

iMAD

2022

PANEL BOOK

Learn more about our global B2B, Healthcare, and Consumer sample. In conjunction with our affiliate partners, we directly connect with millions of respondents in over 35 countries to bring you high quality respondent data you can trust.



PART ONE

About iMAD Research



Introduction

iMAD Research was launched by a team of experienced and innovative market research professionals with a proven approach to managing successful research engagements. We provide unparalleled access to global B2B, Healthcare, and Consumer survey respondents and unequalled customer service - across a diverse range of clients and industries.

We believe in disrupting the status quo, starting with actively listening to our clients and taking a consultative approach to project management. We understand our client's both explicit and implicit survey requirements and deliver against all their expectations. Our impressive company growth is evidence that we deliver as promised and we never take on projects that we can't perform better than our industry competitors.

iMAD's staff are experts at consultation, survey design, survey programing and data interpretation. We effectively communicate with our clients in their preferred format and on their preferred terms. Additionally, iMAD employs state of the art technologies and industry best practices to deliver the highest quality first party data.

At iMAD, we're passionate and committed to remaining innovative, disruptive, and flexible. We will continue to strive to be the first and clear choice when clients are considering a global research partner.

The iMAD leadership team brings over 50 years of combined market research experience to the table and the company is staffed by highly qualified MR professionals with a thorough understanding of the online Panel/Sample space. We maintain a fun, supportive and collaborative work environment - and yes, we have a resident dog in the office.

iMAD's founders envisioned a Market Research company that delivers on several critical service areas that are largely absent in today's market research industry. We intend to improve the survey research experience - one project at a time.

Sincerely,



Kartik, Abhi, and Andy

WHY CHOOSE US

Our Values

Online sample and research insights are readily available from many companies and a variety of sources. With so many providers, it can be difficult to discern between solid potential partners and traditional commoditized panel sources.

Since our inception, our sampling and data collection methods have met the highest quality standards for both our market research and corporate clients. Our enhanced profiling capabilities allow us to target with precision - providing quality insights from the right audience at the right time.

- **Panel Members**

Real, engaged Respondents. We ensure only the "right people" are recruited and participate in our surveys.

- **Global Coverage**

We operate 24/7 so our Project Managers are always available for your support.

- **Quality Control**

We ensure high quality data control by employing strict industry leading QA standards.

- **Technology**

We employ the latest survey and reporting technology to provide best in class research experience.

- **Competitive Pricing**

We built our project teams and technology infrastructure to allow for maximum pricing flexibility and increased ROI to help our clients win and retain more business.

WHAT WE OFFER

Our Services



GLOBAL B2B, HC AND CONSUMER SAMPLE

iMAD Research operates carefully curated proprietary online panels. We specialize in delivering unsurpassed global respondents for B2B decision makers, Healthcare professionals and Consumers. Accuracy, trust, & quality play a key role in selecting the right online data collection company - and that's why iMAD has become a trusted partner in the market research industry



SURVEY PROGRAMMING

We use the latest techniques and industry-recognized survey programs which offer in-field monitoring, survey management, and advanced analytics. By utilizing automation, dashboards, real-time reporting, and mobile optimization, our experienced team of Survey Programmers and Project Managers provide you with an innovative approach to research execution.



24/7 PROJECT SUPPORT

Our experienced project managers work with your team to encourage collaboration, manage stakeholder relationships, and help implement a customized process to help you meet your research objectives. With our project management services, you'll save time, money & have the peace of mind that your project is being managed with the highest level of care.



PART TWO

Panel Details & Statistics



DATA YOU CAN TRUST

Panel Quality

iMAD Research operates carefully curated proprietary online panels. In conjunction with our affiliate partners, we directly connect with millions of respondents in over 35 countries with a focus on B2B decision makers, Healthcare professionals and consumers. All Panelists are double opt-in and are frequently verified for ID and credentials. We respect all ESOMAR rules and guidelines related to the Online Market Research ethics and governance by respective industry associations. We create unique, relevant and compelling incentive plans to keep respondents engaged



ENGAGEMENT & VERIFICATION

iMAD Research commits to providing the highest data quality by consistently applying proven Quality Control technologies and methods to eliminate inconsistent and fraudulent data.



