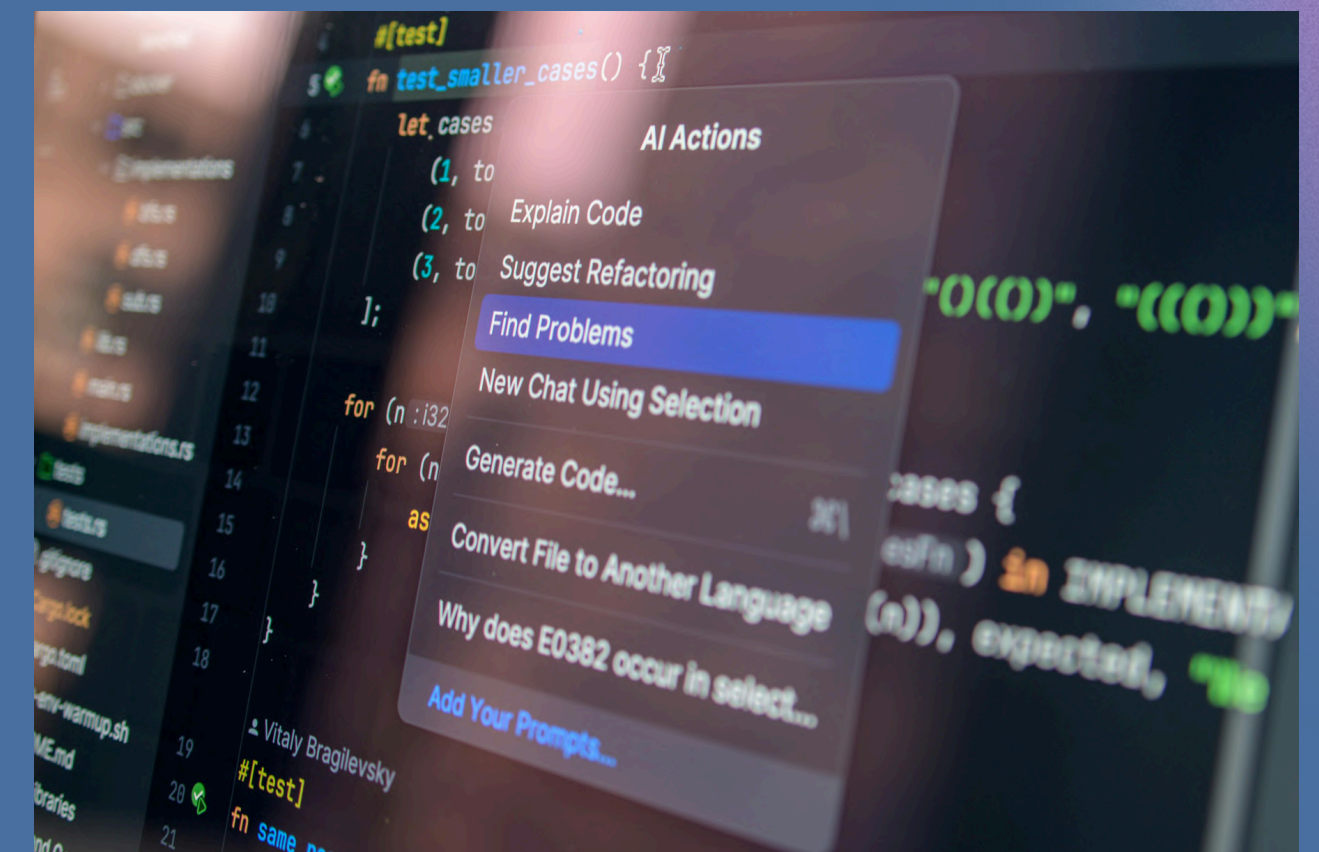
At Avenue Insight?Research we follow a unique method of registration and profiling of Panelist so that researchers can target exact respondents as per study requirements. Our wide range of profiling enables researcher to get valid and true data for analysis. Few profiles are listed below.





