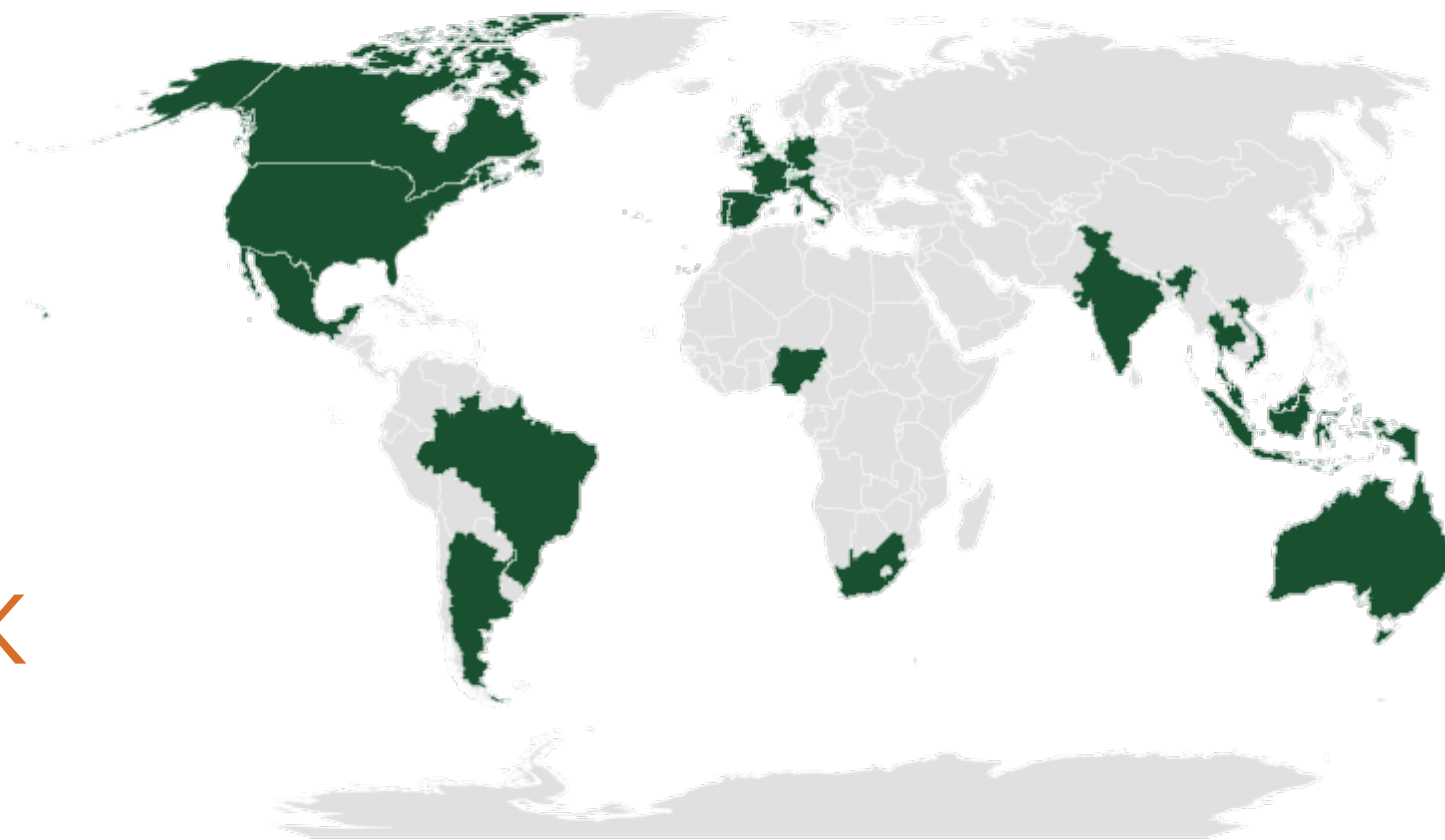




B2B PANEL BOOK 2021



WE ARE IRB

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

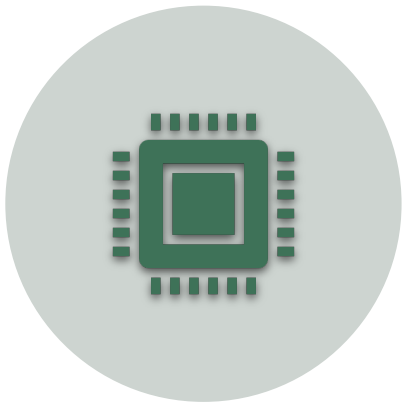
Headquartered in New Delhi and a regional HQ in the US and the UK, Internet Research Bureau serves clients worldwide.

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 (RelevantID)

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

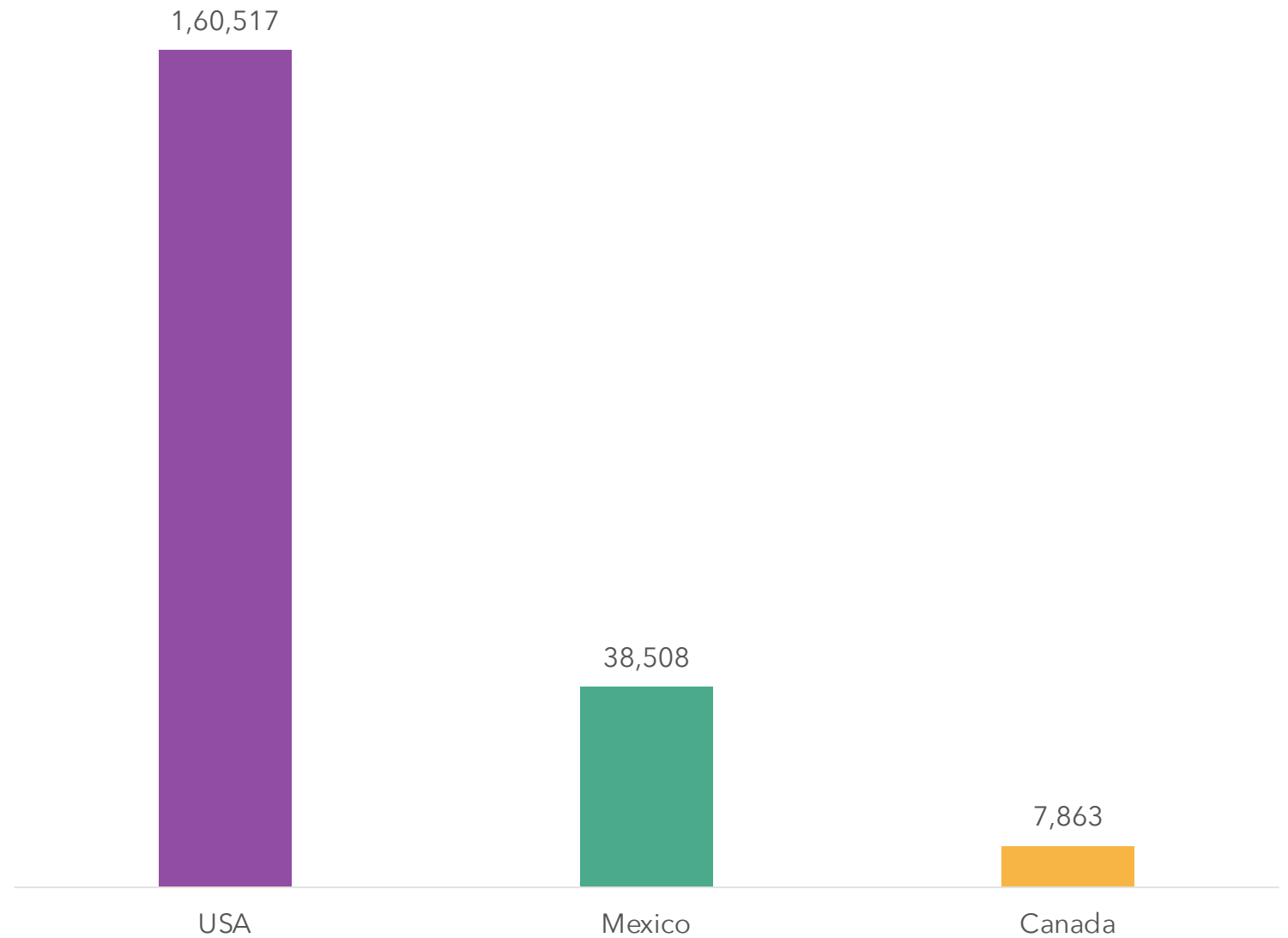
Accounting, auditing, payroll, tax	Aerospace	Agribusiness	Agriculture/ Forestry/ Fishing	Airlines	Automotive	Banking	Beauty/ Spa/ Personal Care	Biotechnology/ Life Sciences
Broadcasting & Cable	Business Services/ Consulting	Chemicals & Plastics	Computer Hardware	Computer Software/Service es	Construction	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	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	Telecommunica tions	Telemarketing/ Call Centres	Transportation, Logistics	Travel and Tourism
			Utilities, Energy, Water	Veterinary services	Wholesale/ Trade			

MARKETS

<u>AMERICAS</u> USA MEXICO CANADA BRAZIL ARGENTINA <u>AFRICA</u> SOUTH AFRICA NIGERIA		<u>EUROPE</u> UK FRANCE GERMANY ITALY SPAIN PORTUGAL POLAND NETHERLANDS SWITZERLAND <u>APAC</u> INDIA SINGAPORE AUSTRALIA MALAYSIA HONG KONG INDONESIA JAPAN THAILAND VIETNAM TAIWAN SOUTH KOREA PHILIPPINES	