SMART DATA COLLECTION

iMAD Research has built a multi-faceted panel that smartly blends traditional online sampling with online behavioral data, social media and mobile respondents.



FOCUSED TARGETING

iMAD Research employs unique marketing techniques and industry insights to recruit for our panelists using hundreds of additional profiling points



Consumer

PANEL PROFILING ATTRIBUTES

VEHICLES

- Number of vehicles owned by individual and/or household
- Types of vehicles owned/leased
- Make of vehicles owned/leased
- Future Purchase Intention

MOTHER OF BABY

- Number of Babies
- Age of Babies
- Gender of Babies
- Baby product (food etc.) preference
- Shopping behaviour
- Frequency of shopping

FOOD & BEVERAGE

- Food Buyer
- Favorite Beverage
- Favorite Fast Food
- Frequency of Consuming Fast Food

TRAVEL

- Favorite Airline Company
- Frequency of Traveling
- Favorite Hotels
- Traveling Destinations
- Business vs. Pleasure travel
- Frequency of domestic & international travel

HOBBIES AND INTERESTS

- Participation in hobbies and activities
- Sports participation
- Types of items collected as a hobby
- Sporting events
- Sports equipment owned or intend to purchase

CELL PHONES

- Electronic Product Types
- Cell phone Brand
- Cell Phone Operating System
- Telecommunications Operator
- Cell phone features and activities

INTERNET USER

- Network Connection Modes
- Internet Connection Gadgets
- Individual Website Ownership
- Social Networking Preference
- Time Investment on Internet per Week

WEALTH MANAGEMENT

- Credit Card/Cards Ownership
- Deposit Investment Destination
- Family Net Asset
- Savings Type/Stock Type

VIDEO GAMES

- Video game console/ handheld
- Types of video game
- Number of games purchased/rented
- Category of video games
- Frequency games played on the Internet
- Intention to buy video games in the future

MORE

- Smokers/Beer Drinker
- Contact lens users
- Electronics and Technology Adoption
- Health, Fitness, and Medical- Frequency of exercise, Reasons for dieting etc.
- Stores and Restaurants

Business

PANEL PROFILING ATTRIBUTES

WORKING PROFESSIONALS

- Bankers
- Government Employees
- Lawyers
- Teachers and Professors
- Information Technology Decision
- Makers (ITDM's)
- Information Technology
- Professionals (IT Pros)
- Human Resource Decision Makers
- (HRDM's) & More..

INDUSTRY

- Retail
- Legal
- Aviation
- Automobile
- Government
- Manufacturing
- Food & Beverage
- Mining
- Apparel
- Construction & More..

COMPANY SIZE

- Less than 10
- 11-50
- 51-100
- 101-250
- 251-500
- 501-1000
- 1001-5000
- 5000+

POSITION

- C- Level
- VP level+
- Director+
- Manager+
- SMEs
- Team Leaders
- Associates

DEPARTMENT

- IT
- Finance
- Accounting
- Legal
- Sales
- Customer Service
- Housekeeping & More..

MORE

- Employment Status
- Industry (Personal)/Industry
- (Household)
- Job Title/ C-Level/ Owner/ Partner
- /President/Director/ Managers &
- more
- Organization Size
- Company Revenue

Healthcare

AILMENTS REPRESENTED IN OUR PANEL

- Alzheimer's
- Anemia
- Arthritis
- Asthma
- Back Pain
- Cancer
- Chronic Fatigue Syndrome
- Chronic Kidney Disease
- Dental Problems
- Diabetes
- Emphysema
- Chronic Lymphocytic Leukemia
- Gastroenteritis
- Heart Conditions/Failure
- Hemophilia
- High Cholesterol
- Liver Cirrhosis
- Lyme Disease
- Multiple Sclerosis
- Obesity
- Osteoarthritis
- Osteoporosis
- Rheumatoid Arthritis
- Schizophrenia
- Sleeping Disorder & more

