

# B2B PANEL BOOK

2020



# WE ARE **IRB**

We are a global survey company, specializing in quantitative online research and respondent engagement.

Headquartered in New Delhi and a regional HQ in the US and the UK, Internet Research Bureau serves clients worldwide.

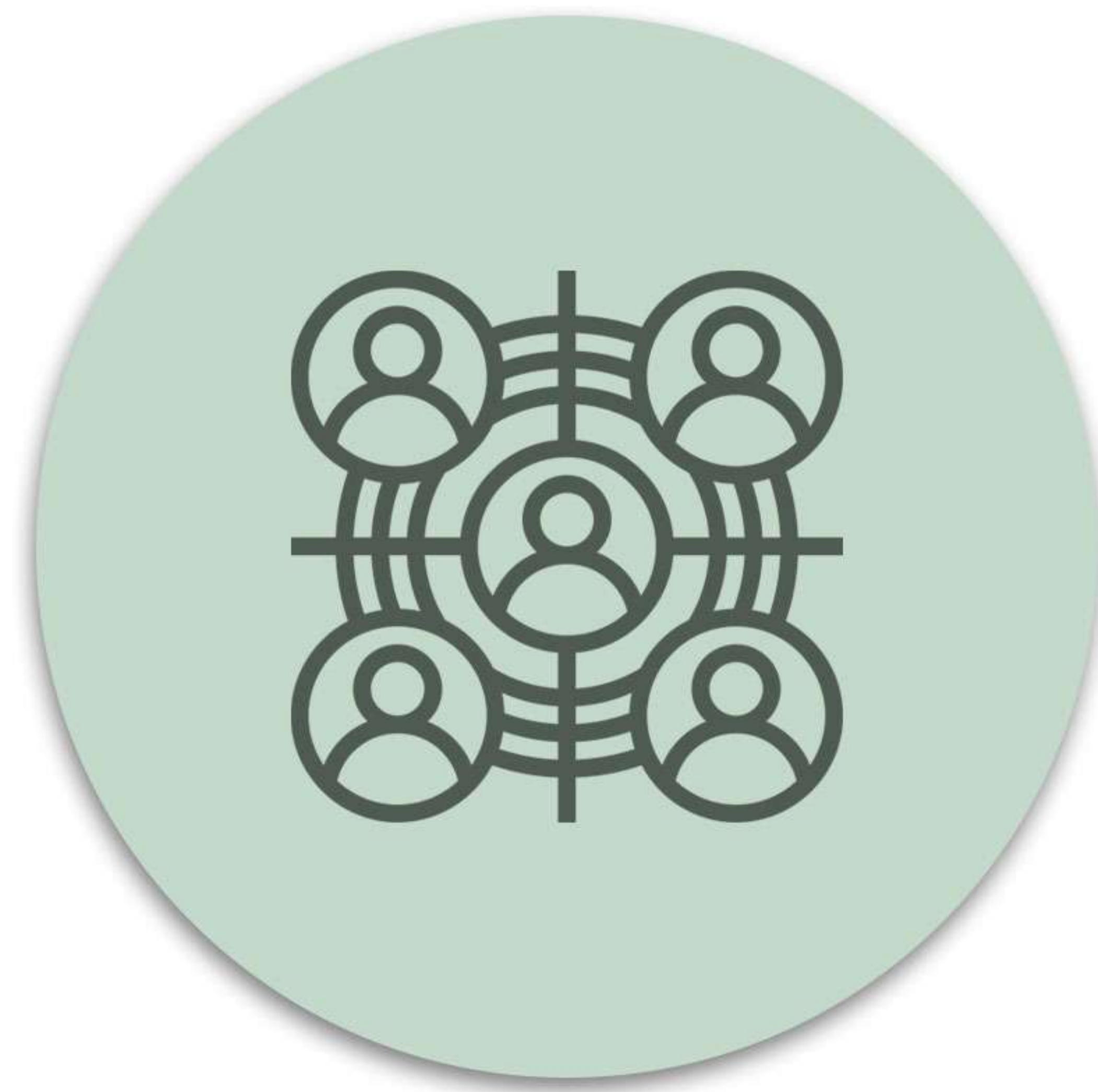
The core services include engaging with B2B panel globally to gain market insights and designing, programming and conduct client surveys.

Industry needs modern and better ways to conduct B2B research surveys, and IRB is proud to take the lead in this direction.

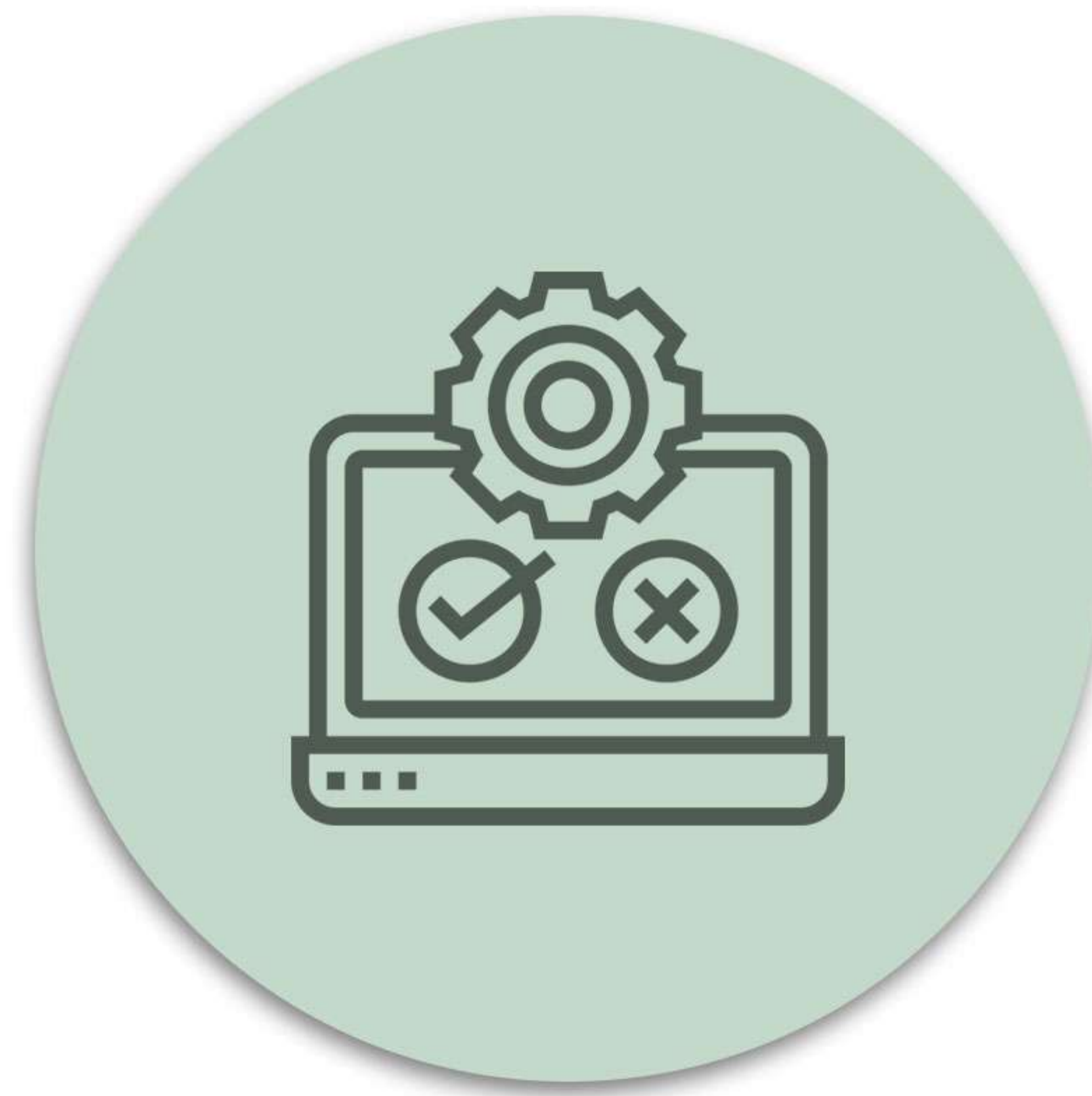
**WE RELY ONLY ON ORGANICALLY ACQUIRED AND SMARTLY MANAGED DATA**



# HIGHLIGHTS OF OUR QUALITY MEASURE TECHNIQUE



DUPLICATE & FRAUD  
USER DETECTION  
TECHNOLOGY.



PEEP – PANEL  
ENGAGEMENT &  
ELIMINATION PROCESS.



KYR™ – KNOW YOUR  
RESPONDENTS  
TECHNOLOGY.



# PANEL & DATA

## QUALITY STANDARDS

The confidence in our data quality is something which continuously drives us and yet we keep searching for methods to improving these quality measures which are applied on our panel, samples and surveys.

### THIRD-PARTY TECHNOLOGIES

- Digital Finger Printing (IovationID)
- Proxy detection (Third Party API)
- BotDetection (Third Party API)
- Duplicate IP, GeoIP & Cookies Tracking
- Blacklisted Domain & Email detection (Third-party)

### PROPRIETARY TECHNOLOGY

- PEEP (Panel Engagement & Elimination Process)
- DnR (Detect & Reject – using Digital finger printing technologies)
- IVS (Identity Verification score)
- SBS (Survey behaviour score)



# MEMBER RECRUITMENT

## PROCESS



Sign up  
form submission.



Double opt-in  
process.



Phone number  
verification (OTP)



1st Quality Survey  
Completion – Internal  
survey by IRB for quality  
checking.



Response comparison  
(signup data Vs quality  
survey).



Panelist rating by Panel  
Team after panelist data  
validation.



Membership approval by  
Panel team meeting  
minimum quality standards  
otherwise rejected



Cleaning every 3 months  
based on survey taking  
experiences and client's data  
quality feedback.



# PRIMARY B2B

## PROFILING



### Profession

- Primary Profession
- Work experience



### Organization

- Company/ Employee size
- Company Revenue
- Industry
- Location



### Title & Roles

- Seniority Level
- Department
- Job Title/Roles
- Decision Making  
Involvement



# TARGETING & PROFILING

## ROLES & TITLES

Accountants  
Architects  
Auto Mechanics/Repairers  
Chartered Accountant  
Computer Engineers  
Dentists  
Drivers  
Electricians  
Engineers  
Entrepreneurs  
Event Managers  
Farmers  
Financial/Investment Managers  
Graphic Designers  
Hair Dresser/Beauticians/Salon Workers  
Hoteliers  
HVAC Pros  
Insurance Brokers  
Interior Designers  
Lawyers  
Nurses  
Painters  
Pharmacist  
Photographers  
Plumber  
Teachers  
Travel Agents  
VAR's

### TOP PROFESSIONALS

C-Level  
Financial Control Officer  
Exec financial management  
Exec Tech management  
Managing Director  
President  
Executive Vice President (EVP)  
Owner/ Co-owner/ Partner  
Senior Vice President (SVP)  
Vice President (VP)  
Executive Director  
Company Secretary  
General Manager (GM)  
Director  
Head of Department  
Head of Business Unit  
Manager

### TOP TITLES

ITDMs  
BDMs  
HRDMs  
FDMs  
IT-PDMs  
NonIT-PDMs  
Marketing DMs

### DECISION MAKERS

C-Level Executives  
High-Level Executives  
Mid-Level Executives  
Business Owners/ Partners

### SENIORITY LEVELS



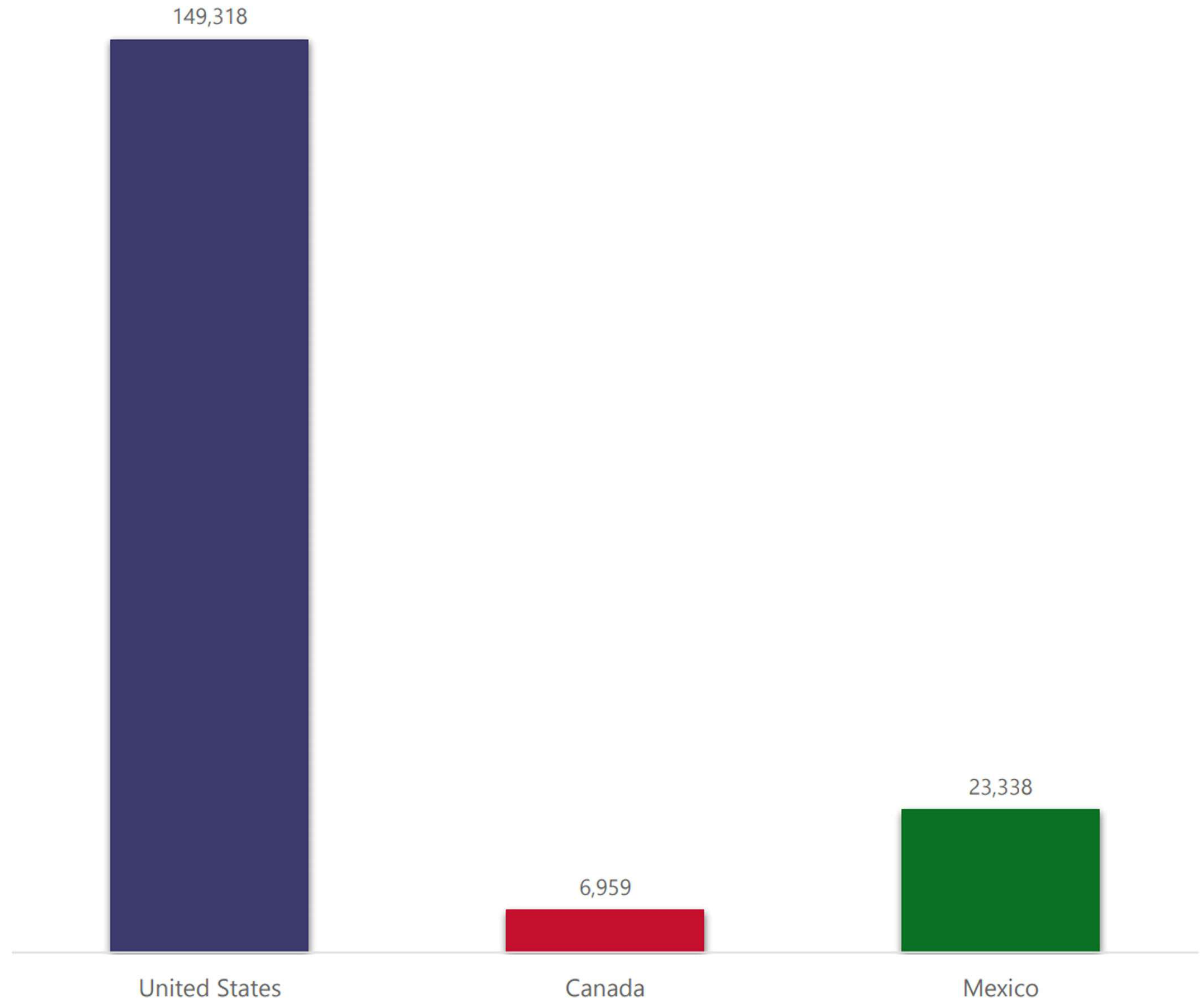
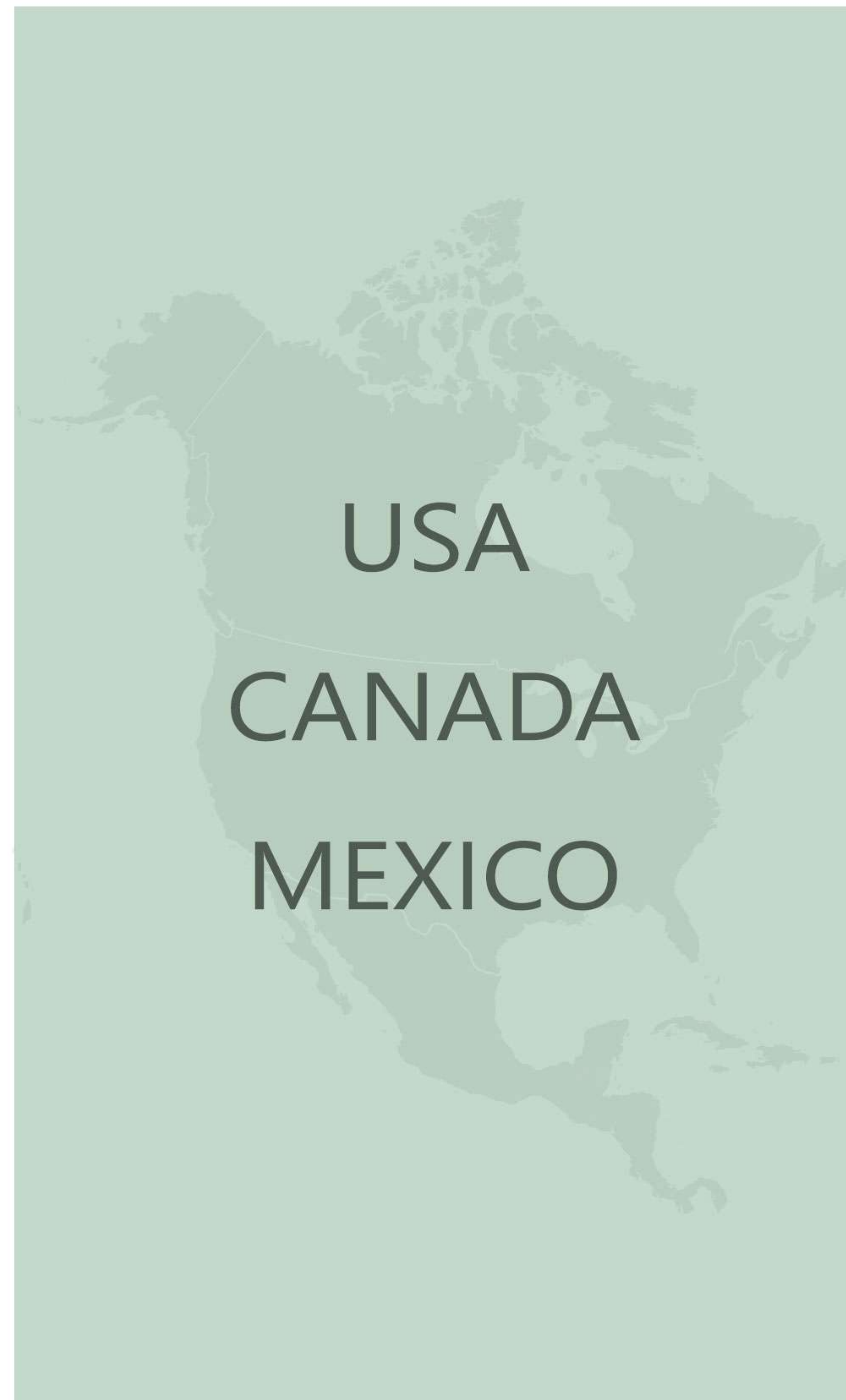
# TARGETING & PROFILING

## INDUSTRY/ SECTOR

Accounting, auditing, payroll, tax	Aerospace	Agribusiness	Agriculture/ Forestry/ Fishing	Airlines	Automotive	Banking	Beauty/ Spa/ Personal Care	Biotechnology/ Life Sciences
Broadcasting & Cable	Business Services/ Consulting	Chemicals & Plastics	Computer Hardware	Computer Software/Service s	Construction	Defence, Military Services	Distribution & Delivery	Education, Training, Library
Electronics	Engineering	Entertainment, Movies & Media	Financial services (other than banking)	Food, Beverages & Tobacco	Governmental organization, agency or bureau	Graphic Arts/ Commercial Arts/ Product Design/ Production Design	Healthcare: Facilities	Healthcare: Pharmaceuticals
Healthcare: Product & Supplies	Hospitality/ Hotels/ Restaurants	Industrial & Architecture Design/ Interior Design	Information Technology	Insurance	Internet/E- Commerce	Law enforcement or security	Legal Services	Manufacturing/ Production
Market Research	Marketing/ Advertising	Mining & Quarrying	Natural Resources & Mining	Non-profit, charities, social services	Personal Services: Barber, Photographers, Security, etc.	Printing & Publishing/ Journalism	Real Estate/ Maintenance	Retail (General)
Retail (Specialty)	Sales	Science	Sports and Recreation	Storage Networking	Telecommunicat ions	Telemarketing/ Call Centres	Transportation, Logistics	Travel and Tourism
			Utilities, Energy, Water	Veterinary services	Wholesale/ Trade			