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 Insight?

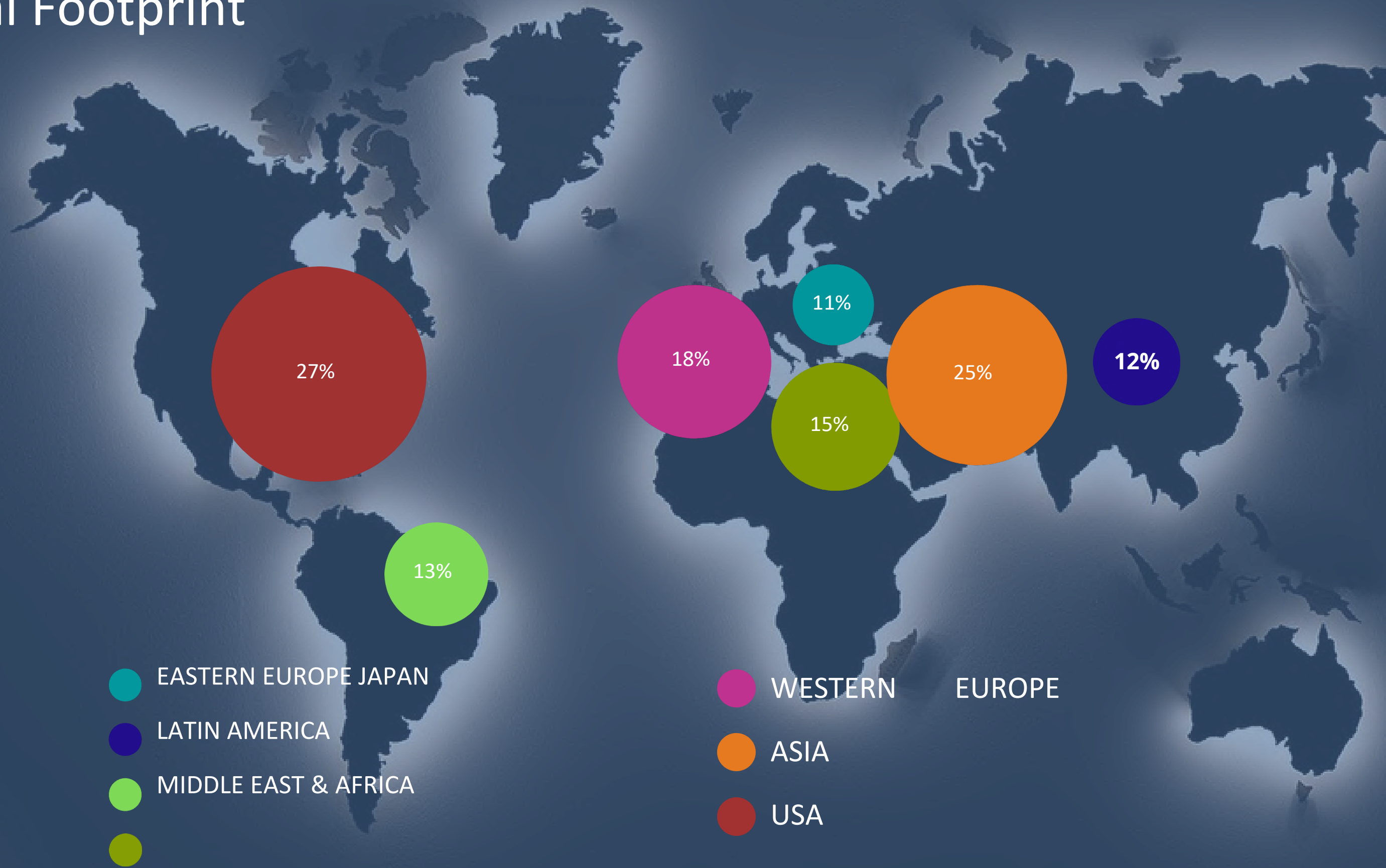
We are one of the largest online sample providers and purchasers. We have specialists who have 8+ years of experience in online market research. Our focus is to provide online market research surveys and online samples in emerging markets.