International Panel Reach

35+ COUNTRIES



Number of Respondants

AMERICAS

USA: 176,000
Canada: 55,000

EUROPE

UK: 42,000
Germany: 23,000
Italy: 18,000
Spain: 21,000
France: 21,000

ASIA PACIFIC

India: 92,000
China: 52,000

PANEL BREAKDOWN

United States

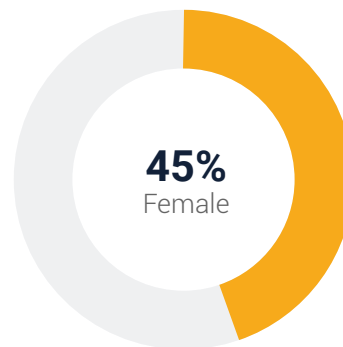
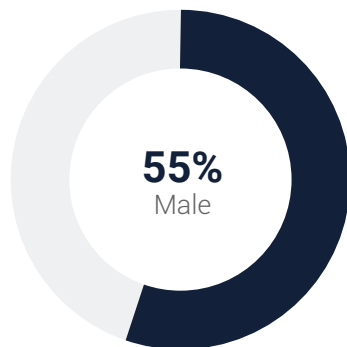
PANEL SIZE

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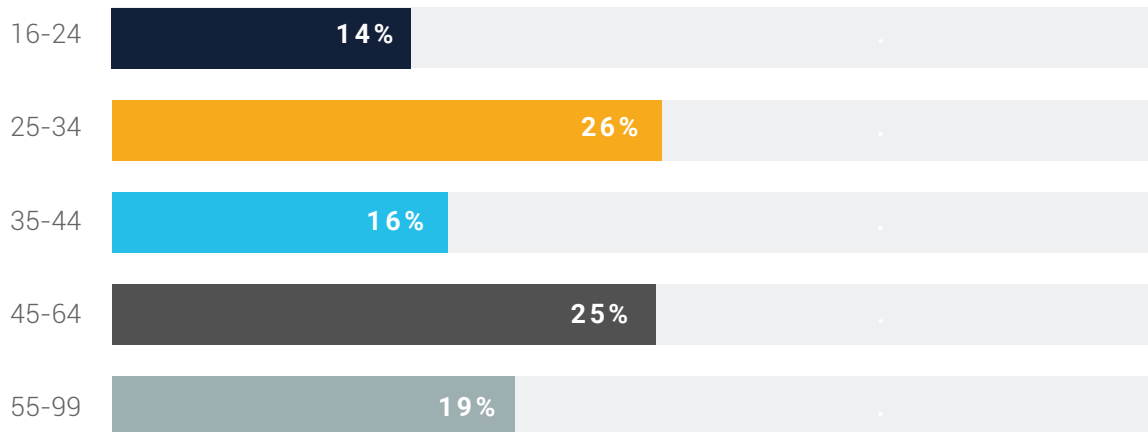
LANGUAGE(S)

English

GENDER



AGE



PANEL BREAKDOWN

Canada

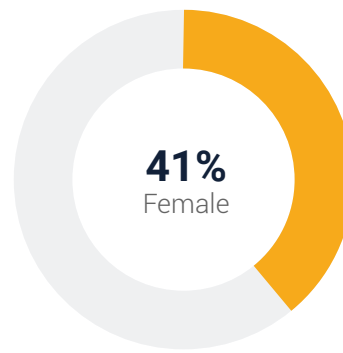
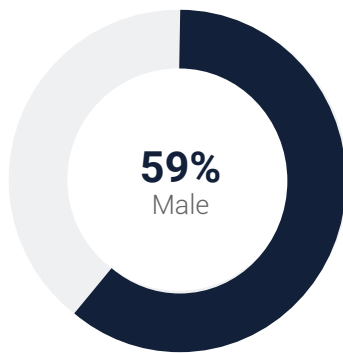
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55,000