# NORTH AMERICA

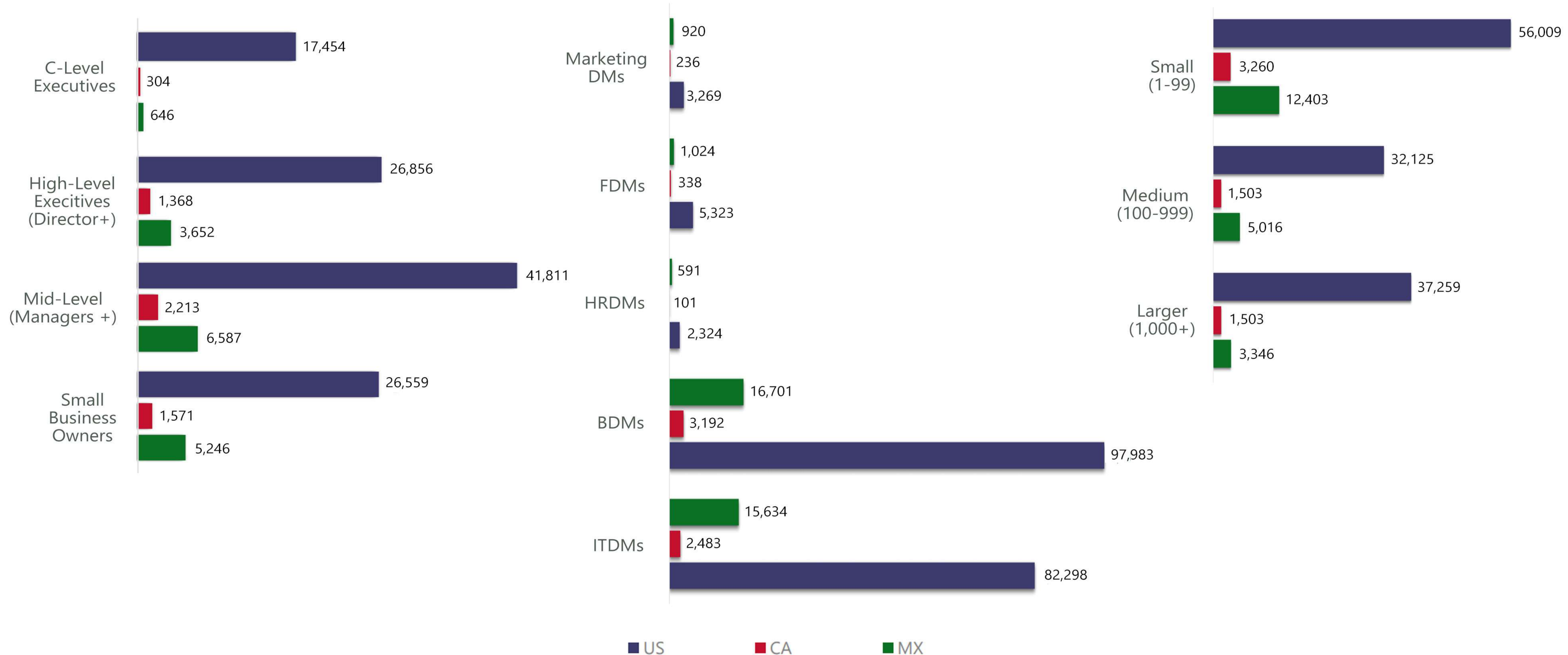




# JOB ROLES & TITLES

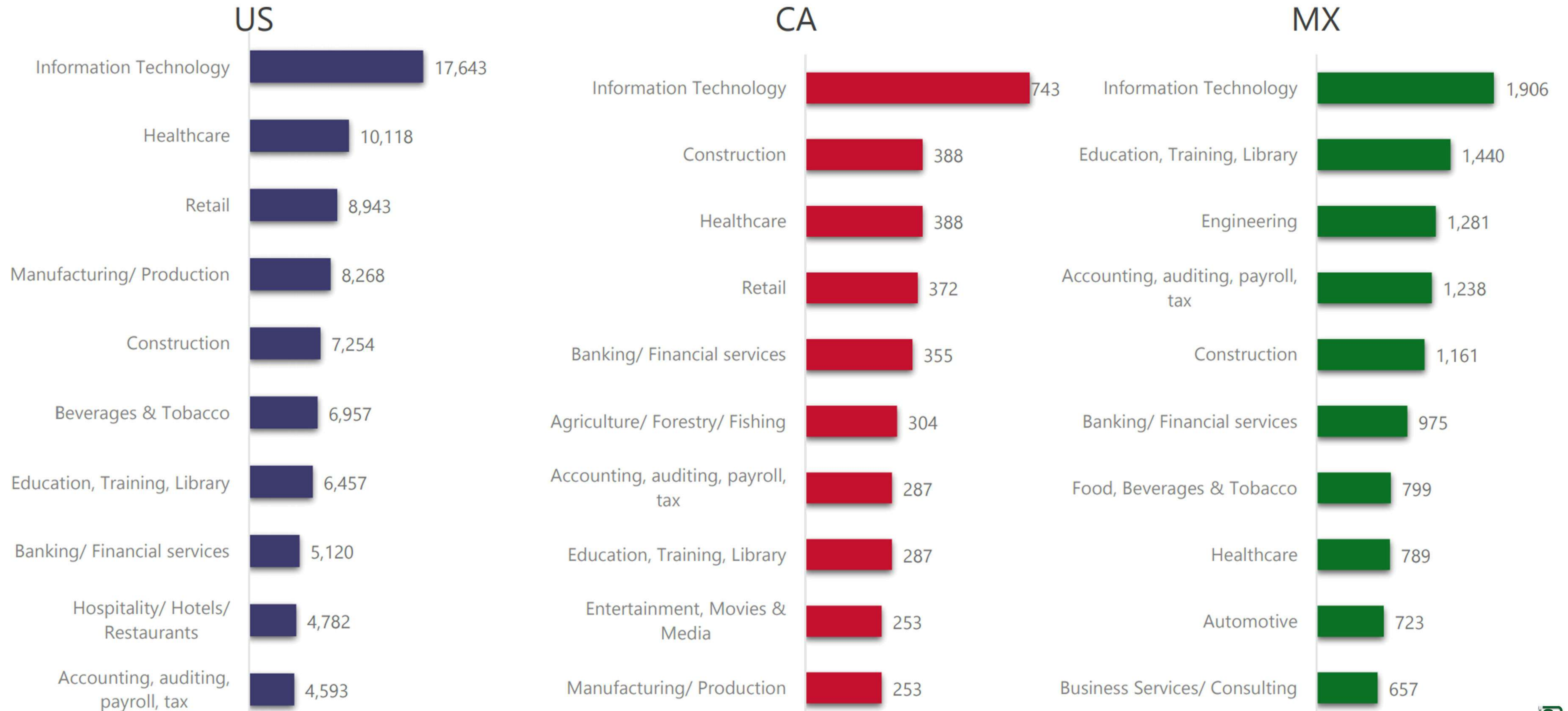
# DECISION MAKERS

# COMPANY SIZE



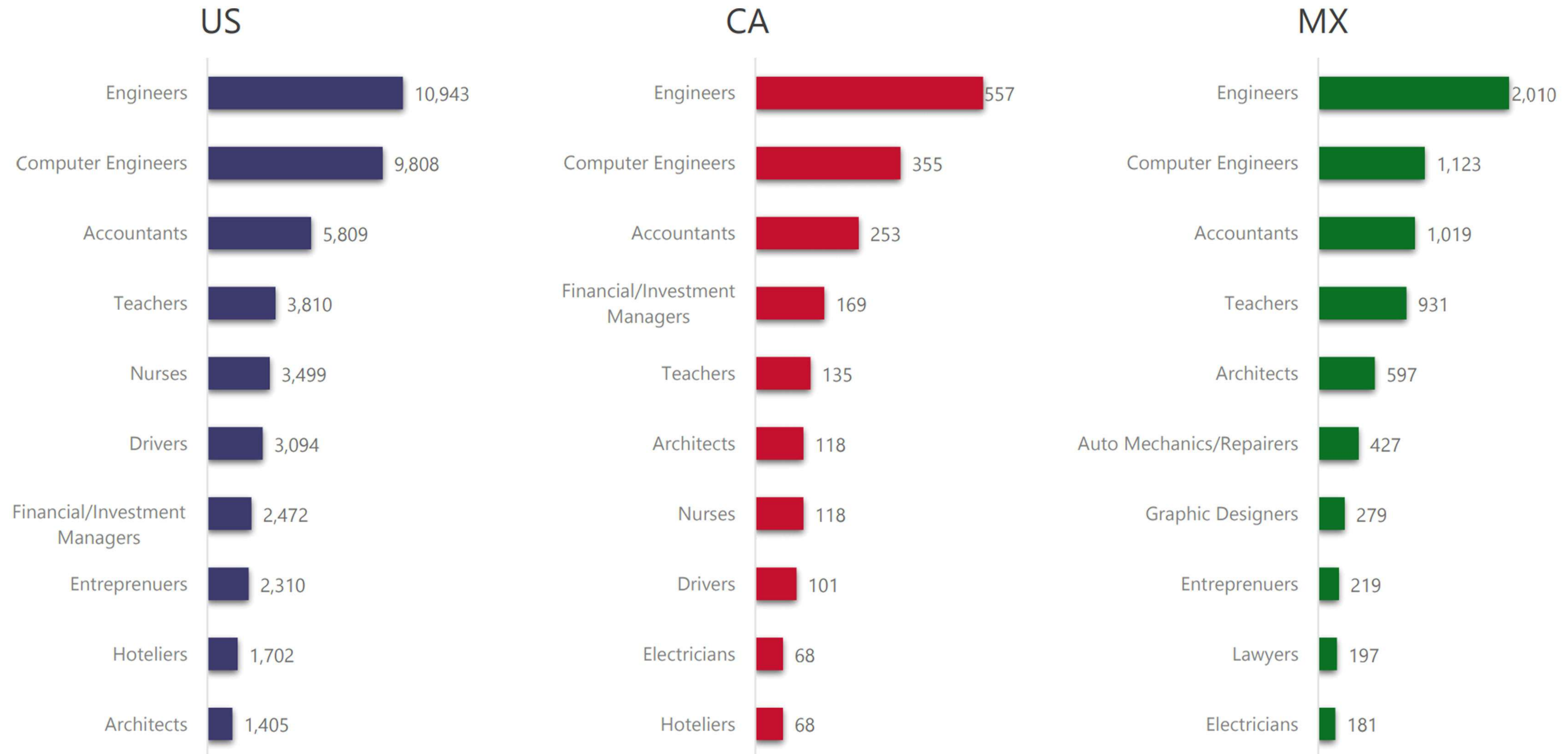


# TOP 10 INDUSTRIES



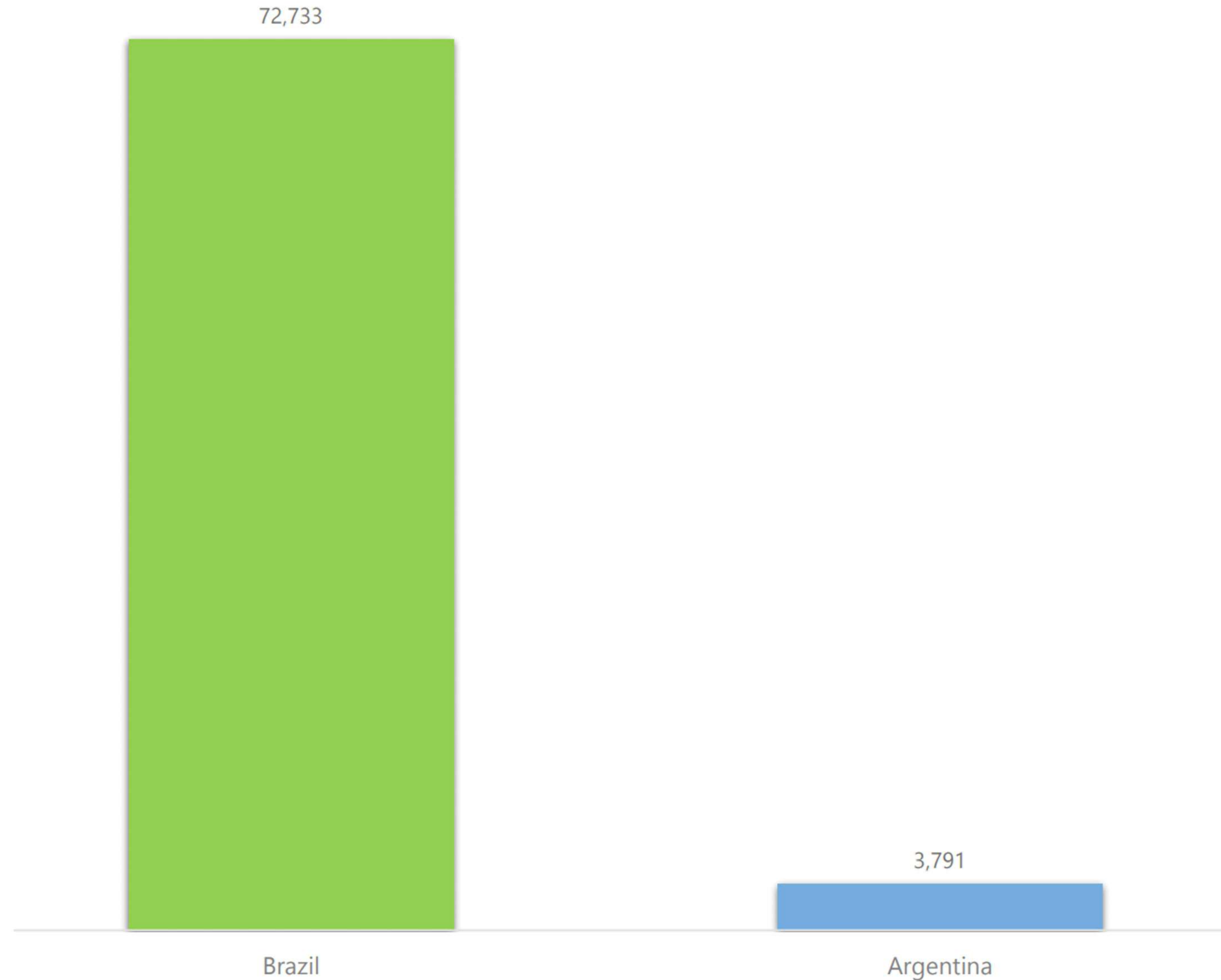


# TOP 10 PROFESSIONALS





# LATIN AMERICA

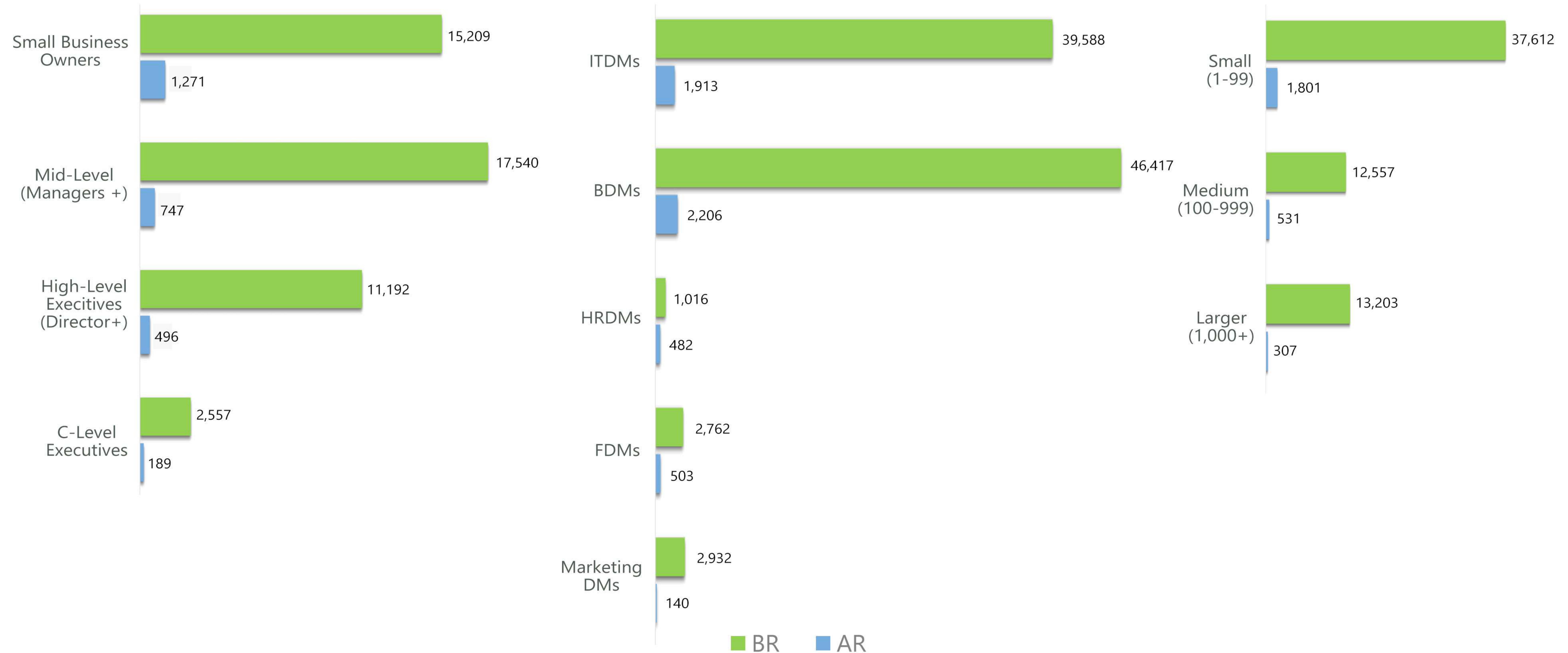




