



Accurate | Prime | Quick

A hand holding a red marker, drawing a circle around five white icons of people in business attire. The background is dark with blurred icons.

IRB PANEL 2022 B2B

WE ARE IRB

A large orange triangle pointing downwards, located on the left side of the text block.

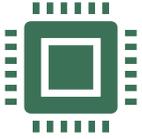
We are a global survey management and data collection company, specializing in quantitative online research and respondent engagement.

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

Our core services include conducting market research surveys for brands and engaging with B2B panel to gain market insights.

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

HIGHLIGHTS OF OUR QUALITY MEASURE TECHNIQUE



Duplicate & fraud user detection technology.



PEEP – Panel Engagement & Elimination Process.



KYR™ – Know Your Respondents technology.

THIRD-PARTY TECHNOLOGIES

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

PROPRIETARY TECHNOLOGY

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

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.

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

Top Professionals

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 Titles

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

Decision Makers

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

Seniority Levels

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

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/Services

Construction

Defence, Military
Services

Distribution & Delivery

Education, Training,
Library

Electronics

Electronics

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

Telecommunications

Telemarketing/ Call
Centres

Transportation,
Logistics

Travel and Tourism

Utilities, Energy, Water

Veterinary services

MARKETS

APAC

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

EUROPE

UK
FRANCE
GERMANY
ITALY
SPAIN
PORTUGAL
POLAND
NETHERLANDS
SWITZERLAND

AMERICAS

USA
MEXICO
CANADA
BRAZIL
ARGENTINA

AFRICA

SOUTH AFRICA
NIGERIA

NORTH AMERICA

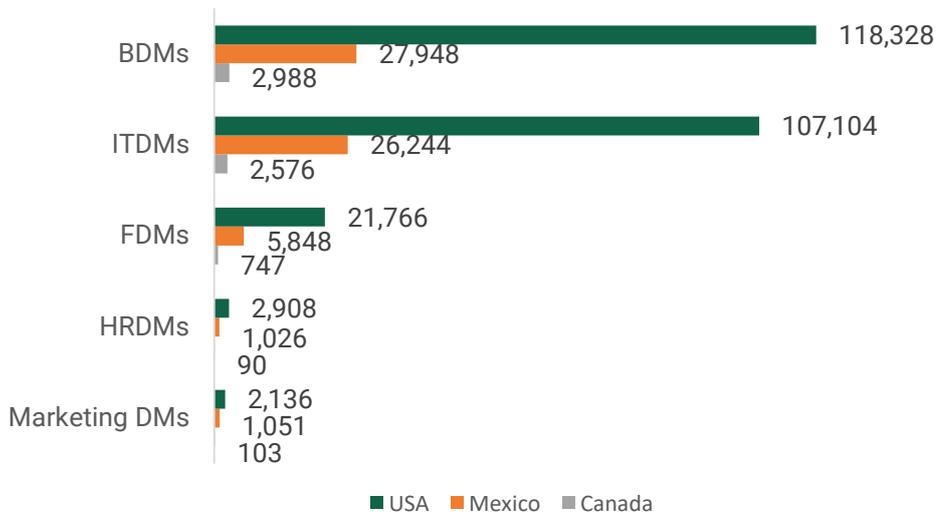
USA | CANADA | MEXICO



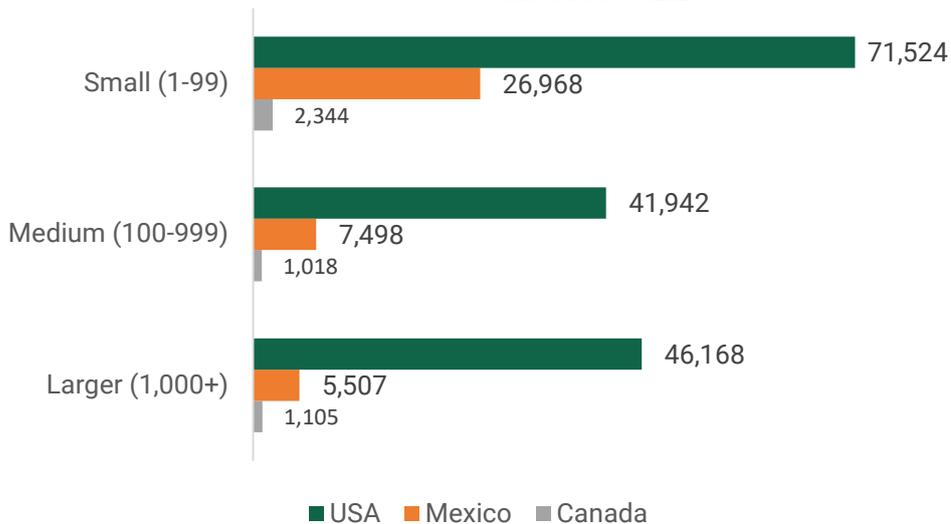
JOB ROLES & TITLES



DECISION MAKERS

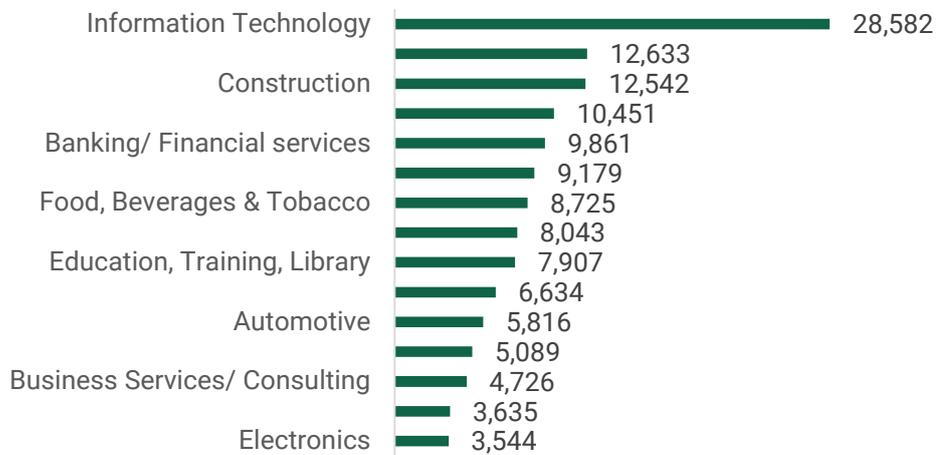


COMPANY SIZE

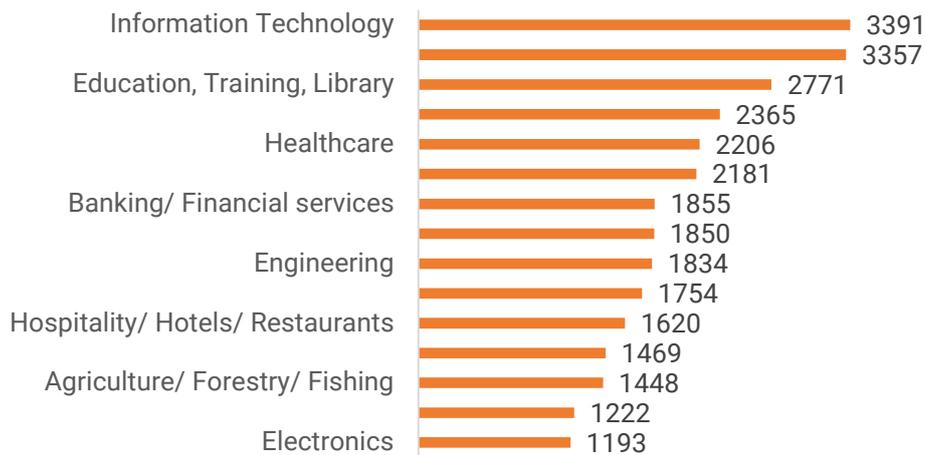


TOP 15 INDUSTRIES

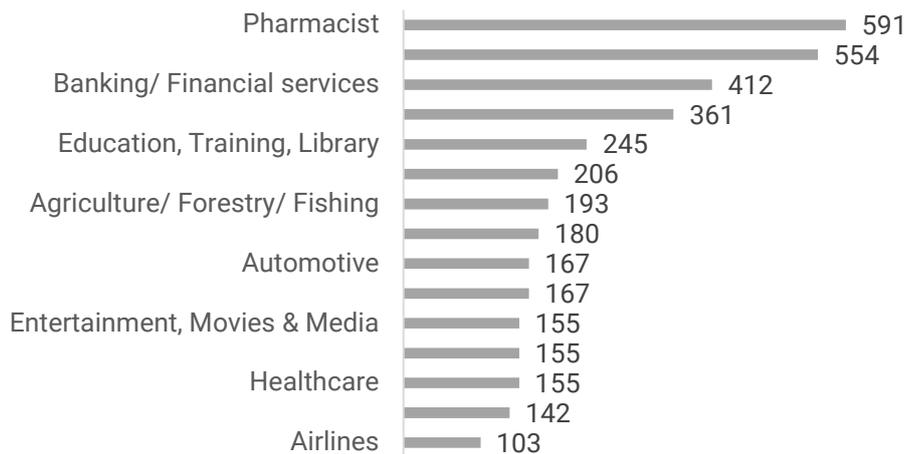
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MX

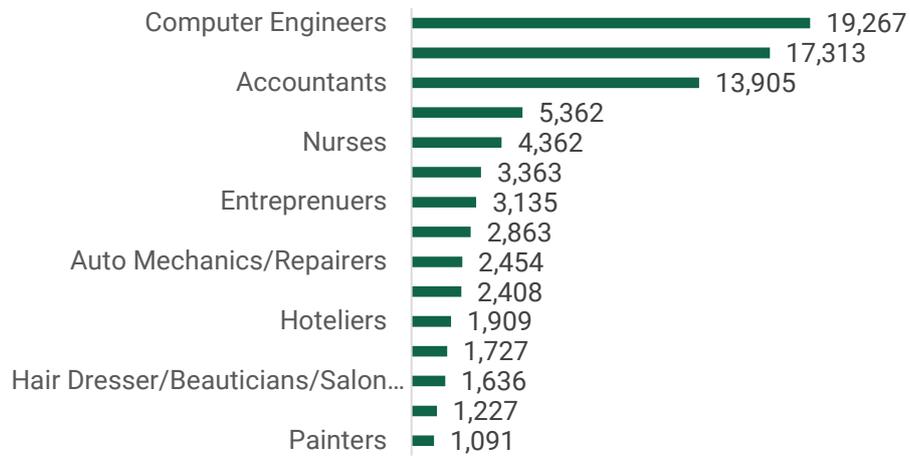


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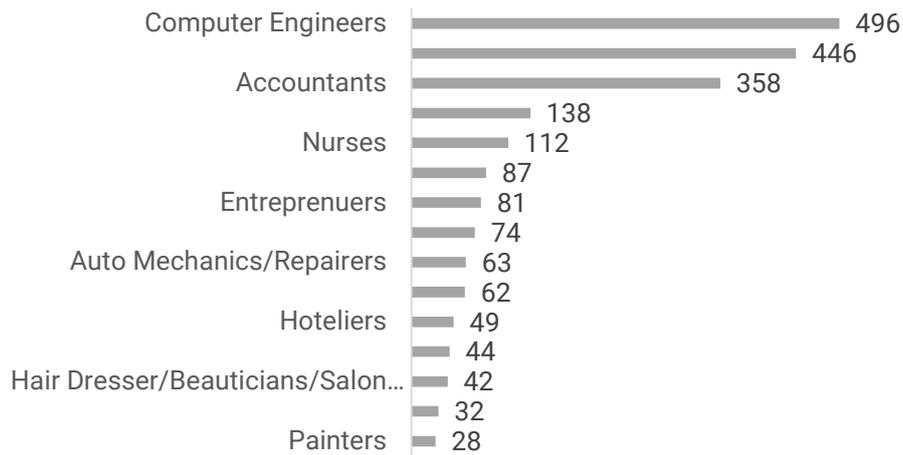