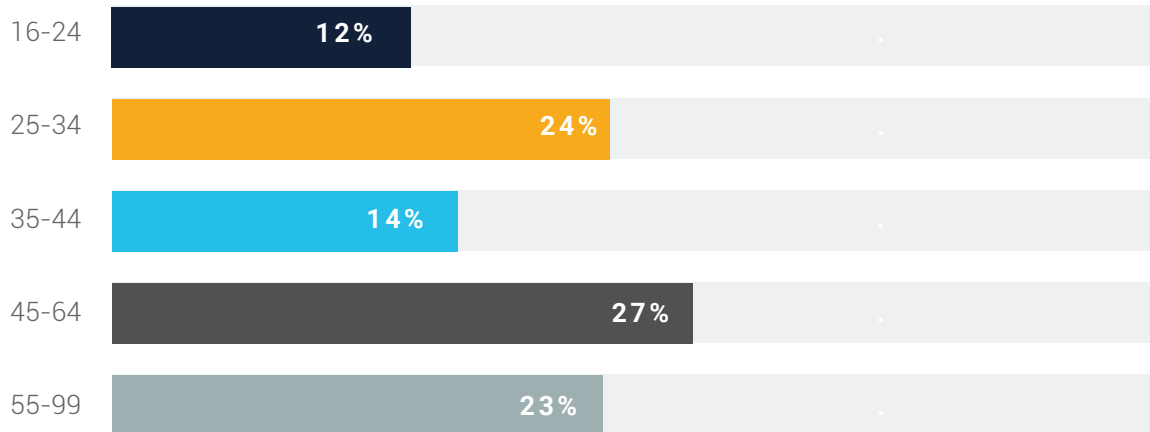
LANGUAGE(S)

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French**

GENDER



AGE



PANEL BREAKDOWN

India

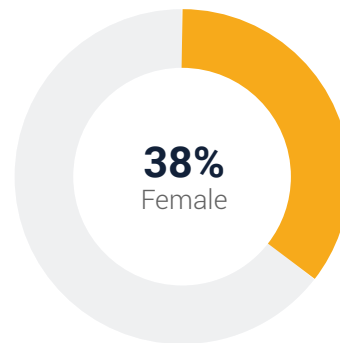
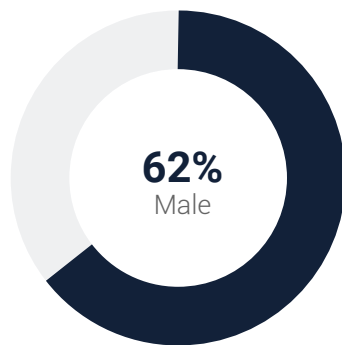
PANEL SIZE

92,000

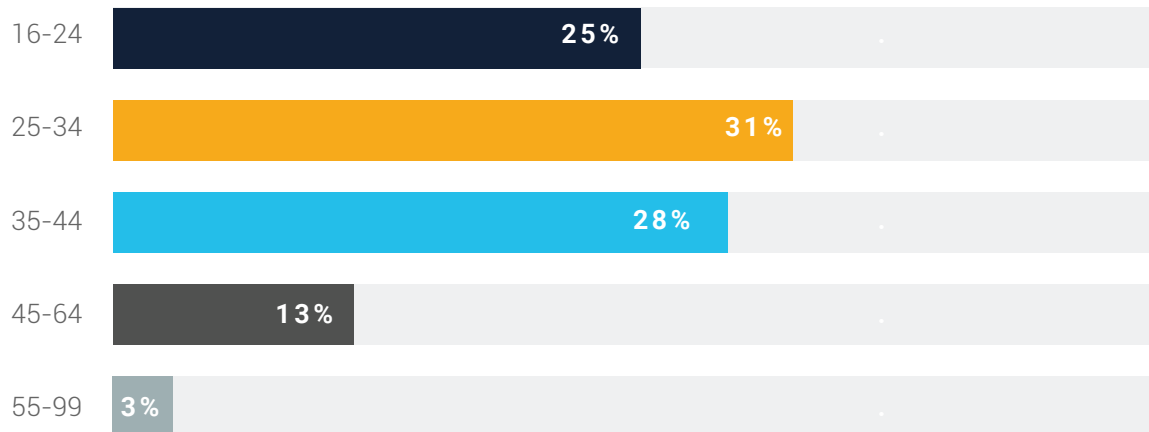
LANGUAGE(S)