# JOB ROLES & TITLES

# DECISION MAKERS

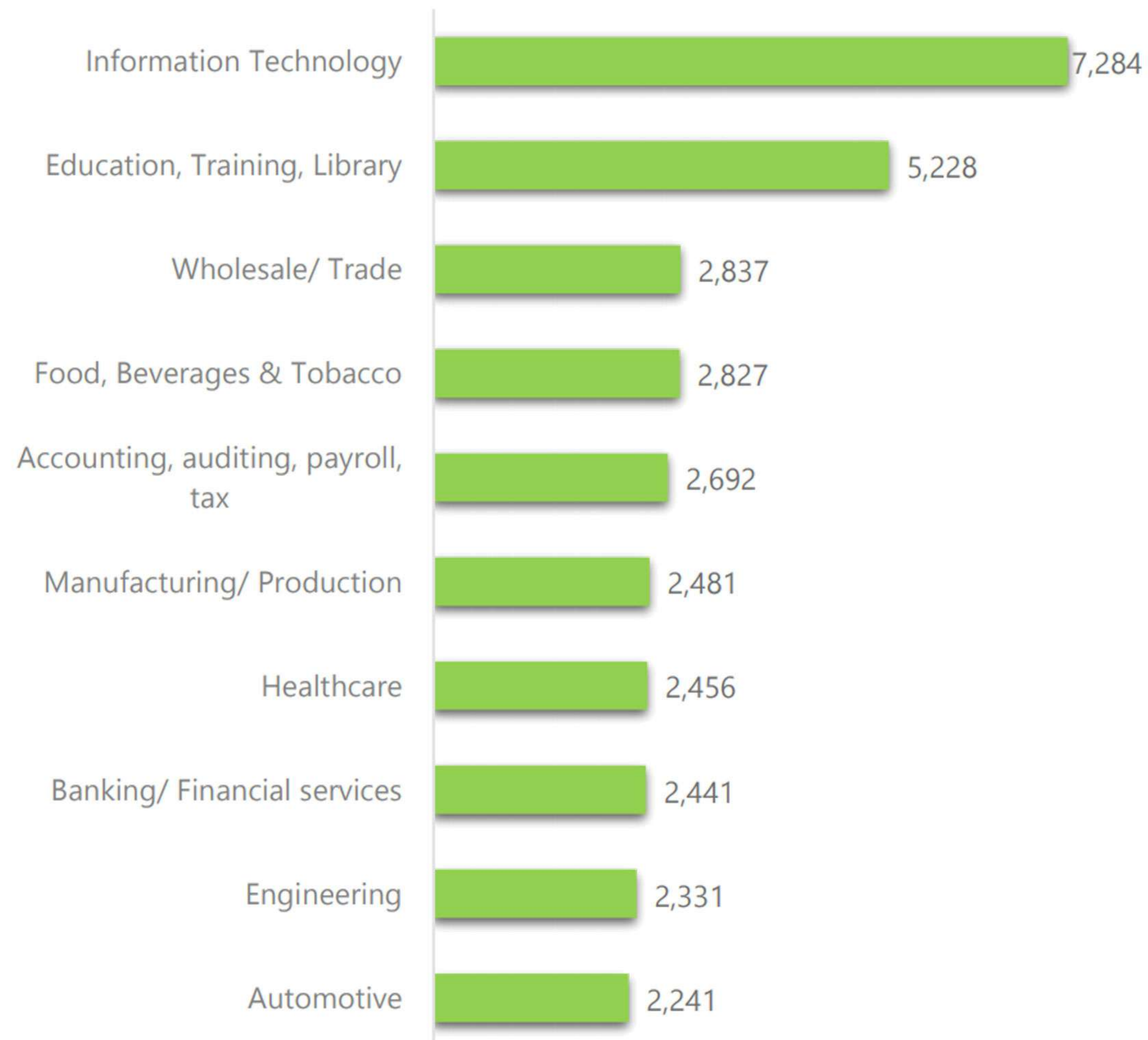
# COMPANY SIZE



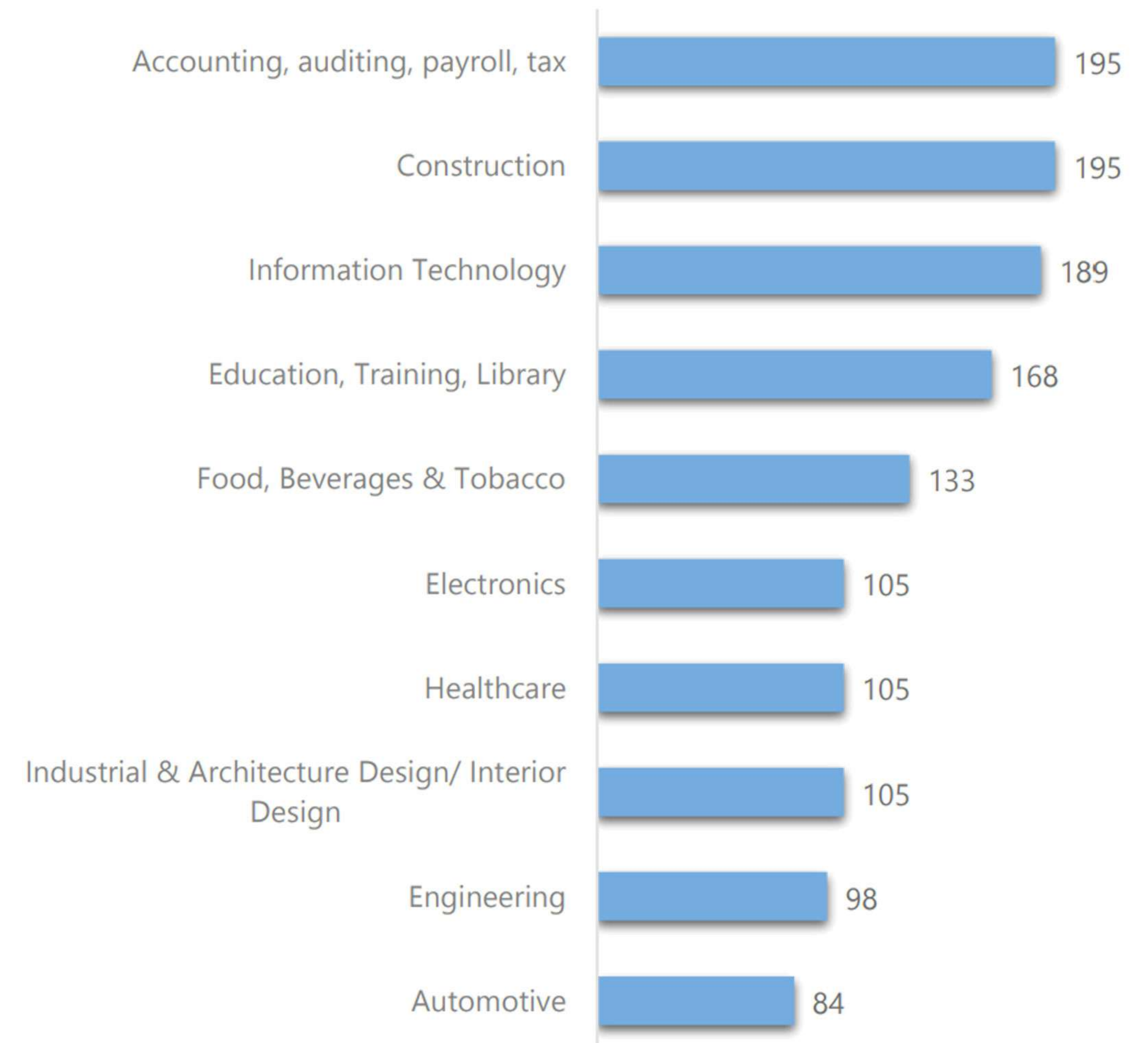


# TOP 10 INDUSTRIES

BR



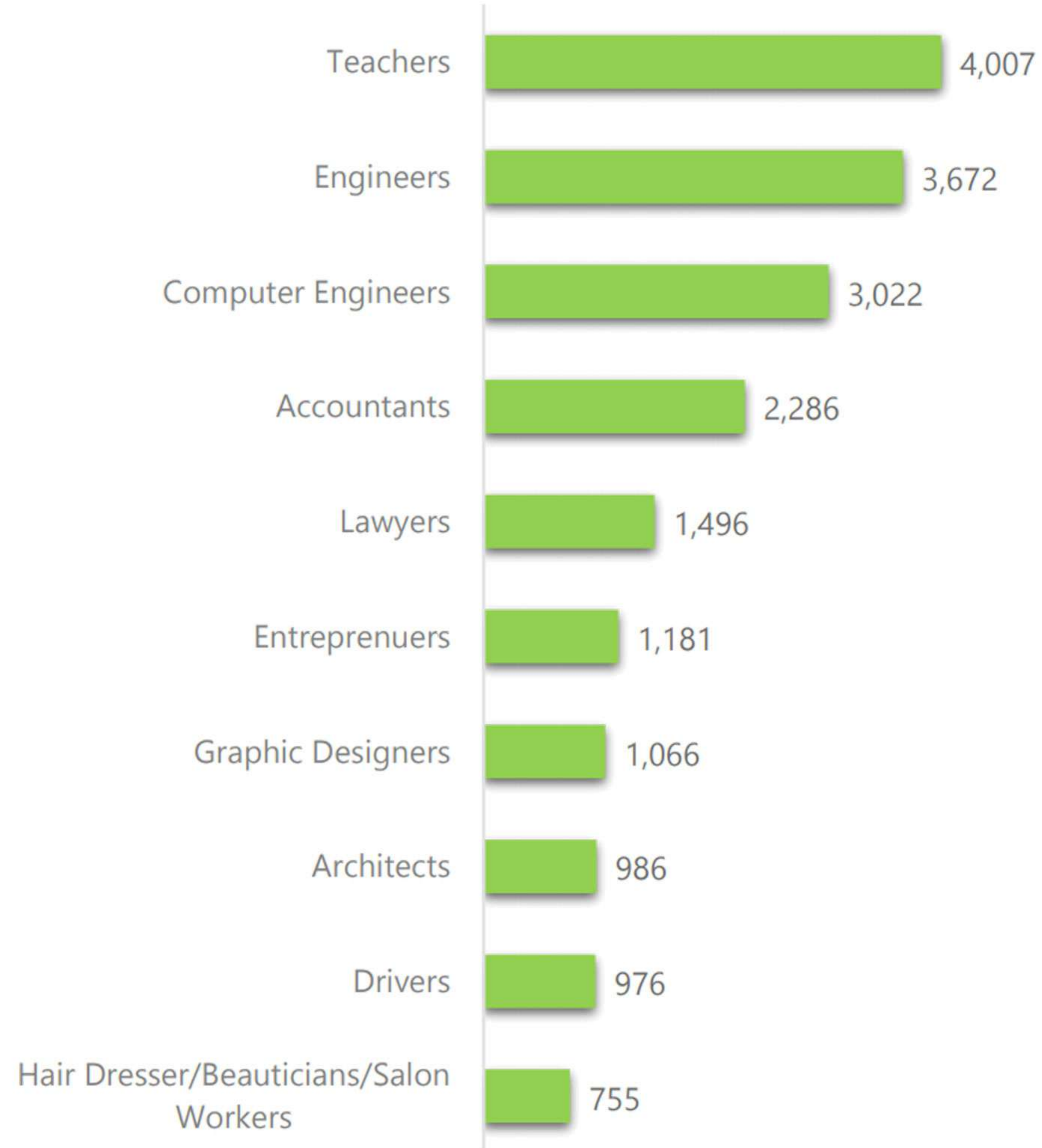
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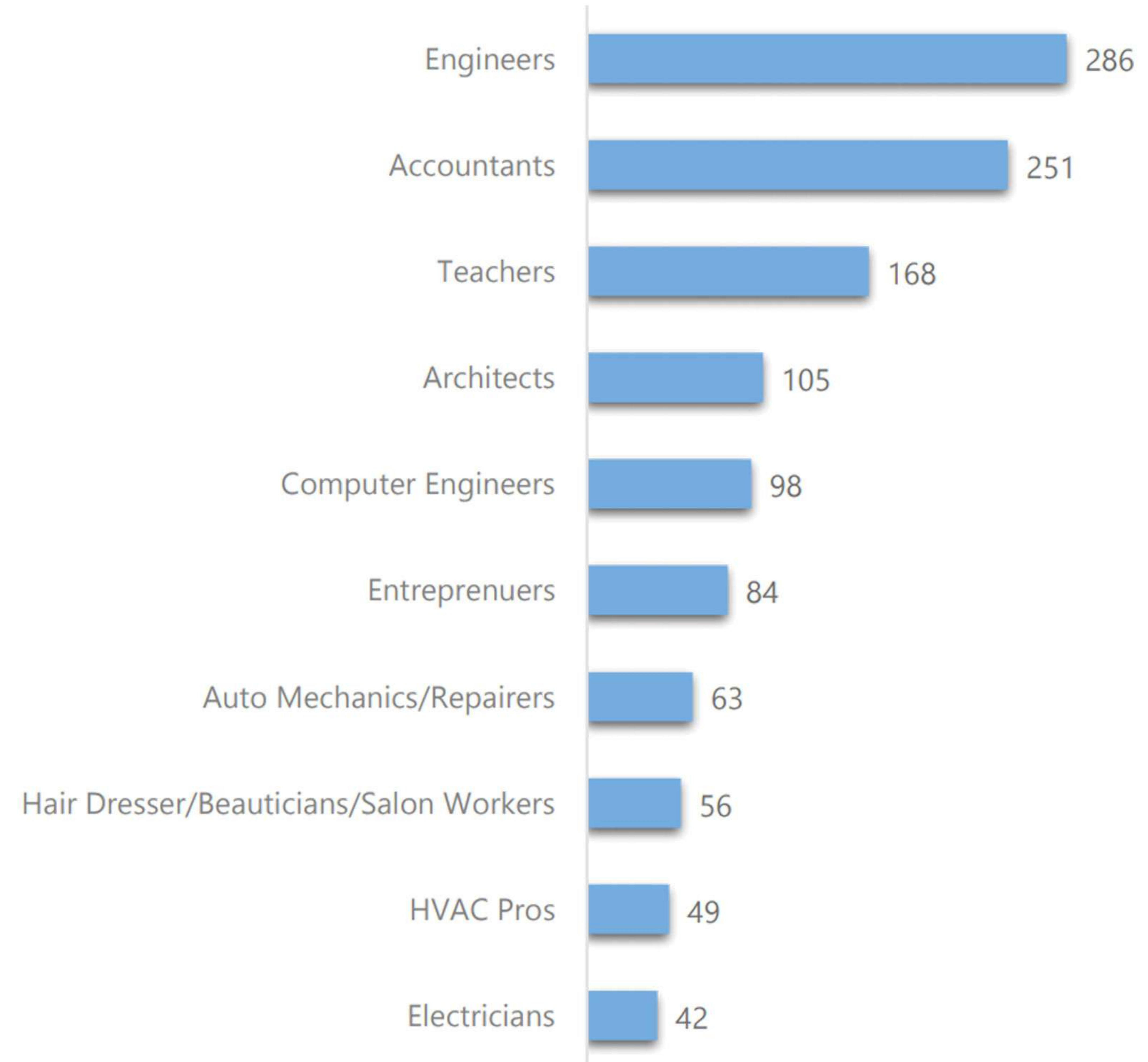