TOP 15 PROFESSIONALS

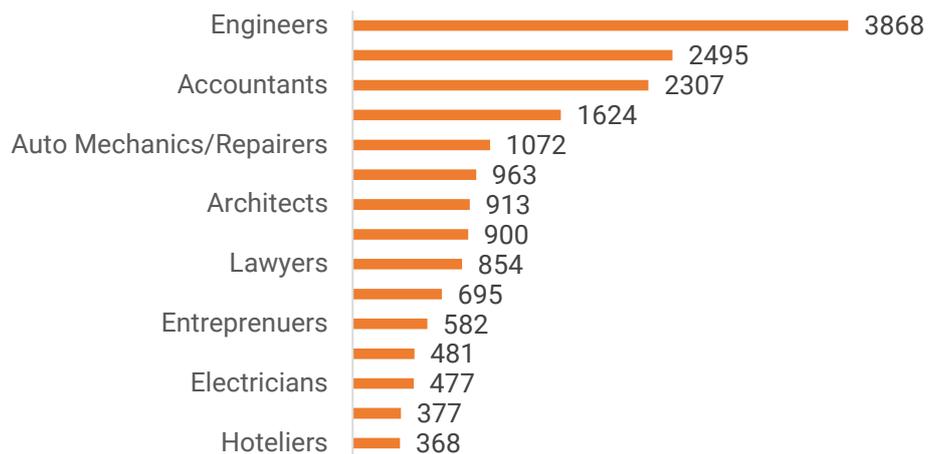
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CANADA

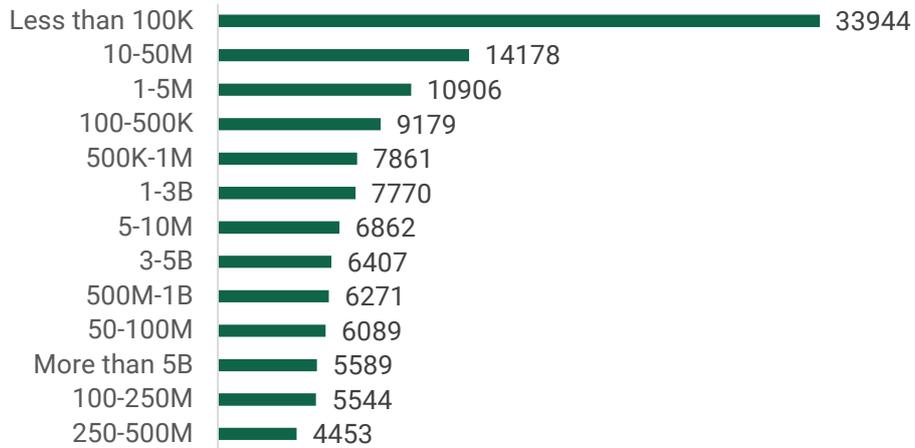


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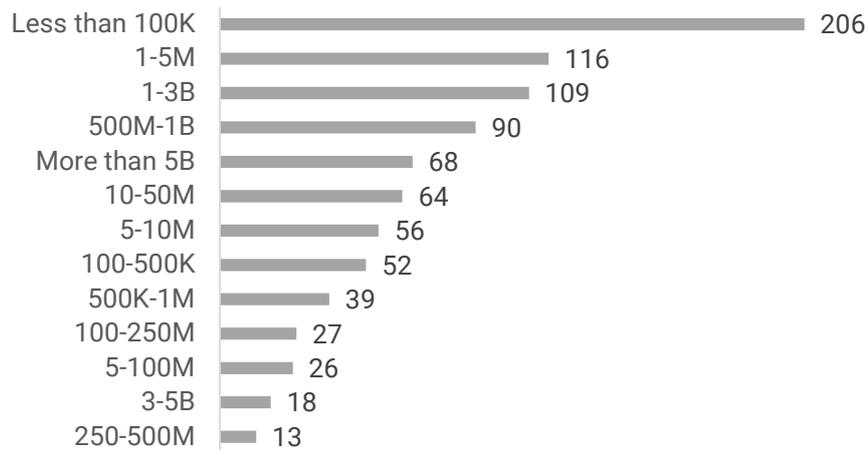


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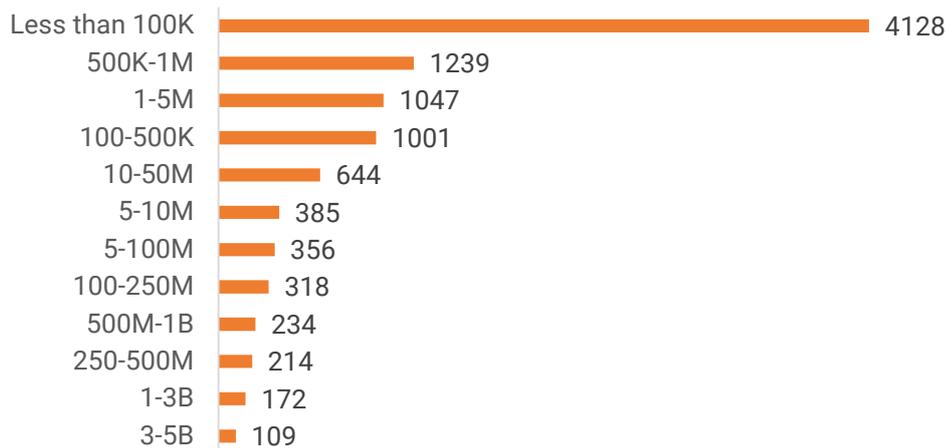
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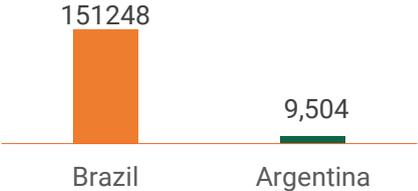