English

GENDER



AGE



PANEL BREAKDOWN

China

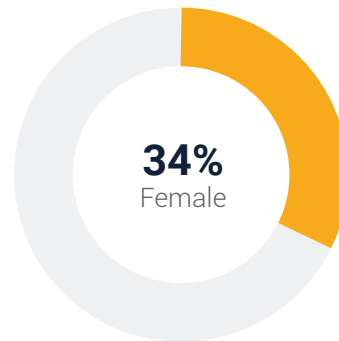
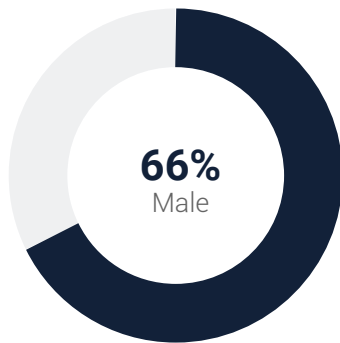
PANEL SIZE

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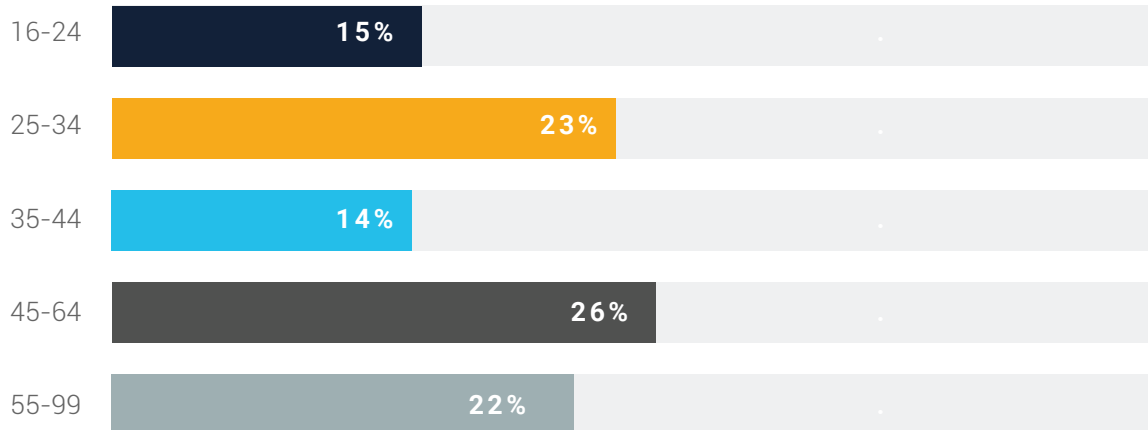
LANGUAGE(S)

