

**WELCOME
TO
PROBE PARTNERS**

www.probepartners.com



OUR CONTENTS

Company overview


Our Recruitment Process

Panel Presence and
Strength

Specialty panel and
Attributes

WHAT MAKES PROBE PARTNERS ONE OF A KIND AMONG BOARD ORGANIZATIONS

It's our methodology. As a worldwide aggregator of online market and social exploration test sources, we make redid arrangements that suit the particular examination needs of every one of our customers. Banding together with more than 140 boards across the United States and around the globe, we recognize the board, or mix of boards, that best suits your undertaking determinations and business targets, and influence our abilities, experience, and inside and out information to build up the highest Caliber and most practical example brings about the briefest measure of time. Our example is sourced from effectively oversaw online examination boards that we vet for information quality cycles and client care, and that speak to a wide scope of focused regions including purchaser, business-to-business, segment gatherings, social gatherings, psychographic gatherings, and industry classifications. While we center around conventional twofold pick in online specialists, we likewise offer versatile, waterway, and web-based media tests and furnish you with full straightforwardness on the most delegate inspecting conceivable. We dominate in conveying hard-to-reach and low-frequency target gatherings, working with our accomplices to build specialist profiling and persistently growing our organization with new, particular boards. Also, regardless of whether the focusing on is straightforward or complex, we utilize an assortment of procedures, including reaction rate adjusting and click adjusting, to inconceivably lessen the very late scramble to fill deficient shares toward the finish of the overview.



OUR RECRUITMENT PROCESS

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PANEL SOURCING


- Vetted partner affiliate
- Street and mall intercepts
- Placement of banner ads to recruit respondent from major websites

RECRUITMENT PROCESS

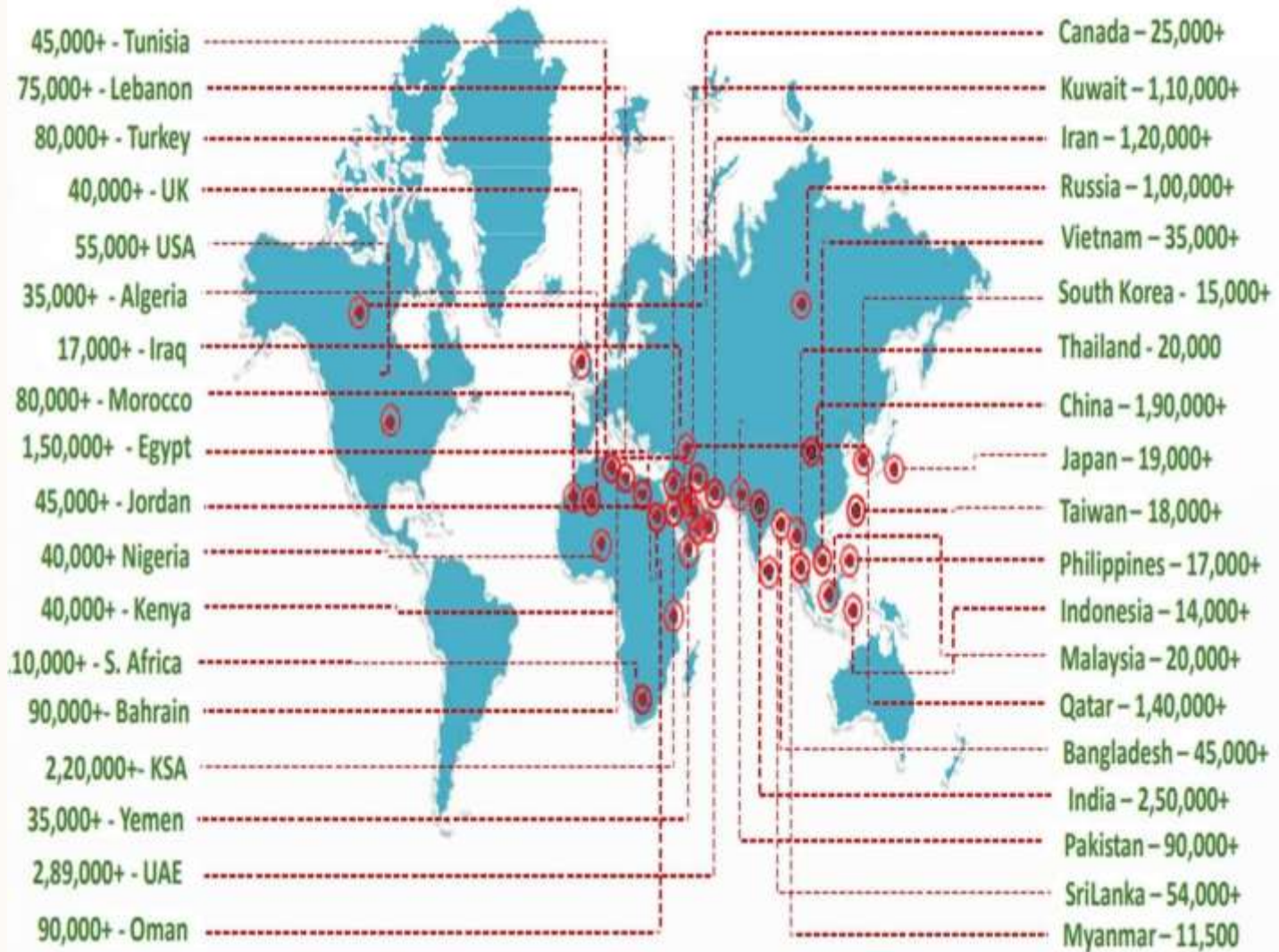
- Send Email Invitation to Join Probe Partners
- Multi-mode verification process I.e. Email, Mobile and in some cases social media account verification to be considered as verified Panel Member
- Frequent and Robust profiler Surveys

