



PANEL BOOK 2023

Core Values

Powered by People



Driven By Data



Differentiated by Quality



At the core of the data collection & sampling solutions offered at SOLUGO, we simply focus on the three important components - People, Data & Quality, that empower our partner brands with the most sought after real insights.

We help you drive better decisions so that You can act Faster, Smarter and Bolder.

At SOLUGO, our solutions are backed up by authentic and relevant data, acquired from our diverse and balanced panel pool, with a special focus on sampling solutions that help our clients connect with their target audience and collect genuine data that further helps them devise business strategy and make the right decisions. We advise & partner with our clients to produce accurate and relevant information via our carefully curated customized surveys and polls.



'Data' is as good as the 'Panel'

“

Our Consumers ,B2C and B2B Panels form the source of authentic data collection for over 100+ clients worldwide and counting and connect 100,000,000 respondents over 30 + countries directly. We aim to set a gold standard in providing seamless panel integration, authentic respondents, robust research data and strong online panels to all our clients worldwide.

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RECRUITMENT PROCESS

The SOLUGO panel is built using a blend of various diverse sources & dynamic techniques that go through a rigorous and extensive set of security procedures before recruitment. We draw as a hard line at authenticity and quality and undertake strict security measures to ensure the safety of our panelist. Having said that, we value the time and effort of our panelists by engaging them constantly.



We acquire our highly diverse panelist via three distinct channels:

1 Choosing the right Channel(s)

We determine the segmented target audience and use different channels to recruit them. For working professionals we use internal sources like email list, for millennial we rely on social media and gaming websites to get access to youngsters interested in participating in online surveys. External sources like ad campaigns and lead generation vendors is also one of the channels.

2 Ongoing Engagement

Based upon the demographics and panel criteria, we engage the prospective respondents according to their interests. This helps in curating customized panels for frequently surveyed audience and real time targeting of right sample across the panel.

3 Affiliates Network

Forming a strategic alliance with various digital content publishers & affiliates networks as a source of exclusive non-incent traffic, we recruit from their channel to our dashboard for effective and quality respondent sign ups. The affiliate network helps us by widening our reach and diversifying our panel pool. These in house assets are the building blocks of our largest panel base in the industry.



Audience vs Sampling Segments

It is this comprehensive yet dynamically managed pool of panelist across the globe that enable us to deliver targeted samples with real insights for following prominent domains:

Consumer Markets (B2C) :

If your products/services are meant for consumption by the end users, our samples comprising of end consumers feedback can anytime help you tap into the minds of your prospective/existing consumers.

Business Markets (B2B)

If you are into enterprise solutions, not only your clients but business partners and vendors are equally important. Engage with them through us and take into account their feedback. A B2B survey requires taking into account various levels within business partnership and SOLUGO ensures to acquire valid data across all multiple reporting levels.

Healthcare

Gain insights about medical services industry from the doctors and caregivers. We target ailments like allergies, arthritis, chronic pain , depression, eating disorder, obesity , chronic heart problems, high blood pressure, mental disability and many more.

Panel Builds

As SOLUGO continues to expand its own panel base on a regular basis, our competency in growing it over a short span of time combined with vast yet exclusive network of digital publishers & affiliates empower us to build one for you as well!

Community Recruit

Apart from our strong panel base, We also have quality non-incent traffic sources comprising of people who are ready to be a part of a community based on sheer interest in the field and the belief that their opinion will help in better outcome.



Consumer Markets (B2C)



Business Markets (B2B)



Healthcare



Panel Builds



Community Recruit



Our diversified and carefully curated Panelist demand utmost respect and gratitude for the time they devote taking our surveys and sharing their valuable opinions. We understand that and do our best to engage them constantly!

At the time of sign up for our panel pool, each respondent is assigned a unique ID that stays with them throughout their tenure with us. It is through this ID we keep a track of all their activities and address their grievances, if any. We engage them with relevant surveys according to their demographics and track records of their profile information, updates, past survey participation and feedback. We run an incentivized scheme to reward our respondents for their valuable time and opinions. This approach provides us with a well rounded, satisfied and diverse respondent pool while ensuring we only add to our panel base and retain our old panelists.

Respondent satisfaction is our central focus and as a result we continually measure it through various feedback channels that include ongoing satisfaction surveys, frequency of invitation, diversity of incentives, willingness to participate and the grievances they share with us.