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.



Global Footprint



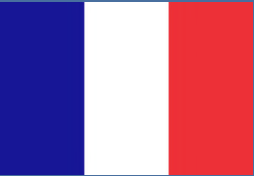
A stylized world map in shades of blue, serving as the background for the slide. The map shows the outlines of continents and major landmasses.

Panel
Demographics

48+
COUNTRIES

100
MILLION+

Europe

COUNTRIES		PANEL COUNT	PERCENTAGE
	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



MALE

54%



B2C

20,82,882



FEMALE

46%

America

COUNTRIES	PANEL COUNT	PERCENTAGE	
	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



MALE

51%



B2C

2,209,934



FEMALE

49%

Asia-Pacific

COUNTRIES	PANEL COUNT	PERCENTAGE
 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

PERCENTAGE



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

PERCENTAGE



KENYA

24,479

16%



NIGERIA

78,723

44%



SOUTH
AFRICA

72,677

40%



B2B

15,876



MALE

54%



B2C

1,65,003



FEMALE

46%

Digital Fingerprinting & Privacy

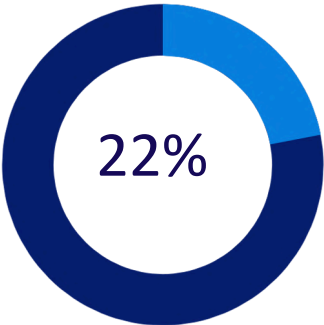
We have designed a technology that deploys an algorithm that analyzes a large number of technical characteristics and settings to generate a unique identifier that can identify a specific computer (a Machine-ID or Device Id). These characteristics are highlighted as follows:

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

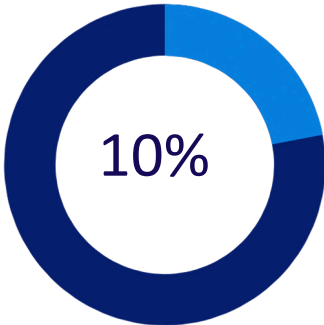


B2B Panel highlights

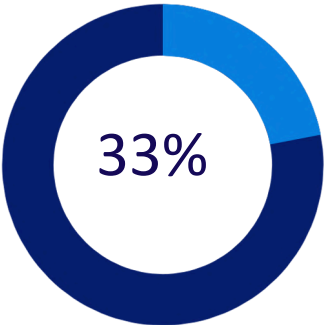
These are some of the highlights of our panel, that almost all our clients get the benefits of.



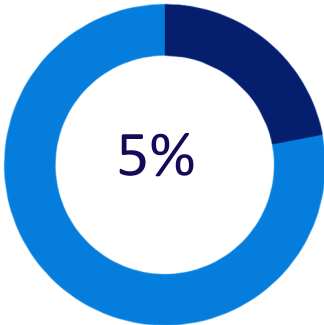
17,345
IT, Banking & Finance
Specialist panel also includes IT,
Finance & Business decision makers.



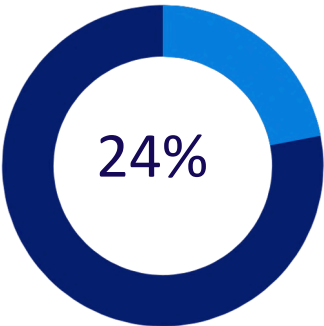
7,912
Education & Academics
Education Professionals, Students,
Teachers, Researchers and more.