NORTH AMERICA

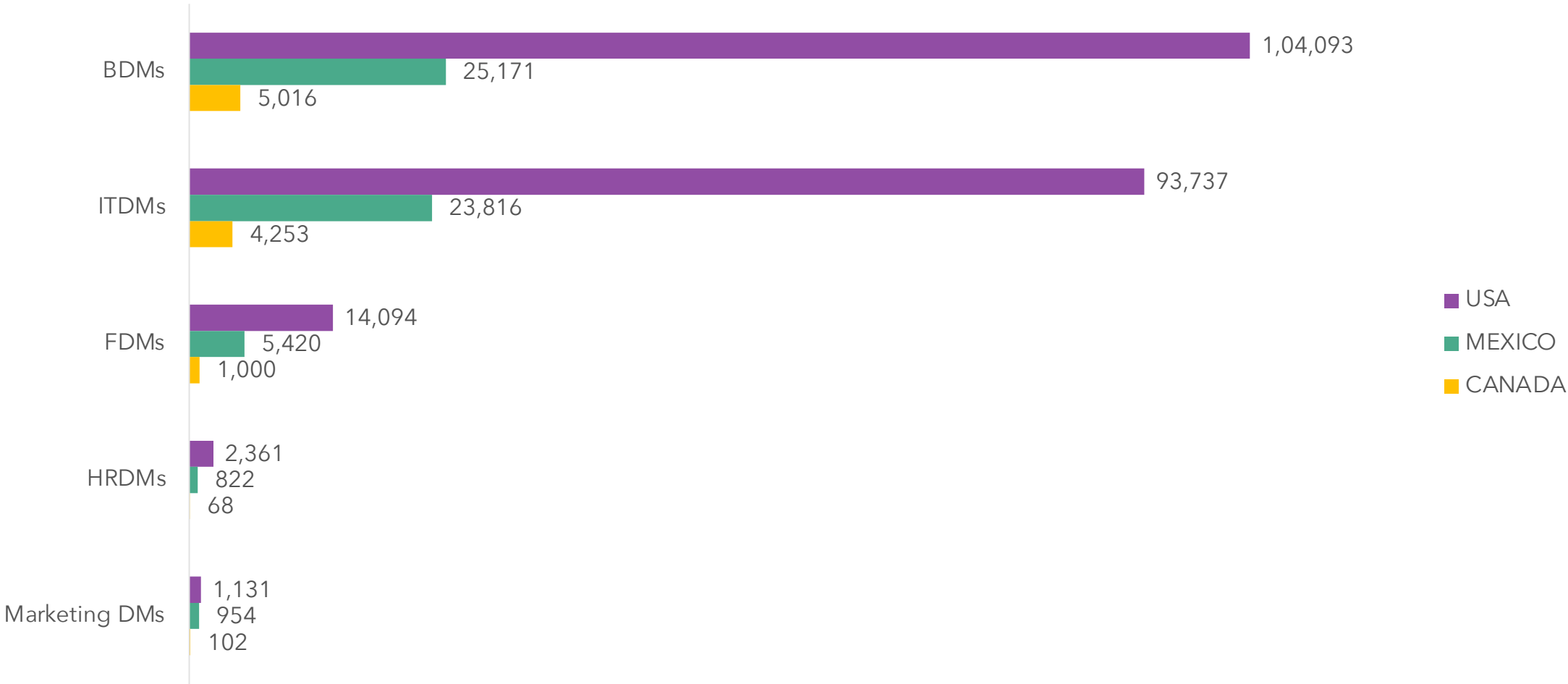
USA | CANADA | MEXICO



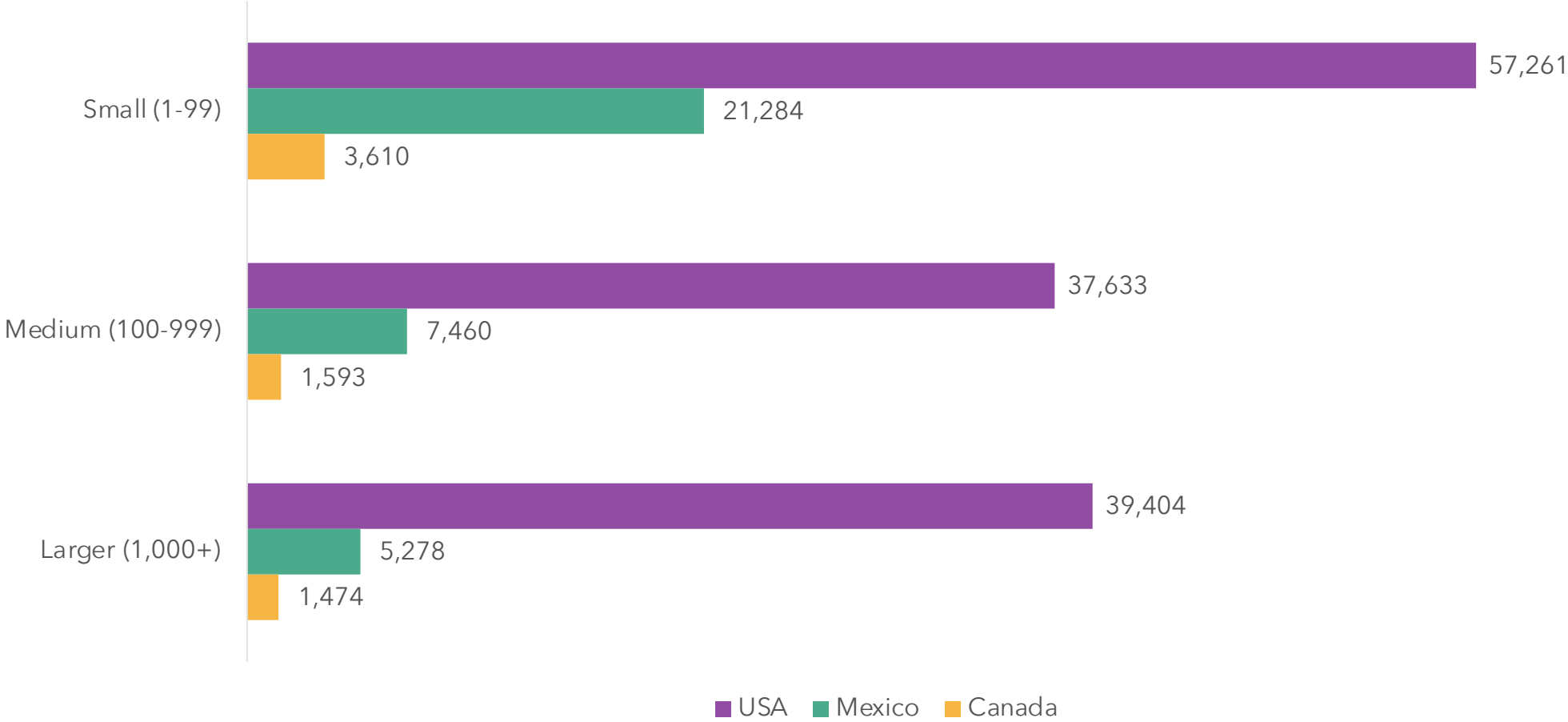
JOB ROLES & TITLES



DECISION MAKERS

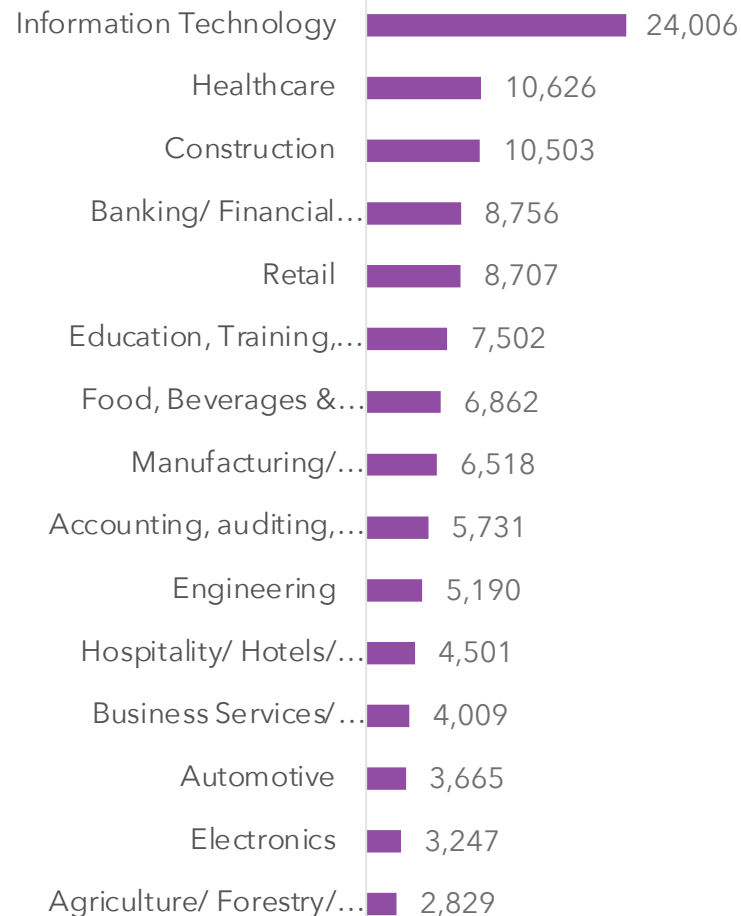


COMPANY SIZE

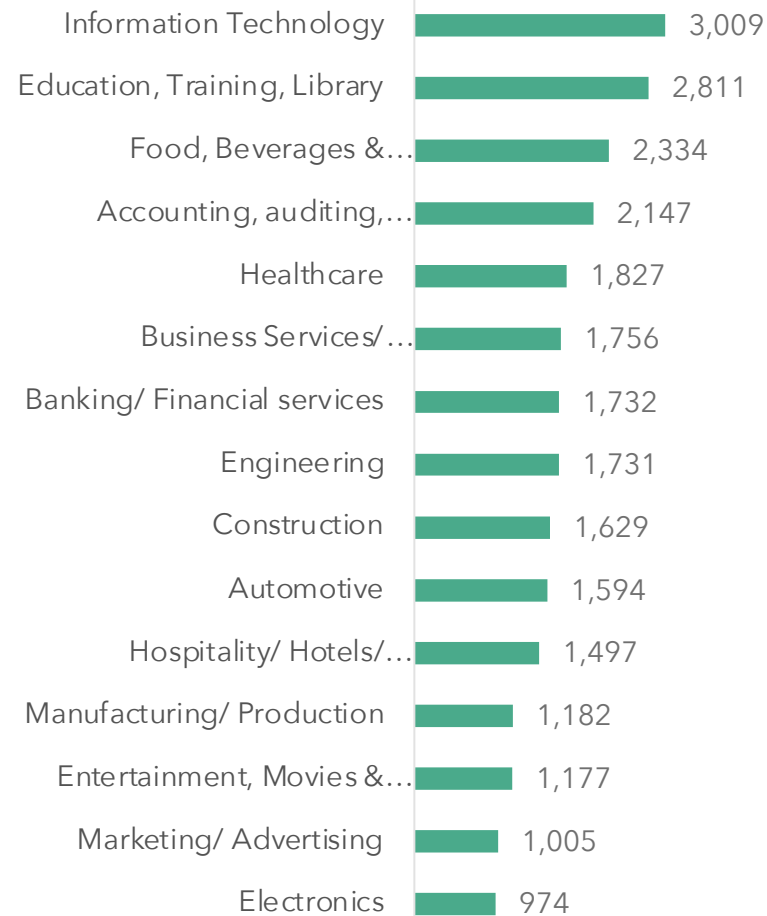


TOP 15 INDUSTRIES

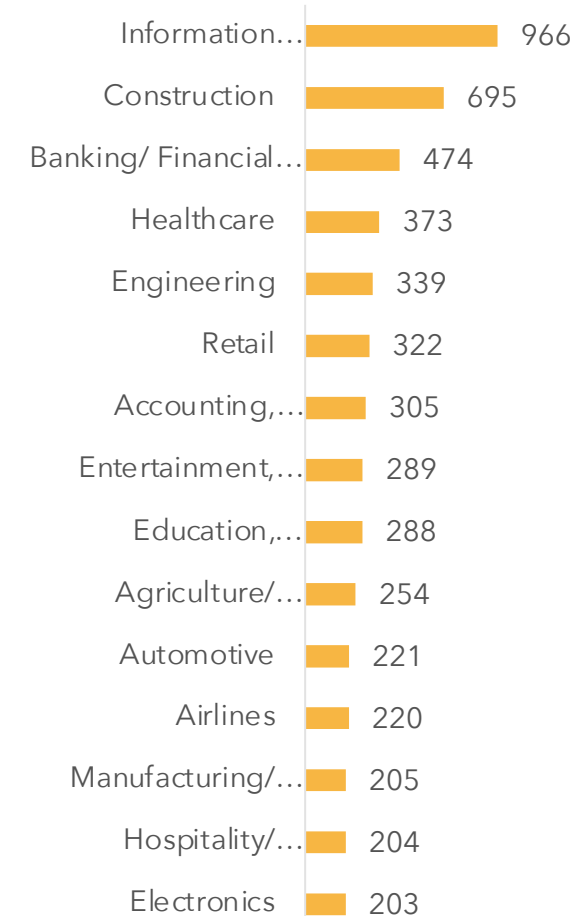
USA



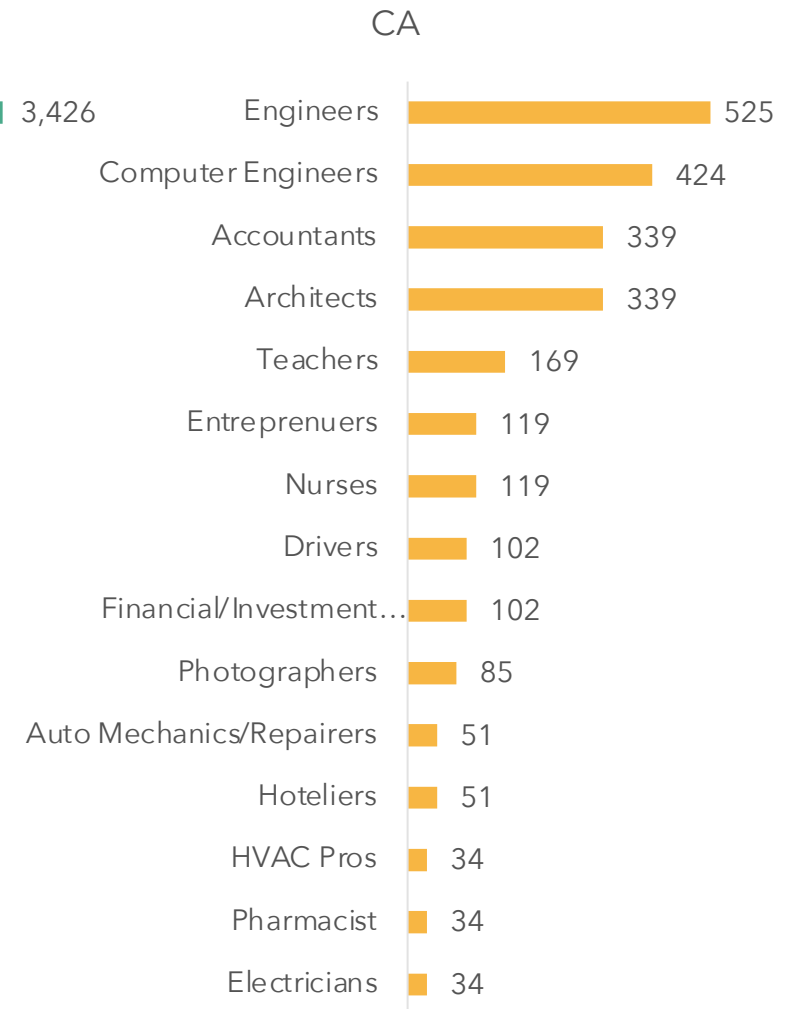
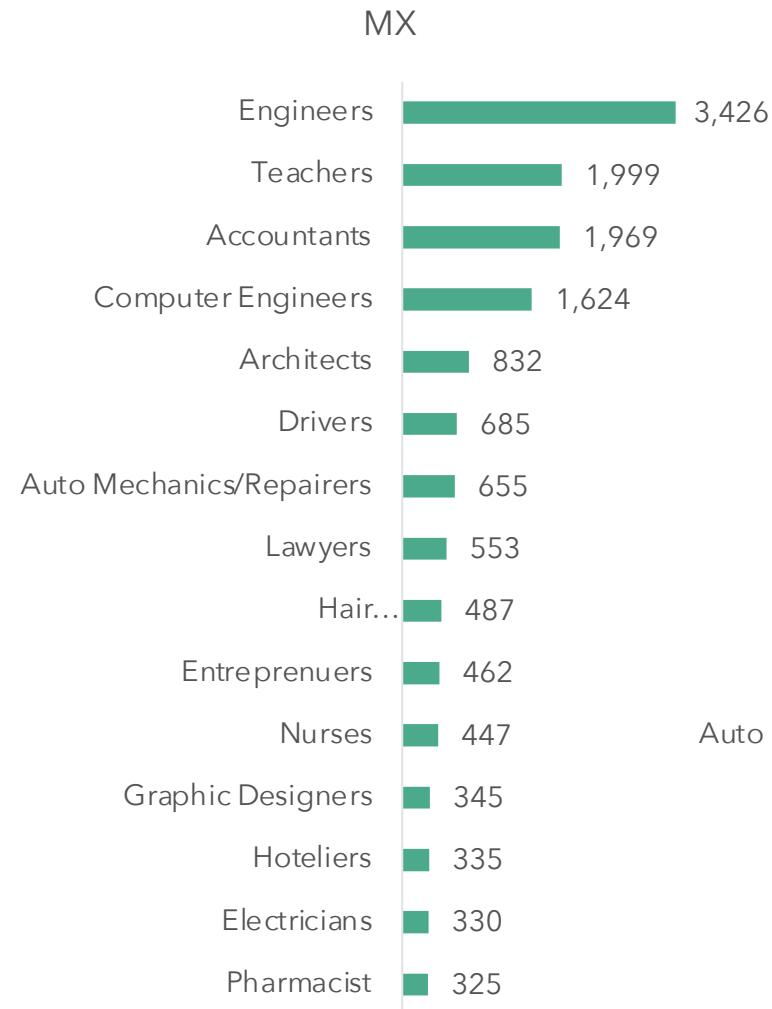
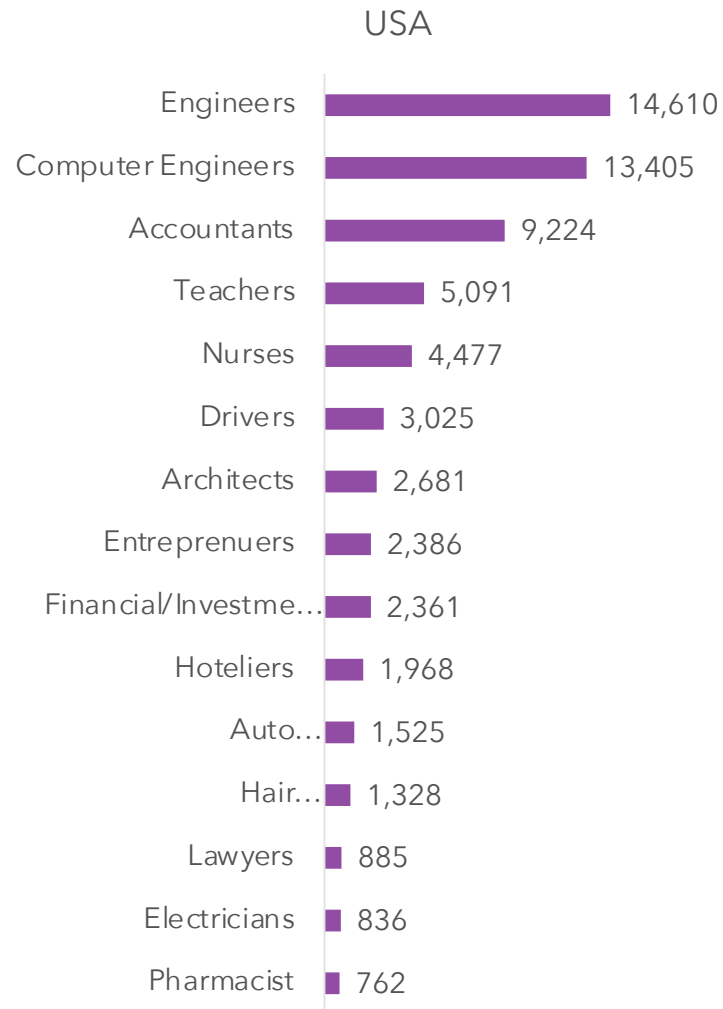
MX