ENGAGING
THE RIGHT WAY !

THE 'T-ECH' FACTOR



We are not just another online sampling company of the market research industry. What sets us apart is not just our diverse and authentic panelist, but our technical prowess combined with our steel resolve to cater to your sampling and data collection needs.

We are on a mission to deliver a world class service to all our clients and partners by empowering them with well rounded survey solutions so that they can strategically meet their targets and align their decision making based on real insights from the targeted audience provided by us. As a leading provider of data from our diverse panel pool , we have implemented sacrosanct quality protocols to guarantee authenticity and quality. Whether it's our respondents or our clients, we strongly believe in long term associations with both!



WE PROMISE: QUALITY COMES FIRST

If it is not authentic, it is not desirable.

To help you drive better decisions we ensure we DO NOT Compromise on Quality of our data collected from our authentic Panel pool. As a leading producer of survey solutions, we maintain sacrosanct quality protocols in place.



(1) Identify Verification & Authentication

To ensure that the respondent is who he/she says is, SOLUGO uses interface to create unique digital print from the data points collected the respondents system. This ensures that the identity of the respondent as real and fraud-free.



(2) Red Herring

In order to distinguish between genuinely interested respondents and reward claiming abusers we use red herring questions in the survey which are nothing but a bunch of odd questions in the questionnaire to test the attentiveness and engagement level of the survey respondent. This tactic ensures that we have responses from genuinely interested panelists.



(3) E-mail verification

Our panelists are recruited using the double opt in system to form a credible panel pool.



(4) Response Flagging

Invalid responses/straight liners/speedsters are flagged from time to time to ensure smooth analysis of the survey and measure performance.



(5) Physical Address Verification

IP address of the user is verified by the geographic location of the user that includes postal code, city, state, country and longitudinal and latitudinal coordinates.



(6) Device Reputation

We take a step ahead and verify if the respondent's device is not related to any fraud activity in the past.



(7) Panelists' Management

Through the unique ID provided at the time of registration, we monitor our panelists' activities and ensure that the inactive members are phased out from participating in surveys and the active members participate in only a limited number of surveys (2 on an average) in a month.





QUALITY CHECKLIST AND THRESHOLDS

Solugo believes that quality response or feedback can only come from authentic and engaged respondent. So our vetting process starts right from our registration to onboarding to real time response collection while taking surveys. Respondents get a registration score once they register on our panel. On the basis of this score, we allow the respondents to access our available surveys.



Registration Score Process

Recruitment from authentic sources Only | Recruitment from non incent traffic partners | DOI (methodology) | Email Domain check | Comparing Email address and First/Last Name | Duplicity among email accounts from same IP address

Anyone getting score more than 25 goes under suspicious account and cannot access our inventory.



Fraud Score Process

Every respondent undergoes a scrutiny of 16 different parameters noted below and gets a score on each parameter. If any respondent gets a total score of more than 30, then they are blocked at our end itself and do not go onto the client survey. This score can even be lowered to 15 to make quality controls more stringent, if the need arises.



Parameters considered while assigning a fraud score

GeoIPStatus | GeoCountry | LangStatus | GeoLangStatus | GeoOsLangStatus | GeoTzStatus | GeoCountryStatus | GeoOffHrsStatus | BotStatus | MultiDeviceStatus | AnonymousStatus | BlacklistStatus | BrowserStatus | Web proxy service used | Web crawler usage detected | VPN user



Parameters considered to assess duplicate entry

Unique IP address, Unique PID, Machine address



Process to gauge respondent's attentiveness

- Randomly assigned red herrings per respondent per survey
- Custom Red herrings per survey to gauge respondents subject matter awareness
- Info note related to OE question if main survey has any OE
- 1 OE question added per survey if main survey has any OE to gauge the respondent's behaviour
- Speeder check applied (1/3rd of survey LOI in field)



SIMPLIFYING AUDIENCE PROFILES!

SOLUGO is the trusted source for targeting, surveying and data collection. We collect thousands of hundreds of targeted profiling data-points of our panelists, including basic demographic data, business and workplace characteristics, shopping preferences, and health. Our vast experience in panel profiling helps us understand our respondents better thus making the best match between the profile data points and the field target.