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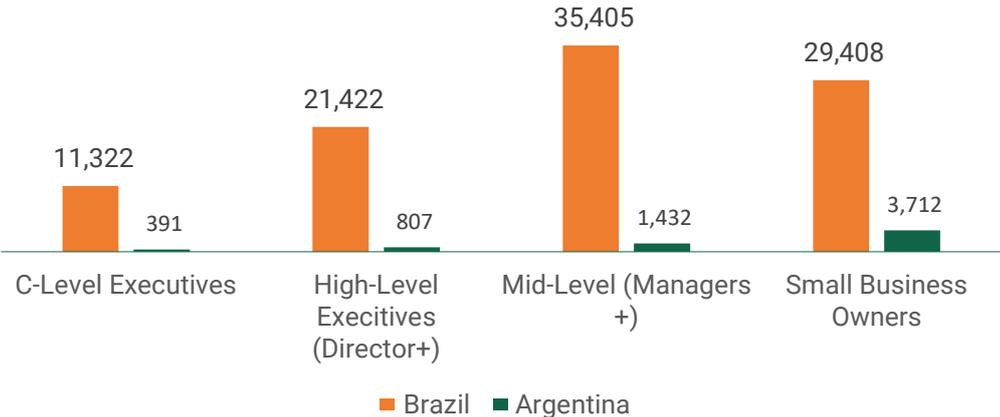