CA

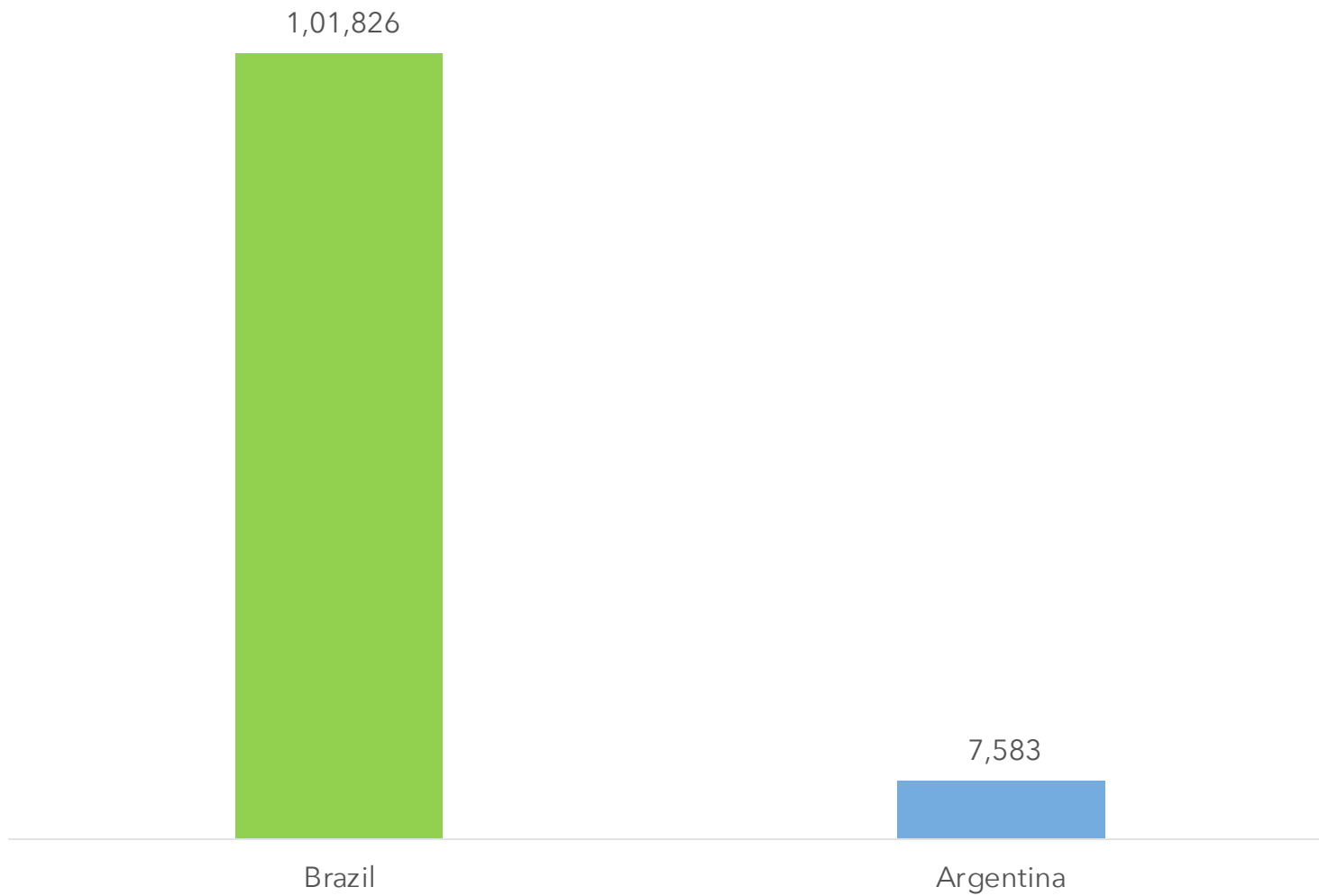


TOP 15 PROFESSIONALS

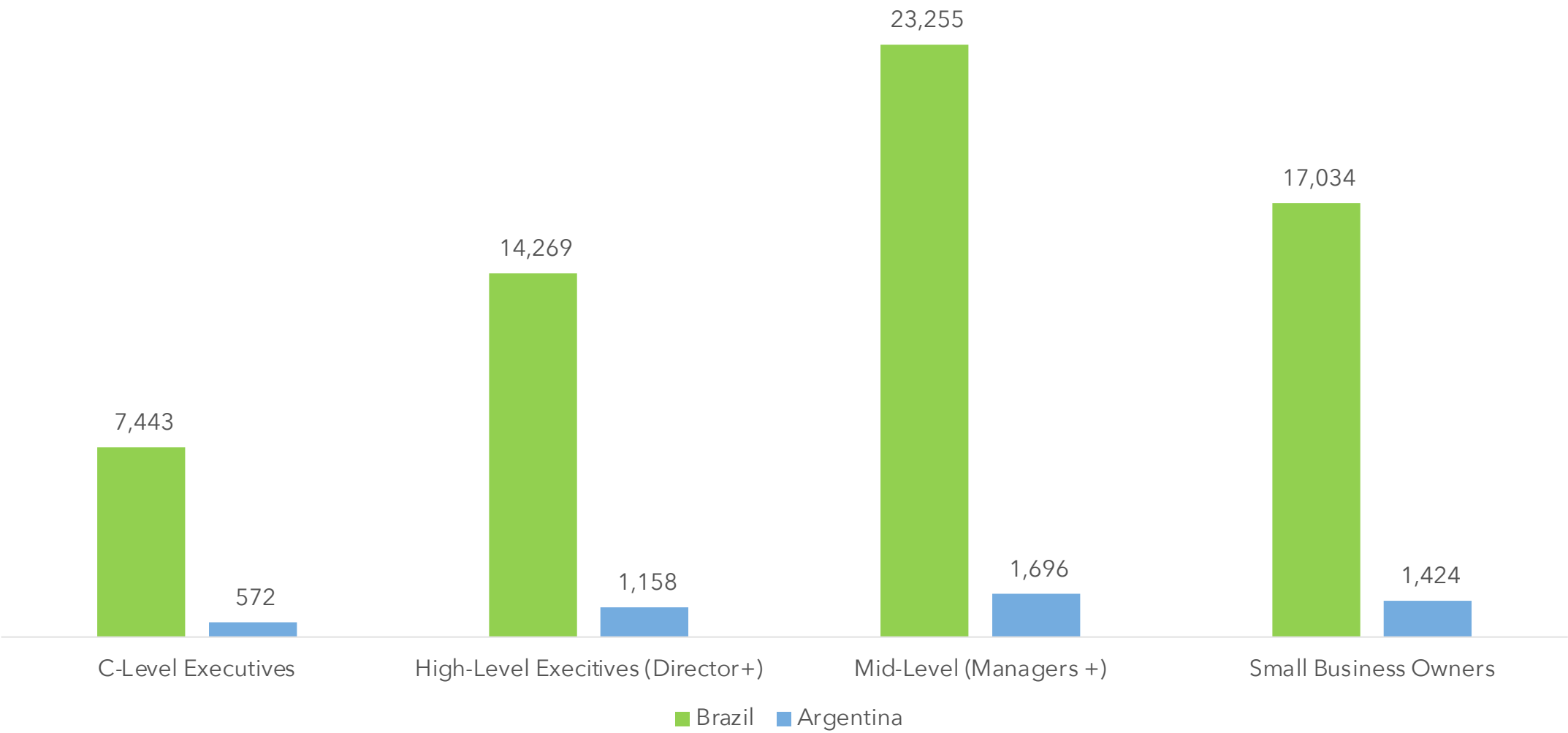


LATIN AMERICA

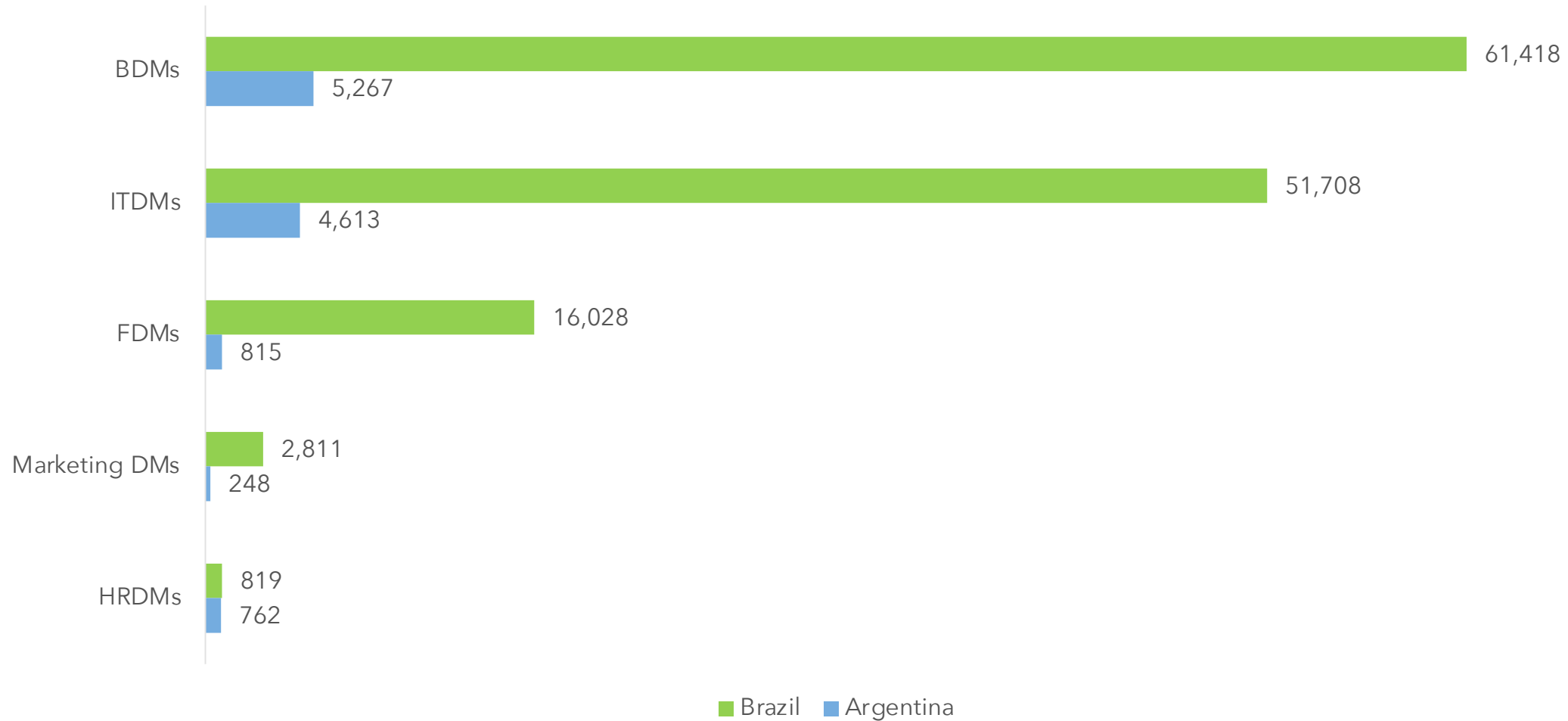
BRAZIL | ARGENTINA



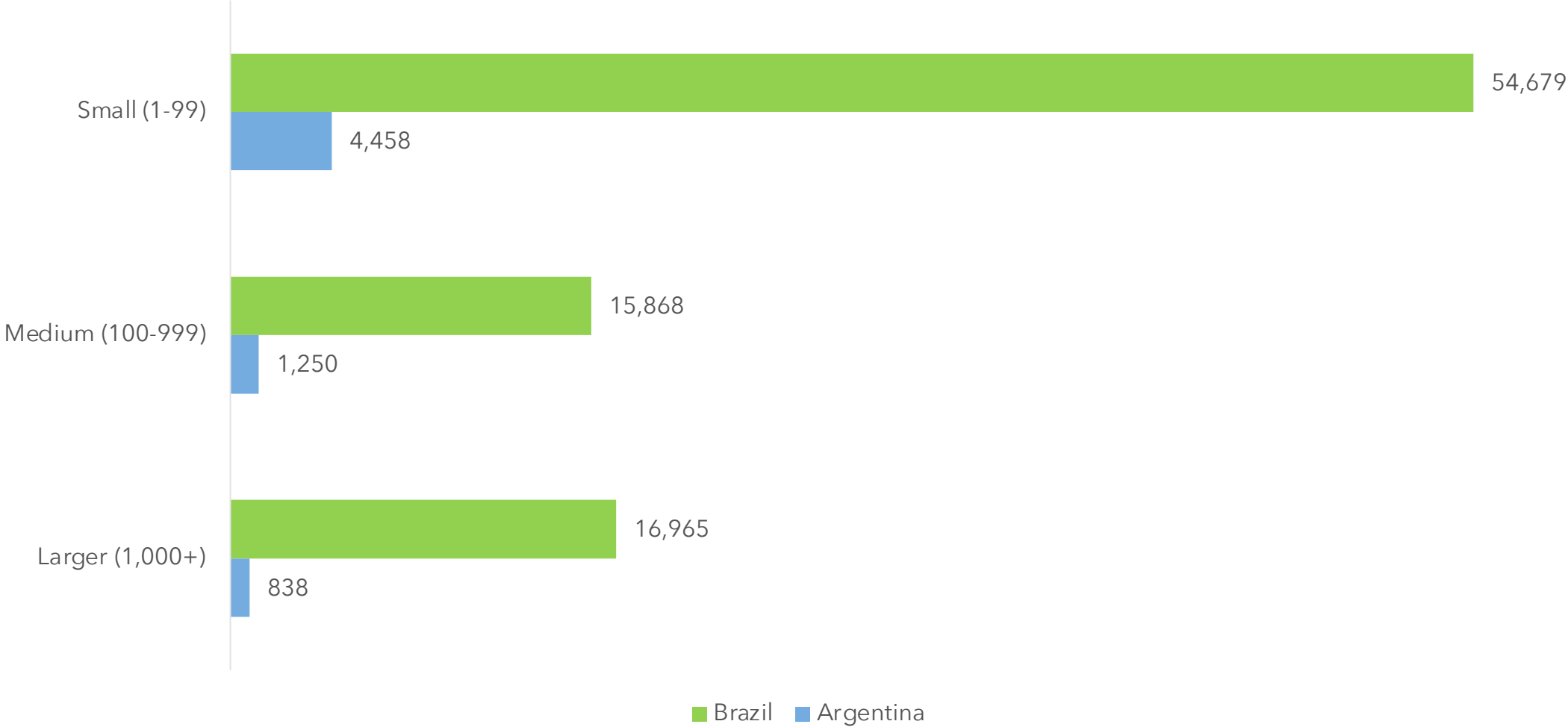
JOB ROLES & TITLES



DECISION MAKERS

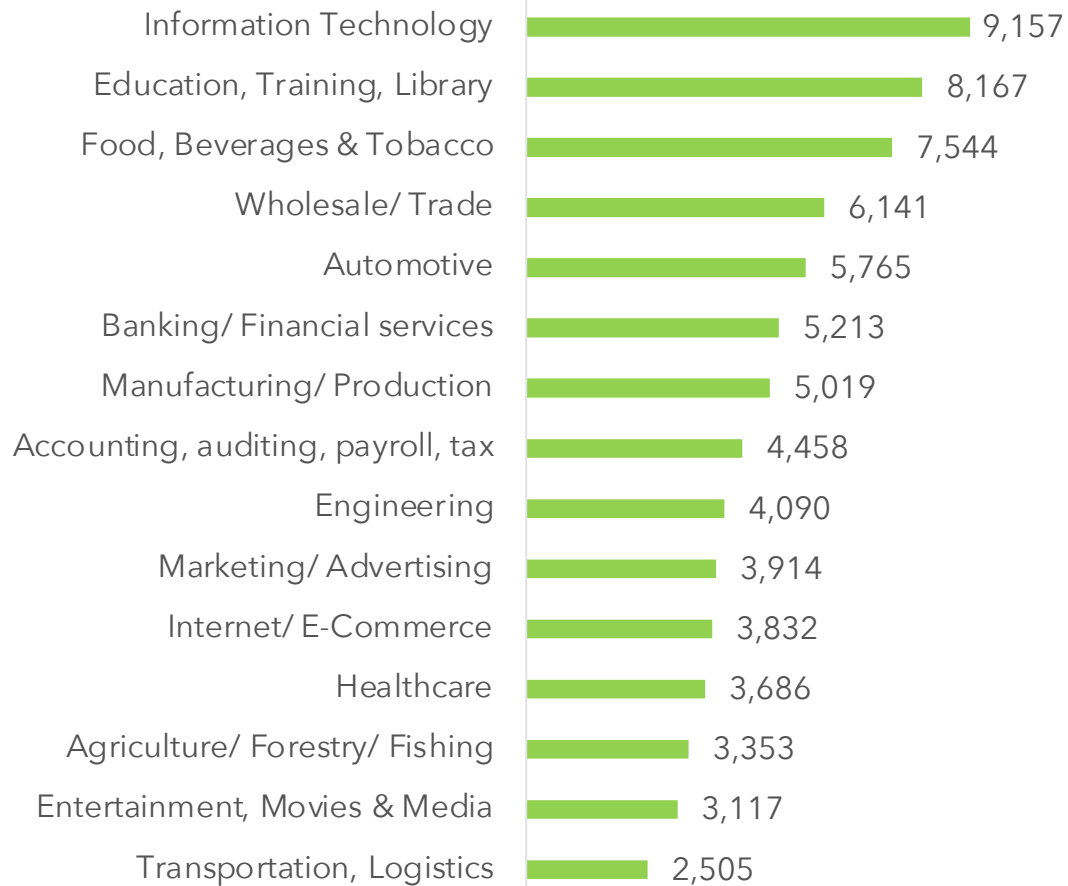


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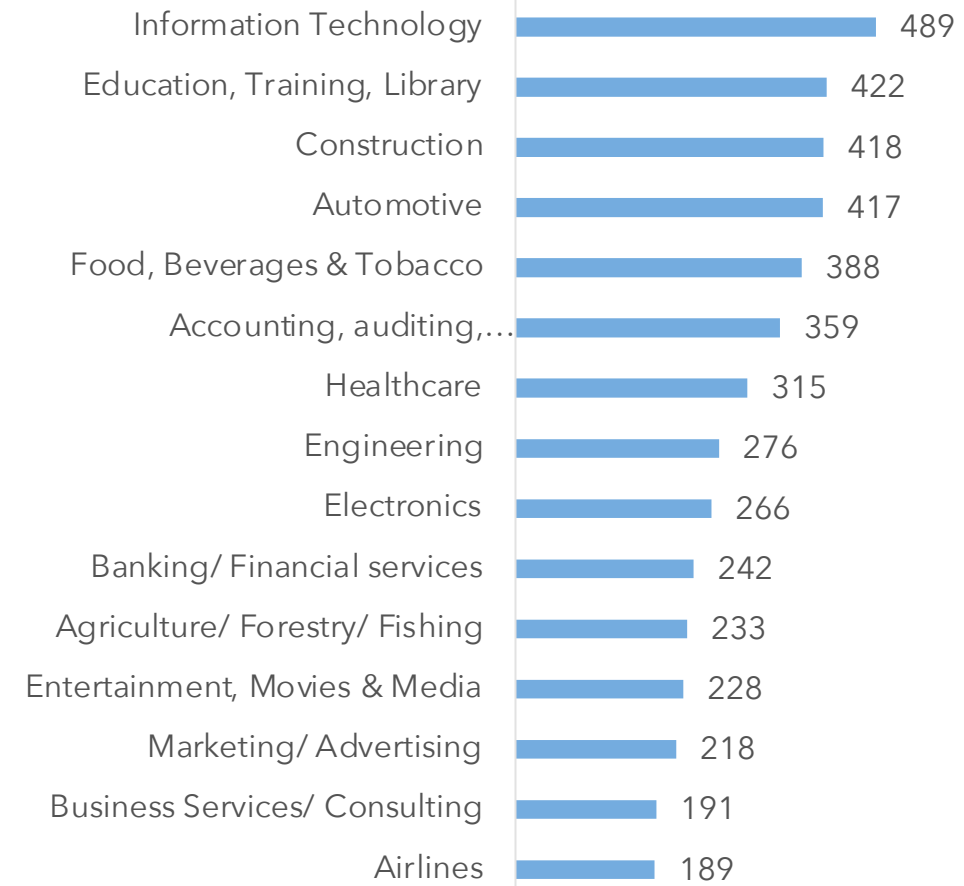


TOP 15 INDUSTRIES

BR

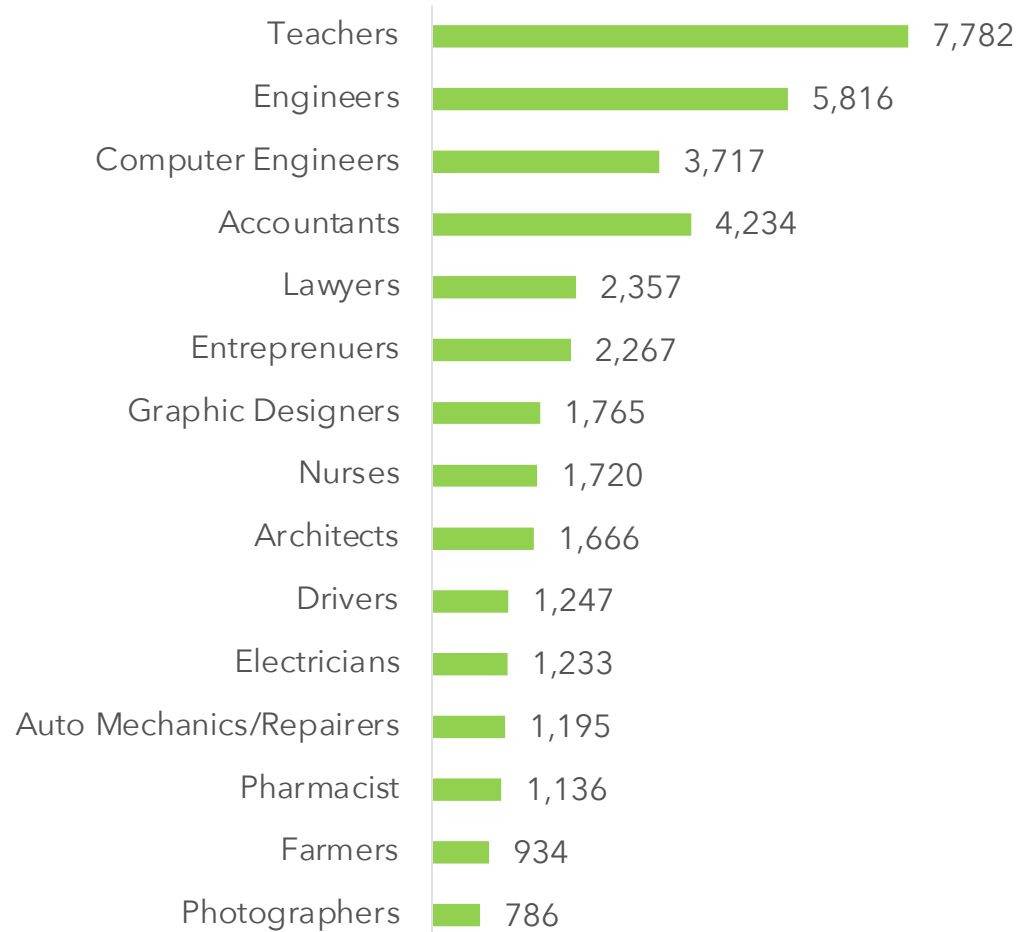


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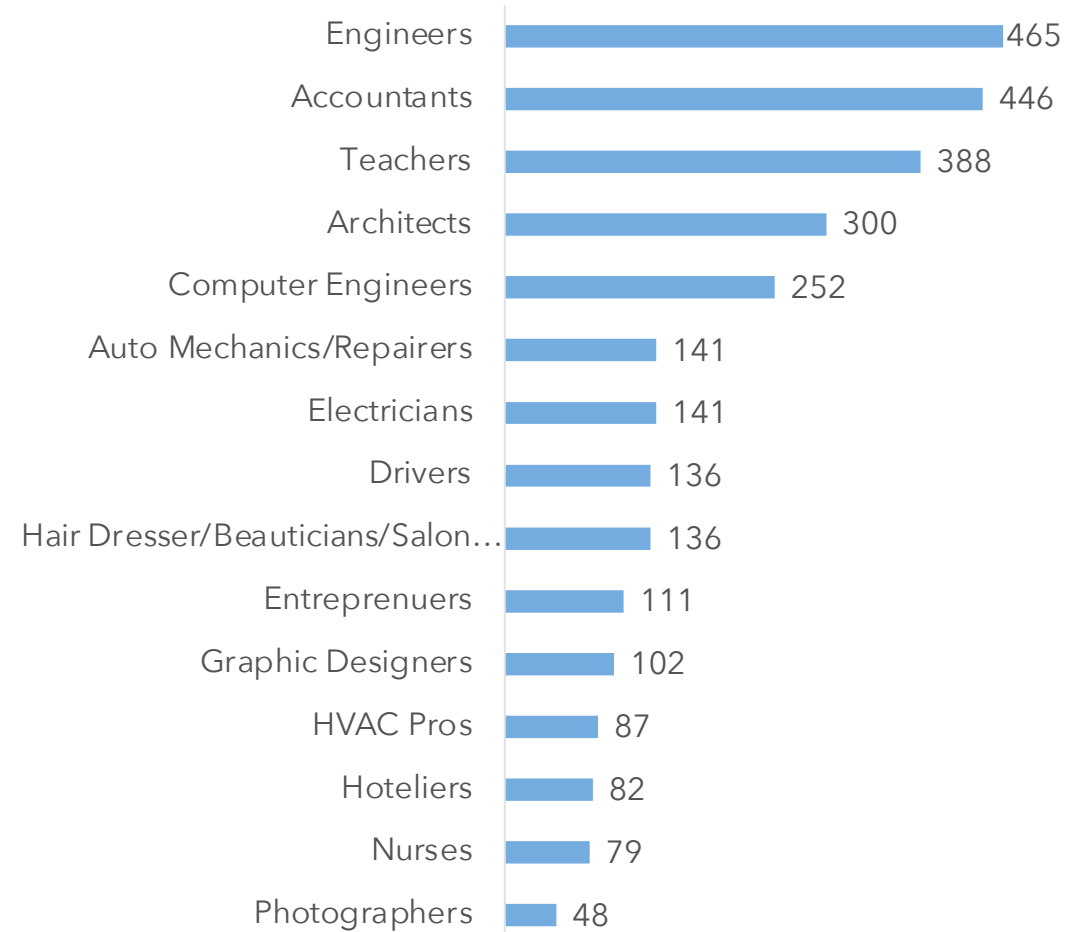


TOP 15 PROFESSIONALS

BR

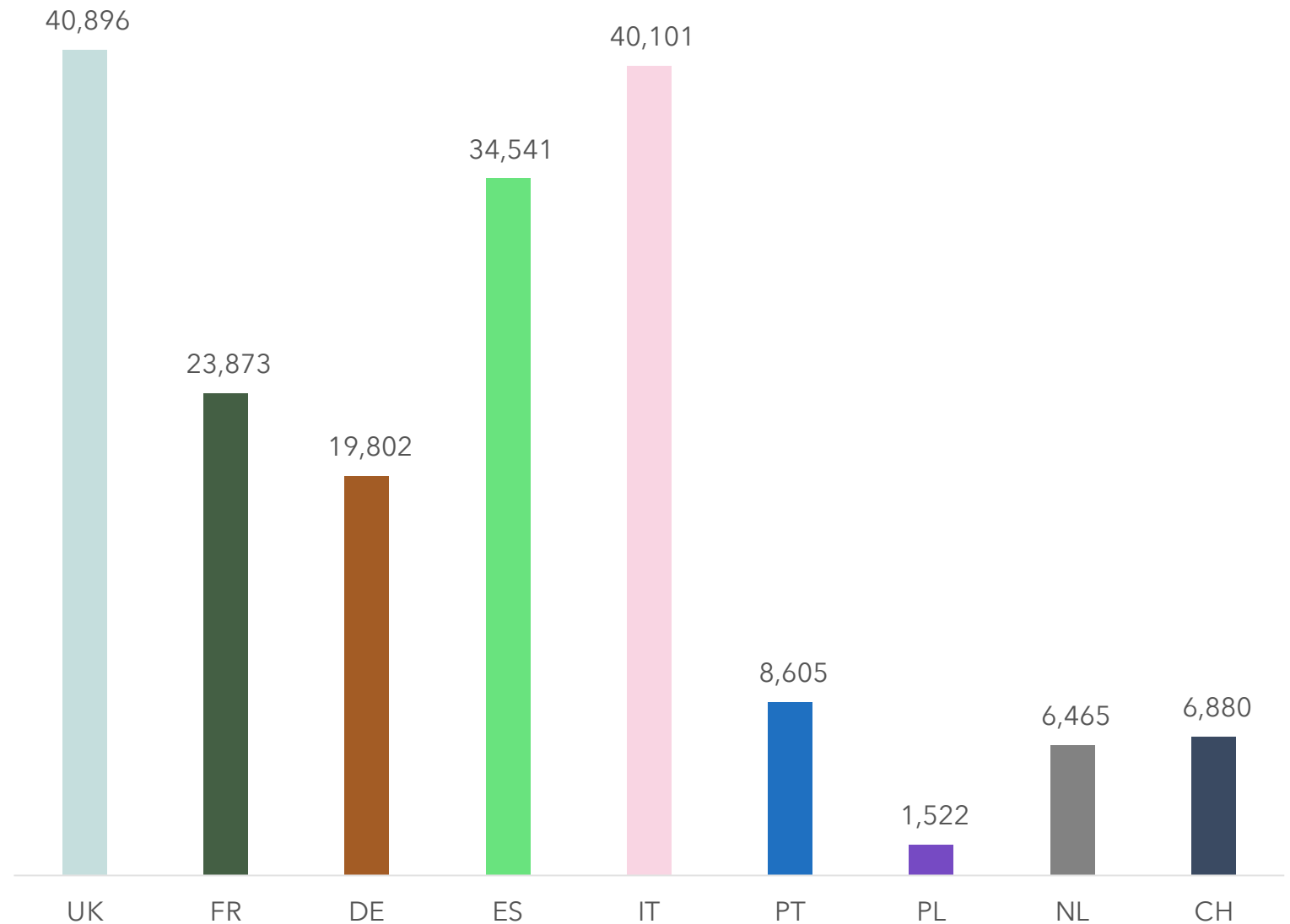


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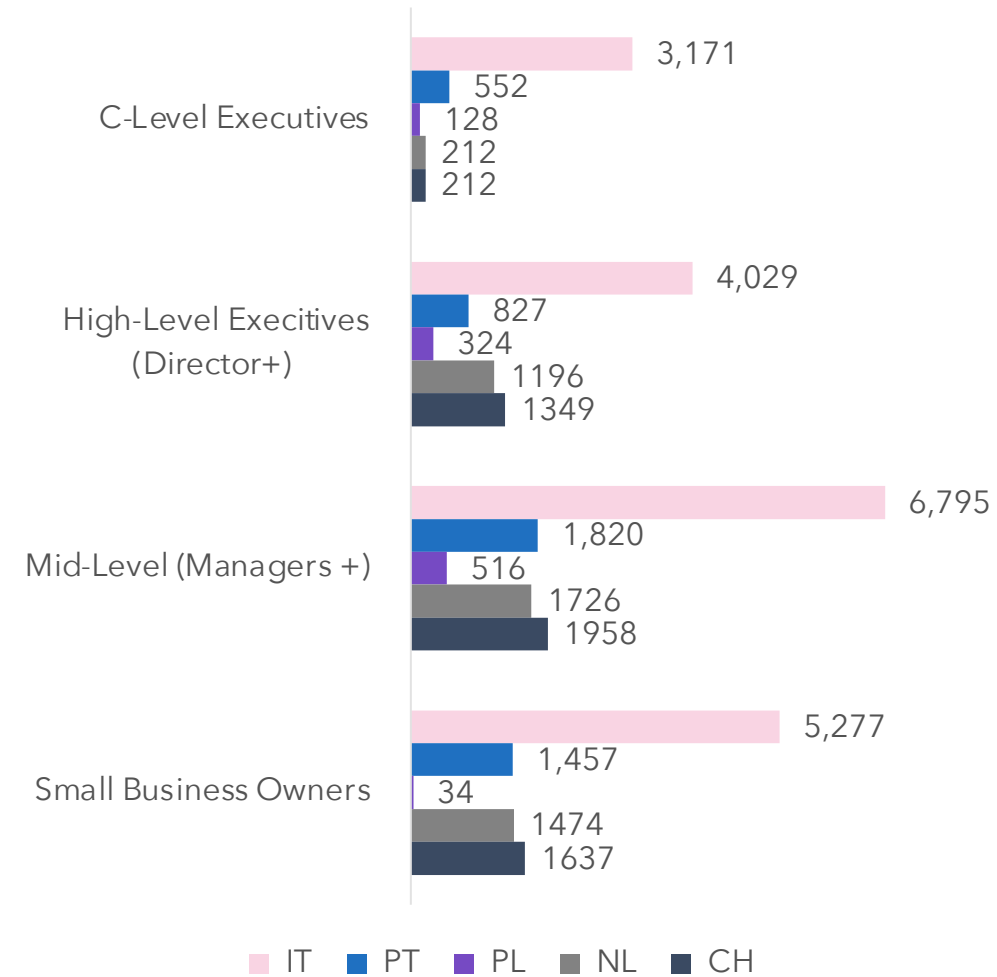
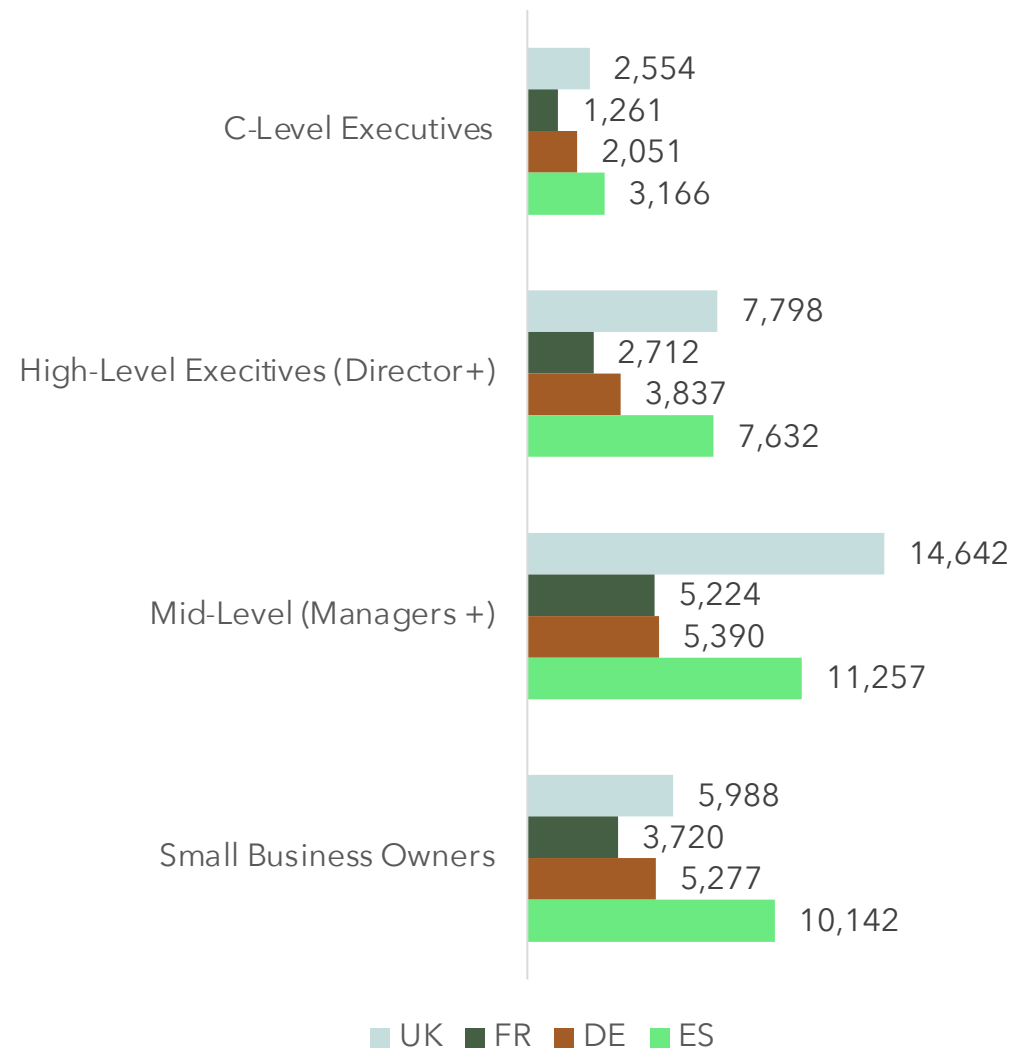