Profiling Demographics

United States

Age

6%	0-17	21%	18-24
25%	25-35	27%	35-44
16%	45-54	5%	55+

Gender

48% Male 52% Female

Employment Status

44%	FT	16%	PT
10%	SE	2%	RT
6%	HM	14%	ST
8%	UE		

United Kingdom

Age

4%	0-17	20%	18-24
28%	25-35	32%	35-44
13%	45-54	3%	55+

Gender

41% Male 59% Female

Employment Status

45%	FT	19%	PT
12%	SE	1%	RT
3%	HM	13%	ST
7%	UE		

(Abbreviations)

Full Time- FT Part Time- PT
Self Employed- SE Retired- RT
Homemaker- HM Students ST
Unemployed- UE



Profiling Demographics

Canada

Age

4%	0-17	20%	18-24
28%	25-35	32%	35-44
13%	45-54	3%	55+

Gender

45% Male 55% Female

Employment Status

44%	FT	20%	PT
11%	SE	4%	RT
4%	HM	13%	ST
4%	UE		

Spain

Age

3%	0-17	20%	18-24
27%	25-35	28%	35-44
21%	45-54	1%	55+

Gender

40% Male 60% Female

Employment Status

41%	FT	19%	PT
12%	SE	9%	RT
2%	HM	15%	ST
2%	UE		

(Abbreviations)

Full Time- FT Part Time- PT
Self Employed- SE Retired- RT
Homemaker- HM Students ST
Unemployed- UE



Profiling Demographics

France

Age

2%	0-17	23%	18-24
32%	25-35	30%	35-44
12%	45-54	1%	55+

Gender

50% Male 50% Female

Employment Status

41%	FT	20%	PT
10%	SE	9%	RT
2%	HM	14%	ST
4%	UE		

India

Age

3%	0-17	27%	18-24
28%	25-35	27%	35-44
14%	45-54	1%	55+

Gender

60% Male 40% Female

Employment Status

46%	FT	19%	PT
10%	SE	3%	RT
8%	HM	12%	ST
2%	UE		

(Abbreviations)

Full Time- FT Part Time- PT
Self Employed- SE Retired- RT
Homemaker- HM Students ST
Unemployed- UE



Profiling Demographics

Italy

Age

2%	0-17	22%	18-24
29%	25-35	28%	35-44
18%	45-54	1%	55+

Gender

52% Male 48% Female

Employment Status

43%	FT	18%	PT
09%	SE	9%	RT
8%	HM	12%	ST
1%	UE		

Germany

Age

3%	0-17	23%	18-24
27%	25-35	32%	35-44
14%	45-54	1%	55+

Gender

46% Male 54% Female

Employment Status

47%	FT	19%	PT
11%	SE	6%	RT
1%	HM	13%	ST
3%	UE		

(Abbreviations)

Full Time- FT Part Time- PT
Self Employed- SE Retired- RT
Homemaker- HM Students ST
Unemployed- UE



Profiling Demographics

China

Age

2%	0-17	28%	18-24
33%	25-35	24%	35-44
12%	45-54	1%	55+

Gender

55% Male 45% Female

Employment Status

47%	FT	17%	PT
11%	SE	5%	RT
7%	HM	11%	ST
2%	UE		

UAE

Age

1%	0-17	26%	18-24
29%	25-35	32%	35-44
11%	45-54	1%	55+

Gender

65% Male 35% Female

Employment Status

47%	FT	23%	PT
10%	SE	2%	RT
2%	HM	13%	ST
3%	UE		

(Abbreviations)

Full Time- FT Part Time- PT
Self Employed- SE Retired- RT
Homemaker- HM Students ST
Unemployed- UE



Profiling Demographics

Singapore

Age

2%	0-17	26%	18-24
31%	25-35	30%	35-44
10%	45-54	1%	55+

Gender

52% Male 48% Female

Employment Status

43%	FT	19%	PT
8%	SE	4%	RT
9%	HM	15%	ST
2%	UE		

Malaysia

Age

1%	0-17	24%	18-24
29%	25-35	33%	35-44
12%	45-54	1%	55+

Gender

56% Male 44% Female

Employment Status

46%	FT	19%	PT
9%	SE	5%	RT
8%	HM	12%	ST
1%	UE		

(Abbreviations)

Full Time- FT Part Time- PT
Self Employed- SE Retired- RT
Homemaker- HM Students ST
Unemployed- UE