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English**

GENDER



AGE



PANEL BREAKDOWN

United Kingdom

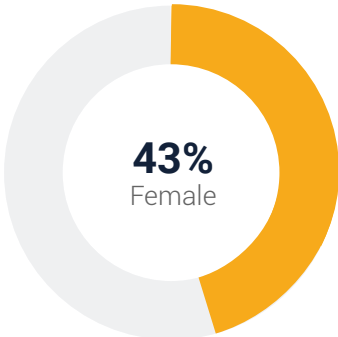
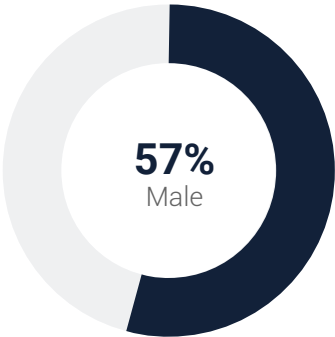
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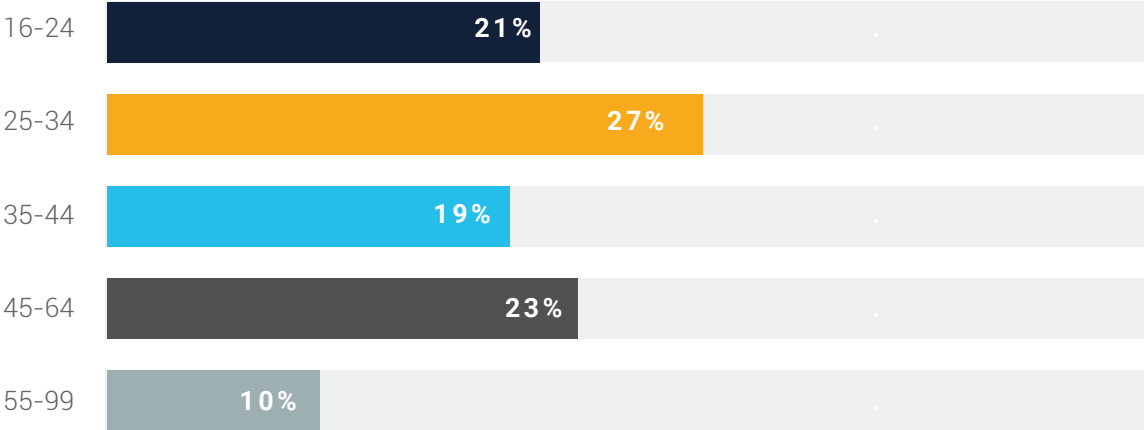
LANGUAGE(S)

English

GENDER



AGE



PANEL BREAKDOWN

Germany

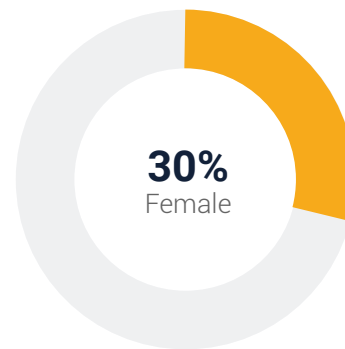
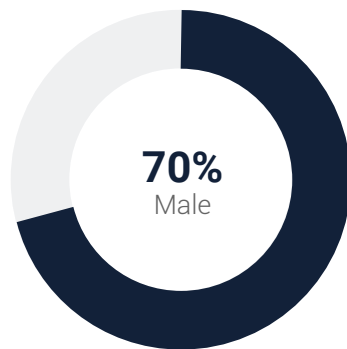
PANEL SIZE

22,500

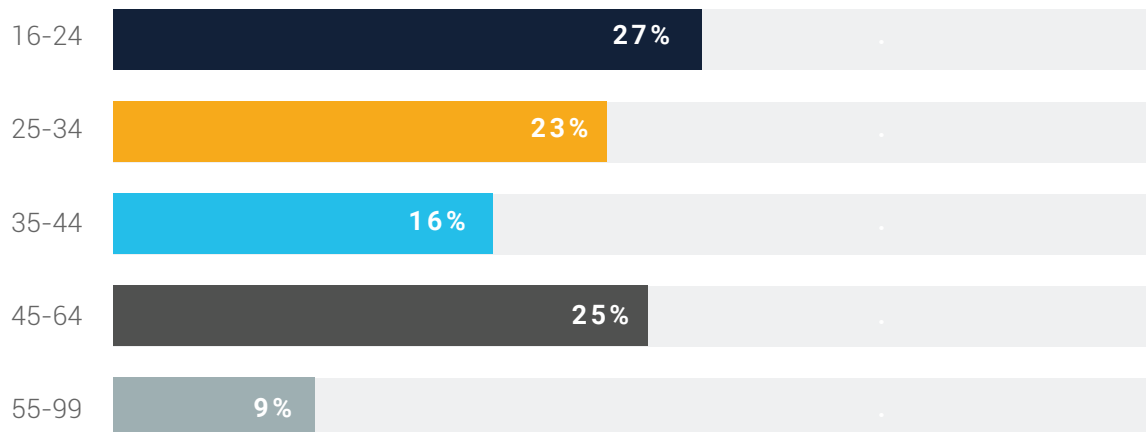
LANGUAGE(S)