EUROPE

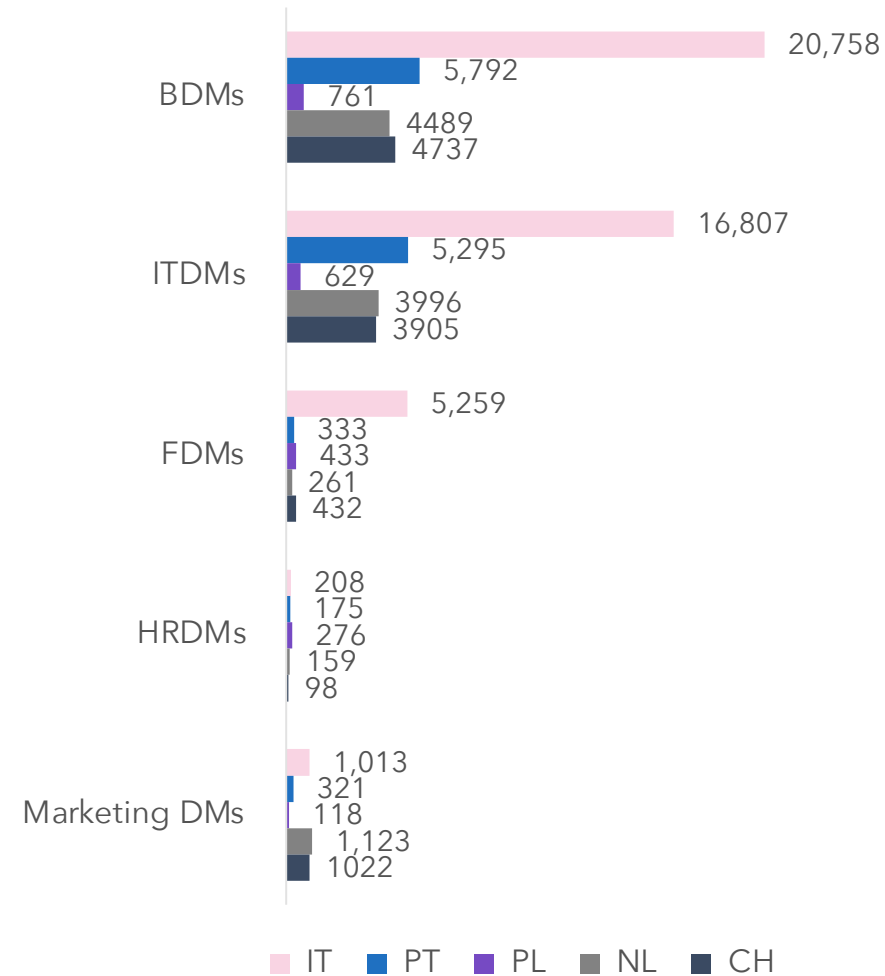
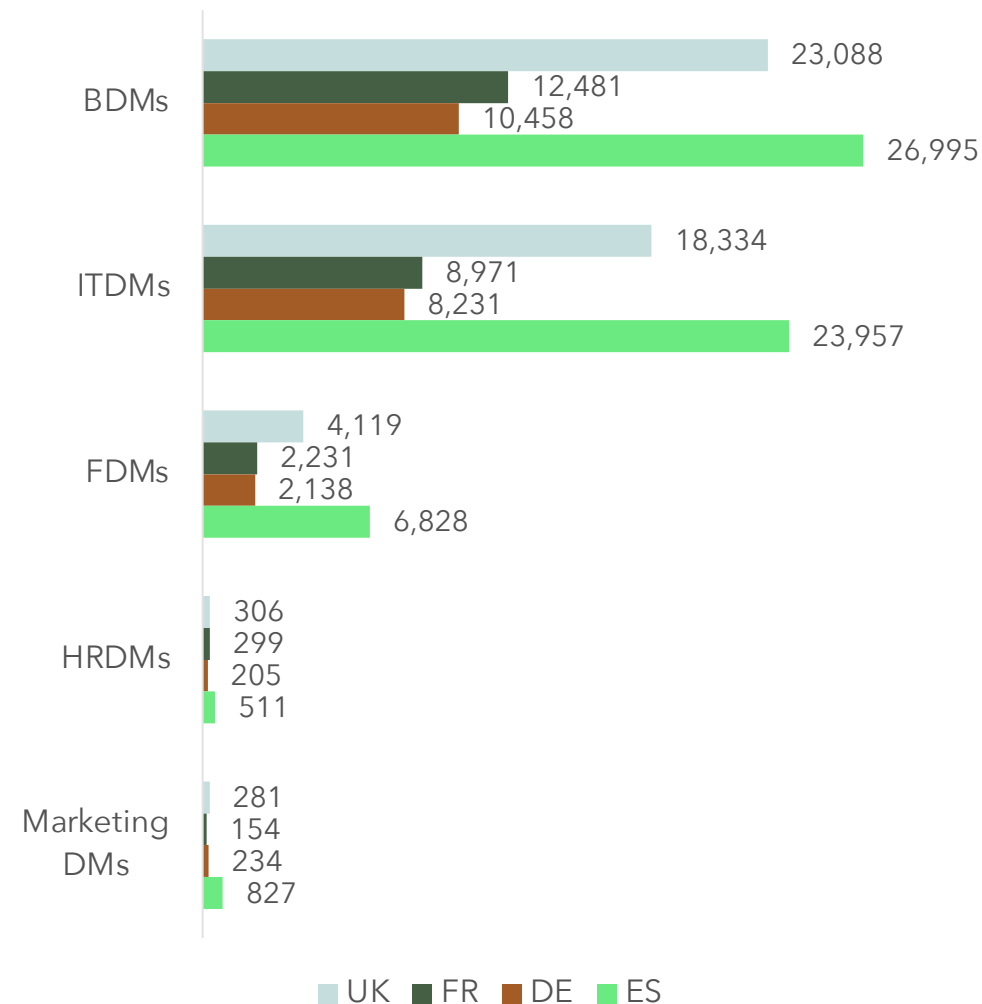
UK | FRANCE | GERMANY |
SPAIN | ITALY |
PORTUGAL | POLAND |
NETHERLANDS |
SWITZERLAND



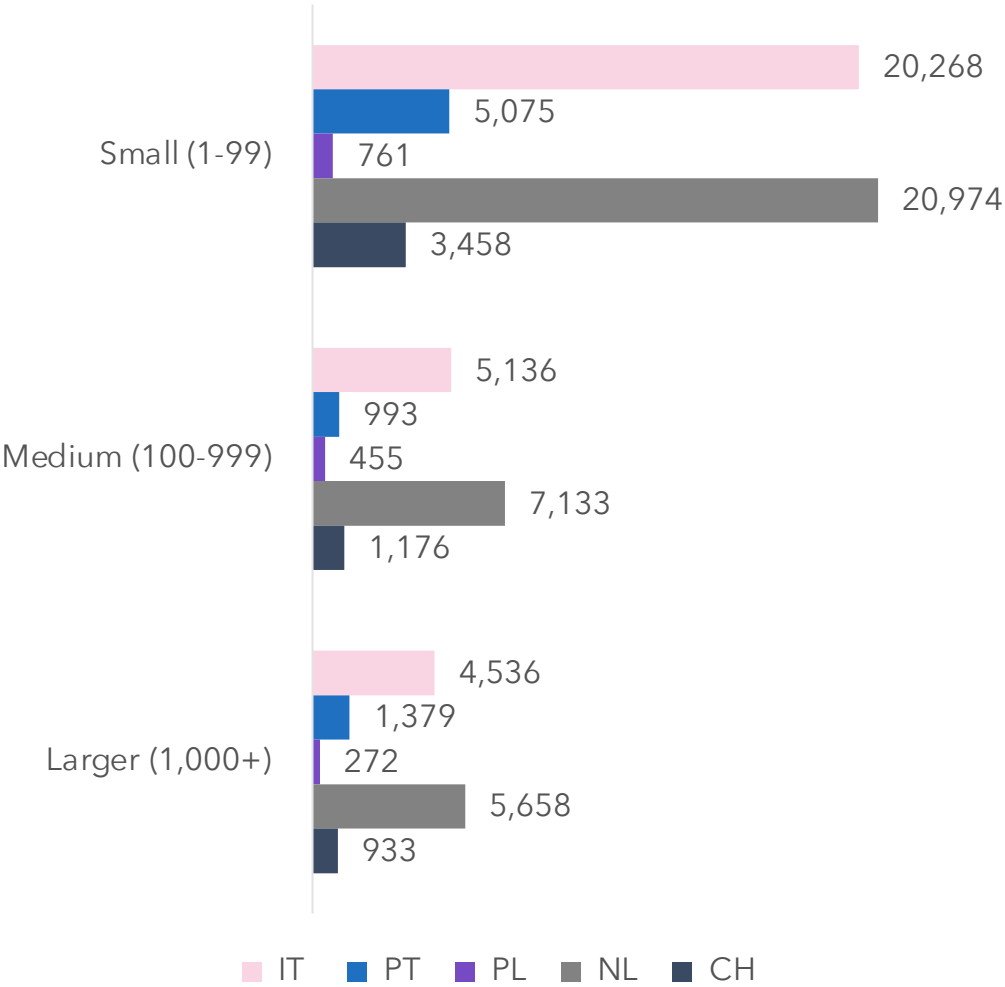
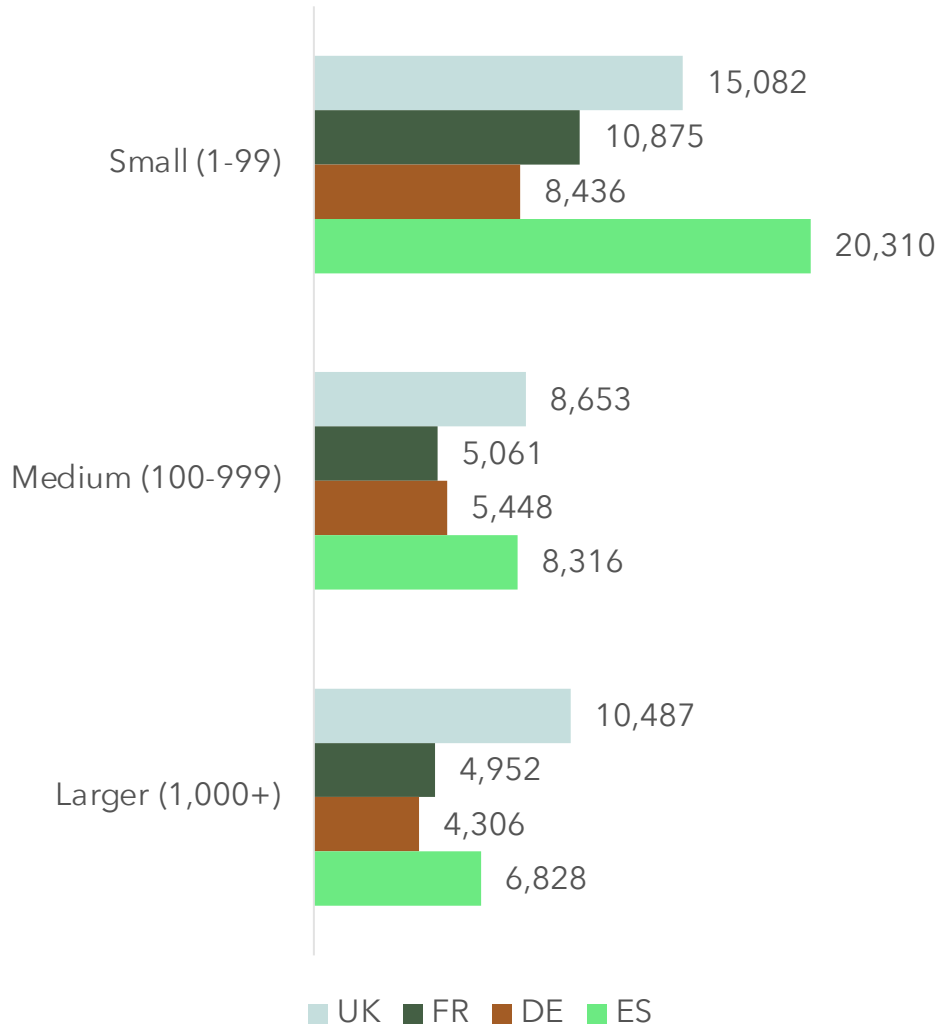
JOB ROLES & TITLES



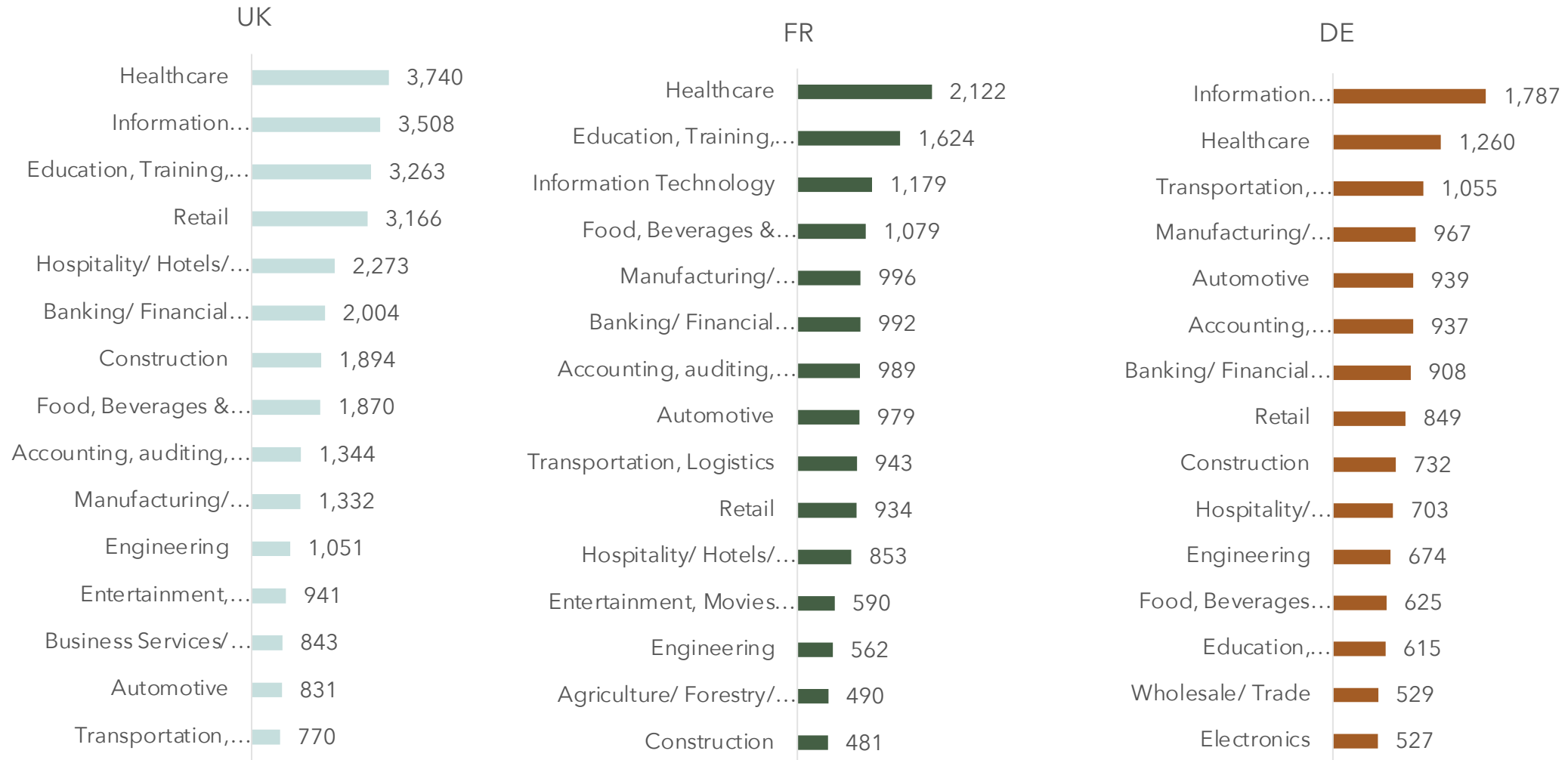
DECISION MAKERS



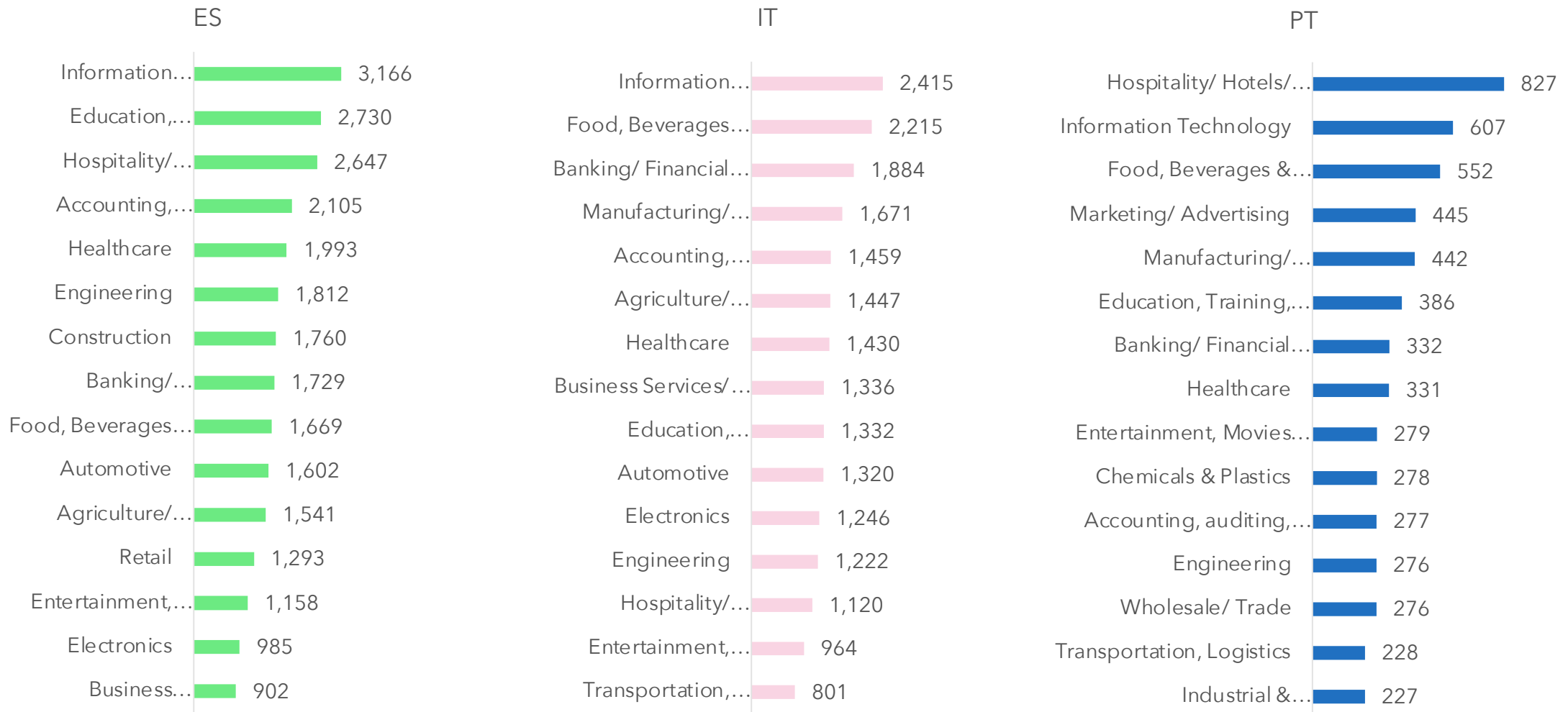
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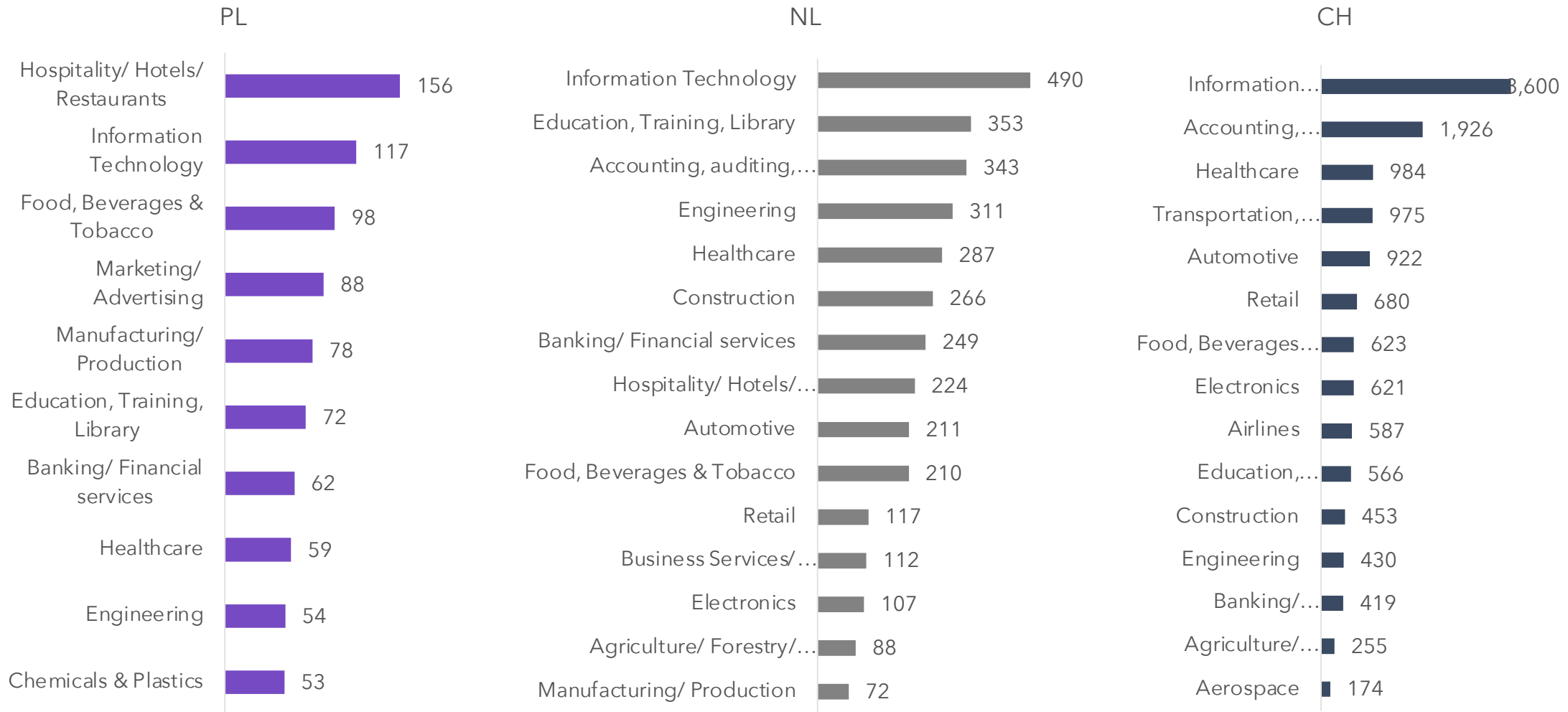
TOP 15 INDUSTRIES