# TOP 10 PROFESSIONALS

BR

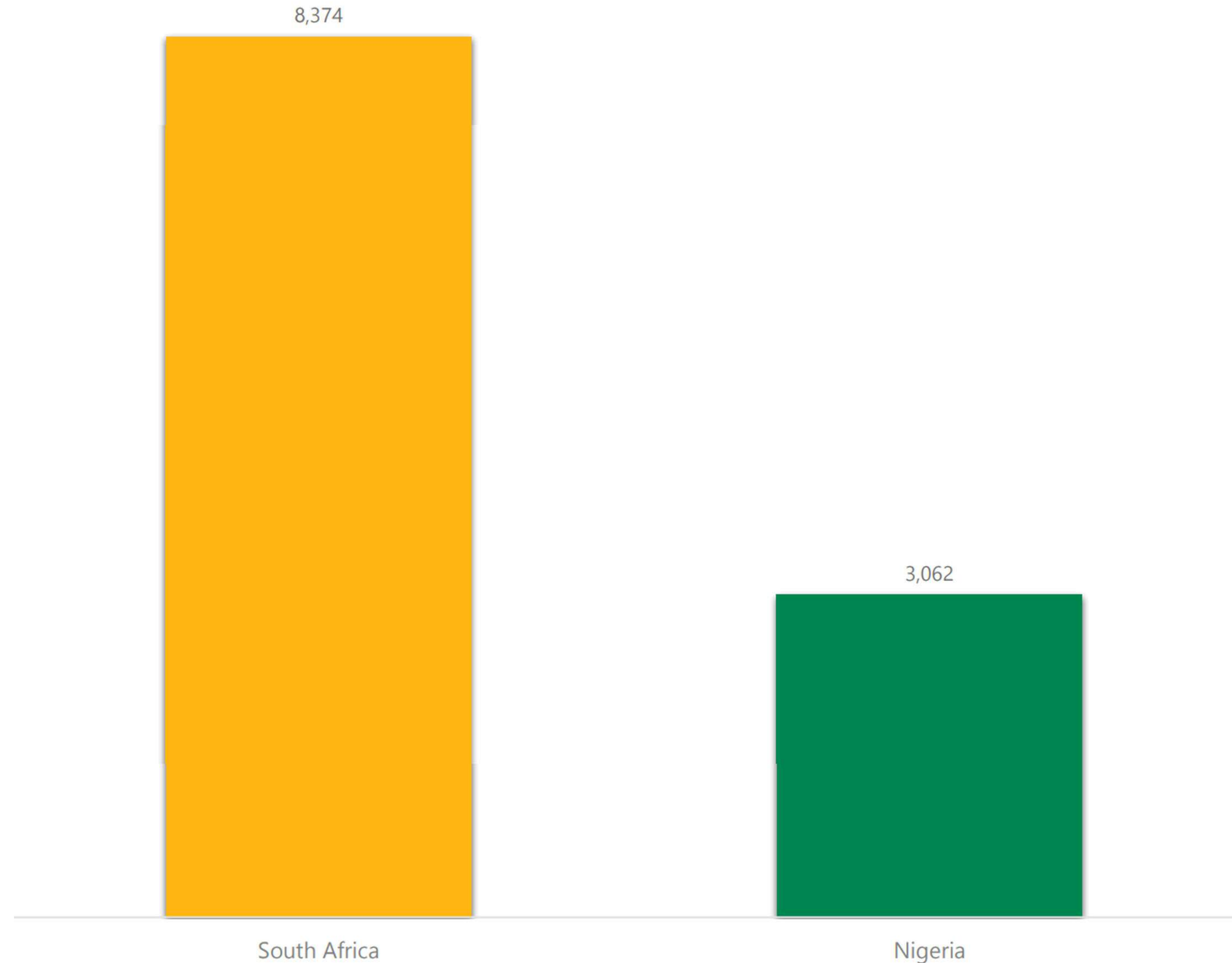


AR





# AFRICA

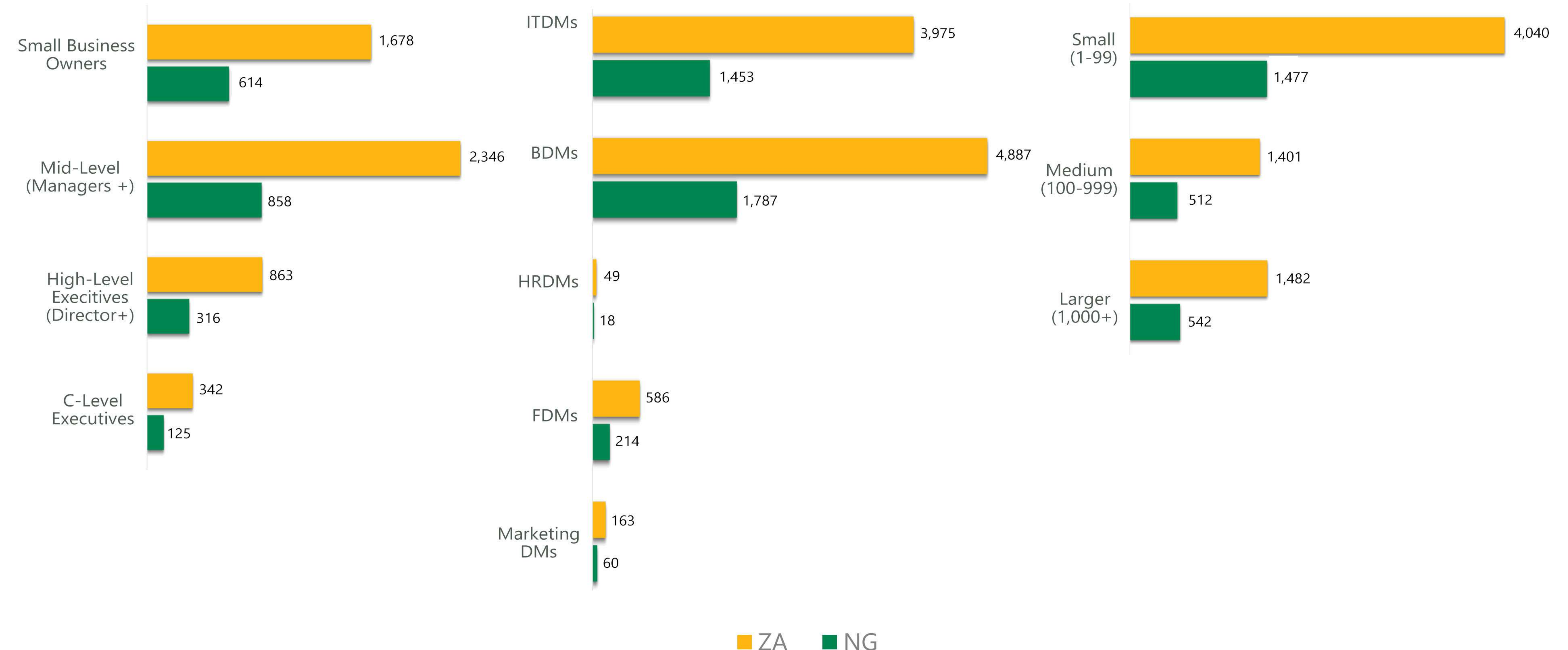




# JOB ROLES & TITLES

# DECISION MAKERS

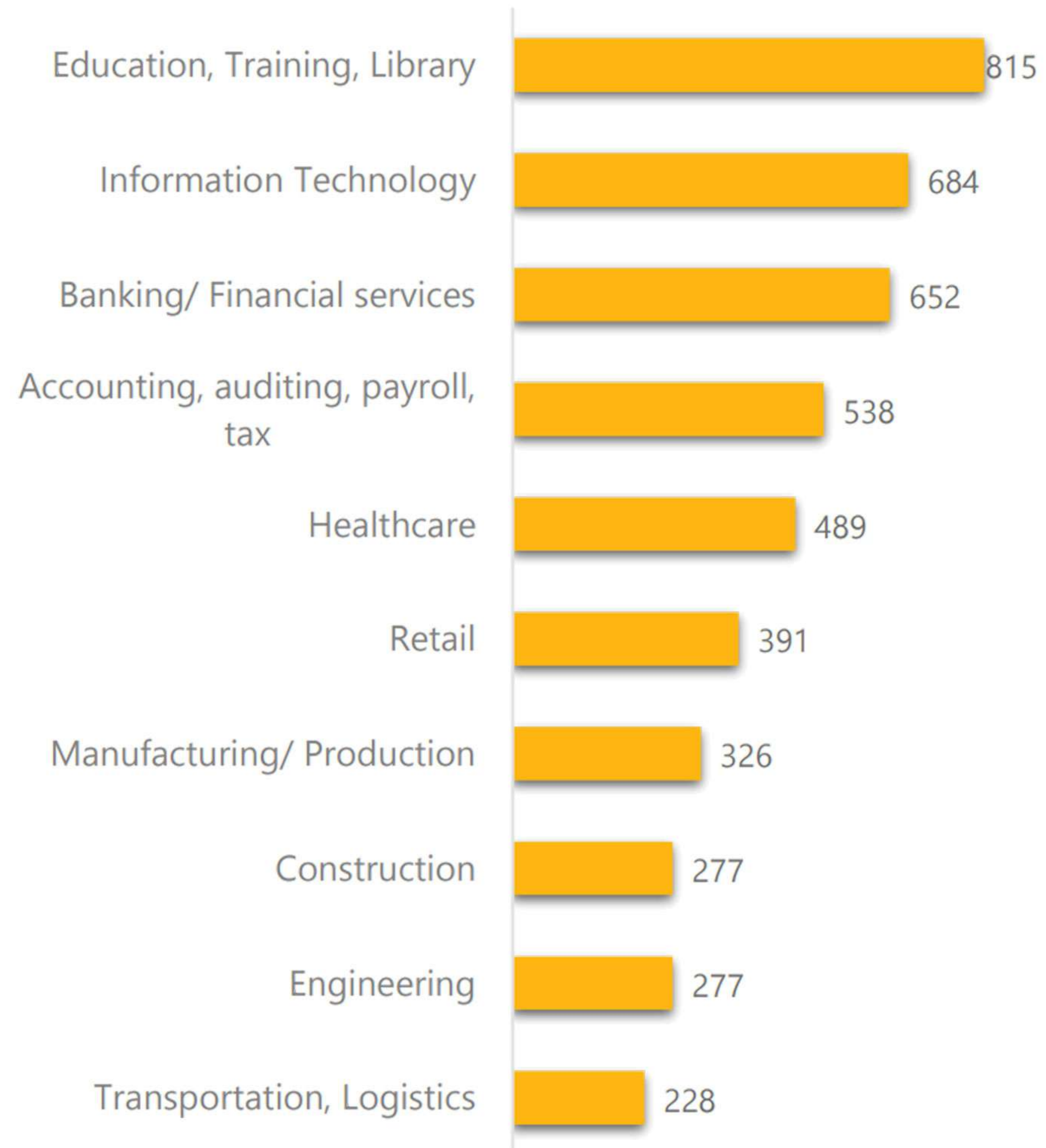
# COMPANY SIZE



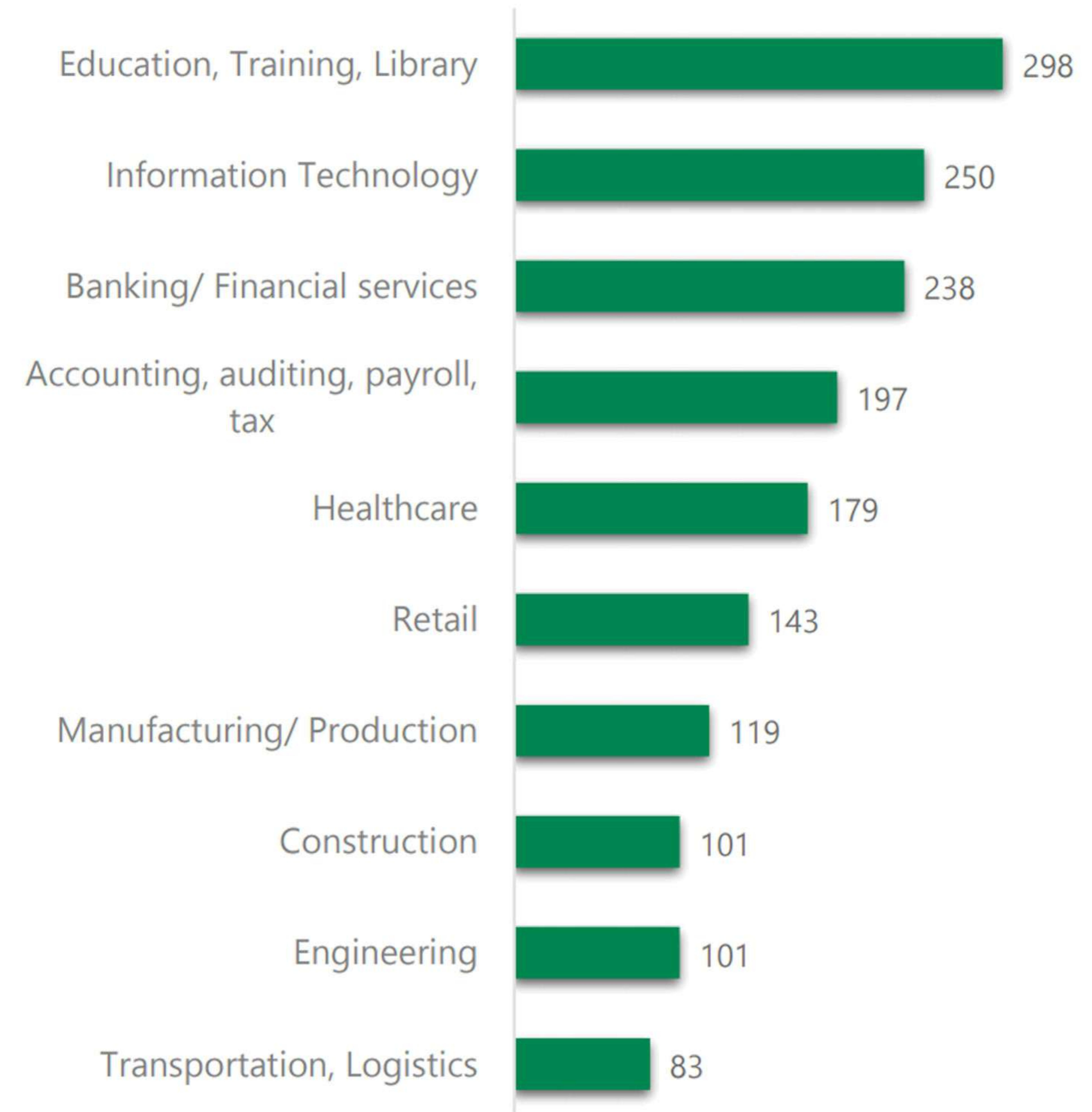


# TOP 10 INDUSTRIES

ZA



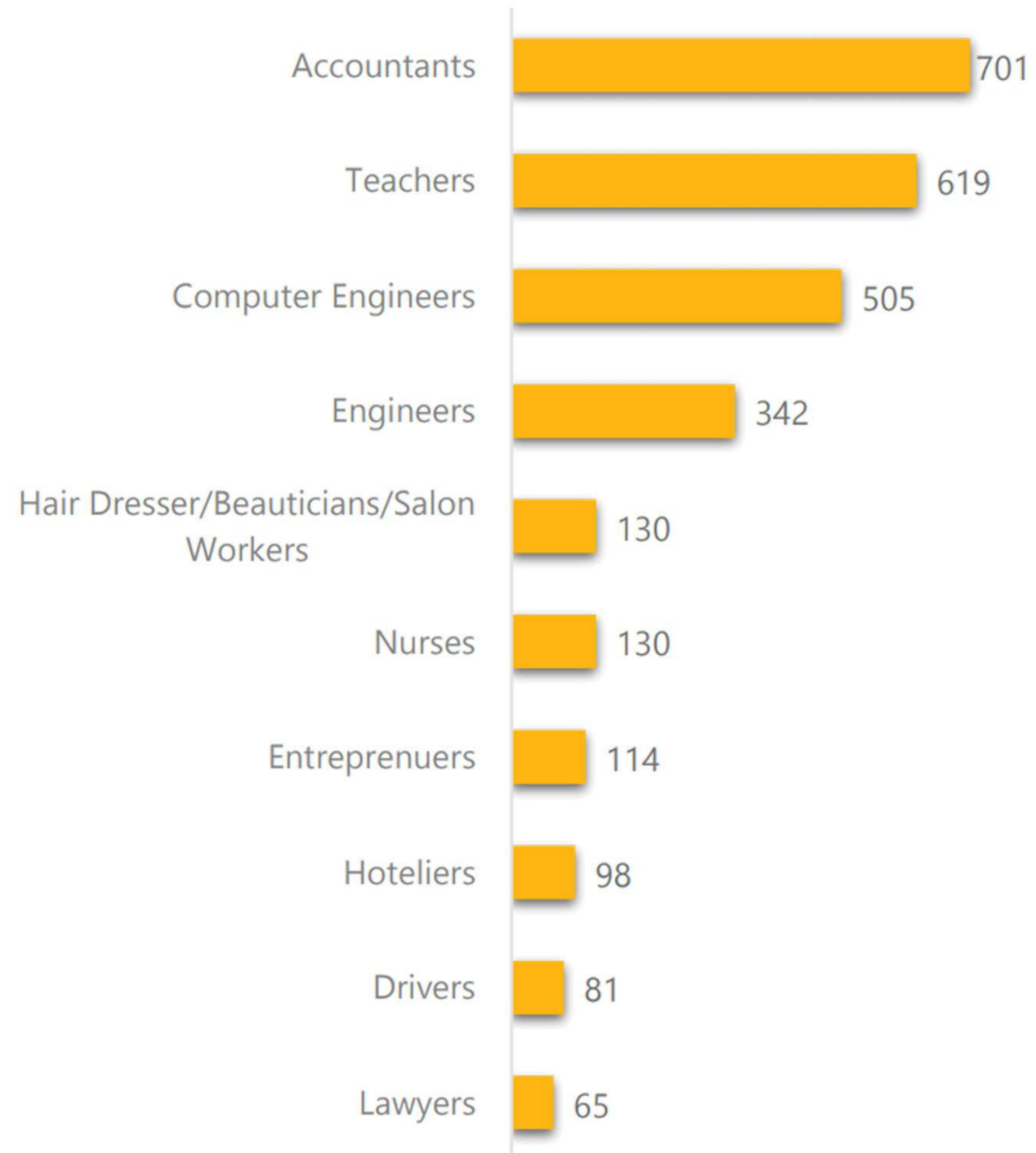
NG