**German
English**

GENDER



AGE



PANEL BREAKDOWN

Italy

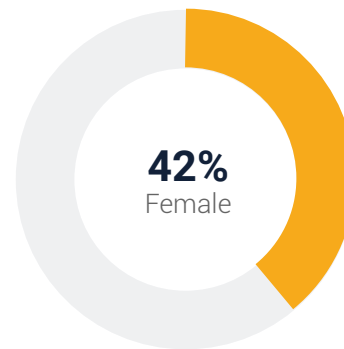
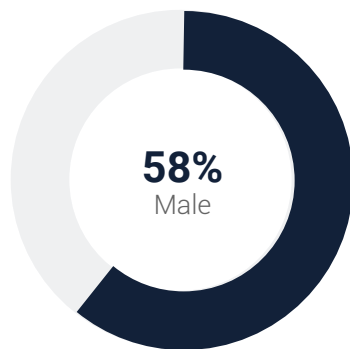
PANEL SIZE

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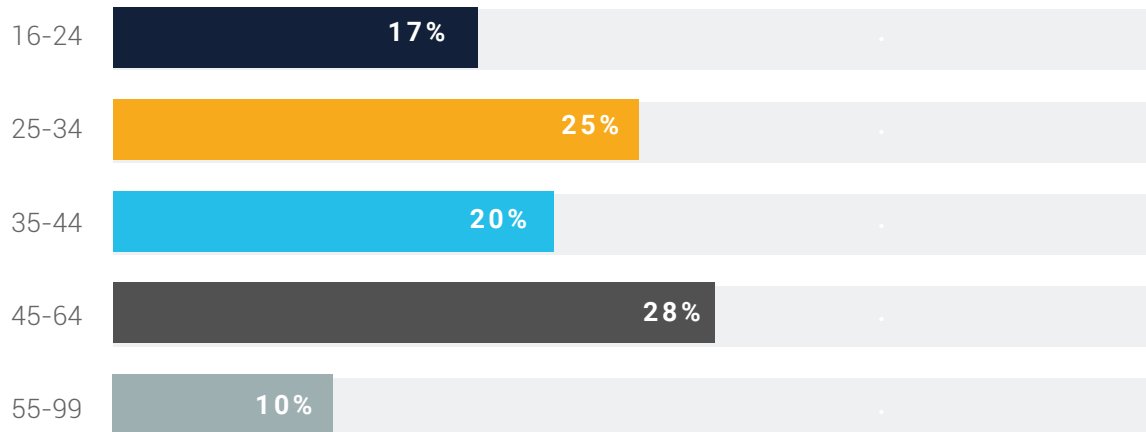
LANGUAGE(S)

**Italian
English**

GENDER



AGE



PANEL BREAKDOWN

Spain

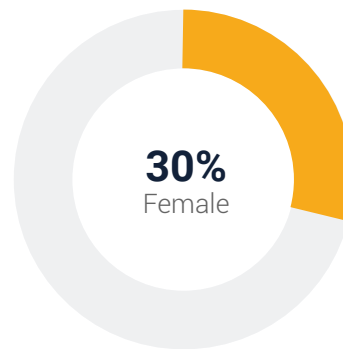
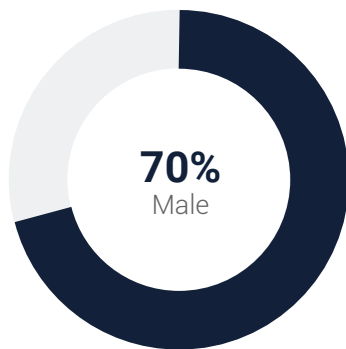
PANEL SIZE