Profiling Demographics

Australia

Age

2%	0-17	21%	18-24
34%	25-35	31%	35-44
11%	45-54	1%	55+

Gender

46% Male 54% Female

Employment Status

44%	FT	22%	PT
12%	SE	2%	RT
1%	HM	14%	ST
5%	UE		

(Abbreviations)

Full Time- FT

Part Time- PT

Self Employed- SE

Retired- RT


Homemaker- HM

Students ST

Unemployed- UE

PANEL PROFILE ATTRIBUTES BUSINESS



 **Basic Attributes**
Business Type
Industry Segment
Annual Revenue
Number of Employees at All Locations
Number of Employees at Local Location

 **Business Professional**
Title
Occupation
Functional Role
Purchase Decision Makers
Primary Role

 **Expanded Business Variables by Industry**
Business Services
Computer Hardware
Computer Software
Consulting
Consumer Products
Consumer Services
Entertainment / Sports
Energy & Utilities / Oil & Gas
Food / Beverages / Restaurant
Media / Publishing
Non-Profit
Retail
Telecommunications
Equipment
Travel / Hospitality / Leisure

 **Legal Services**
Legal Occupation
Legal Role

 **Real Estate**
Type of Business
Primary Real Estate Role

 **Banking / Financial Services / Insurance**
Type of Business
Primary Role

 **Education**
Educator Role
Educator – Education Level Type
Educator – Educational Institute

 **Government / Military**
Law Enforcement / Emergency Service Types
Military Branch of Part-Time Service
Military Branch Served
National Guard Service Branch
Military Service Status
Government Level of Employment

 **Business Owner**
Type of Business Owned / Operated
Type of Personal Service Healthcare



Healthcare / Medical Professionals

Nursing
Physician/Doctors/Caregivers
Ailments like allergies:
Chronic disorder
Obesity
Depression etc



ITDM / IT Role

Type of IT Professional
Developer Roles
Primary IT Functions/Responsibility
Roles in Various IT Areas Including:
PCs, Tablets, or Client Devices
Mobile Technology/Applications
Servers
Data Center
Cloud Computing
Network/Data Technology
Voice Technology
Business Applications & Process
Software
Business Intelligence, Big Data,
Analytics
Virtualization Software
Unified Communications



PANEL PROFILE ATTRIBUTES (CONSUMER)



Basic Demographics

- Gender
- Age
- Marital Status
- Language
- Number in Household
- Children
- Education
- Household Income
- Employment Status
- Own or Rent
- Region
- Sexual Orientation
- Religious Affiliation
- Ethnicity or Race
- Hispanic Origin
- Registered Voter
- Political Party Affiliation
- Voter History



Automotive

- Vehicles in Household
- Type of Automobile
- Primary Make, Model, Year
- Secondary Make, Model, Year
- DIY Maintenance
- Intent to Buy



Home Features / Improvements

- Home Improvement/ Upkeep / Repair
- Role in Decision Making
- Lawn Equipment Used



Utilities

- Service Provider
- Role in Decision



Travel for Leisure

- Travel Websites Used
- Car Rentals
- Airlines
- Frequency of Traveling



Hotels Interests / Hobbies

- General
- Health / Fitness / Wellness
- Hobbies / Leisure
- Outdoor Activities
- Sports Activities



Electronics / Gadgets

- Electronic Devices Owned (32 types)
- Desktop & Notebook Computer (19 brands)
- Printer (14 brands)
- Tablet or e-Reader (49 brands)
- Online Activities
- Internet (30 Providers)
- Video Game Accessories
- Video Game System (13 brands)



Mobile Phone

- Mobile Phone Use
- Type of Mobile Phone
- Mobile Only Phone User
- Operating Systems
- Network Providers (16 providers)
- Average Monthly Billing
- Contract Type
- Plan Type
- Role in Decision
- Phone Brand (22 brands)



Tobacco Products

- Products Used
- Cigarettes by Brand (37 brands)
- Smoking Habits & History
- Smoking Cessation or Alternatives Used





Groceries

Primary Shopper
Stores Shopped (56 stores)
Amount Spent Per Week



Beer, Wine, Liquor

Beverage Consumption
Beer Consumption
Domestic / Import / Craft Beer Brands (76 brands)
Wine Purchases
Liquor Type & Brands



Entertainment

Television
Books
Movies
Music
Magazine Readership (40 genres, 270 titles)
Radio Stations (39 markets)