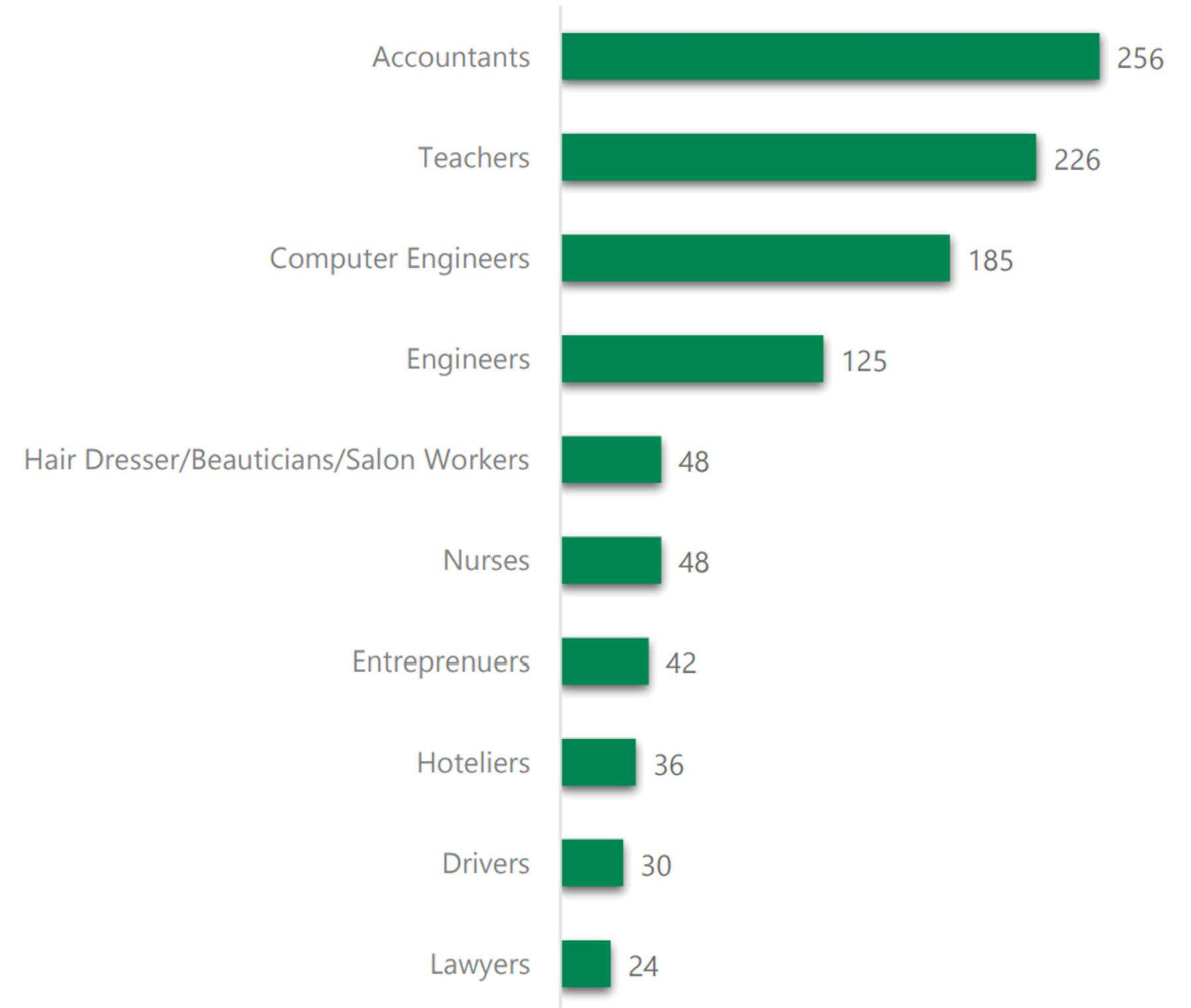


# TOP 10 PROFESSIONALS

ZA

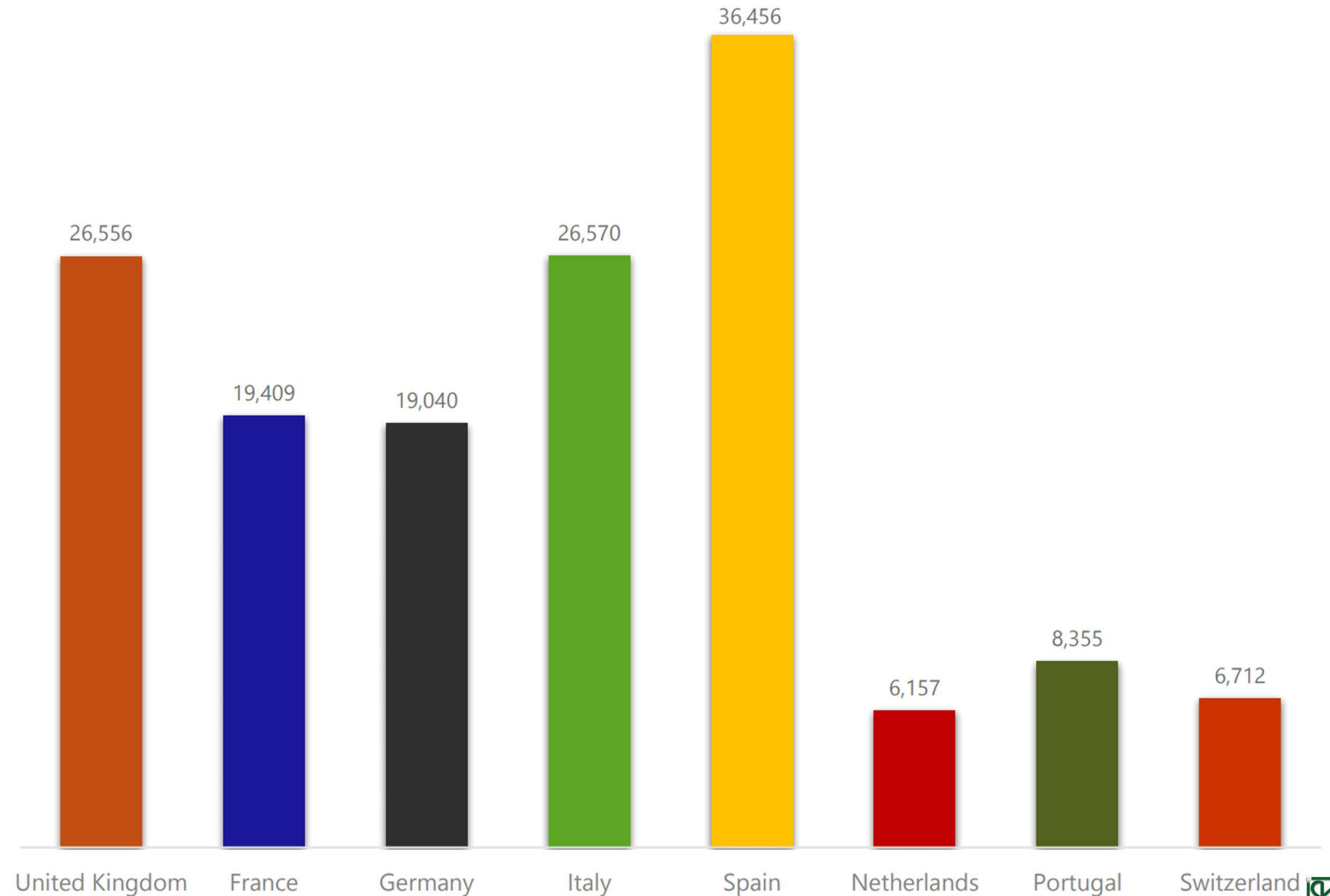


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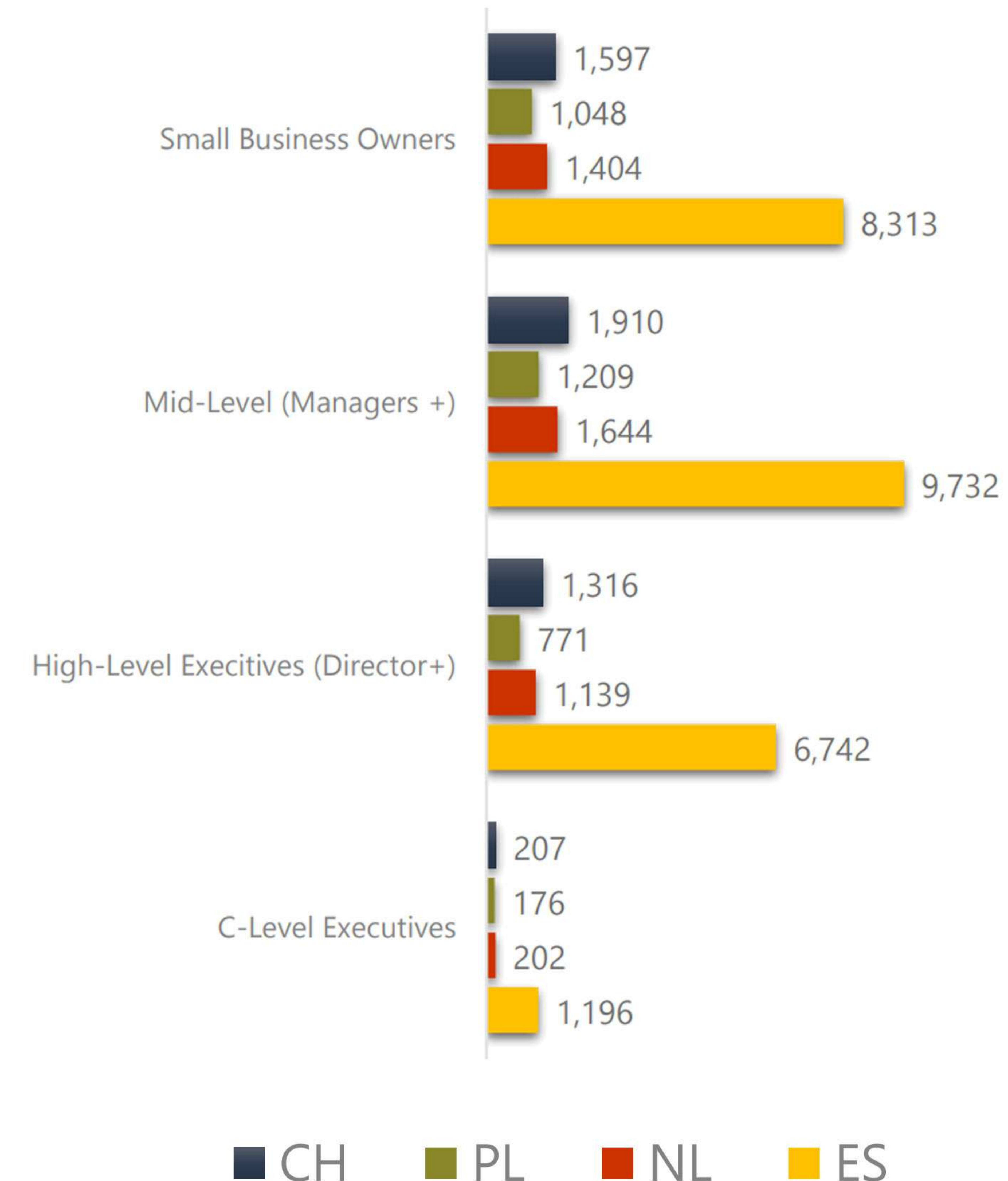
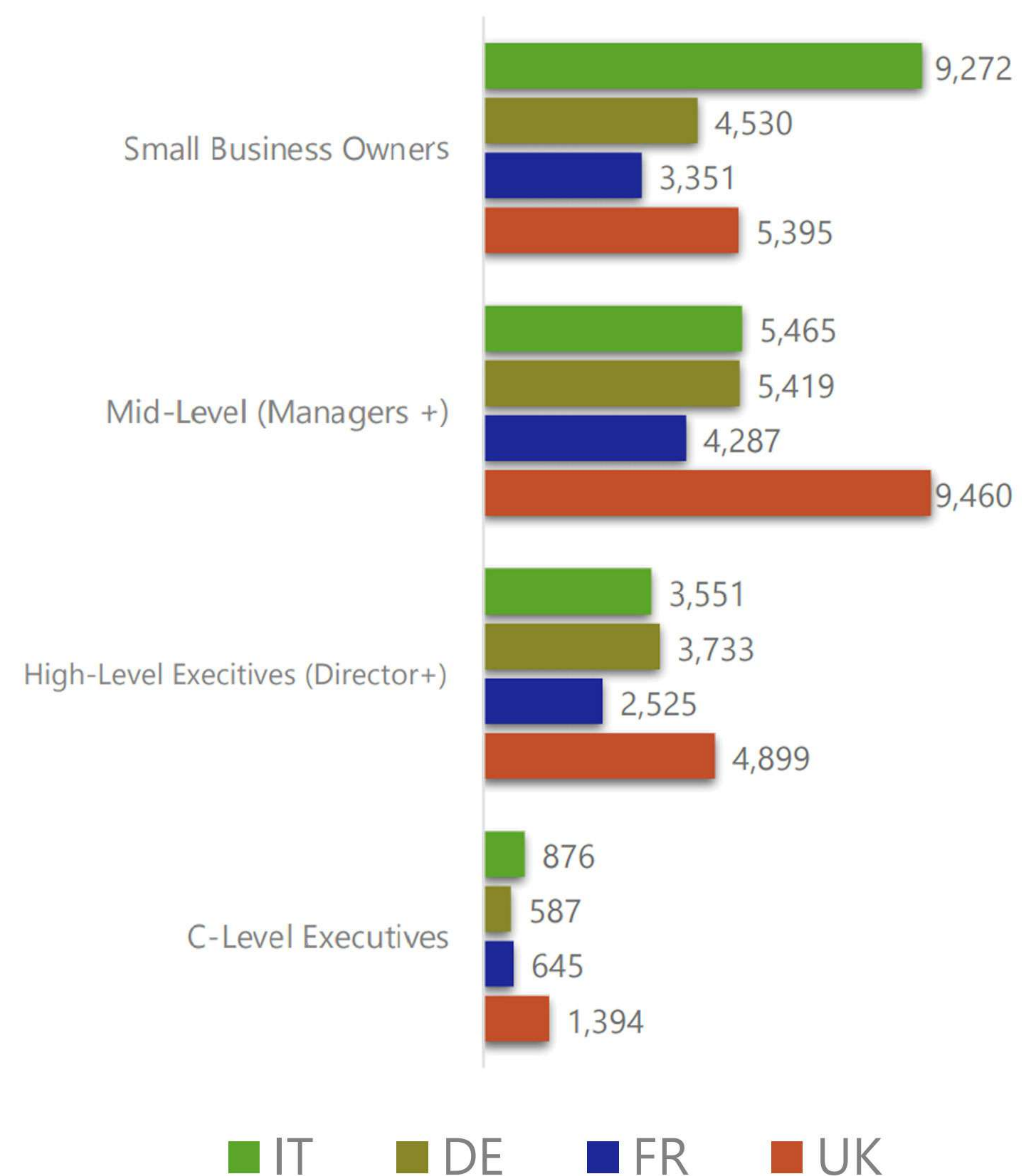


# EUROPE



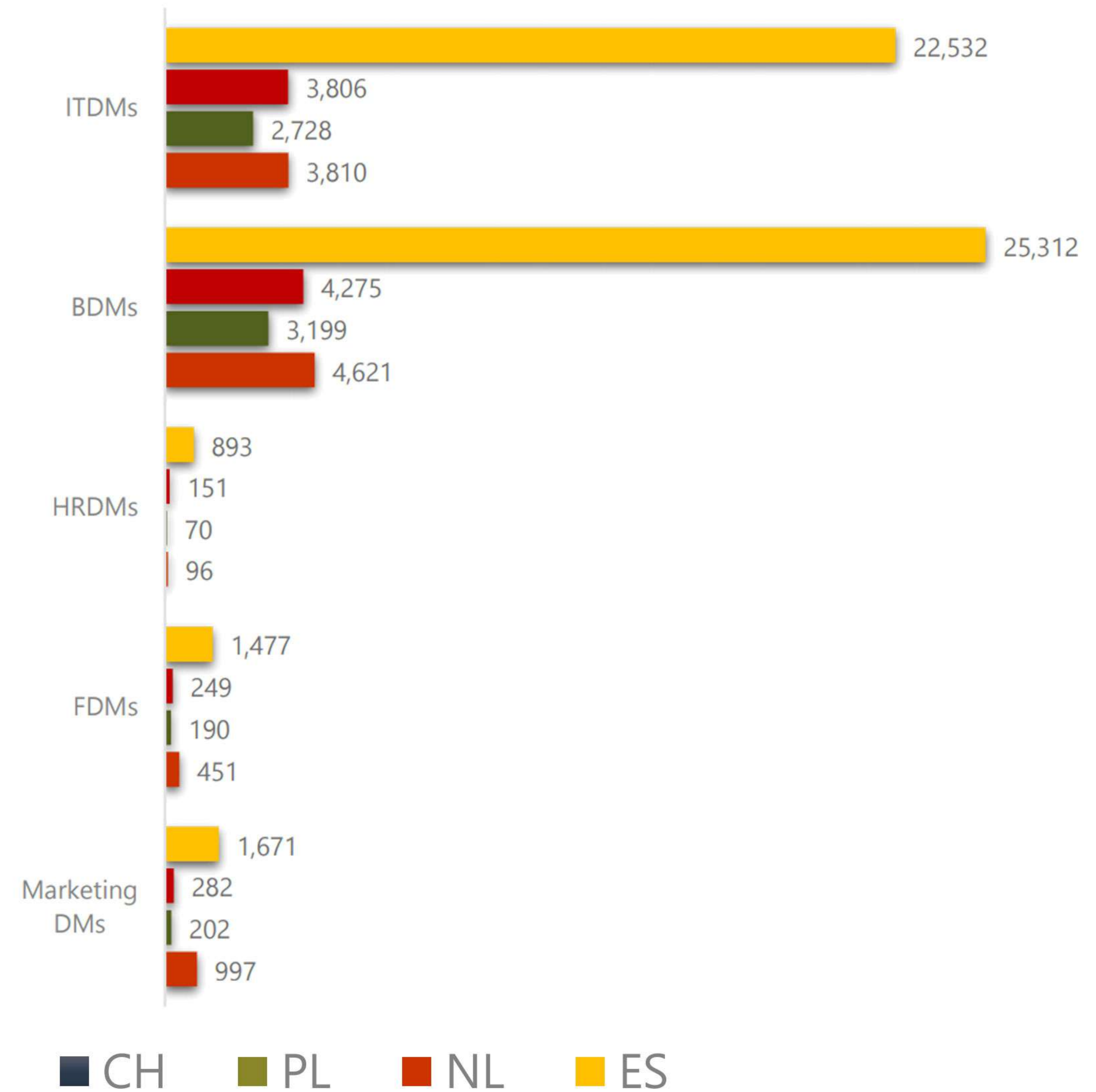
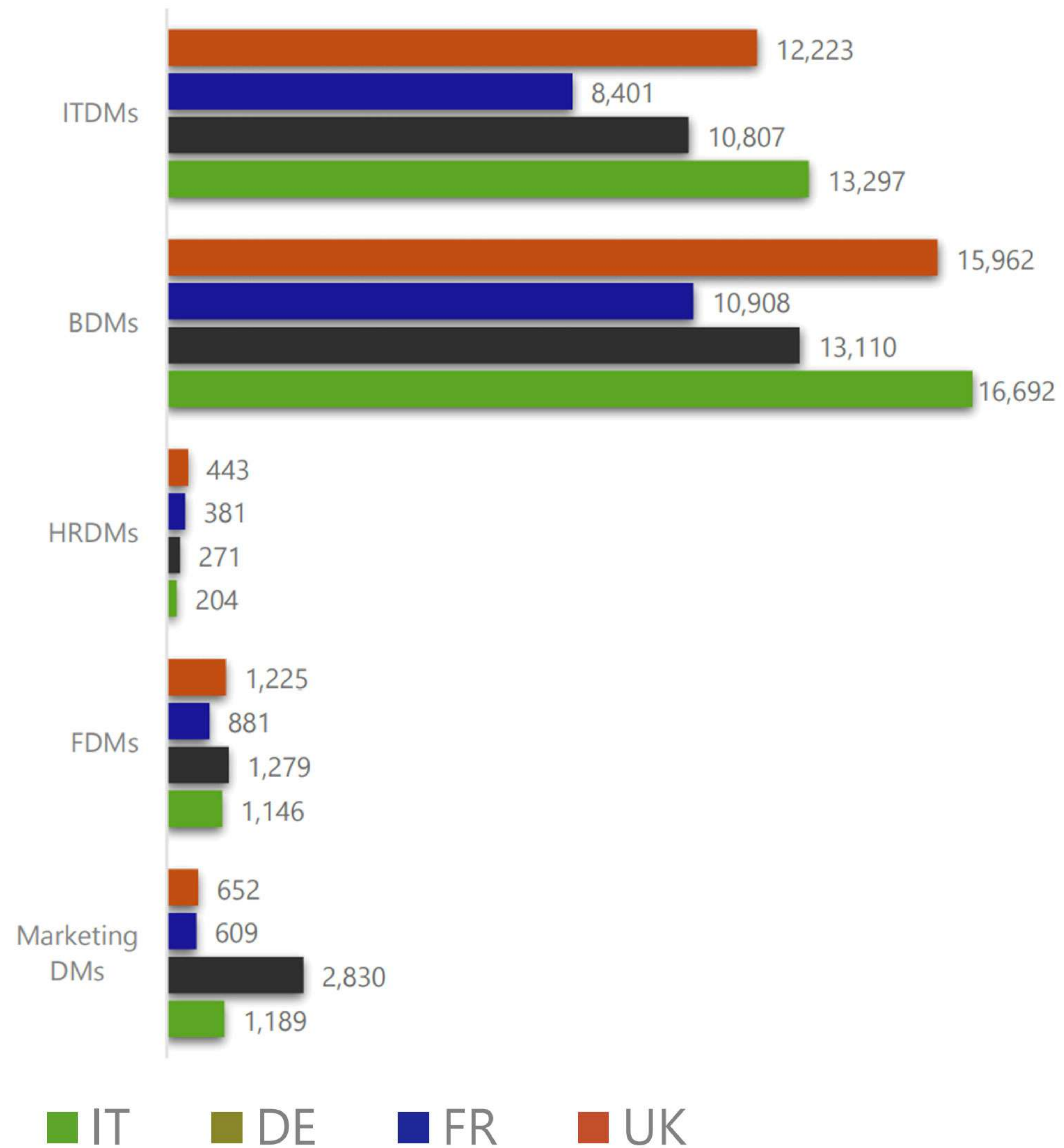