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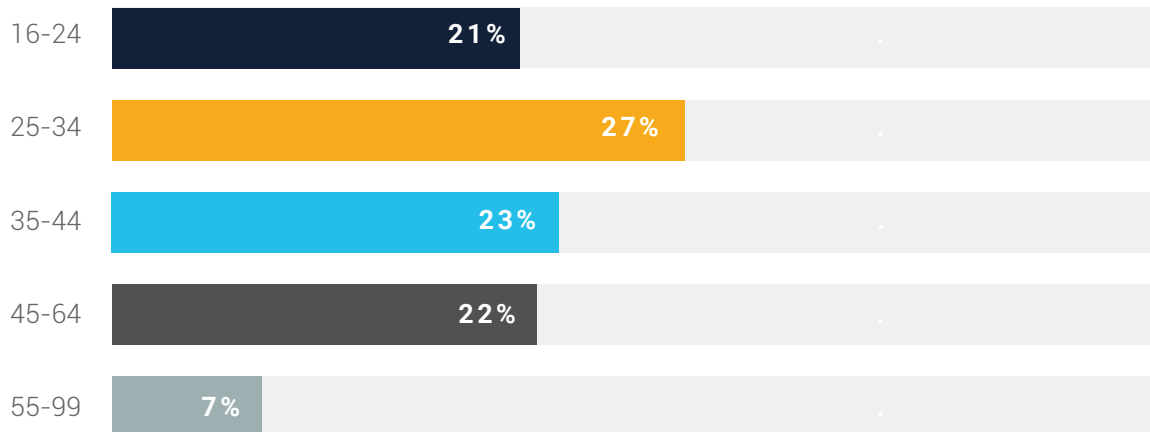
LANGUAGE(S)

**Spanish
English**

GENDER



AGE



PANEL BREAKDOWN

Germany

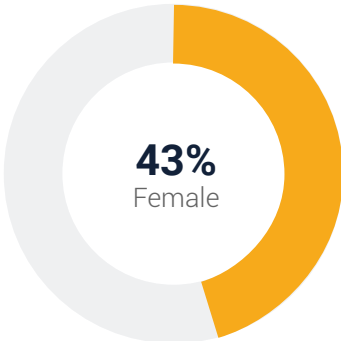
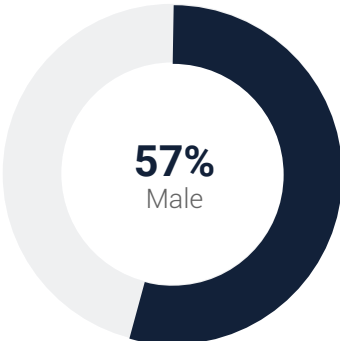
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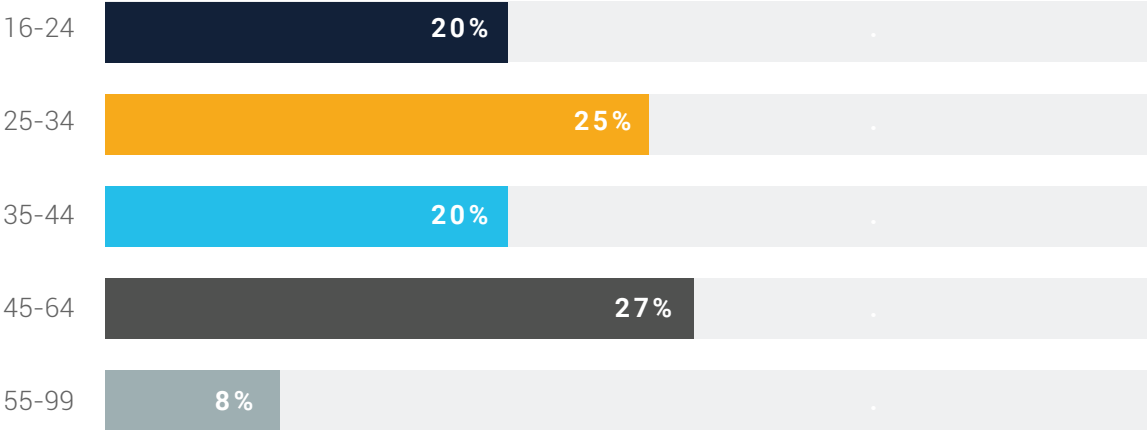
LANGUAGE(S)

**French
English**

GENDER



AGE




LET'S WORK TOGETHER

Contact Us

Speak to an experienced insights professional to help identify the survey research approach that best fits your business needs. We can help recommend the right research methodology, define the appropriate target audiences, pinpoint potential research pitfalls and more.

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