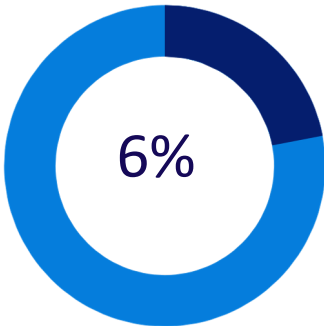
25,242
Manufacturing, Retail & Wholesale
Managers of specific products in
specific industries.



2,347
Insurance & Legal Services
Lawyers, Insurance Brokers,
Regional Managers and more



18,456
Transportation Logistics & Storage
Supply Chain, Country Managers, Head of
Logistics and more



4,773
Healthcare & wellness
Physicians, Specialists, Surgeons,
practitioners and more

B2C Panel highlights

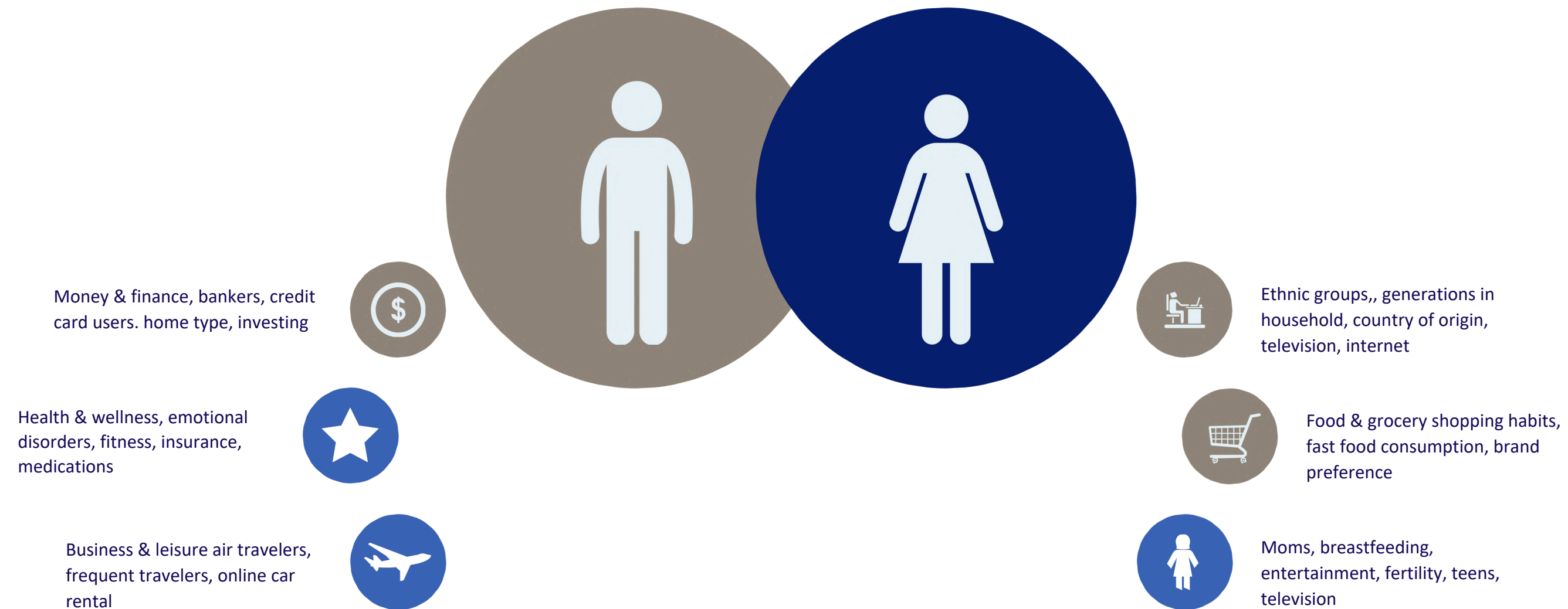
Online methodology is most cost efficient to reach B2C, and we've seen many repeat studies from our clients over the years.

570,624

These global panel numbers includes
Panabliss & it's strategic partners

380,450

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





Thank You



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