LATIN AMERICA

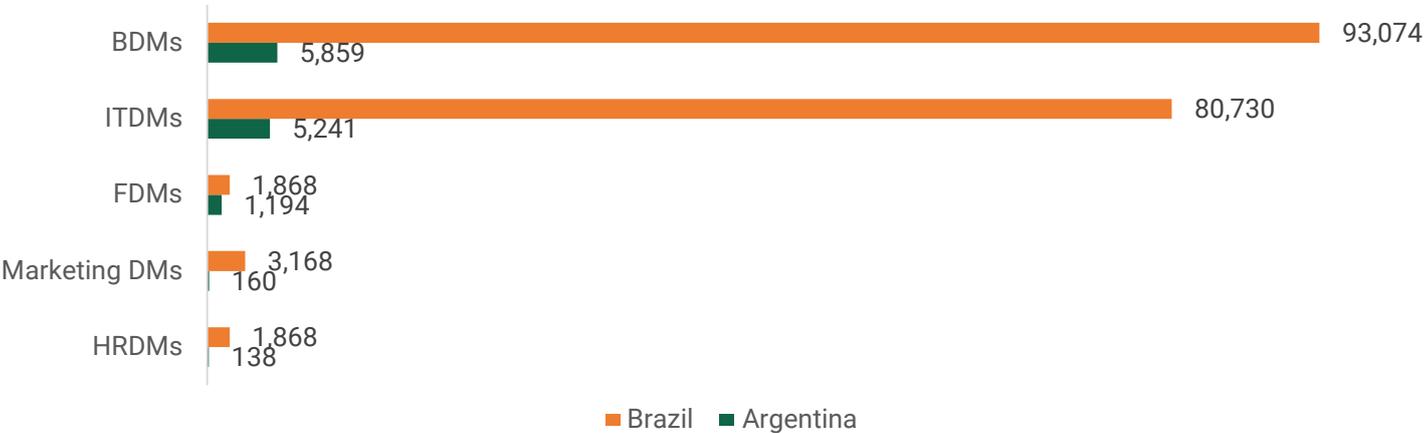
BRAZIL | ARGENTINA



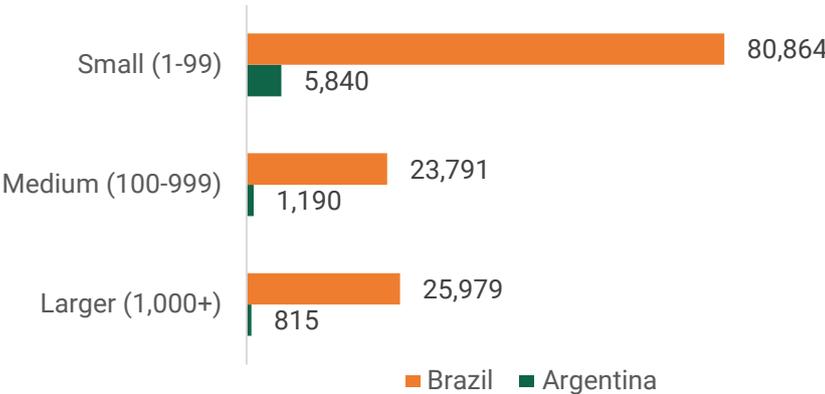
JOB ROLES & TITLES



DECISION MAKERS

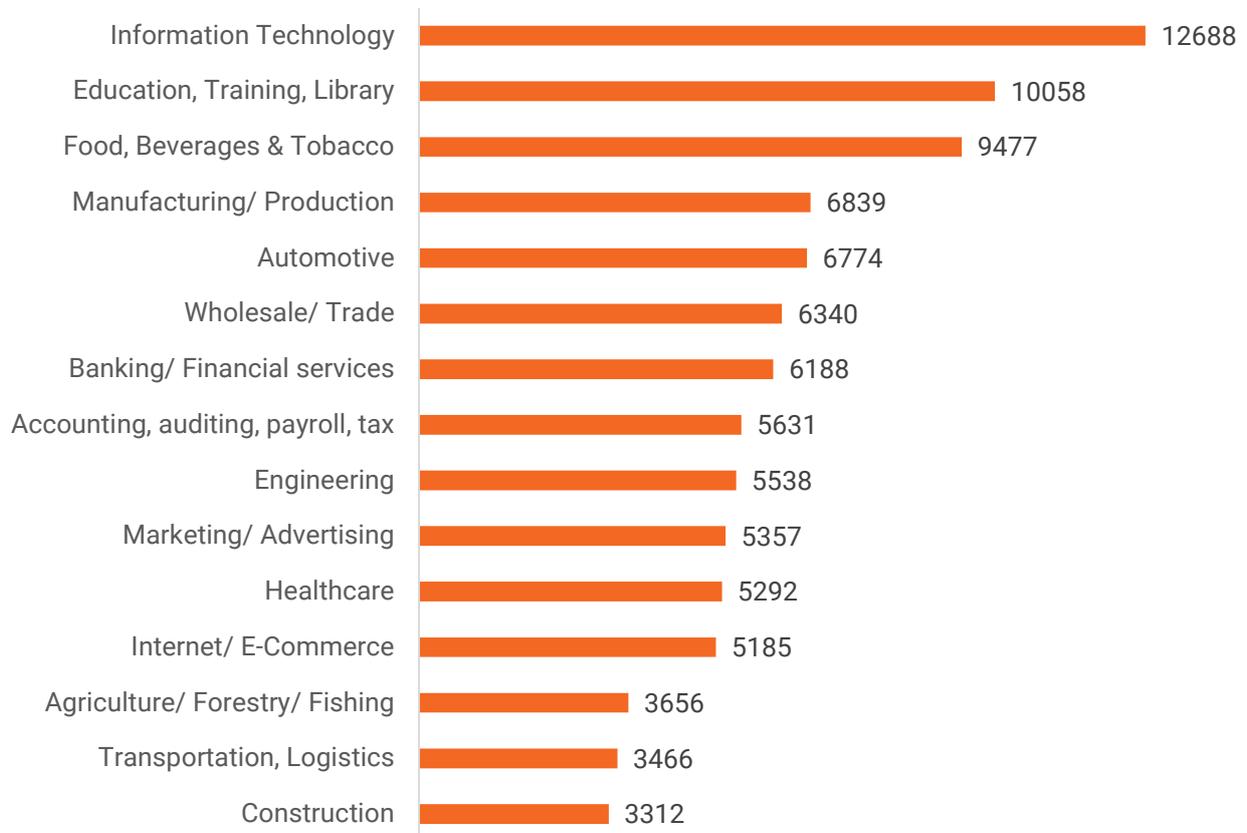


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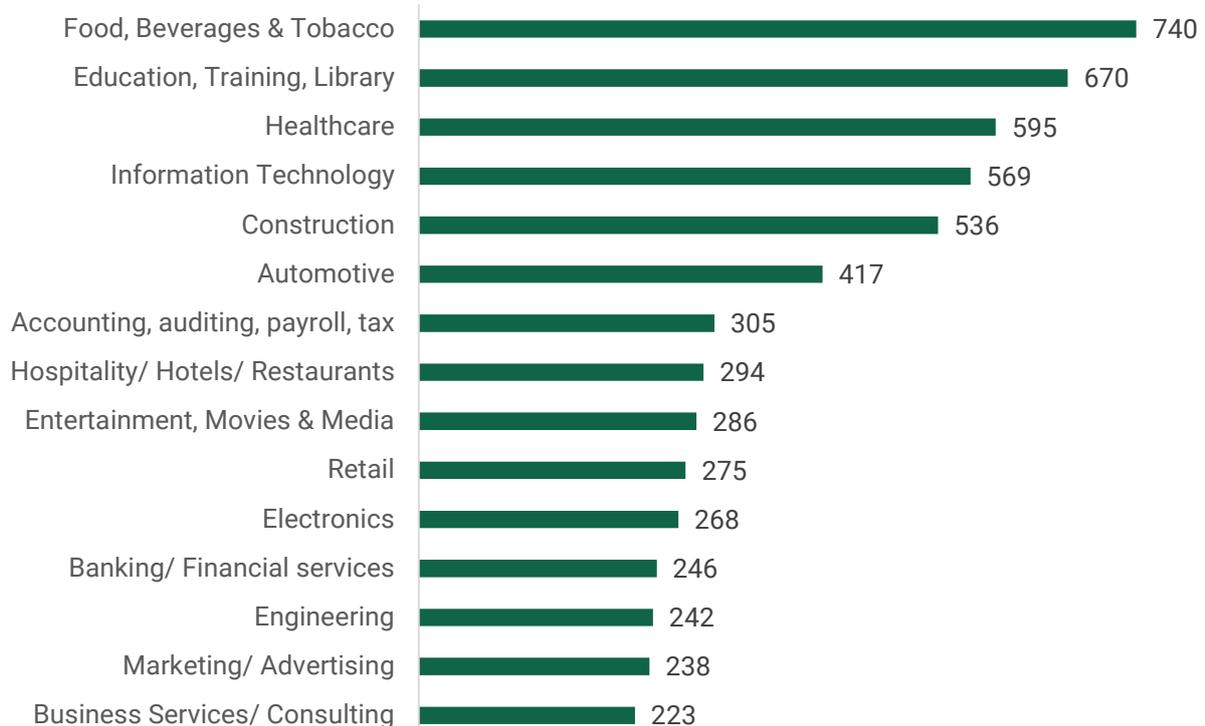