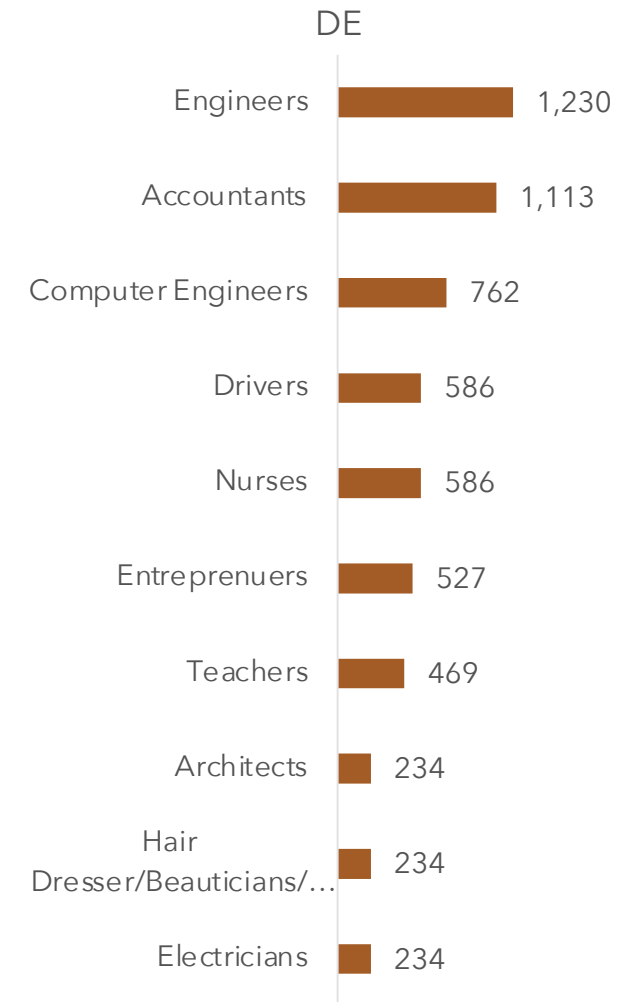
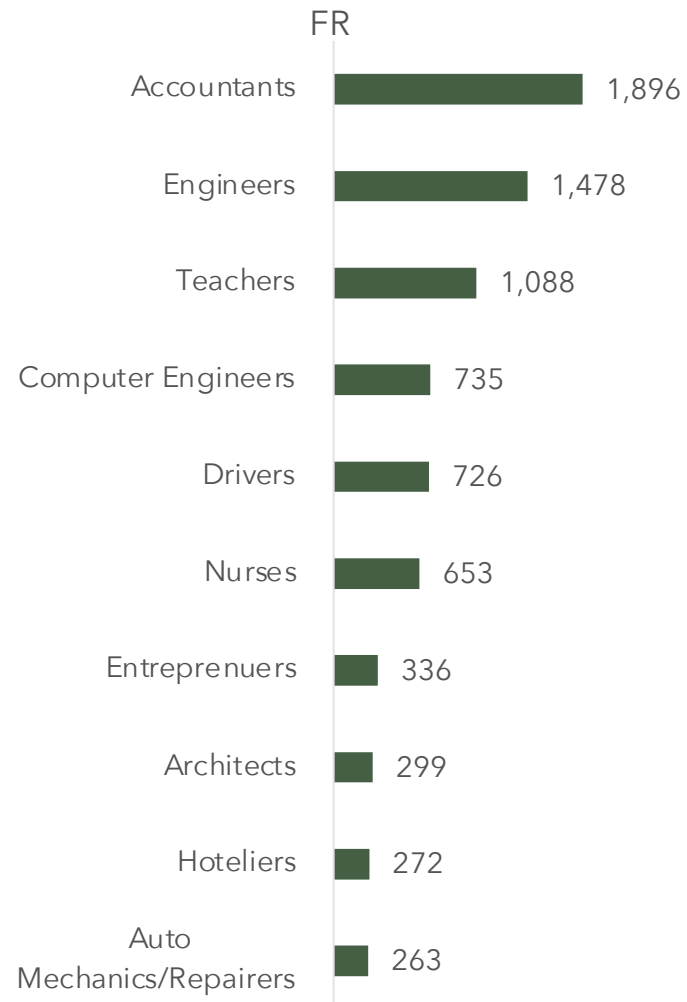
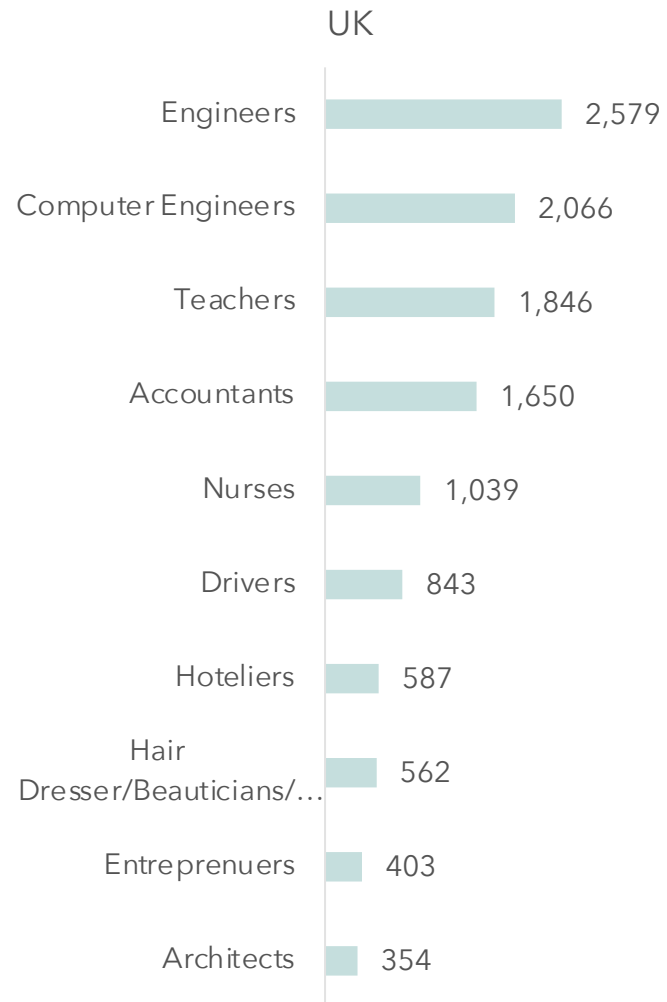
TOP 15 INDUSTRIES



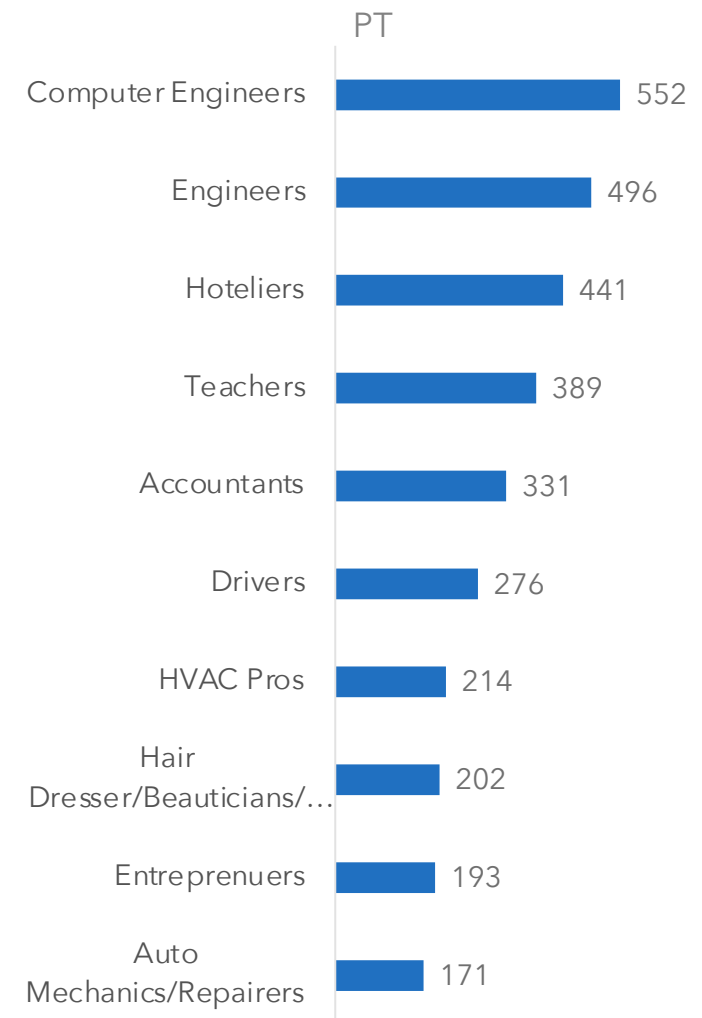
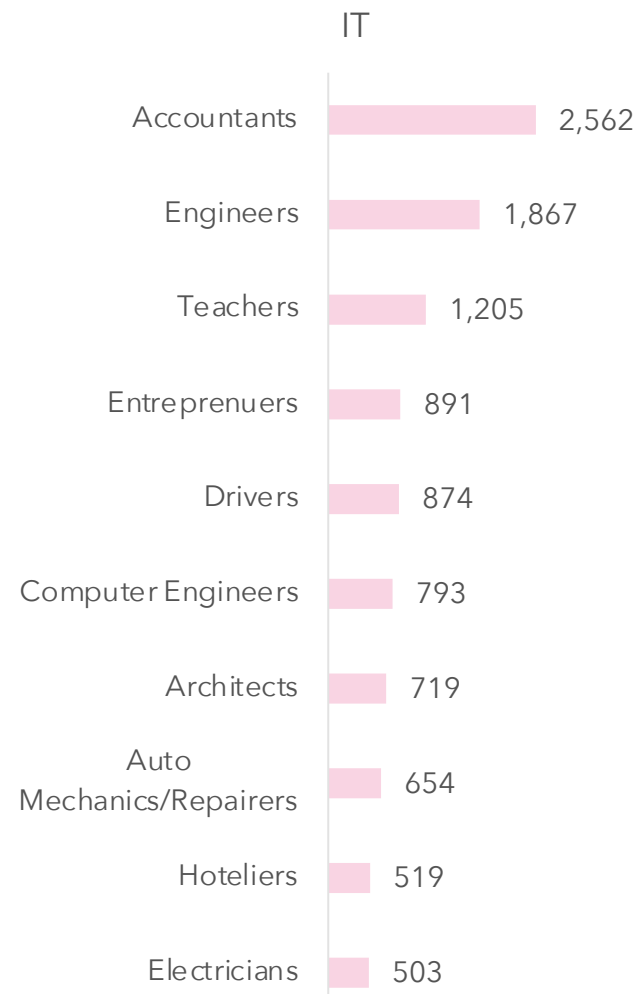
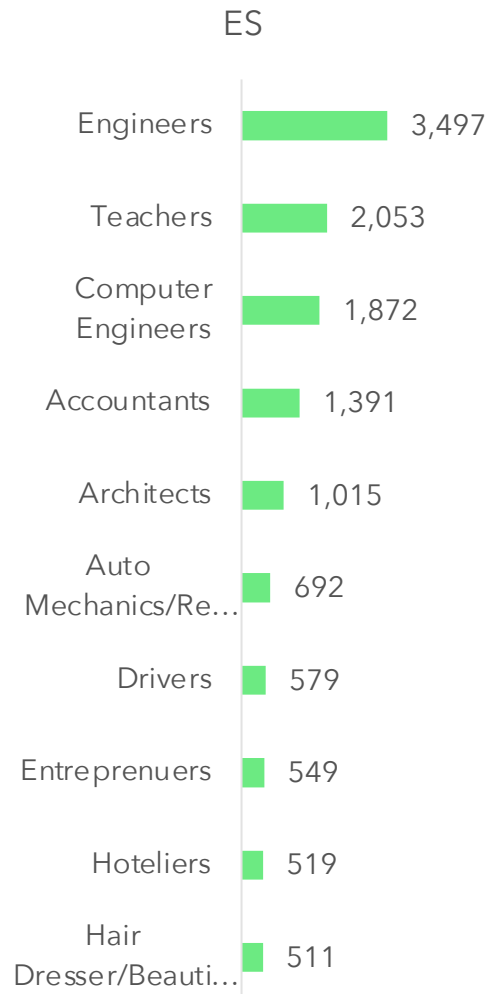
TOP 15 INDUSTRIES



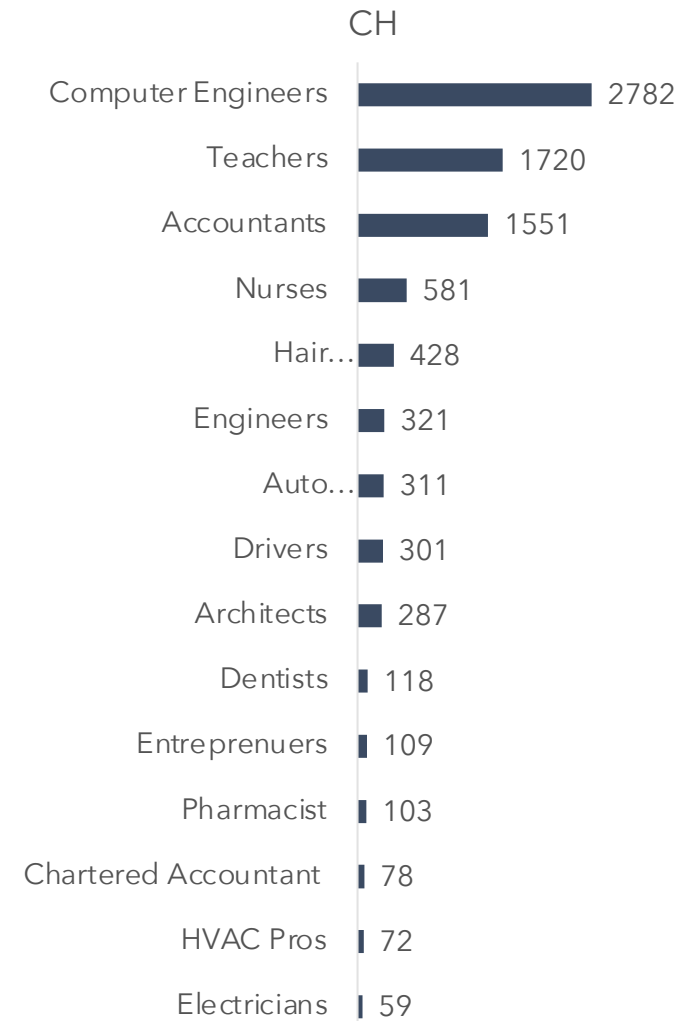
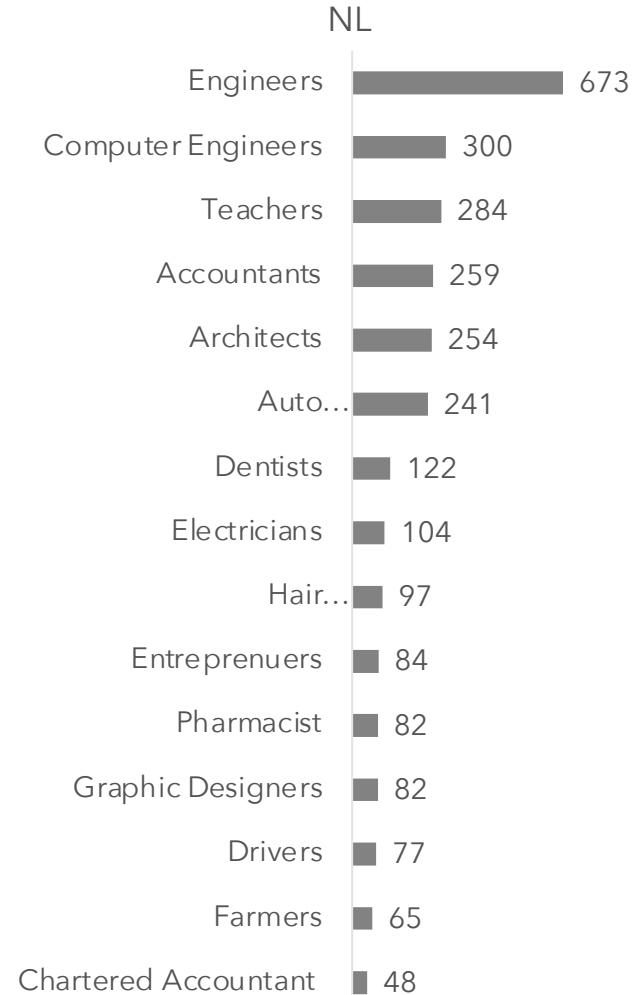
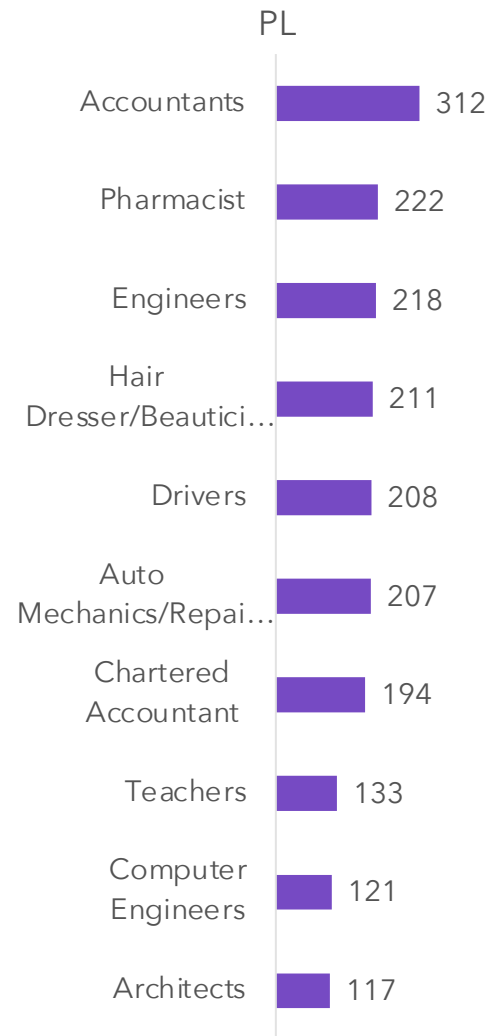
TOP 10 PROFESSIONALS