# JOB ROLES & TITLES



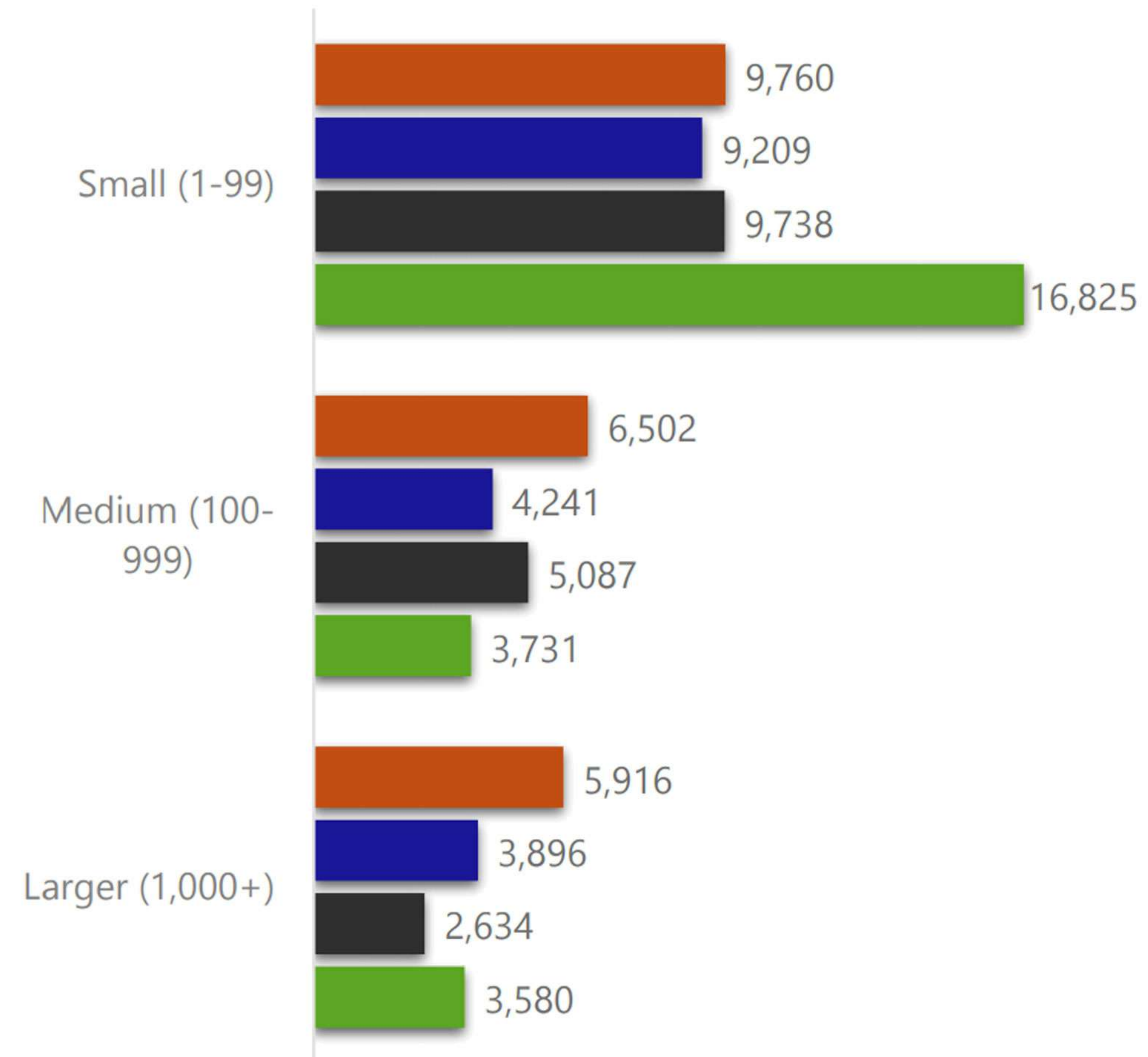


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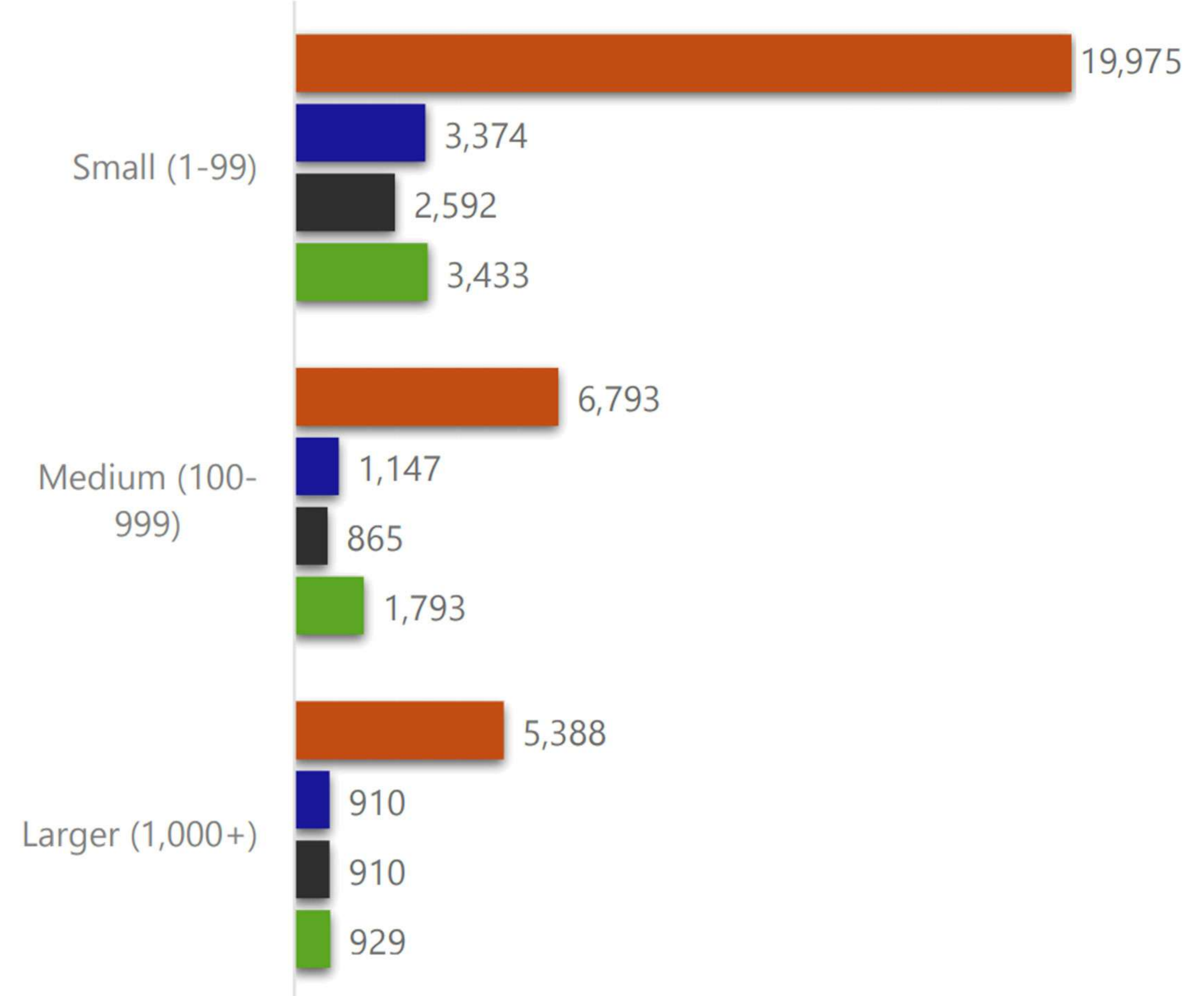




# COMPANY SIZE



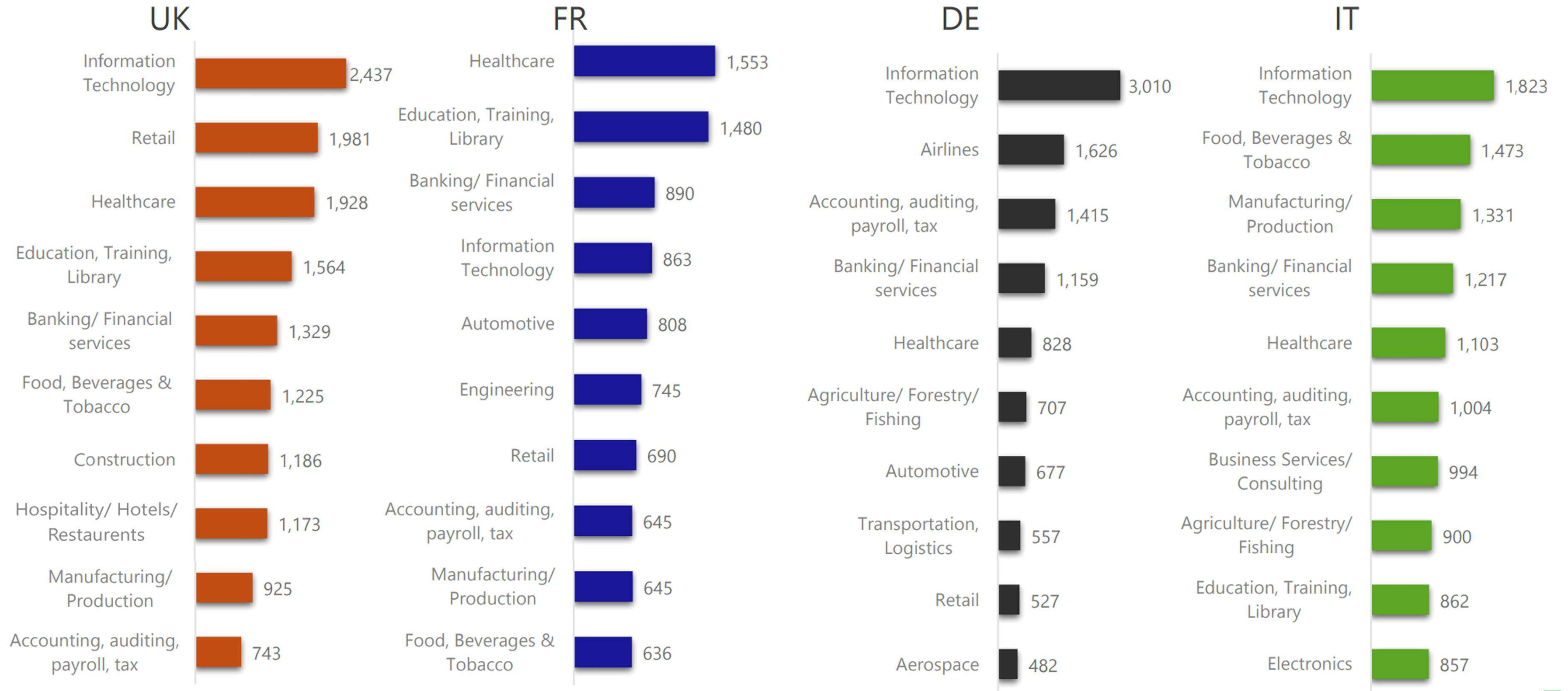
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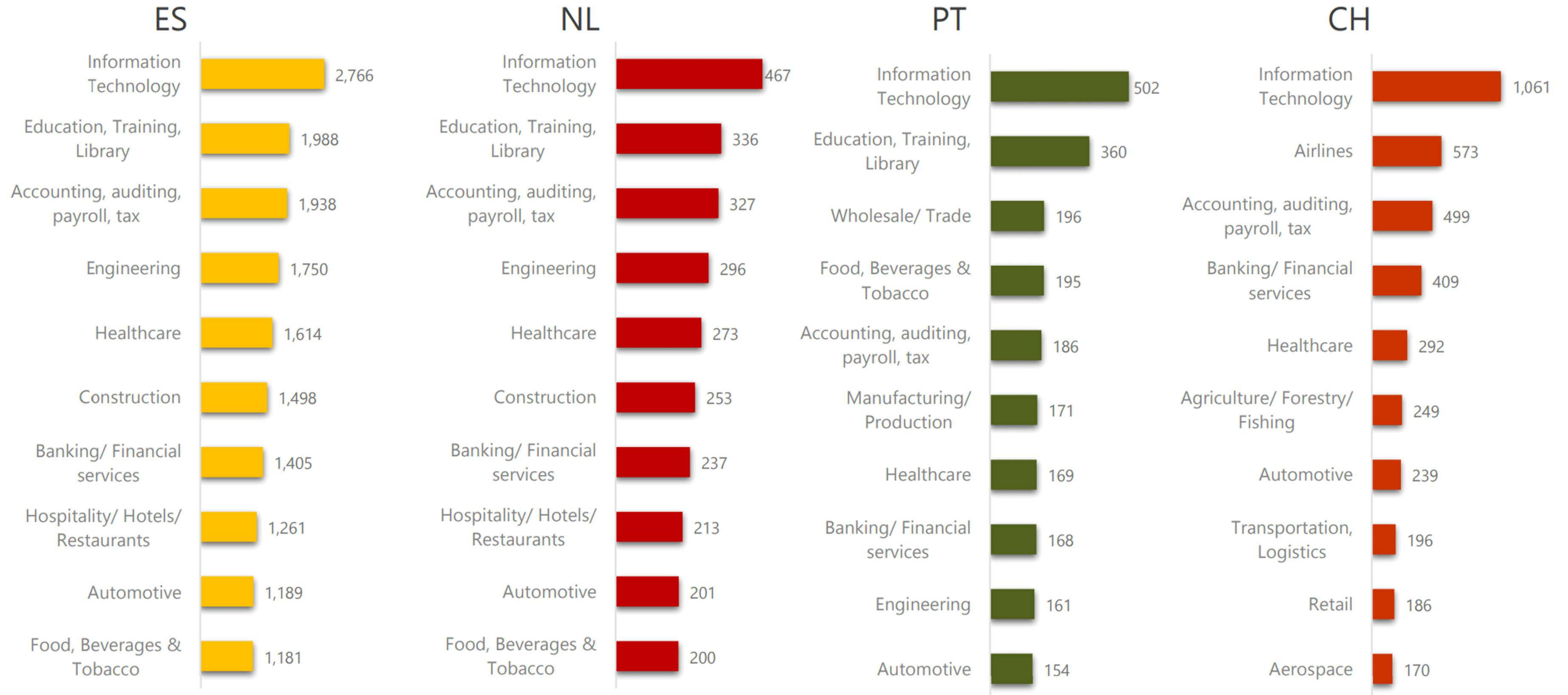


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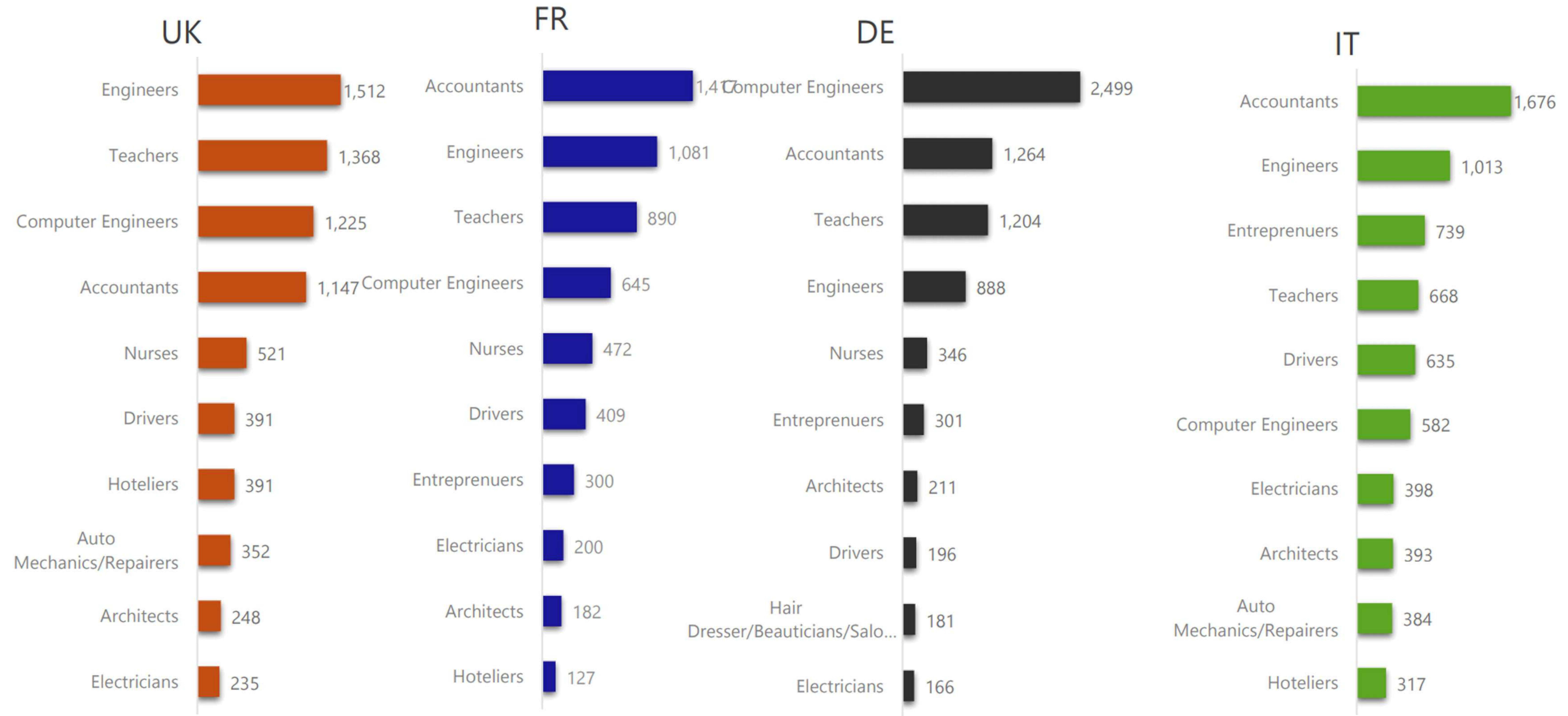


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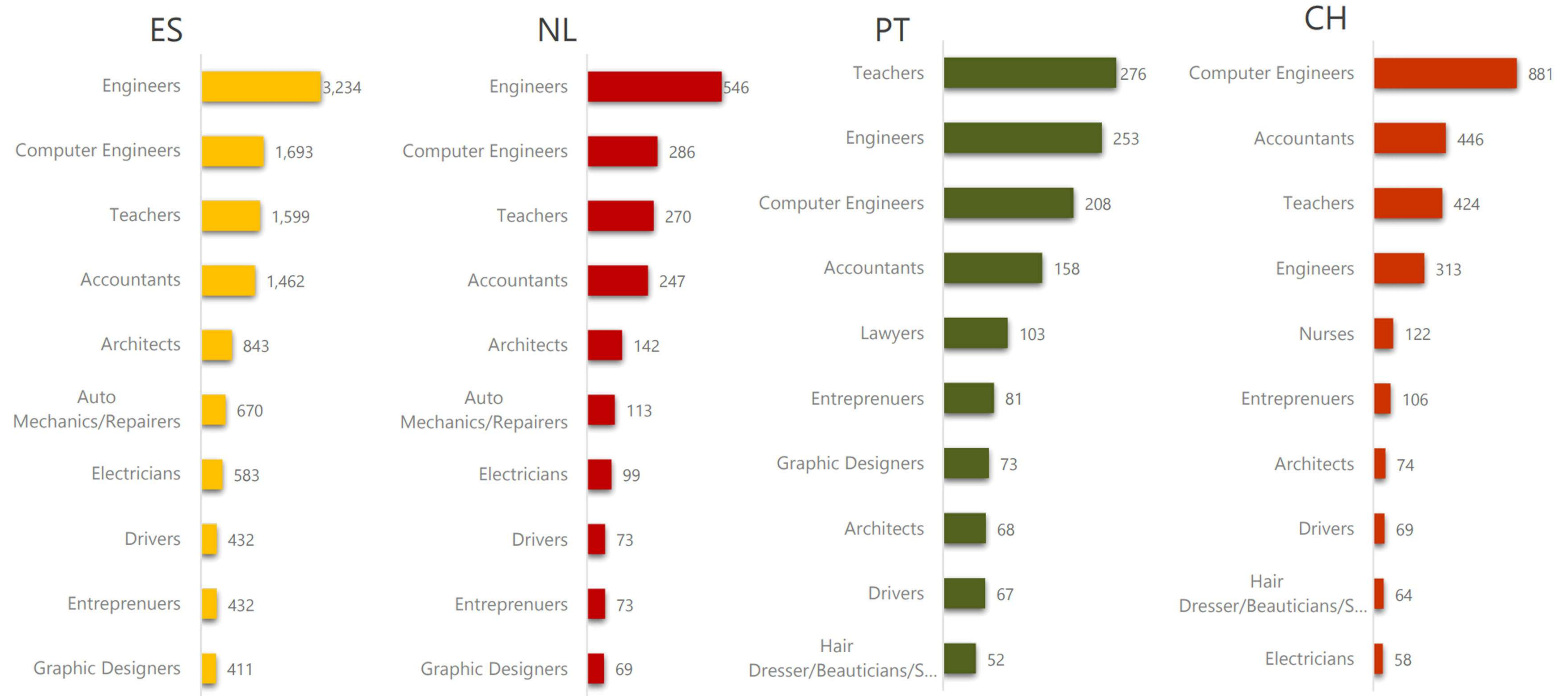