PANEL MANAGEMENT SEGMENT

- Encourage respondents to keep profiles updated .
- Segment respondents for 40+ categories ranging from demos to specialty attributes such as Hobbies, Travel, Healthcare, Vehicle ownership etc.
- Keep respondents engaged via Social Media engagement activities, send feedback surveys etc.
- Easy and hassle-free reward system.



**“ PANEL PRESENCE AND STRENGTH
FOOT PRINTS IN 37+ COUNTRIES, 2.95M +
PANELLISTS ACROSS GLOBE ”**



PANEL STRENGTH

SPECIALTY PANEL AND ATTRIBUTES



B2B Audience

- Industry Segments
- Type of Business
- Annual Revenue
- Employee Strength
- Professionals
- Title/CEO, CDO etc.
- Occupation
- Purchase DM's
- Primary Needs
- Banking and Financial Services
- IT Solution Makers
- Developers
- Hardware and Software
- Business Owners
- Healthcare Professionals
- Decision Makers



Information Technology

- Developers
- Type of IT Professionals
- Roles and Decision Making Authorities
- PC, Tablets, Mobile Technology



Healthcare

- Physicians/Medical Professionals
- Nurses
- Patients
- Allment and Treatments
- Lifestyle and Wellness
- Hygiene and Habits
- Preventive care



Automobiles

- Car/Bike Owners
- Car Intenders
- Car Dealer Makers
- Type of Car/Bike/Accessory
- New/Used Car



Food & Beverage

- Dine Out Frequency
- Type of Food and Beverage Consumption



Beauty

- Hair Care
- Skincare



Finance

- Financial Decision Makers
- Insurance
- Financial Product Owned/Service



Interests and Hobbies

- General
- Type of Sports
- Health/Leisure/Travel/Outdoor/Indoor activities
- Smoking habits



Online Shopping & Retail

- Online shopping behaviour
- Grocery Store
- Primary Shopper
- Shopping expense
- Online Store



Education

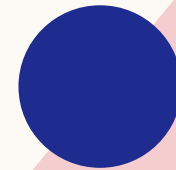
- Type of Educational Course

USA

Gender	Percentage
Male	53%
Female	47%
Age	Percentage
15-24 Years	23%
25-34 Years	25%
35-44 Years	34%
55+ Years	18%
Marital Status	Percentage
Married	42%
Never Married	33%
Employment Status	Percentage
Business Owners	1%
Employed / Working full time	33%
Employed / Working half time	20%
Self Employed	8%
Currently Employed	29%
Students	9%



USA
United State Of America

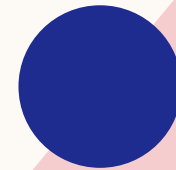


CANADA



Gender	Percentage
Male	55%
Female	45%
Age	Percentage
15-24 Years	11%
25-34 Years	30%
35-44 Years	33%
55+ Years	26%
Marital Status	Percentage
Married	56%
Never Married	44%
Employment Status	Percentage
Business Owners	4%
Employed / Working full time	42%
Employed / Working half time	26%
Self Employed	6%
Currently Employed	9%
Students	13%

CANADA

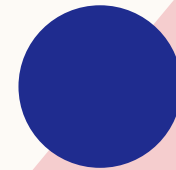


Germany



Gender	Percentage
Male	49%
Female	51%
Age	Percentage
15-24 Years	25%
25-34 Years	31%
35-44 Years	25%
55+ Years	19%
Marital Status	Percentage
Married	44%
Never Married	48%
Employment Status	Percentage
Business Owners	18%
Employed / Working full time	40%
Employed / Working half time	14%
Self Employed	12%
Currently Employed	6%
Students	10%

GERMANY

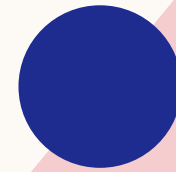


UK

Gender	Percentage
Male	49%
Female	51%
Age	Percentage
15-24 Years	25%
25-34 Years	35%
35-44 Years	20%
55+ Years	20%
Marital Status	Percentage
Married	42%
Never Married	40%
Employment Status	Percentage
Business Owners	9%
Employed / Working full time	44%
Employed / Working half time	12%
Self Employed	7%
Currently Employed	8%
Students	20%