TOP 15 INDUSTRIES

BR

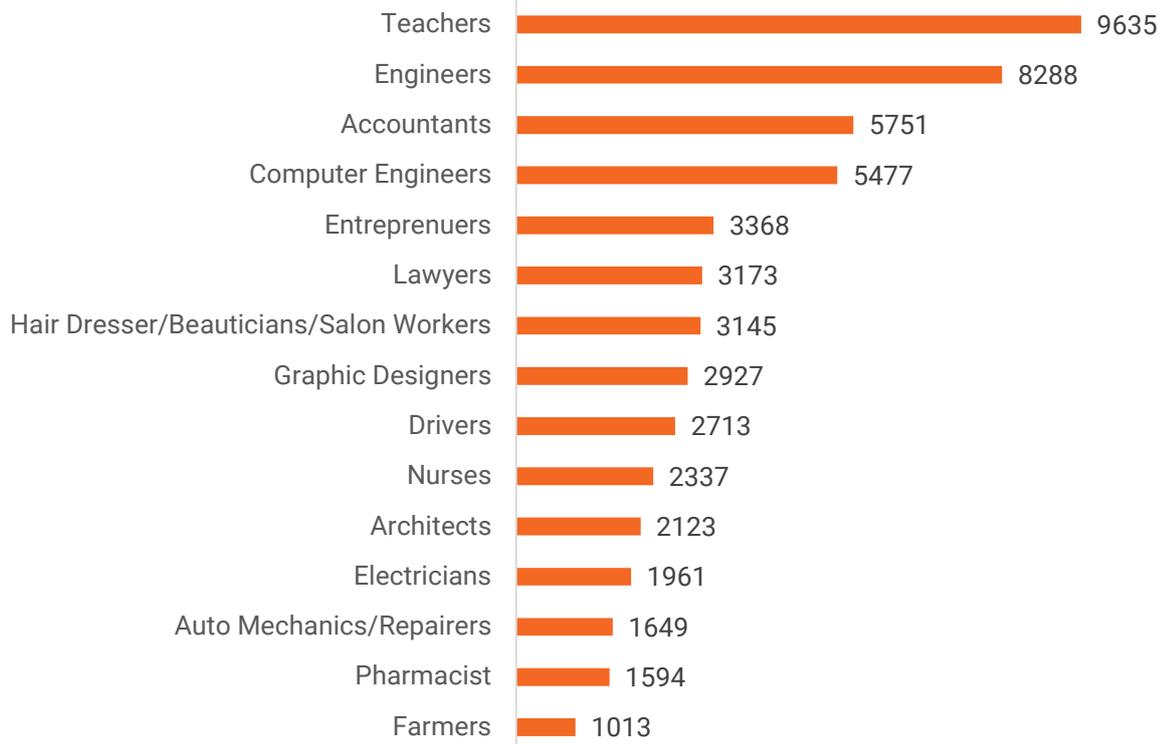


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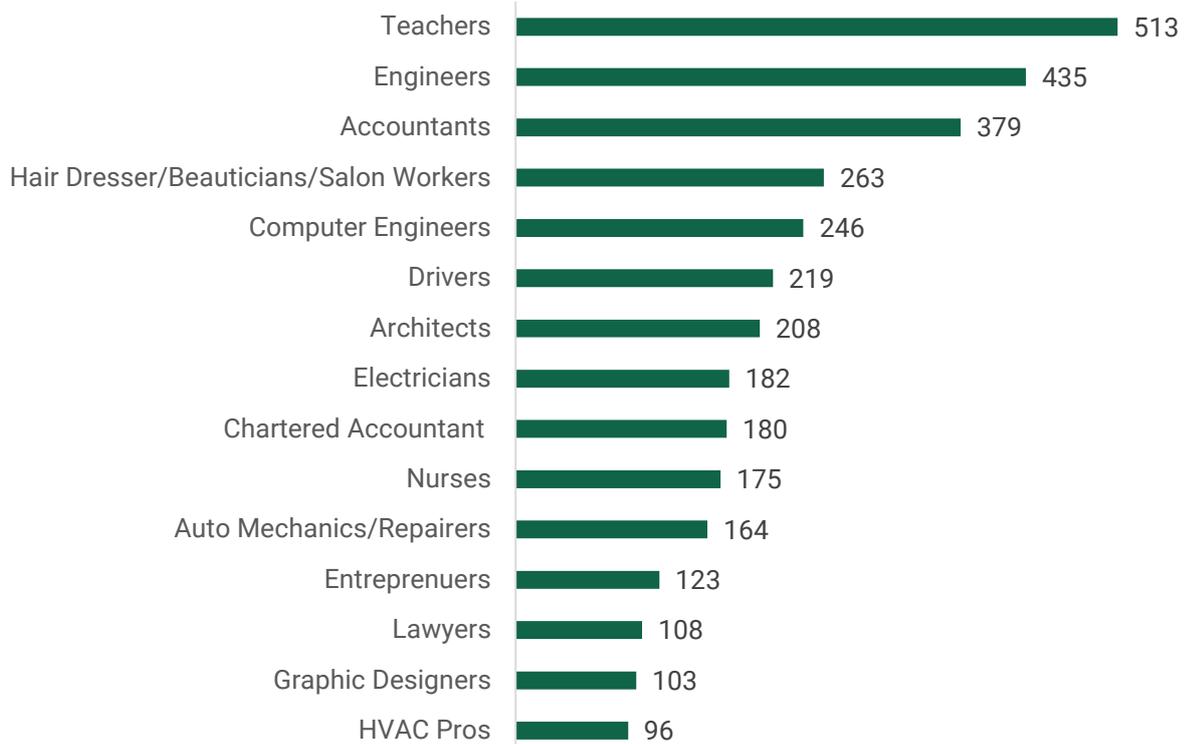


TOP 15 PROFESSIONALS

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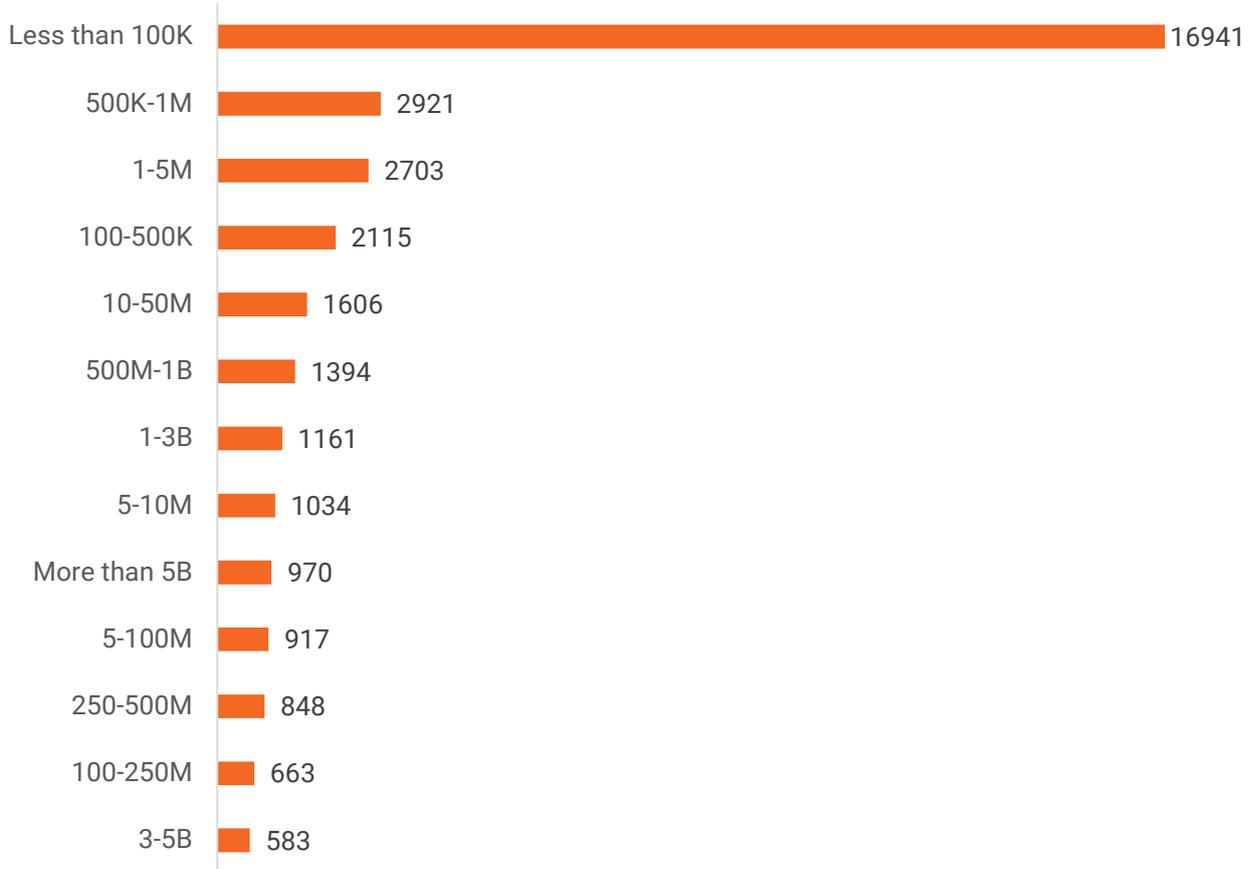