# TOP 10 PROFESSIONALS



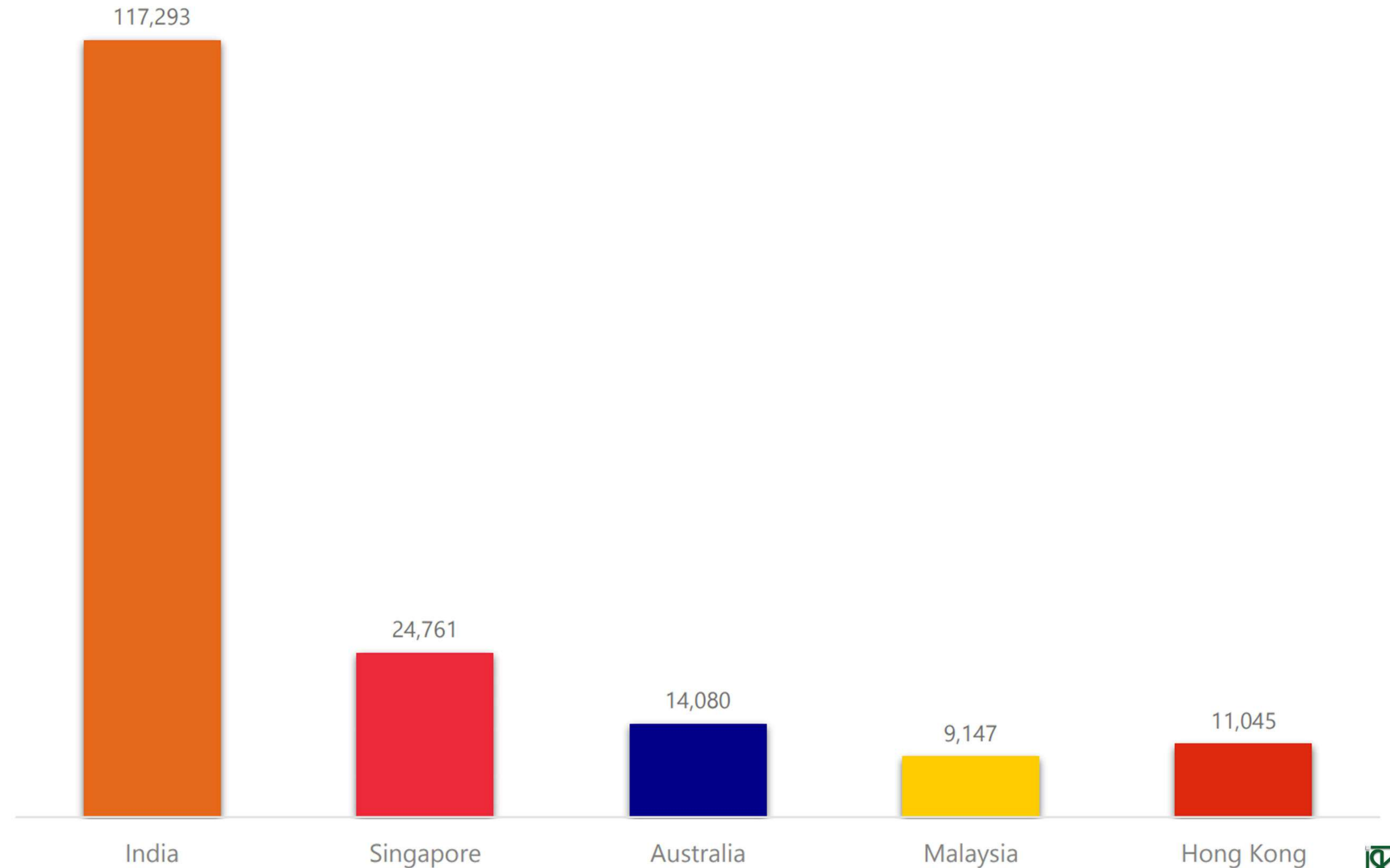
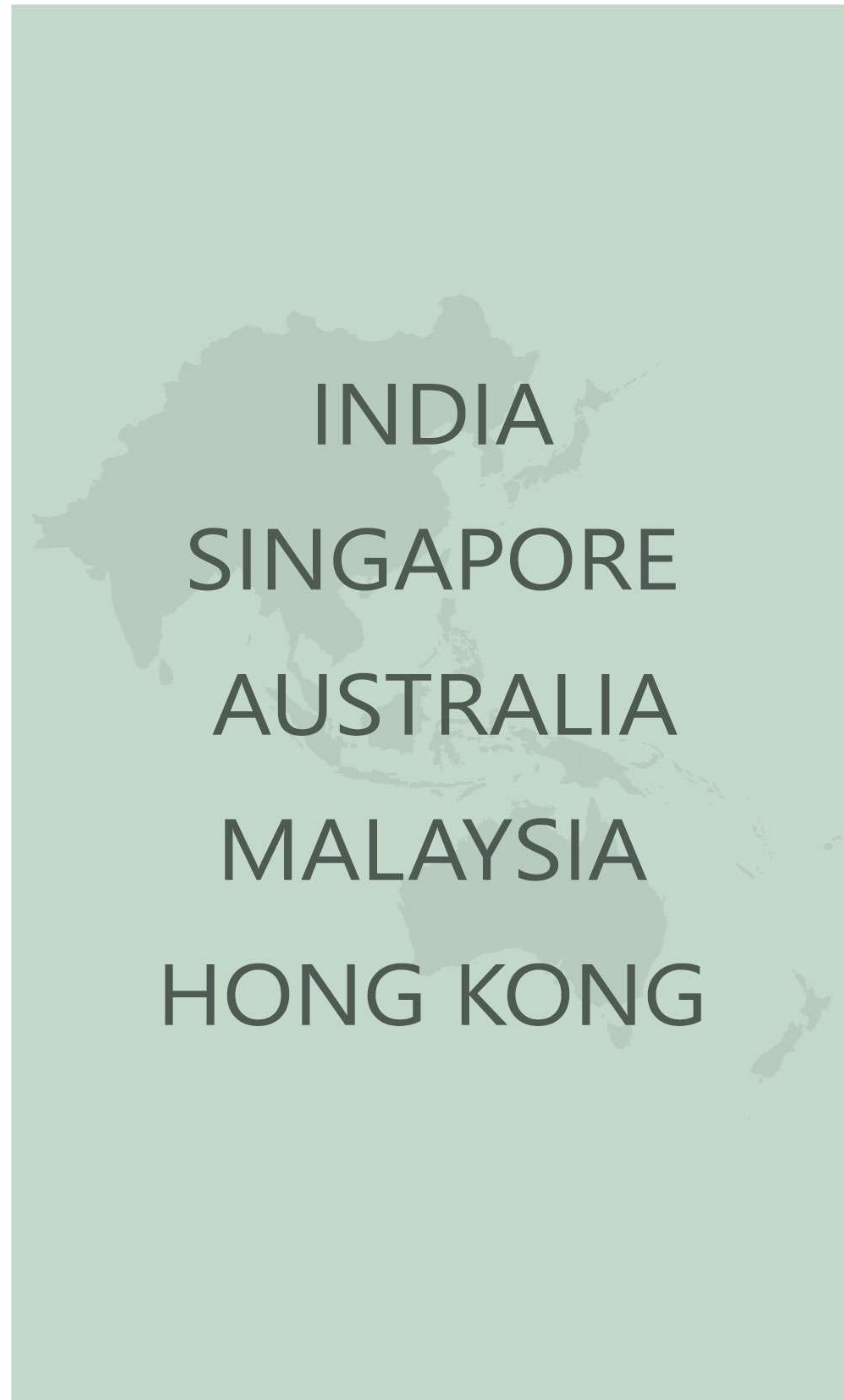


# TOP 10 PROFESSIONALS





# ASIA PACIFIC

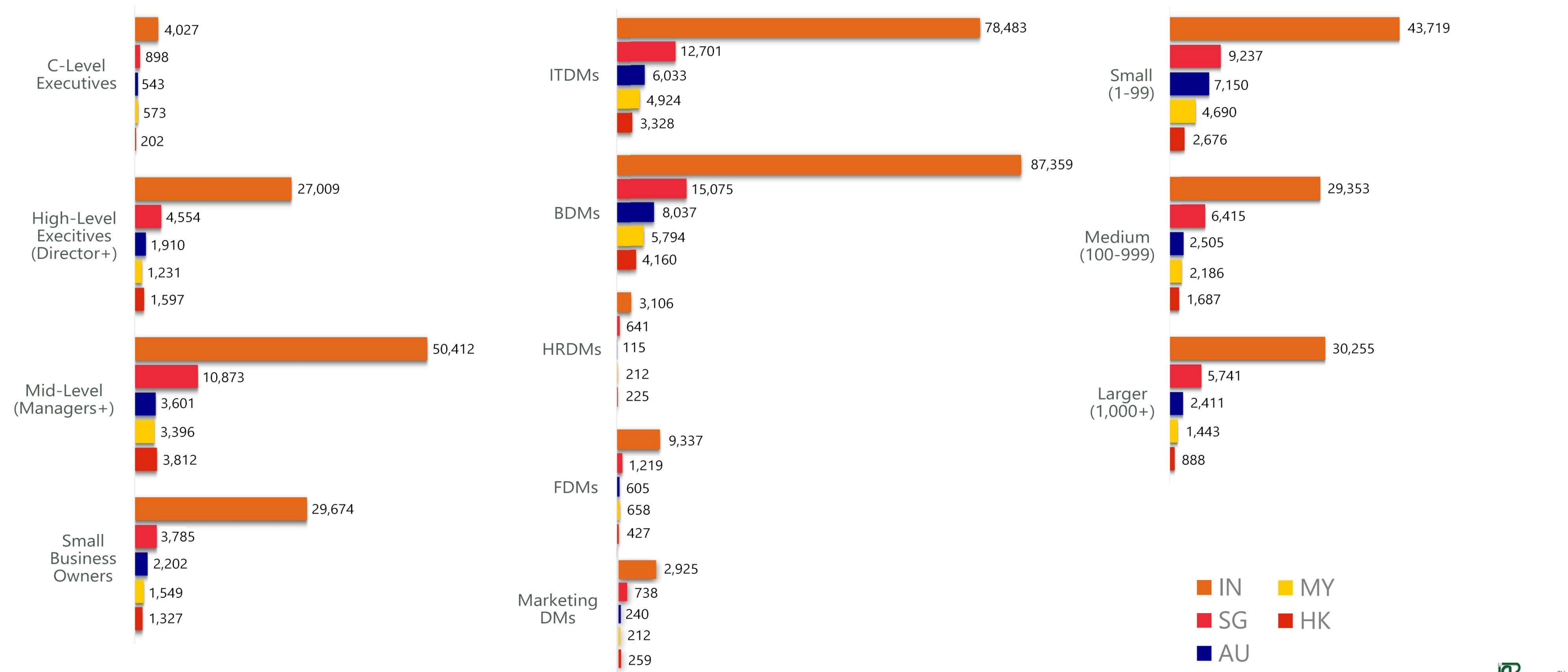




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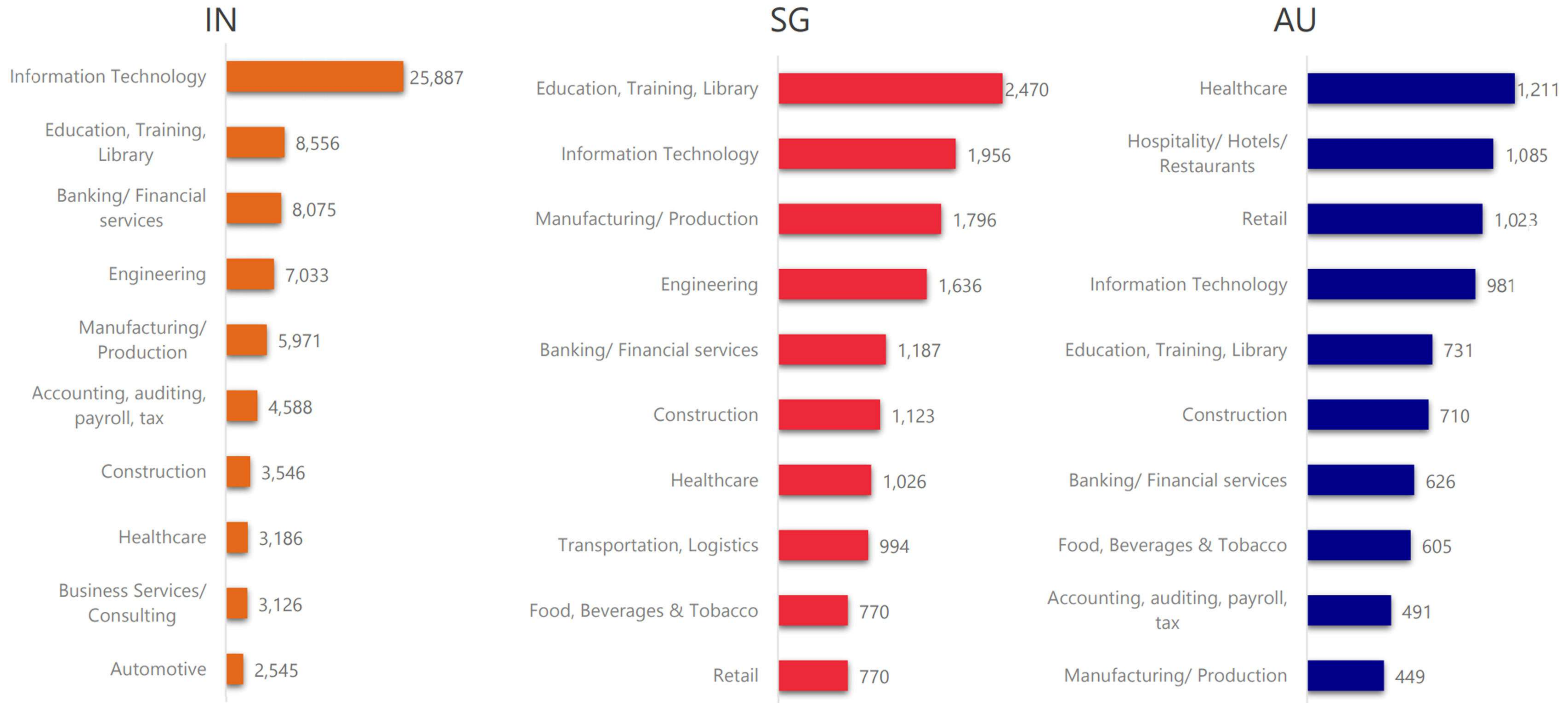
# DECISION MAKERS

# COMPANY SIZE





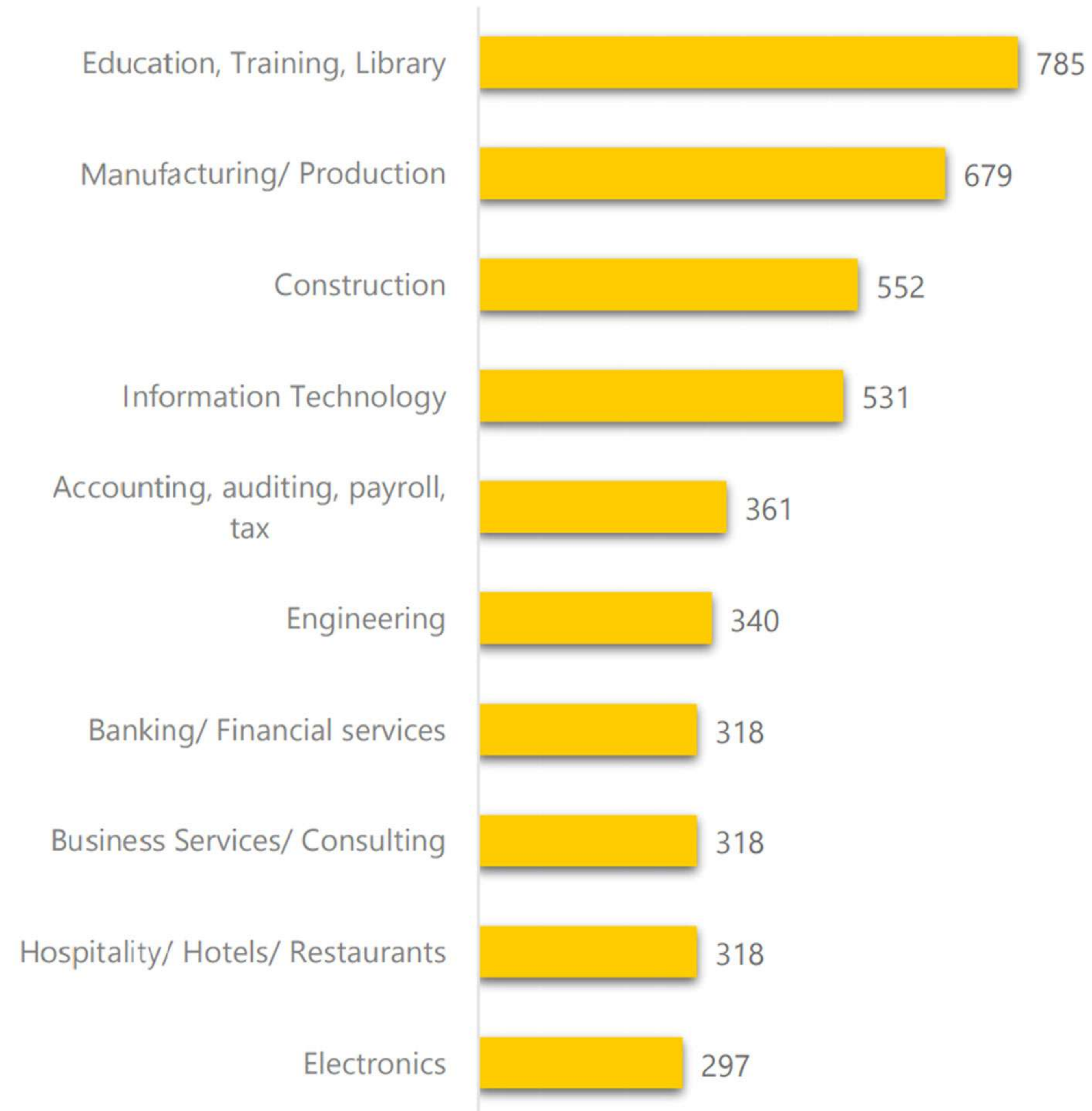
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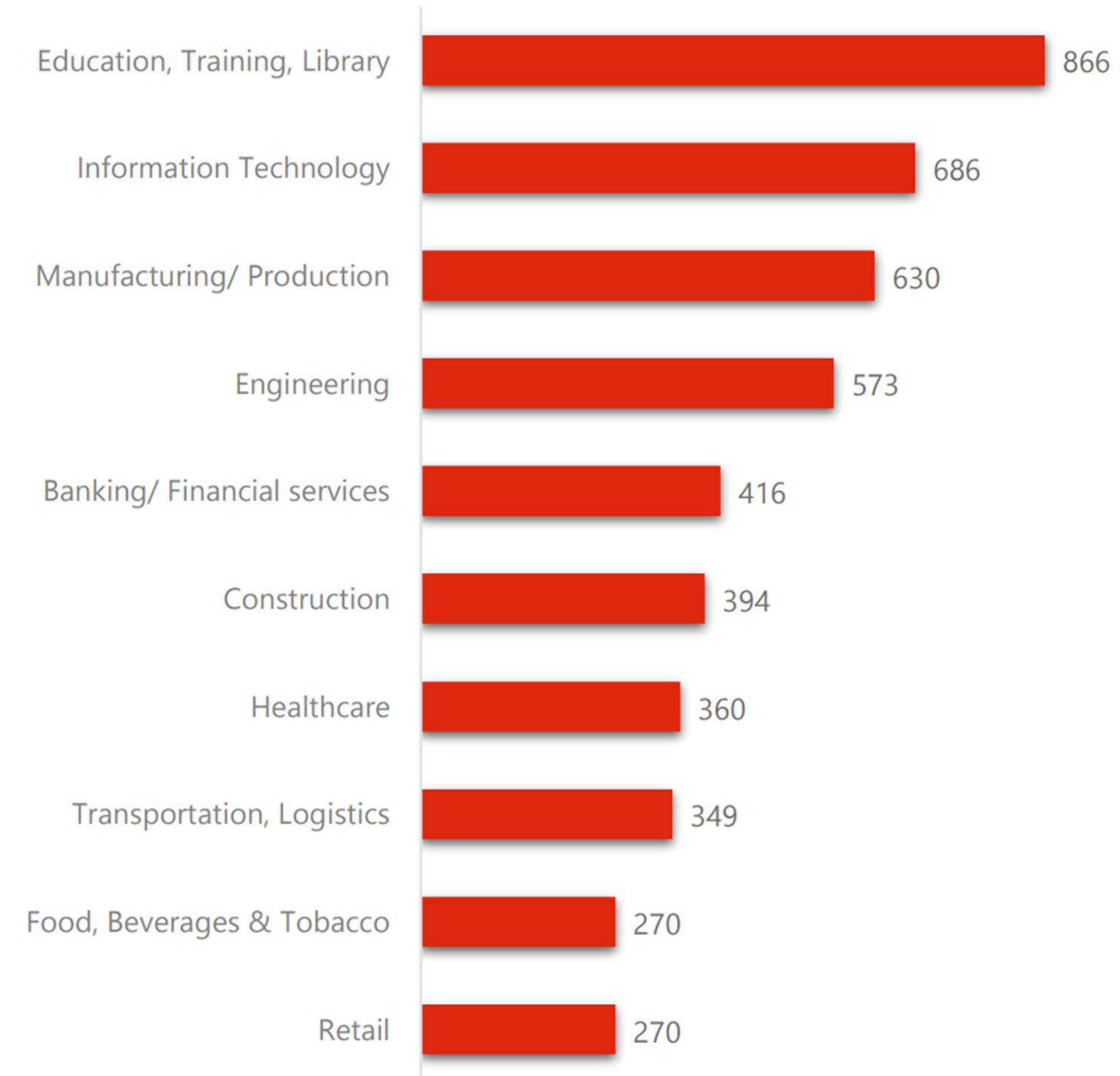