UK

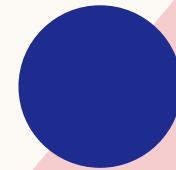


France

Gender	Percentage
Male	50%
Female	50%
Age	Percentage
15-24 Years	20%
25-34 Years	38%
35-44 Years	22%
55+ Years	20%
Marital Status	Percentage
Married	45%
Never Married	42%
Employment Status	Percentage
Business Owners	3%
Employed / Working full time	45%
Employed / Working half time	17%
Self Employed	8%
Currently Employed	7%
Students	20%



FRANCE

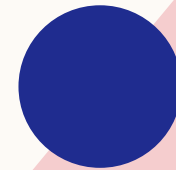


INDIA



Gender	Percentage
Male	82%
Female	18%
Age	Percentage
15-24 Years	25%
25-34 Years	39%
35-44 Years	25%
55+ Years	11%
Marital Status	Percentage
Married	62%
Never Married	28%
Employment Status	Percentage
Business Owners	4%
Employed / Working full time	41%
Employed / Working half time	14%
Self Employed	10%
Currently Employed	10%
Students	21%

INDIA

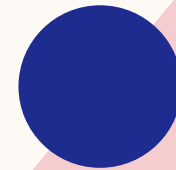


Belgium

Gender	Percentage
Male	60%
Female	40%
Age	Percentage
15-24 Years	10%
25-34 Years	32%
35-44 Years	30%
55+ Years	28%
Marital Status	Percentage
Married	58%
Never Married	42%
Employment Status	Percentage
Business Owners	5%
Employed / Working full time	57%
Employed / Working half time	9%
Self Employed	8%
Currently Employed	6%
Students	15%



BELGIUM

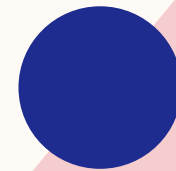


Spain

Gender	Percentage
Male	67%
Female	33%
Age	Percentage
15-24 Years	32%
25-34 Years	40%
35-44 Years	18%
55+ Years	10%
Marital Status	Percentage
Married	46%
Never Married	49%
Employment Status	Percentage
Business Owners	8%
Employed / Working full time	45%
Employed / Working half time	8%
Self Employed	9%
Currently Employed	3%
Students	27%



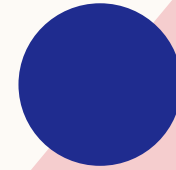
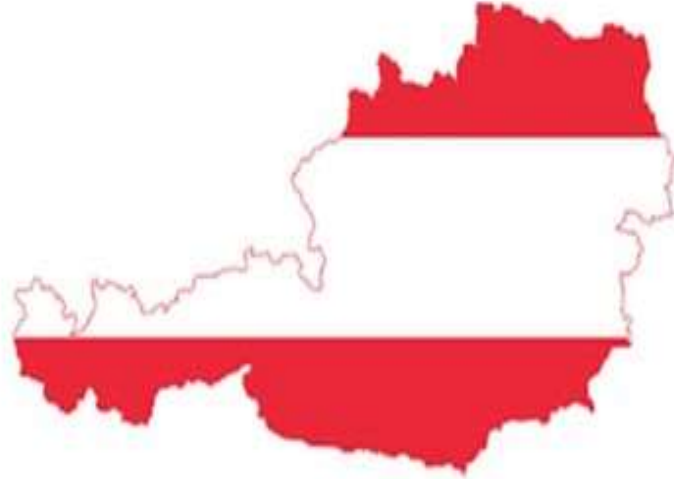
SPAIN



Austria

AUSTRIA

Gender	Percentage
Male	53%
Female	47%
Age	Percentage
15-24 Years	27%
25-34 Years	32%
35-44 Years	21%
55+ Years	20%
Marital Status	Percentage
Married	41%
Never Married	40%
Employment Status	Percentage
Business Owners	6%
Employed / Working full time	26%
Employed / Working half time	17%
Self Employed	19%
Currently Employed	20%
Students	12%





DATA COLLECTION SECTOR

B2B

HEALTHCARE

AUTOMOBILE

EDUCATION

GENPOP

MEDIA

RETAIL

IT

FINANCE

TOURISM



AREAS OF FOCUS

B2B MARKET SCENARIOS

- Develop winning strategies to keep ahead of the competition
- Capitalize on low-hanging fruit to identify a ballpark value
- Visualize customer directed convergence

CLOUD-BASED OPPORTUNITIES

- Iterative approaches to corporate strategy
- Establish a management framework from the inside



THANK YOU

SEAL OF TRUST

WWW.PROBEPARTNERS.COM

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INFO@PROBEPARTNERS.COM

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