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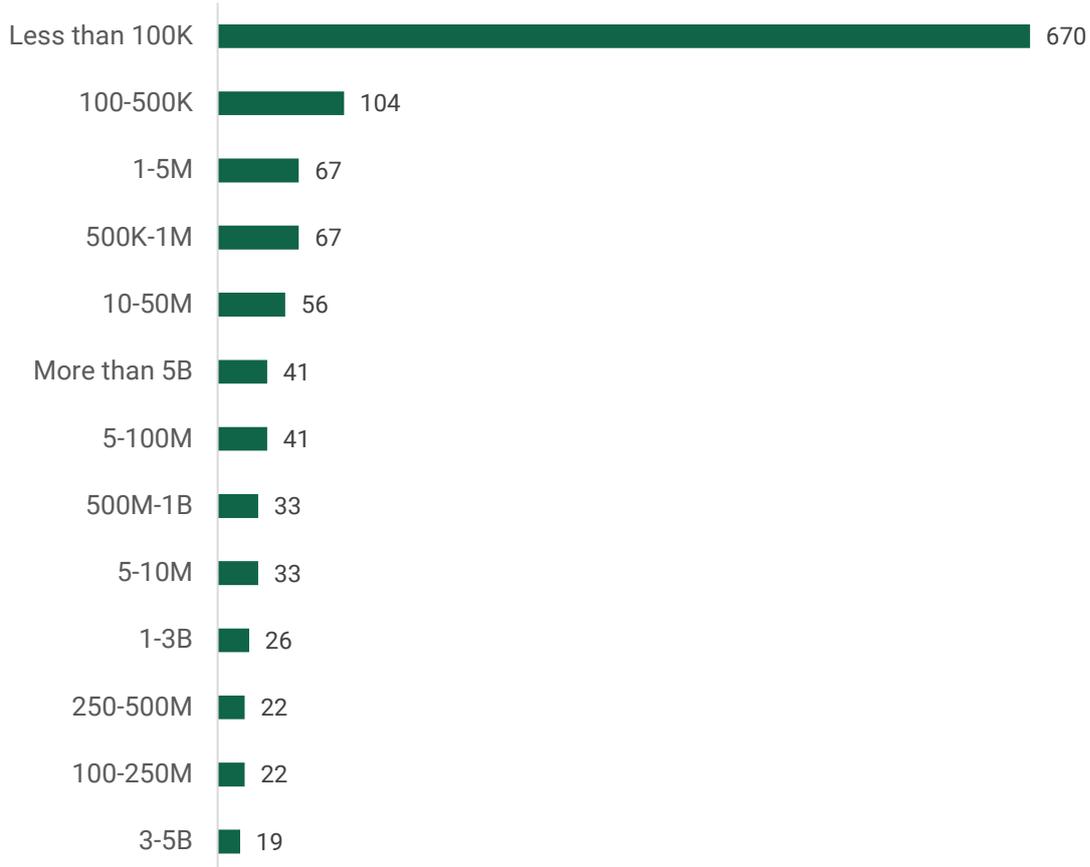