General Household

Pets or Animals
Recreational Vehicles



Department Stores

Shopping Frequency
Items Purchased



Dining Out

Frequency
Amount Spent Per Person
Type of Restaurant
Considerations



Insurance

Auto Insurance Provider (152 providers)
Home Insurance Provider (152 providers)
Health Insurance Provider (66 providers)
Health Insurance Coverage



Ailments and Health Conditions

Allergies / Asthma / Respiratory
Arthritis / Joint Ailments
Autoimmune / Blood
Cancer
Cardiovascular / Heart
Diabetes / Thyroid / Obesity
Gastric / Digestive / Urinary
Mental Health
Neurologic / Nervous
Pain
Skin / Dermatologic
Sleep Disorders
Vision / Hearing Impairments



Consumer Banking

Interest
Financial Advice (11 services)
Online Trading Accounts
Financial Advisor
Investment Account Types (13 types)
Investment Account Firm
Primary Brokerage Firm
Type of Checking Account
Primary Mutual Fund Firm (61 firms)
Retirement Firm (26 firms)
Total Investable Assets
Type of Investment
Financial Products
Credit Cards
Financial Institutions (134 banks)





CONSUMER COUNTS

While SOLUGO's panel base constitutes a strong mix of global audience, our strength in prominent markets such as India , USA , UK and Canada will leave you astounded.

<u>Country</u>	<u>Last 6 months participation counts</u>	<u>Panel + Partner counts</u>	<u>Last 9 months participation counts</u>
Argentina	9396	15660	13037
Australia	67860	113100	94287
Austria	12096	20160	16777
Belgium	10080	14940	12425
Brazil	10700	53470	44523
Canada	140245	233740	194783
Chile	2640	8700	7250
China	64245	123510	102925
Columbia	960	2235	1862
Denmark	6750	12105	10087
Egypt	2784	9300	7761
Finland	8334	12115	10097
France	119826	199710	166425
Germany	111876	186460	155383
Greece	768	3840	3233
Hong Kong	10179	16965	14139
India	95824	239560	199633
Indonesia	8040	16080	13400
Italy	125874	209790	174825
Japan	73710	122850	102377
Malaysia	32400	54000	45000
Mexico	26520	88400	73675
Netherlands	31608	52680	43911
New Zealand	11052	36855	30725



CONSUMER COUNTS

While SOLUGO's panel base constitutes a strong mix of global audience, our strength in prominent markets such as India , USA , UK and Canada will leave you astounded.