# TOP 10 INDUSTRIES

MY

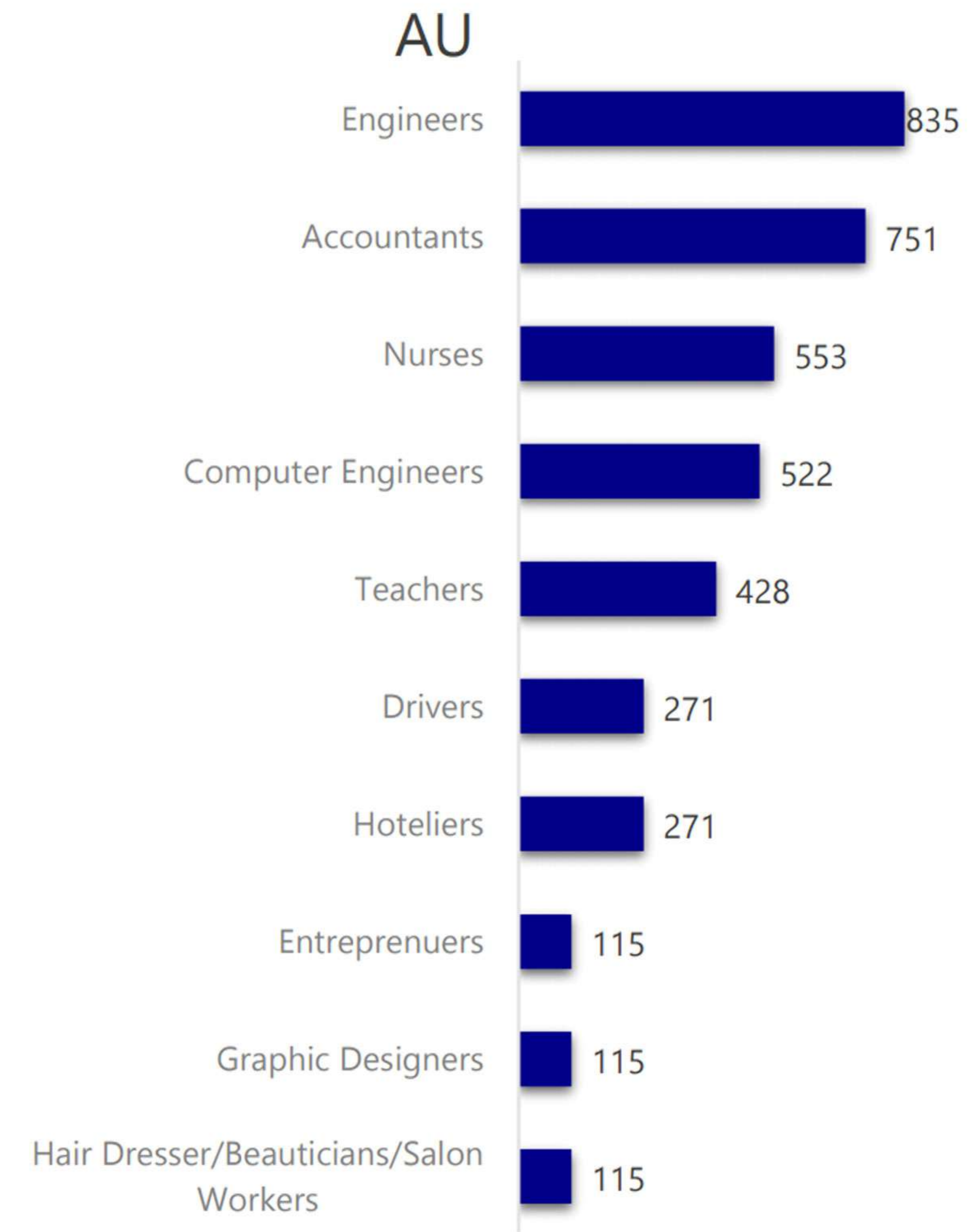
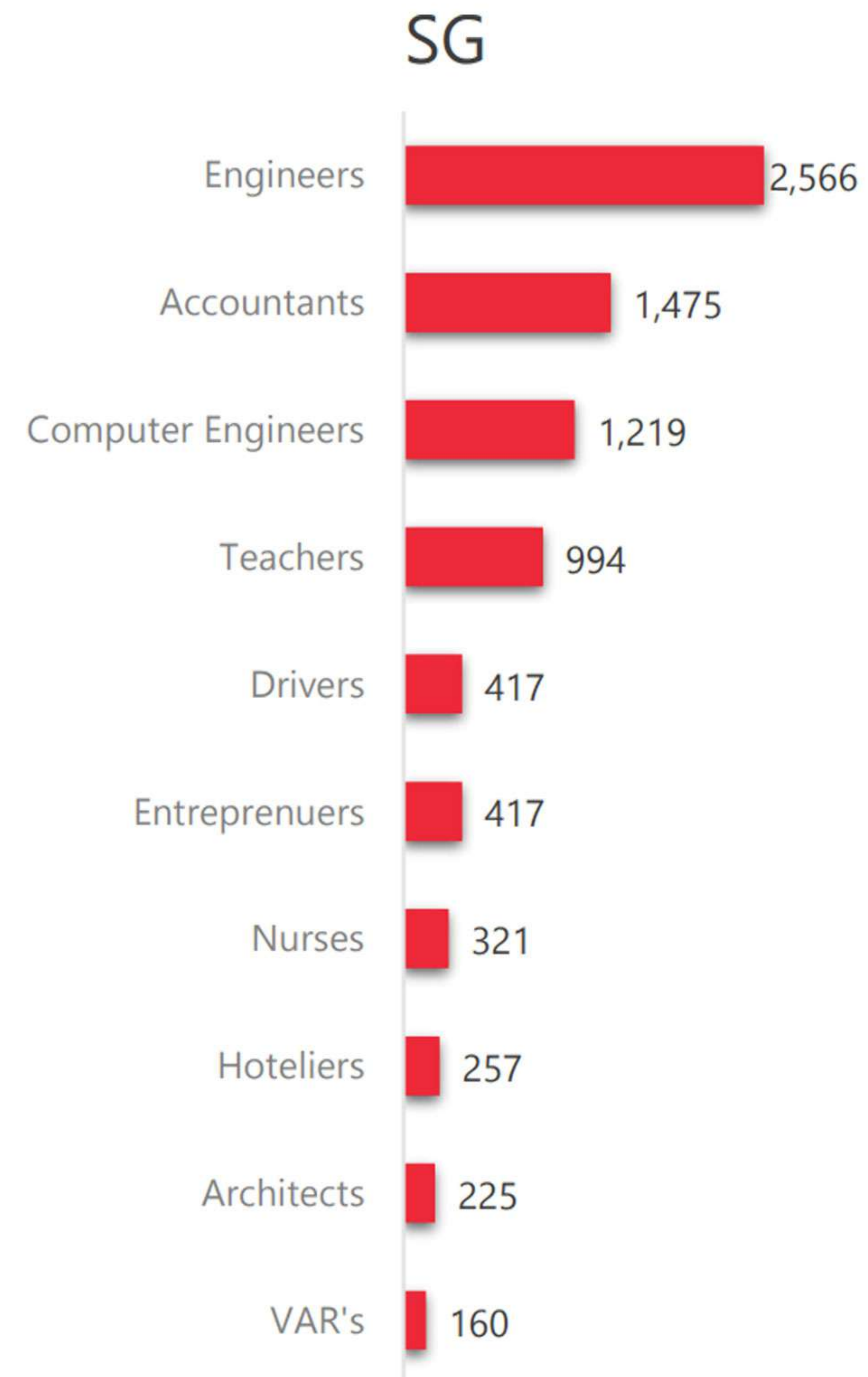
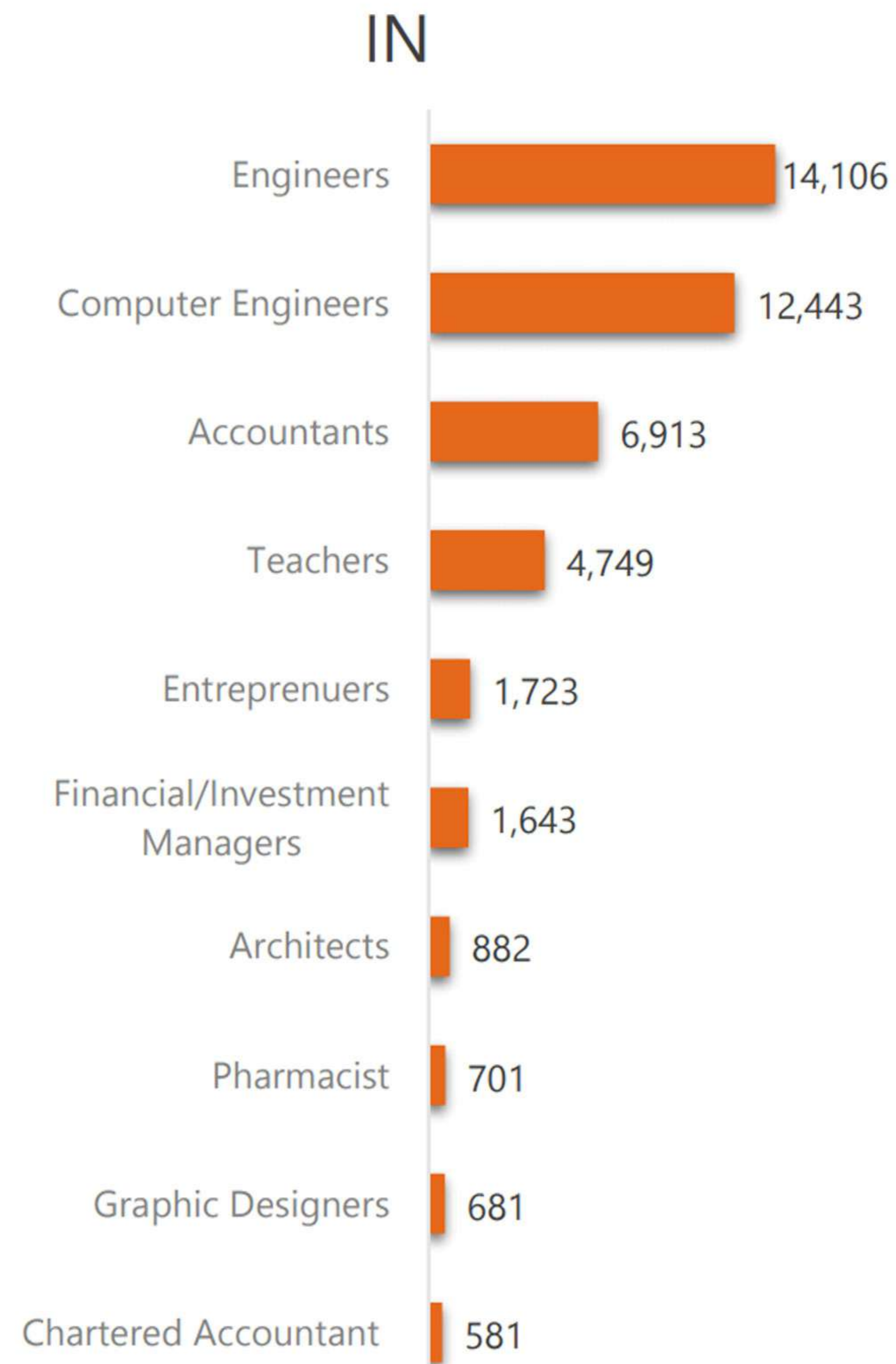


HK





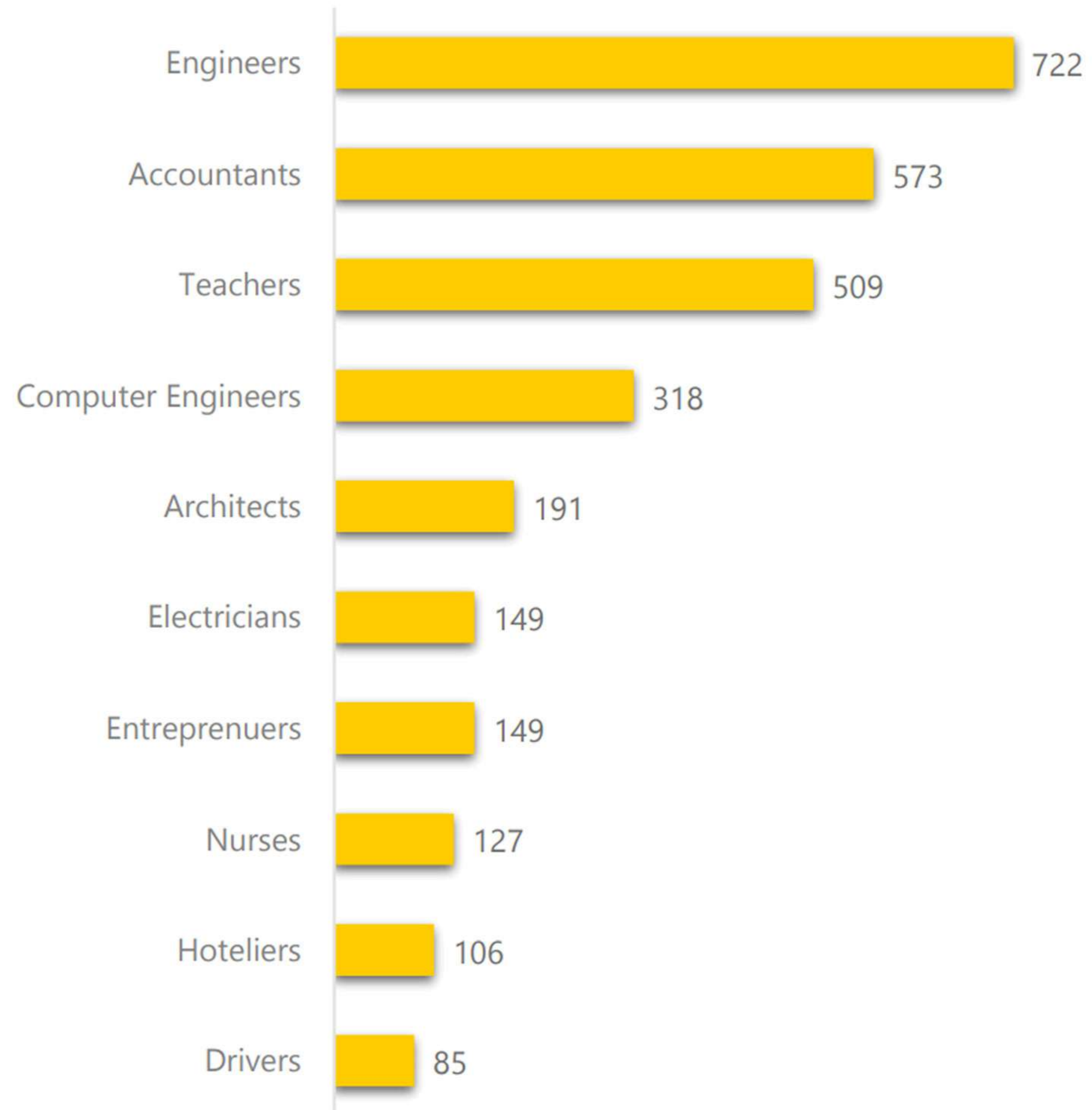
# TOP 10 PROFESSIONALS



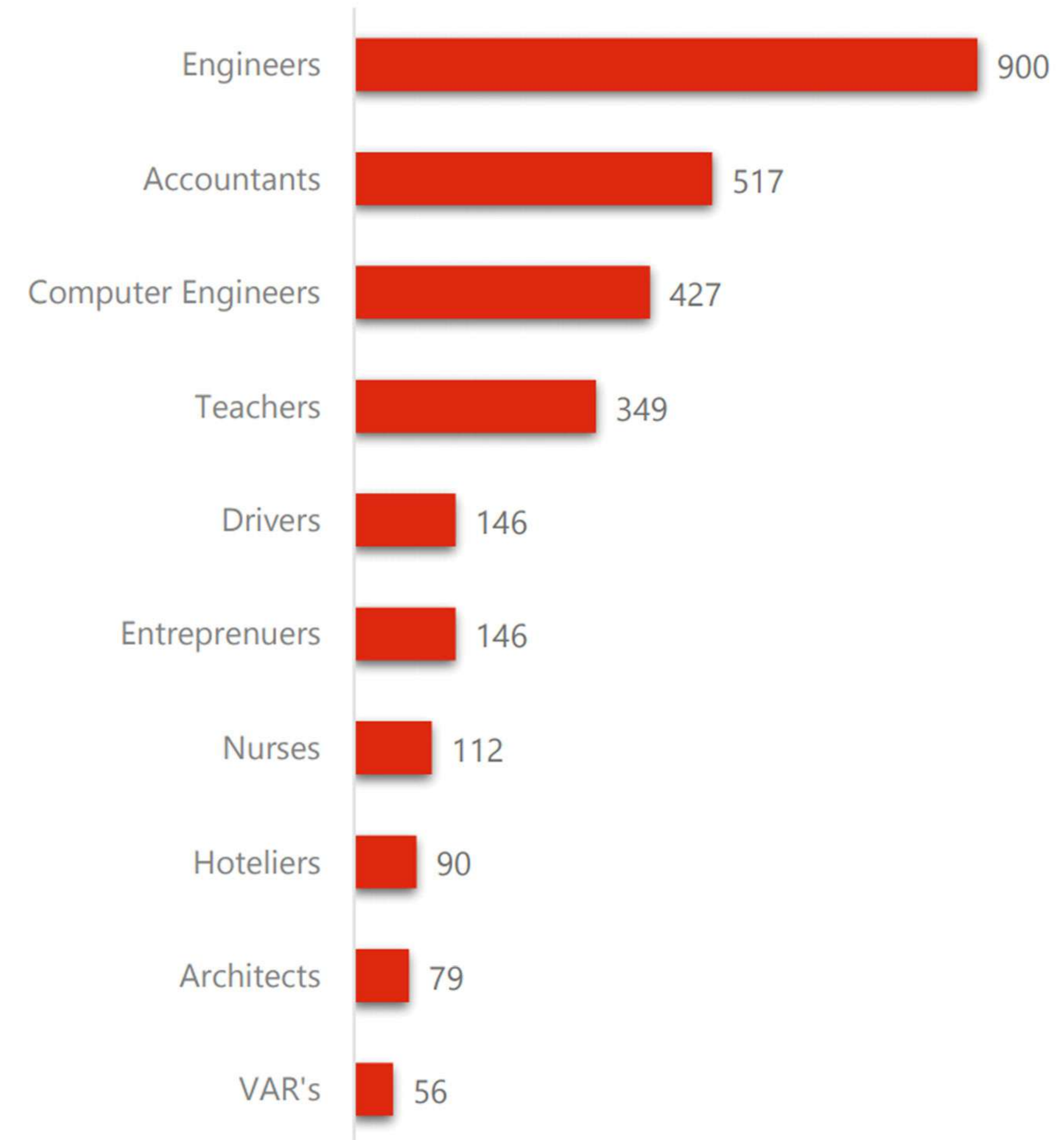


# TOP 10 PROFESSIONALS

MY



HK





# ASIA PACIFIC

A light green map of the Asia Pacific region, showing the outlines of the Philippines, Taiwan, Indonesia, Thailand, and Vietnam. The map is positioned on the left side of the slide, behind the text labels.

PHILIPPINES

TAIWAN

INDONESIA

THAILAND

VIETNAM

We also have recently launched panels in Philippines, Taiwan, Indonesia, Thailand and Vietnam. Please check with our sales team for numbers.



# CONTACT

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THANK YOU