TOP 10 PROFESSIONALS

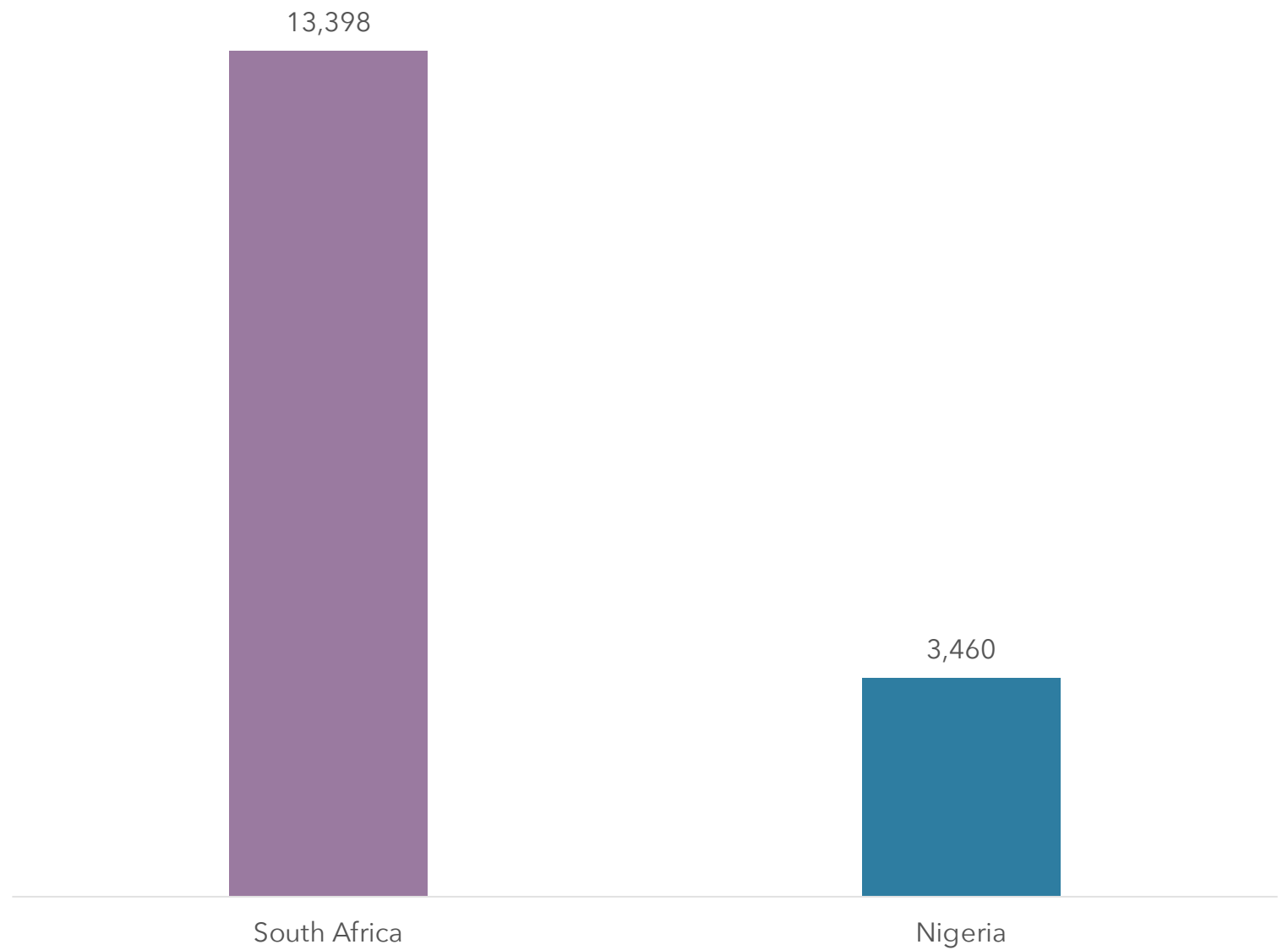


TOP 10 PROFESSIONALS

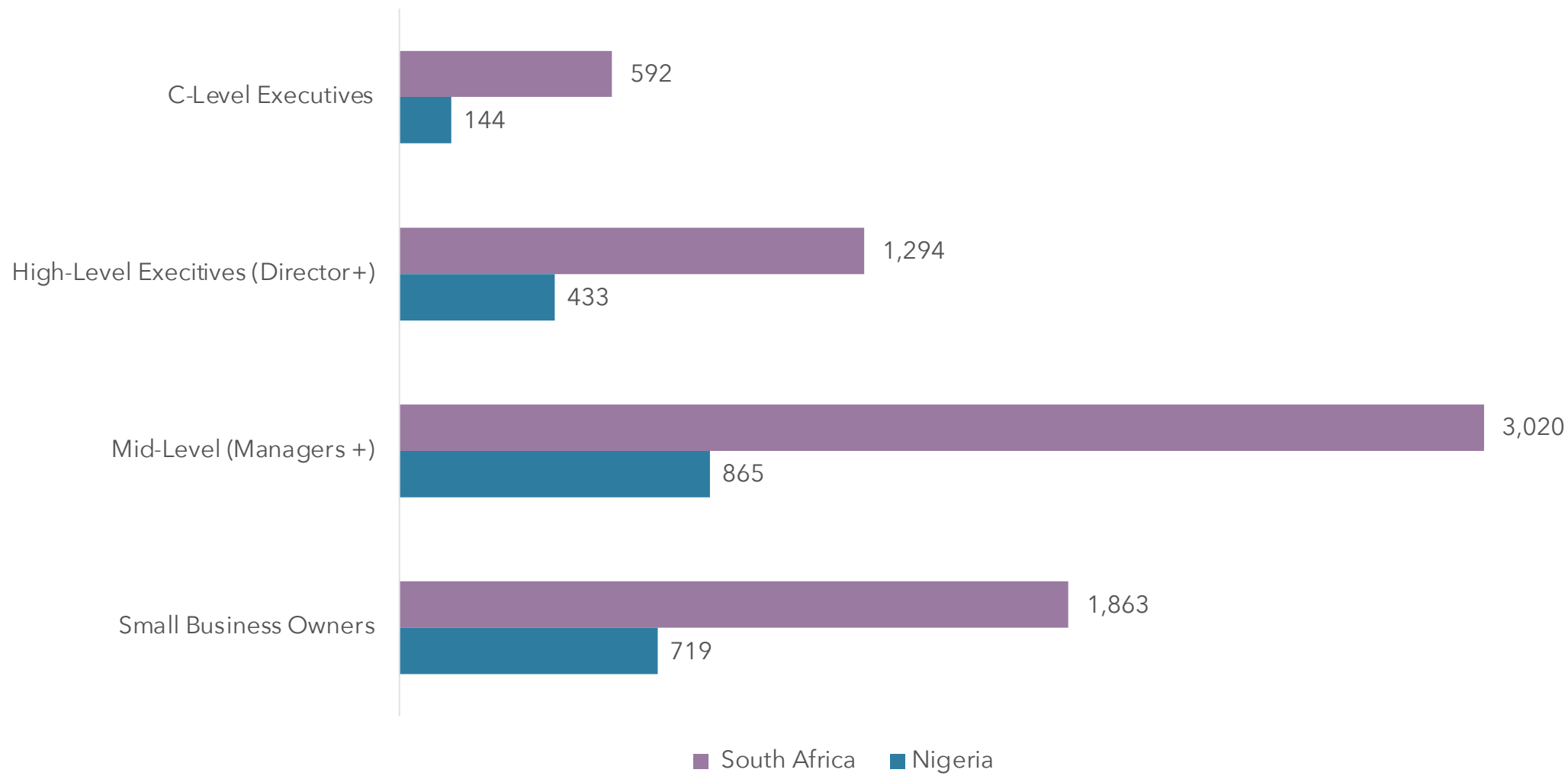


AFRICA

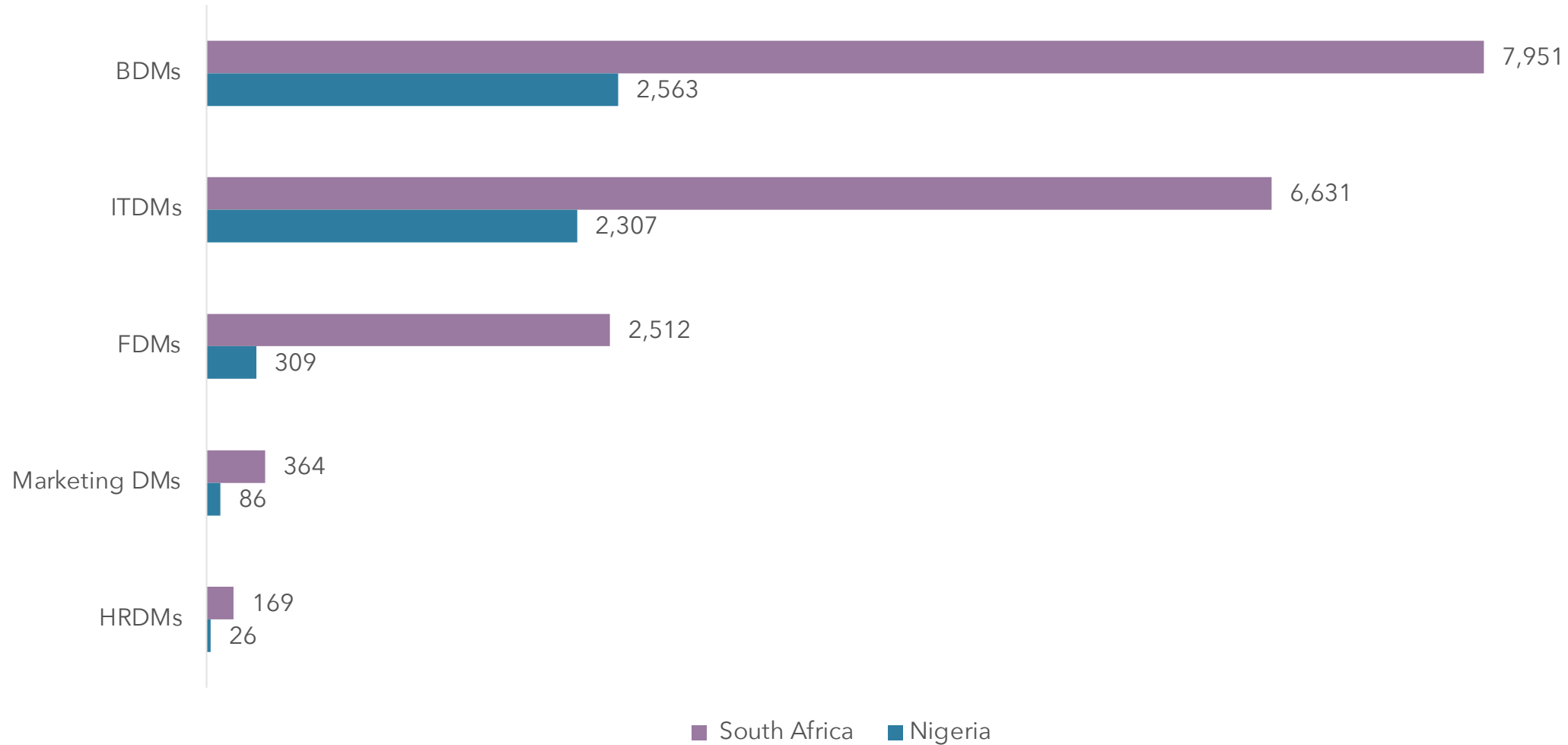
SOUTH AFRICA | NIGERIA



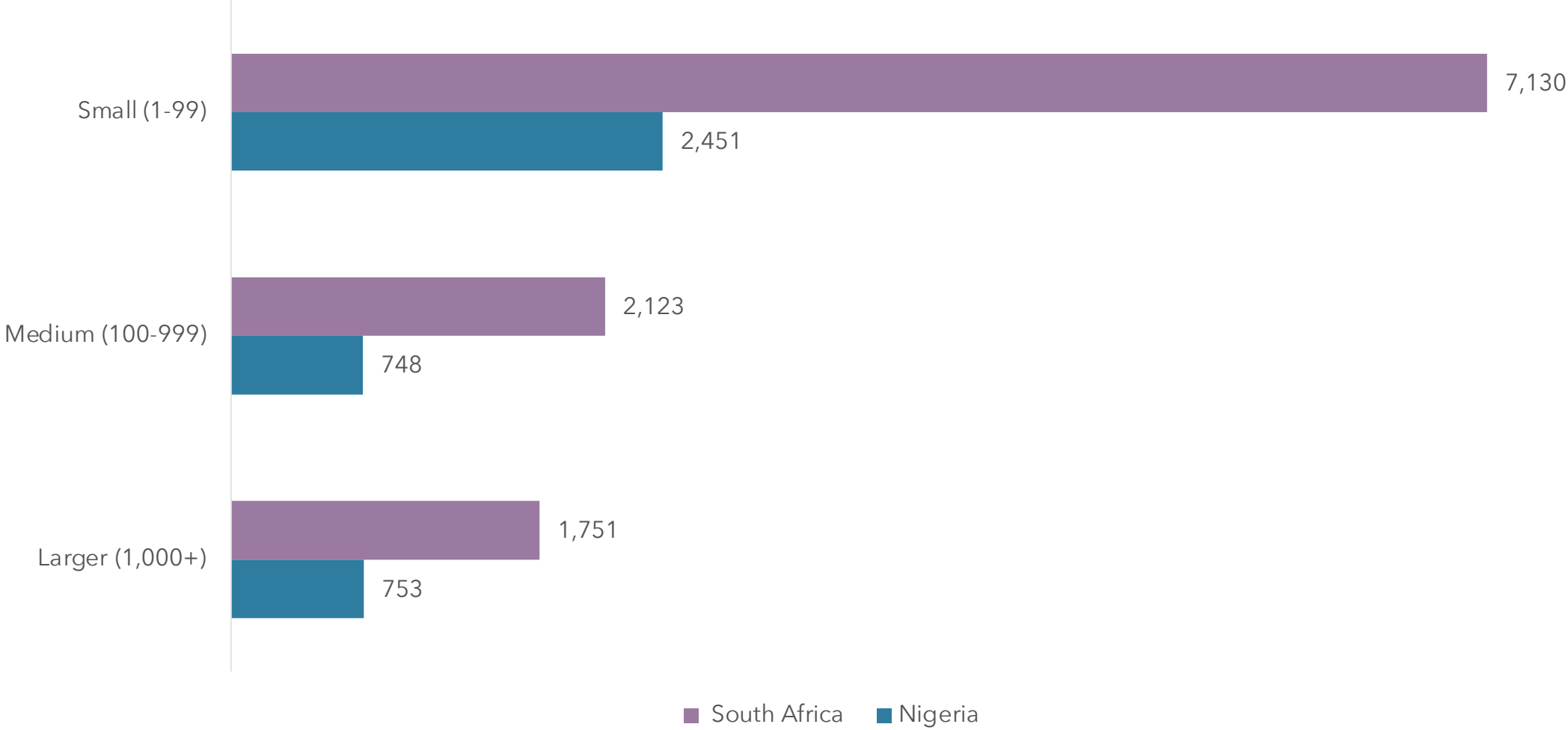
JOB ROLES & TITLES



DECISION MAKERS

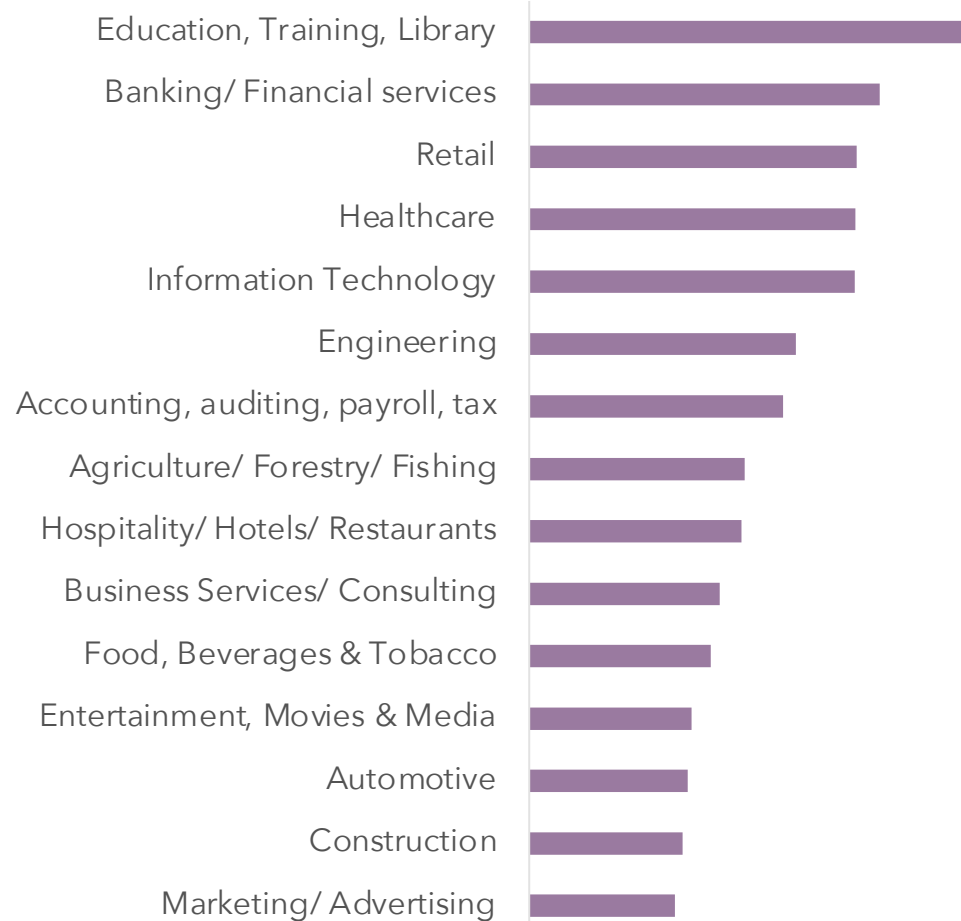


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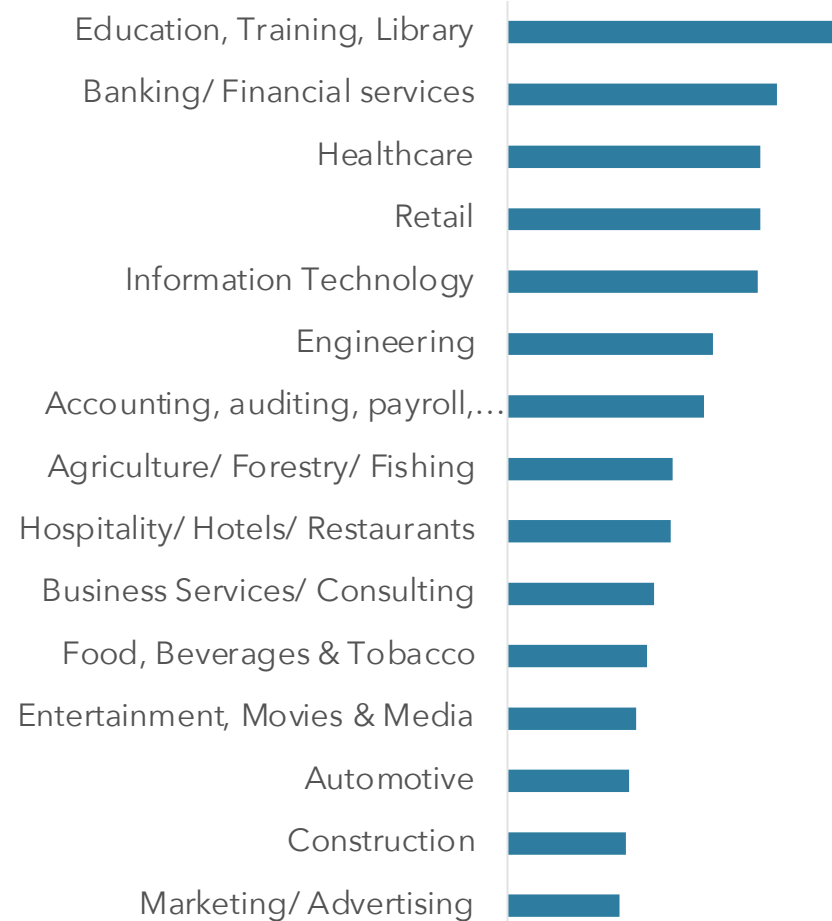


