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Adding Value to your Research

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About us

Founded in **2016**, we are a **global online data collection** company delivering reliable, **high-quality quantitative research solutions**. With proprietary panels **spanning 25+ countries**, we empower research agencies and brands with accurate, timely, and actionable insights.

Our strength lies in **end-to-end CAWI execution**, supported by in-house project management, sampling, panel operations, and technology teams. As an **ESOMAR-compliant organization**, we strictly adhere to global data privacy and security standards including **GDPR, CCPA, and HIPAA.**

By combining advanced respondent verification, **robust quality controls**, and a **client-centric approach**, we ensure that every project is delivered with precision, speed, and integrity.

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Team Overview

We are a **dedicated team of professionals** with **decades of combined experience** delivering **quantitative research projects** across **global markets**. Our **exclusive teams** across **Project Management, Panel Management, Sampling, IT, and Operations** ensure seamless execution and efficient delivery.
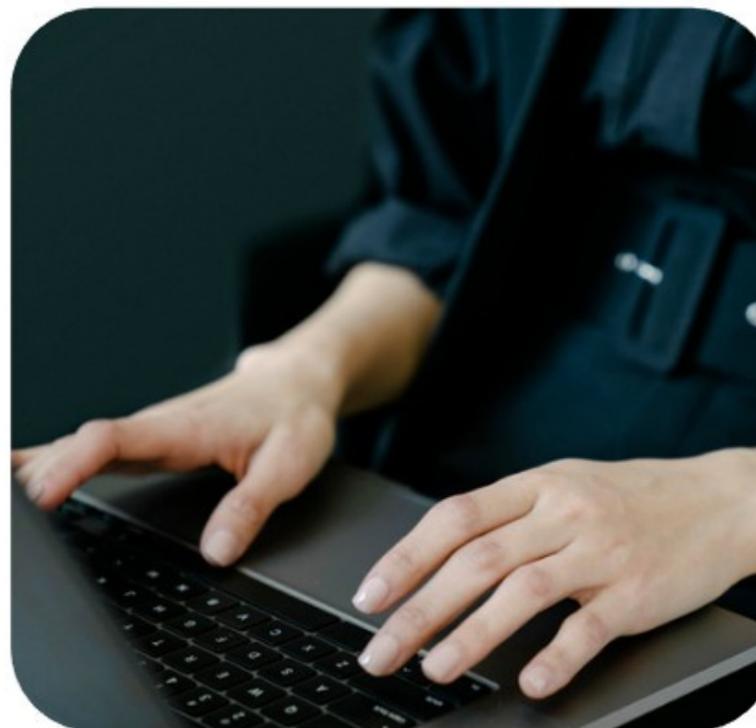
Backed by **proprietary B2B, Healthcare,** and **Consumer Panels,** our specialized teams deliver high-quality data with **accuracy, speed, and consistency.**

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Our Capabilities

☑ **Quality control & data validation**

☑ **End-to-end online data collection (CAWI)**

☑ **Fast turnaround with global coverage**

☑ **Panel management and respondent profiling**

☑ **Project management and complete survey execution**

☑ **Sampling & audience targeting across global markets**

☑ **Access to proprietary B2B, Healthcare, and Consumer panels**

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Our Specialties

- ☑ **Specialized in executing B2B and Healthcare research surveys**
- ☑ **Strong expertise in reaching hard-to-reach business professionals**
- ☑ **Commitment to high-quality data and on-time project delivery**
- ☑ **24/7 coverage for bidding support and project management**
- ☑ **Implementation of latest industry-standard data quality and security measures**

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Recruitment Sources ↙

- ☑ **Email marketing and targeted campaigns**
- ☑ **LinkedIn and Google Ads**
- ☑ **B2B networks, blogs, and digital magazines**
- ☑ **Professional associations, referrals, and advocacy groups**
- ☑ **Telephone-based recruitment**
- ☑ **Digital banner advertisements**

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Verification & Vetting of Recruits

Engagement & Rejection Process with Digital Fingerprinting

We follow a **real-time verification process** to maintain **high-quality panel and survey data.** Our panel team validates respondent authenticity by tracking multiple data points to identify **unique versus duplicate users**. Each respondent must meet **algorithm-based scoring thresholds** to be confirmed as genuine and is assigned a **unique ID generated** from real-time interaction data.

Digital Fingerprinting Parameters Include:

- User information (real-time tracking and inputs)
- Browser information
- Device information
- ISP and geo-location data

Score-Based Survey Behaviour

Each respondent is assigned a **behaviour score** based on **panel profiling responses**, **red-herring and trap questions**, **answer consistency**, and **quality check rejections** to **ensure data reliability**.

Identity Verification

We verify respondent authenticity through **email verification**, **mobile number validation**, and **social media profile checks**, wherever applicable.

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Quality & Security Measures

After panel registration, respondents participate in **internal quality surveys** where responses are checked for **consistency**. Members showing high inconsistency are placed **on hold**, while those with repeated quality issues—validated through **client feedback**—are **blacklisted** from future participation.

Security Parameters

To further safeguard data integrity, we deploy multiple industry-standard security checks, including:

- **IP and geo lock**
- **IP de-duplication**
- **Proxy and VPN detection**
- **Bot detection**
- **IP and country mismatch detection**
- **Unusual browser and operating system checks**
- **Browser location and language checks**
- **Unknown OS and browser identification**
- **Off-hours IP activity monitoring**

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Contact Us

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Thank You !

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