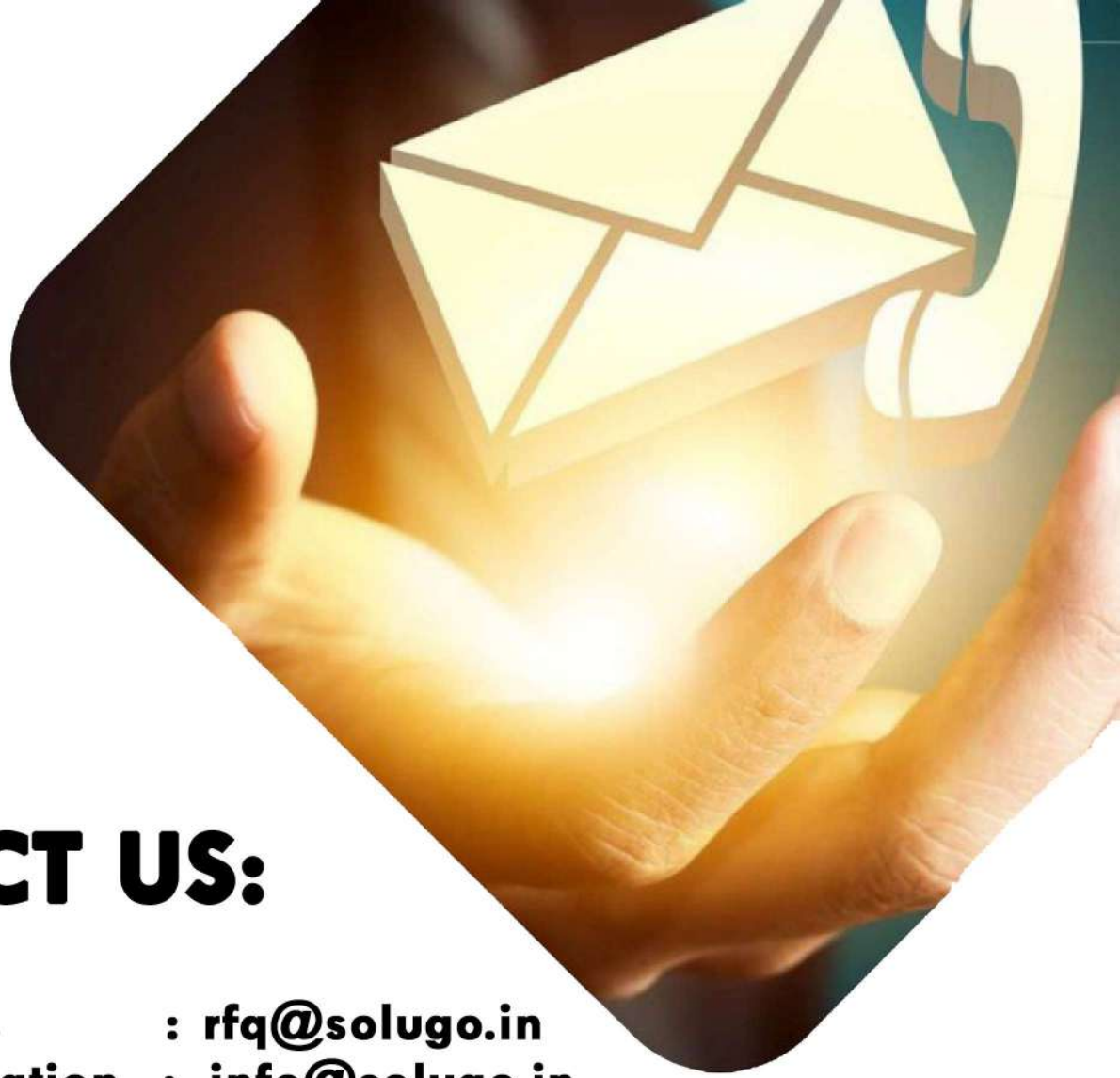
<u>Country</u>	<u>Last 6 months participation counts</u>	<u>Panel + Partner counts</u>	<u>Last 9 months participation counts</u>
Nigeria	636	9180	8388
Norway	8856	22140	18462
Philippines	3015	35280	29400
Poland	6732	33660	28068
Puerto Rico	984	3840	3578
Romania	1104	5400	4968
Russia	18372	45930	38279
Singapore	68796	114660	95554
South Africa	6552	16380	13654
South Korea	348	2220	1893
Spain	78180	130300	108583
Sweden	8352	13920	11602
Switzerland	11700	29250	24375
Taiwan	2292	11460	9558
Thailand	4212	14040	11705
Turkey	3564	14880	12413
UAE	31428	52380	43661
UK	123084	205140	170950
USA	788360	1112980	947483
Venezuela	1296	4320	3616
Vietnam	936	4680	3925



BUSINESS COUNTS

While SOLUGO's panel base constitutes a strong mix of global audience, our strength in prominent markets such as India , USA , UK and Canada will leave you astounded.

<u>Country</u>	<u>Last 6 months participation counts</u>	<u>Panel + Partner counts</u>	<u>Last 9 months participation counts</u>
Argentina	4270	7118	5925
Australia	30537	50895	42429
Austria	5443	9072	7549
Belgium	4533	6720	5588
Brazil	4814	24060	20034
Canada	62896	84545	78620
China	37882	72829	60690
Denmark	1711	3069	2557
Finland	2606	3789	3157
France	35134	58557	48797
Germany	32767	54612	45509
Hong Kong	2775	4626	3855
India	59237	84857	74047
Indonesia	3078	6156	5130
Italy	27042	45071	37559
Japan	12828	21380	17817
Malaysia	7596	12660	10550
Mexico	4854	16180	13484
Netherlands	12585	20976	17484
New Zealand	1505	5022	4186
Norway	1609	4023	3354
Philippines	116	1368	1140
Poland	612	3060	2551
Russia	3744	9360	7800
Singapore	16434	27391	22826
South Africa	1190	2976	2480
Spain	39617	51931	46609
Sweden	2275	3792	3160
Switzerland	2127	5319	4432
Thailand	572	1908	1590
Turkey	388	1620	1351
UAE	11232	18720	15603
UK	72969	89817	85847
USA	672290	865117	790930



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We are excited for what Future holds and look forward to partnering with You !