TOP 15 INDUSTRIES

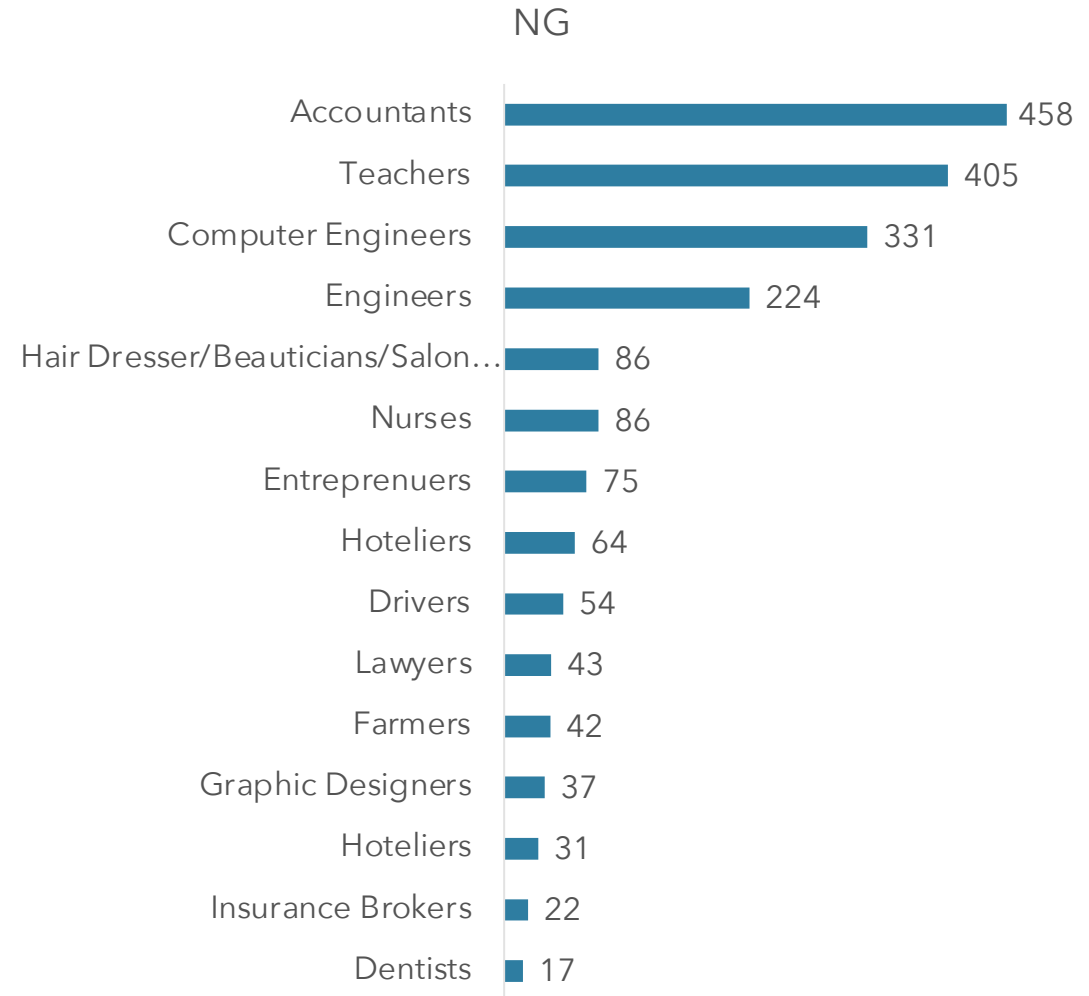
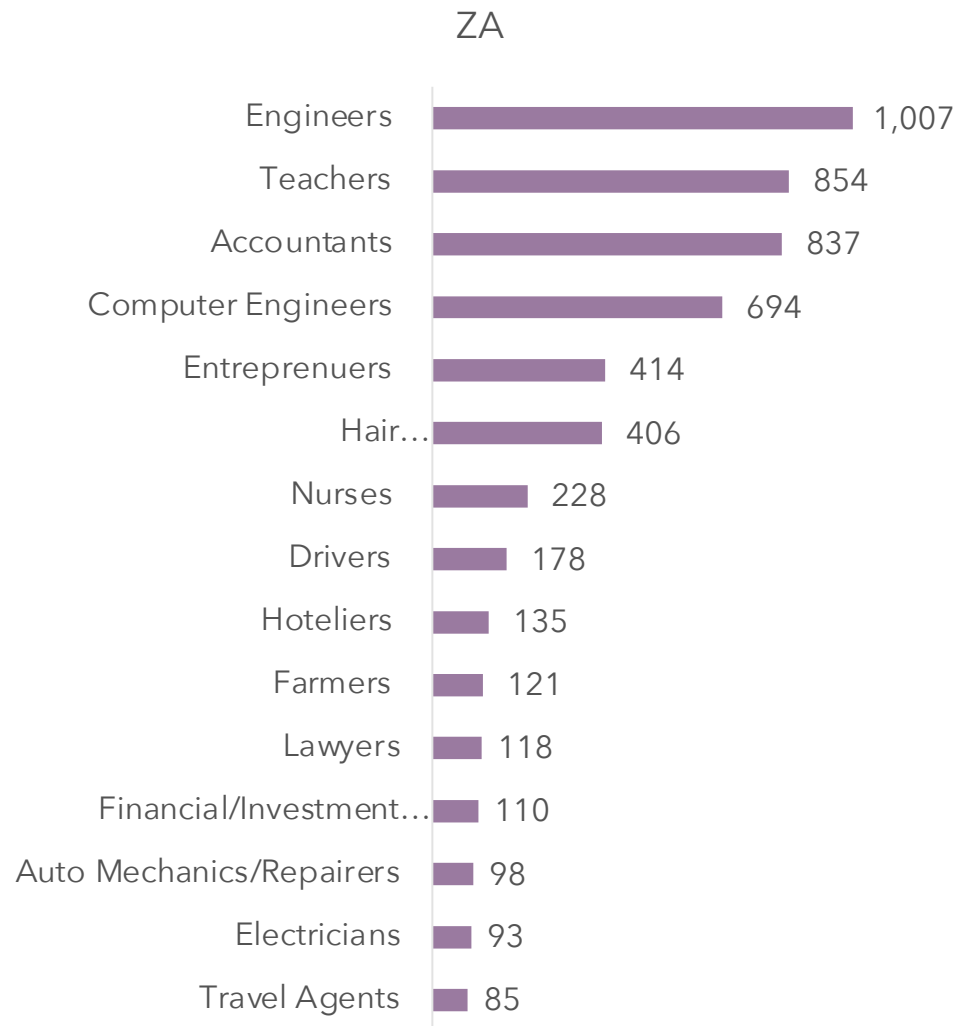
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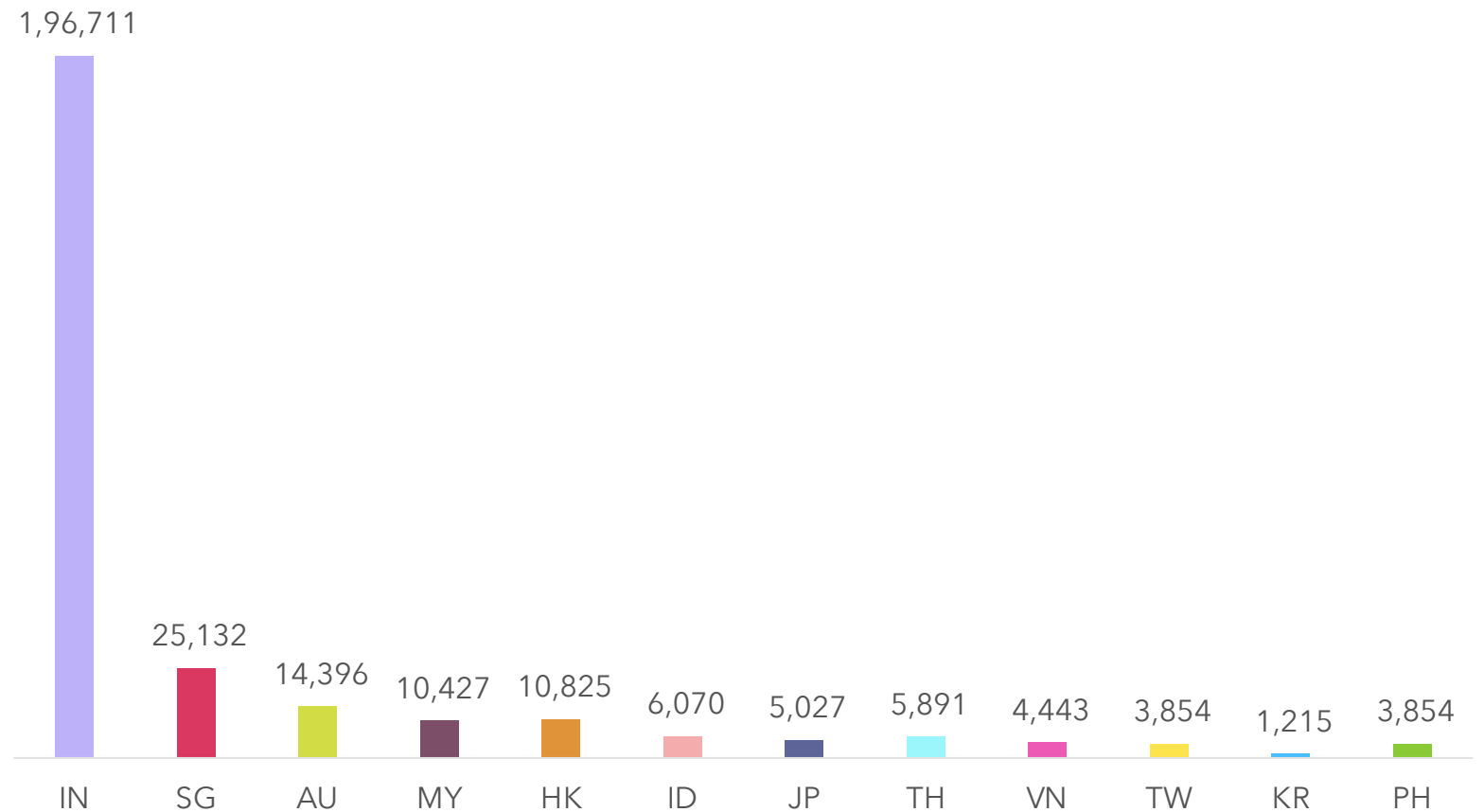


TOP 15 PROFESSIONALS

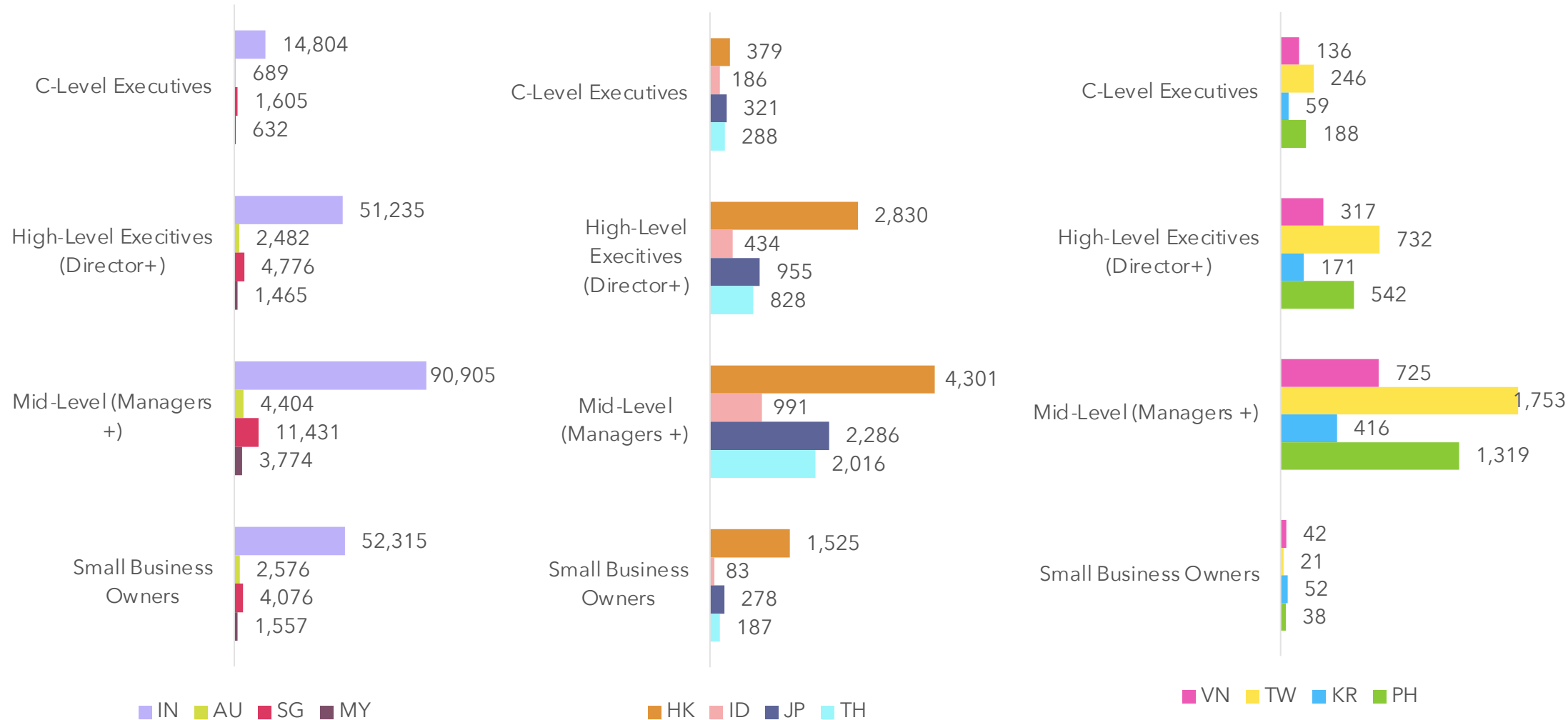


ASIA PACIFIC

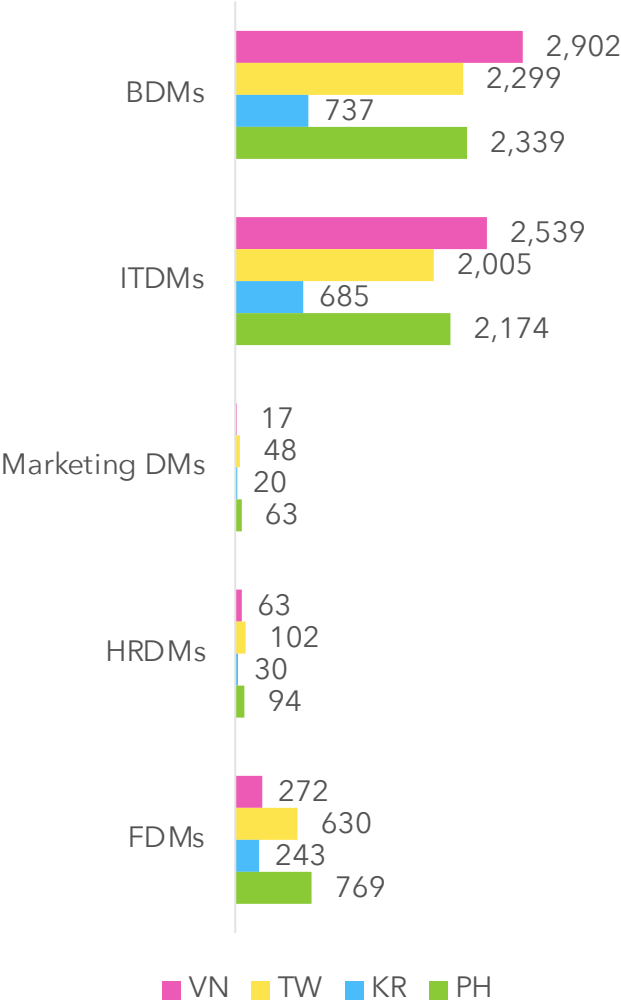
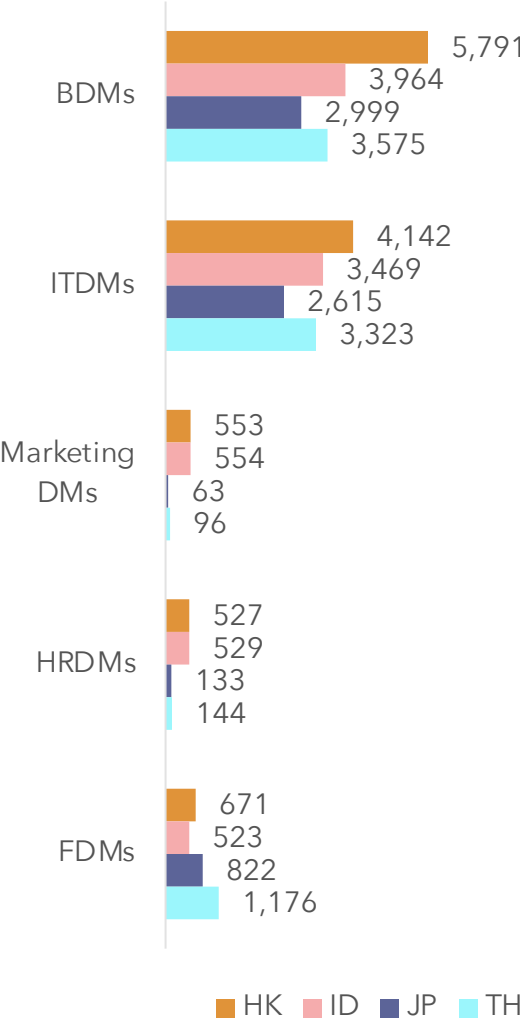
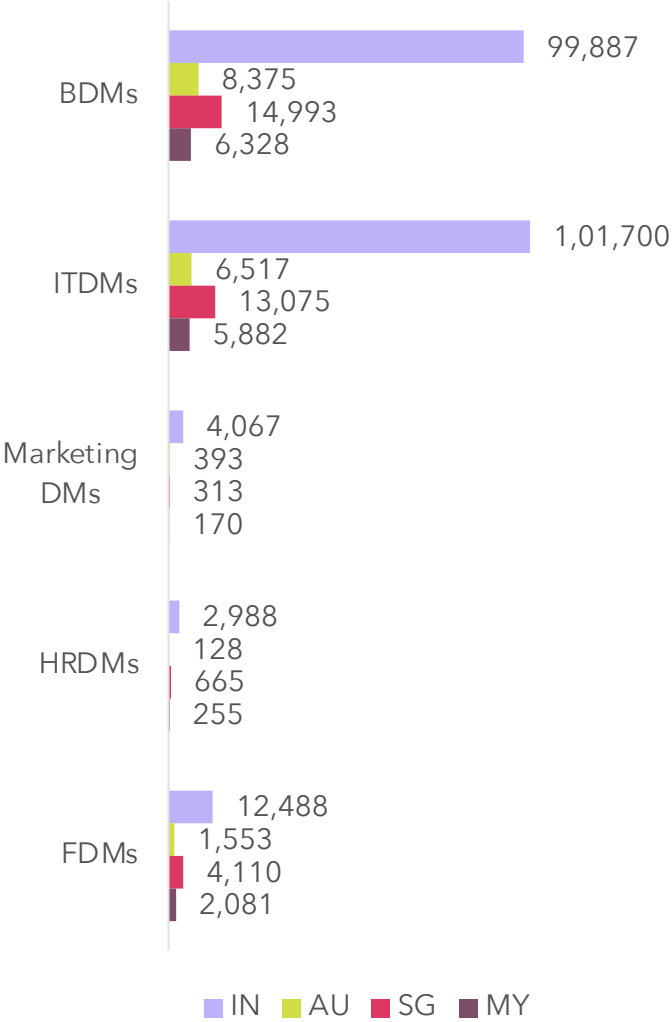
INDIA | SINGAPORE |
AUSTRALIA | MALAYSIA |
HONG KONG |
INDONESIA | JAPAN |
THAILAND | VIETNAM |
TAIWAN | SOUTH KOREA
| PHILIPPINES |



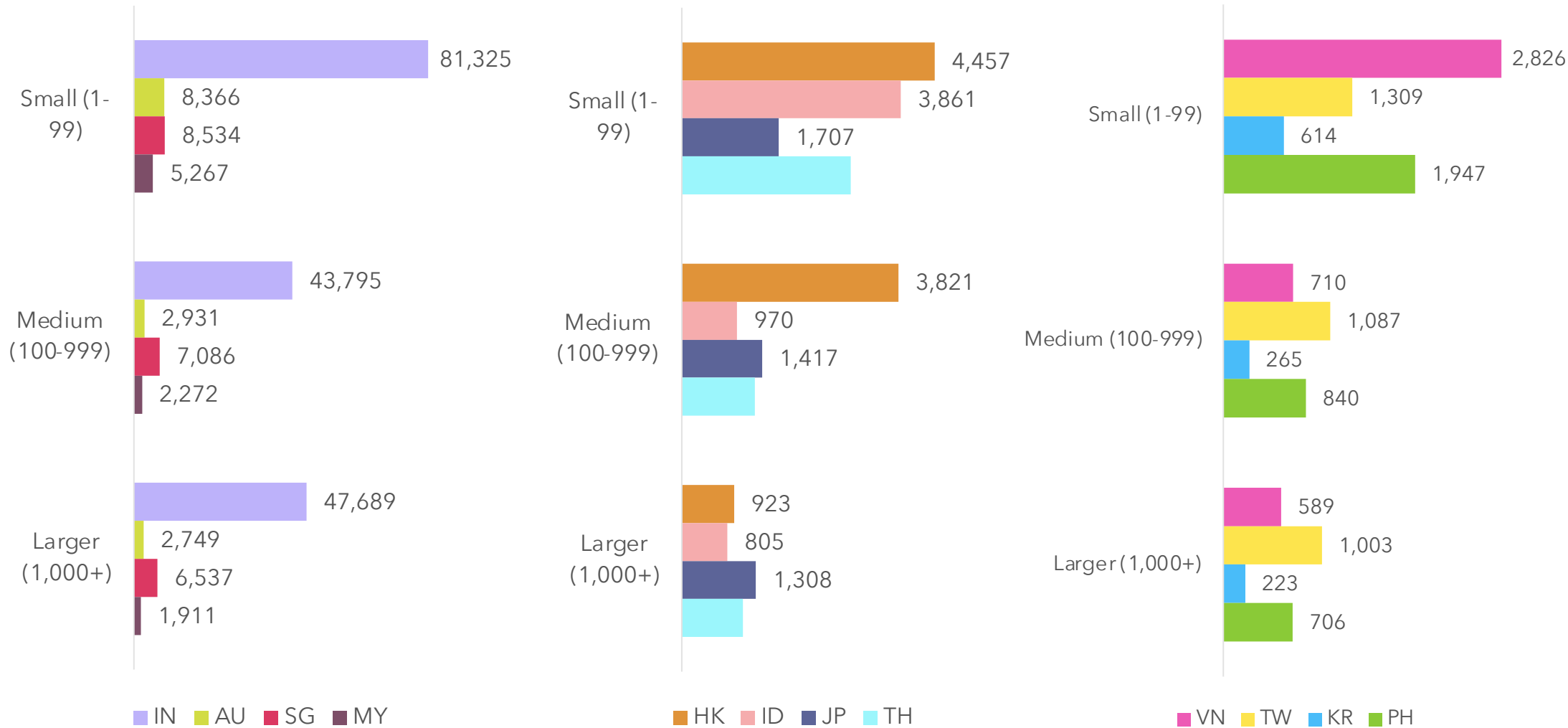
JOB ROLES & TITLES



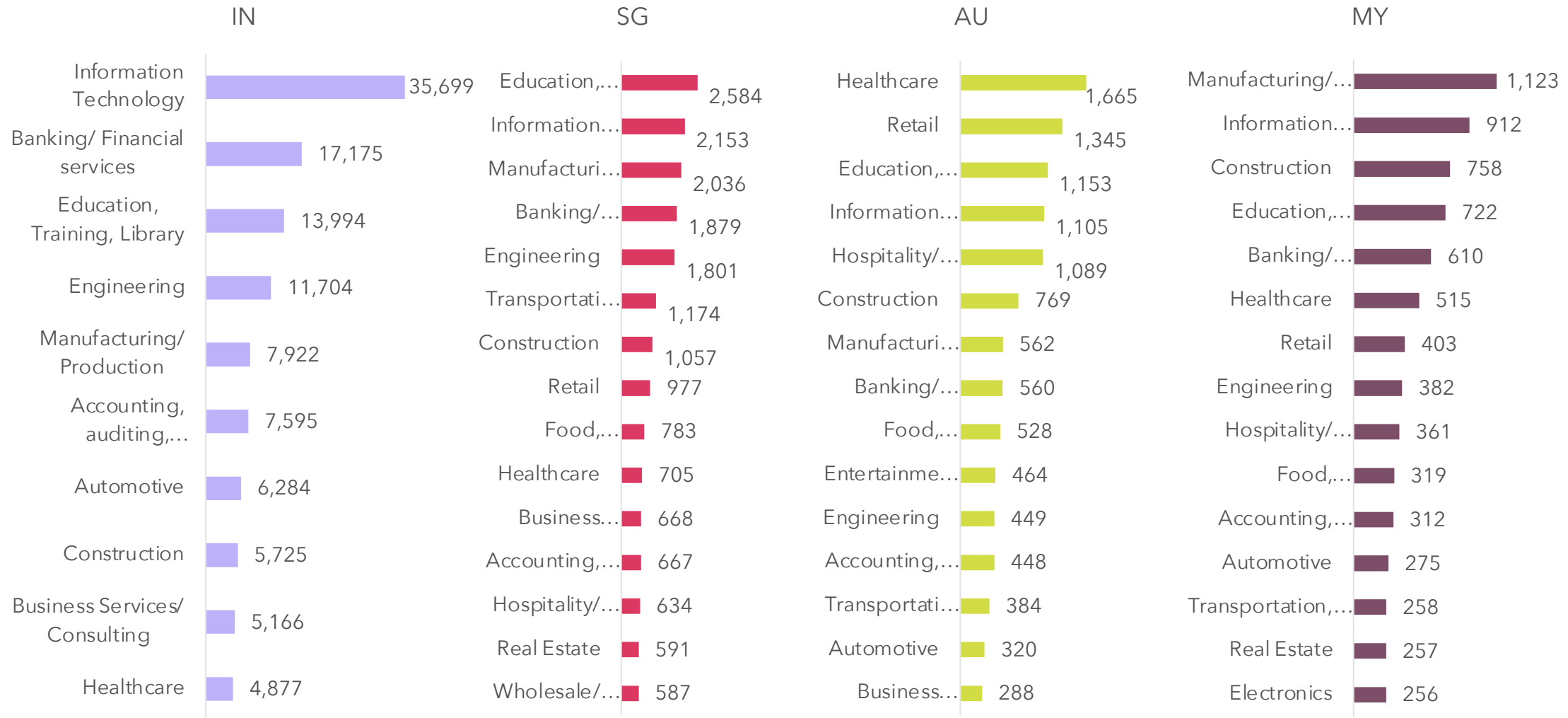
DECISION MAKERS



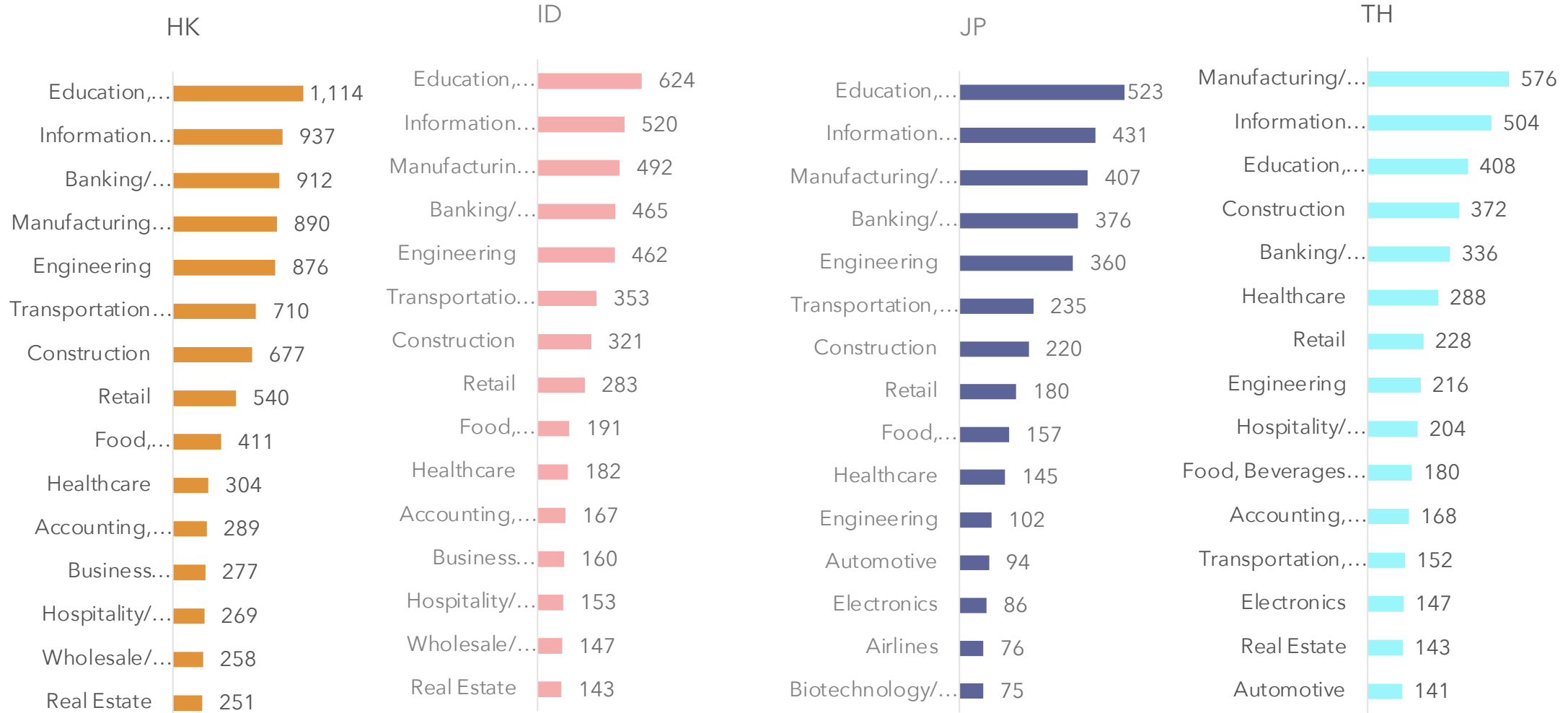
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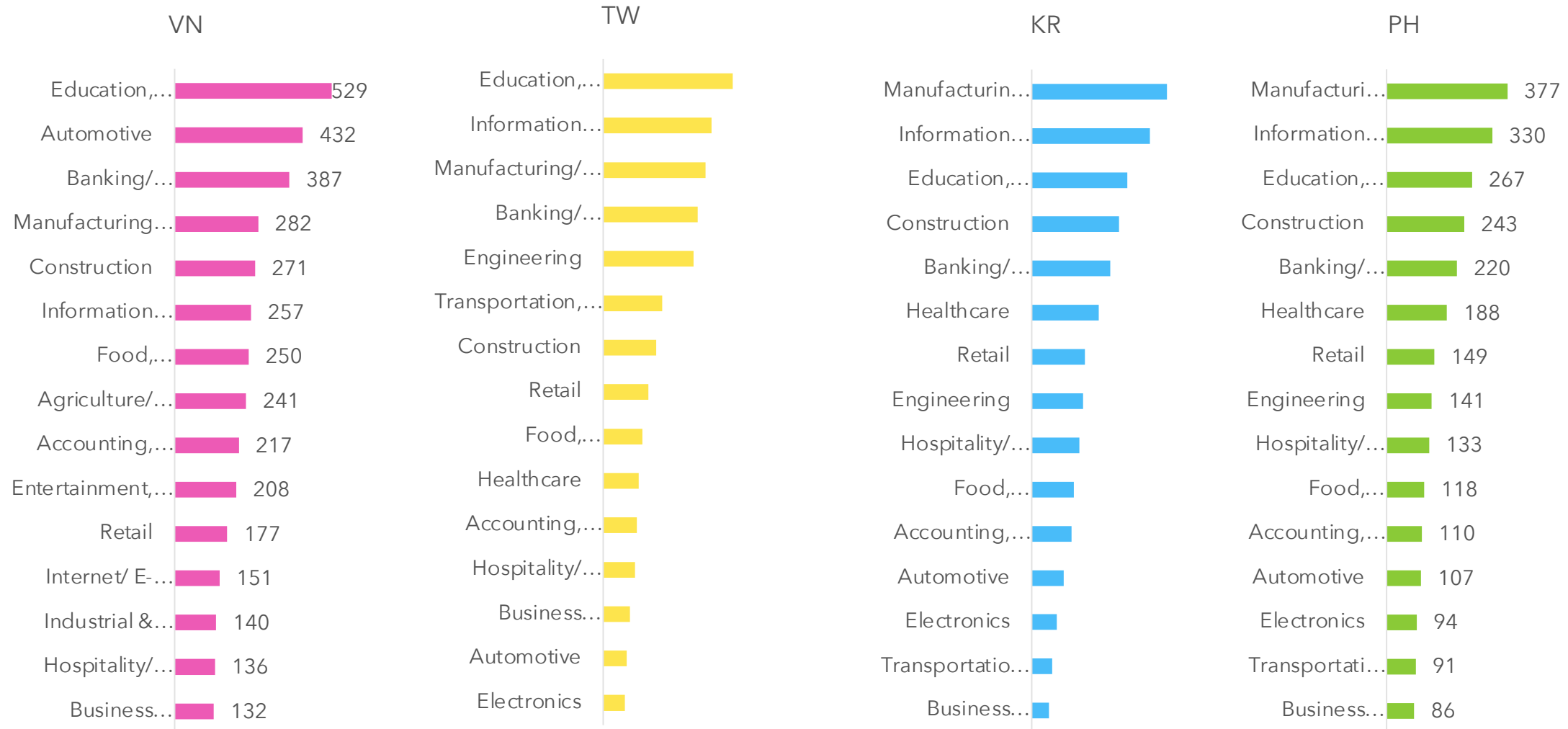
TOP 15 INDUSTRIES



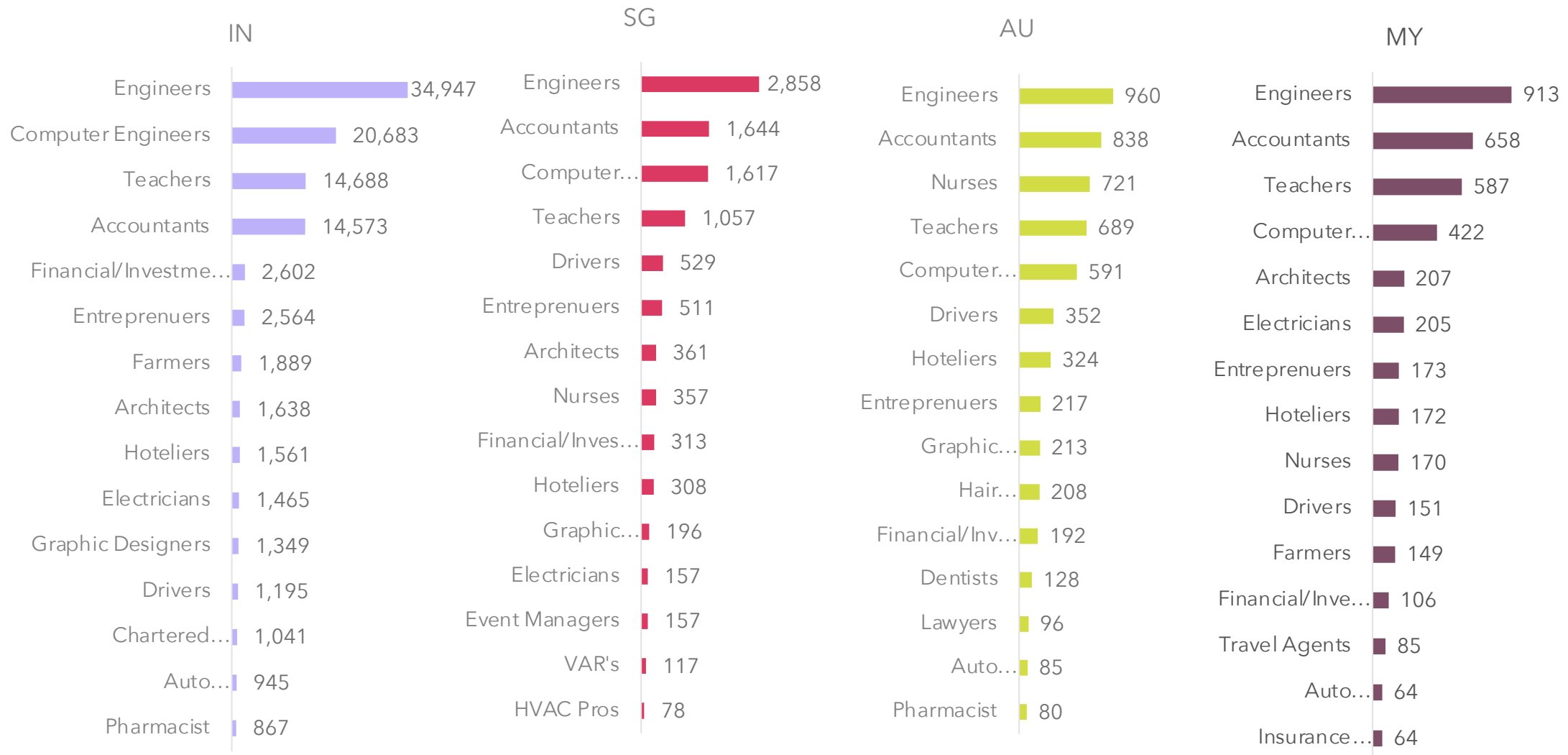
TOP 15 INDUSTRIES



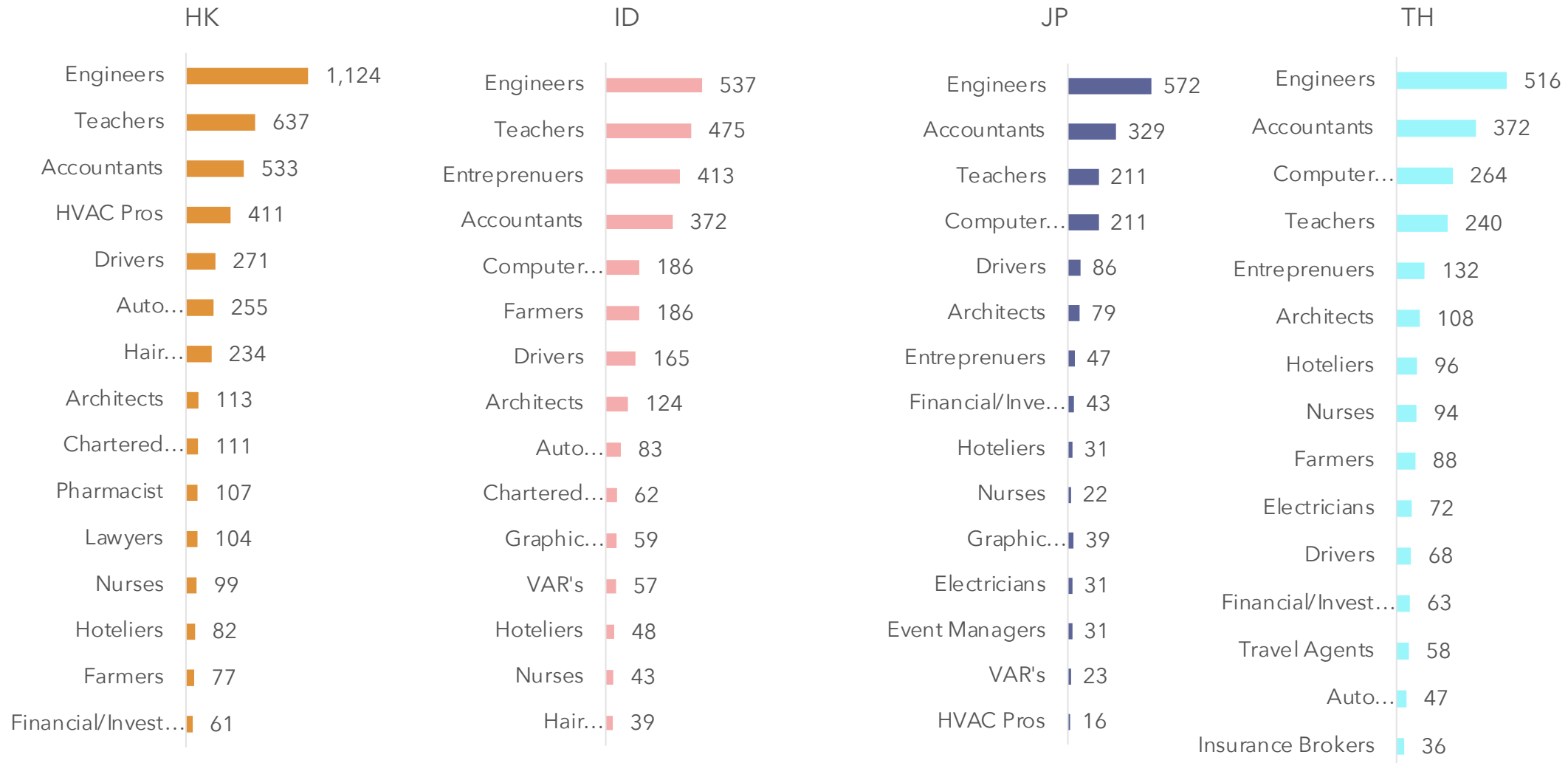
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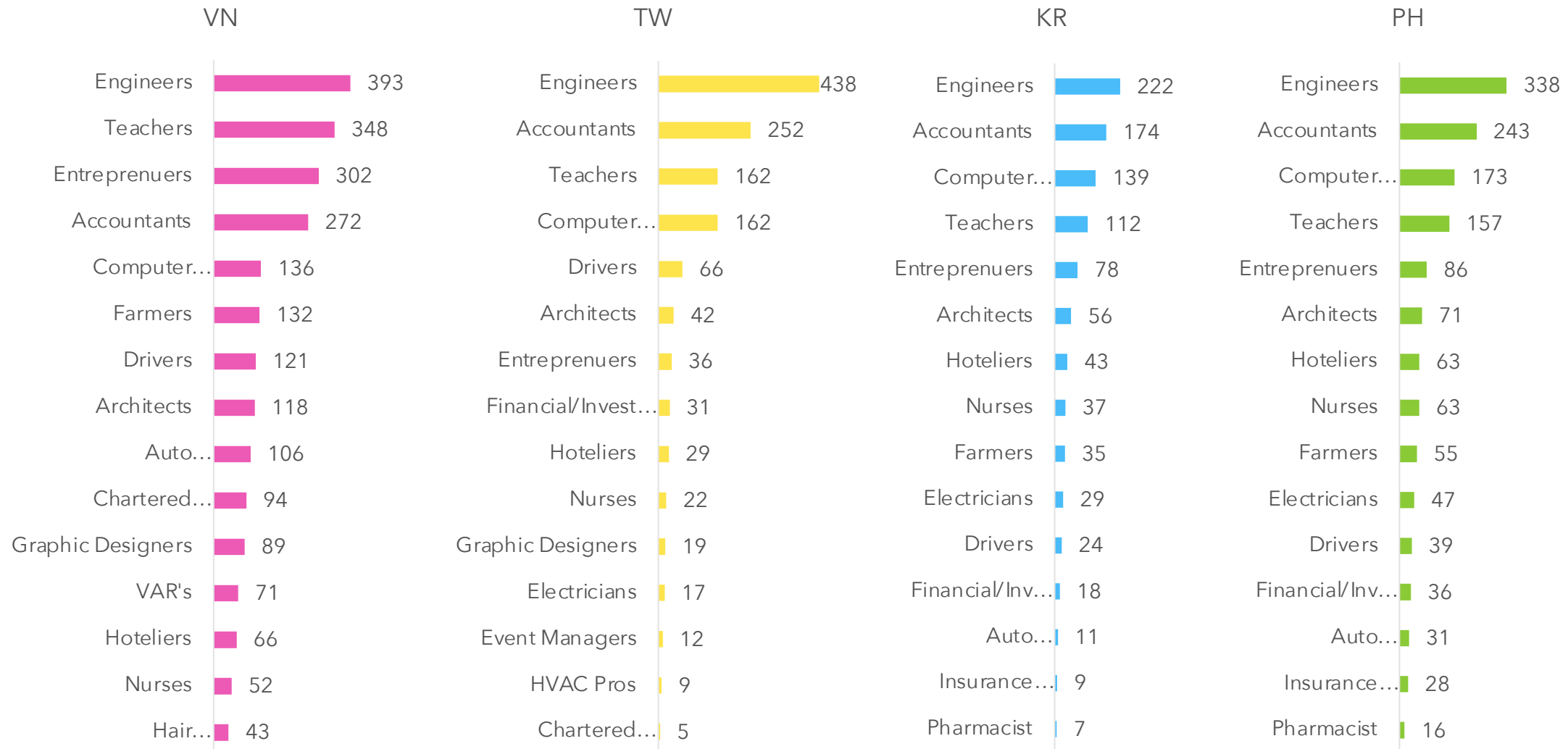
TOP 15 PROFESSIONALS



TOP 15 PROFESSIONALS



TOP 15 PROFESSIONALS



CONTACT

INTERNET RESEARCH BUREAU

Sales Contact: sales@irbureau.com

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Shaheed Jeet Singh Marg
New Delhi, 110016, India
T: +91-11-40789940

*Thank
You!*