COMPANY REVENUE

Brazil

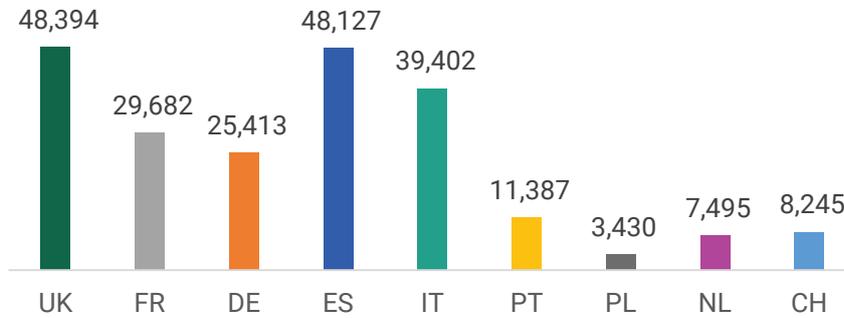


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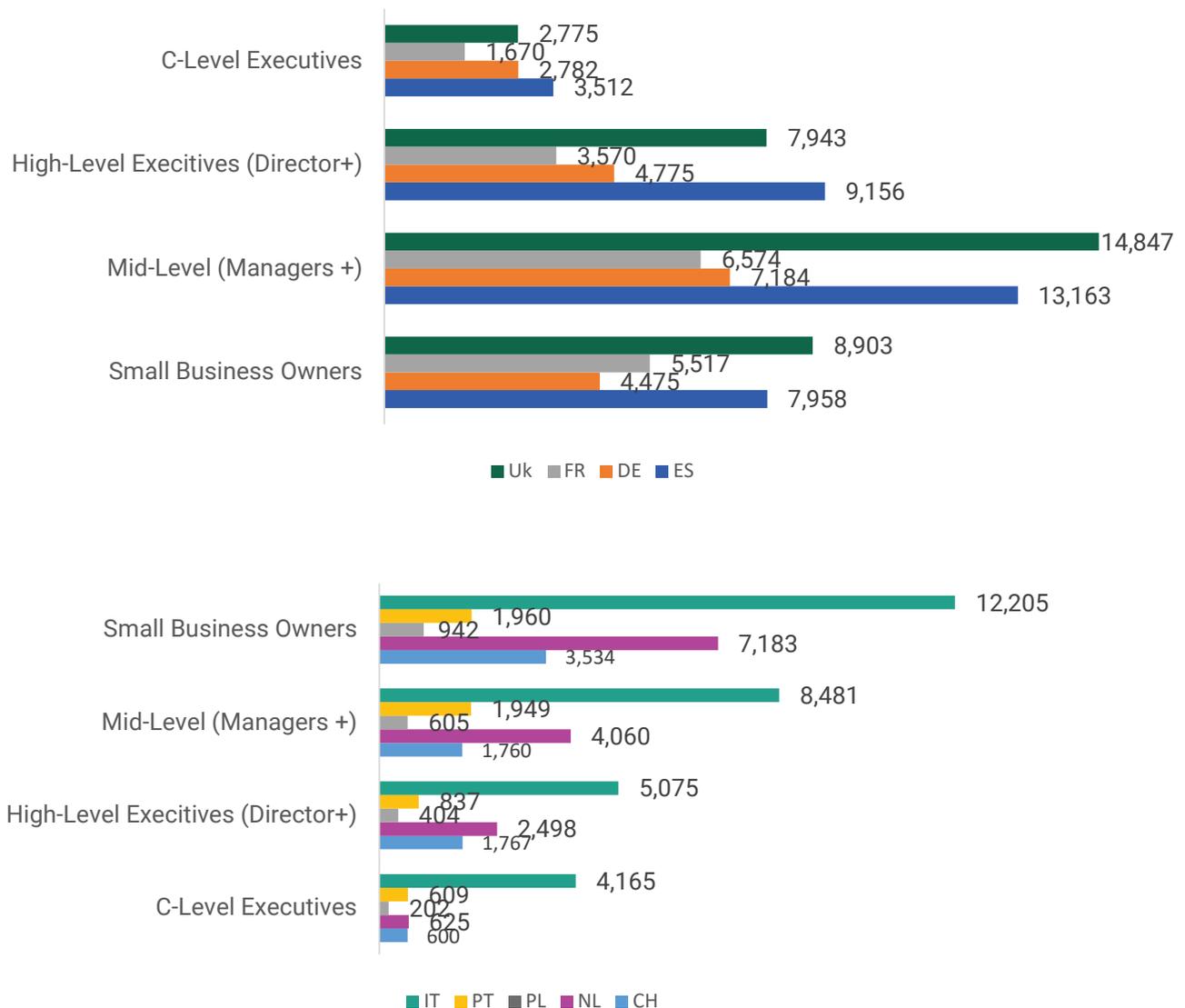


EUROPE

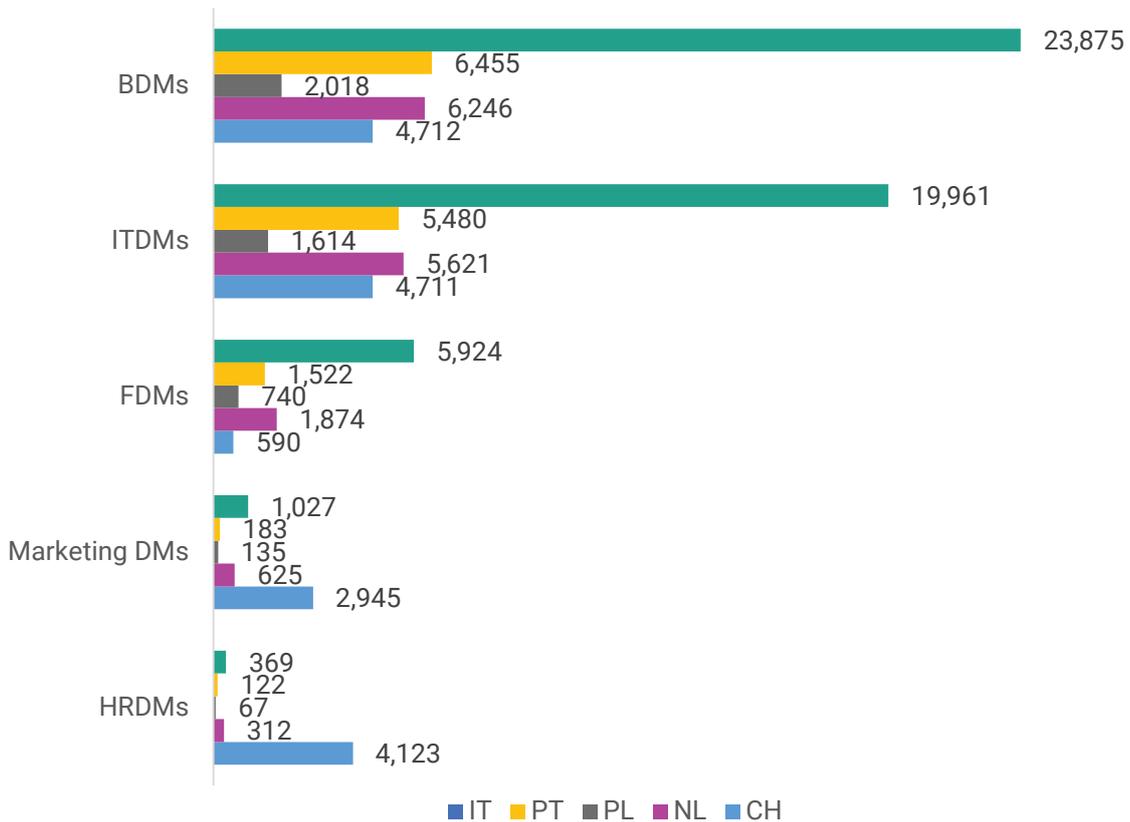
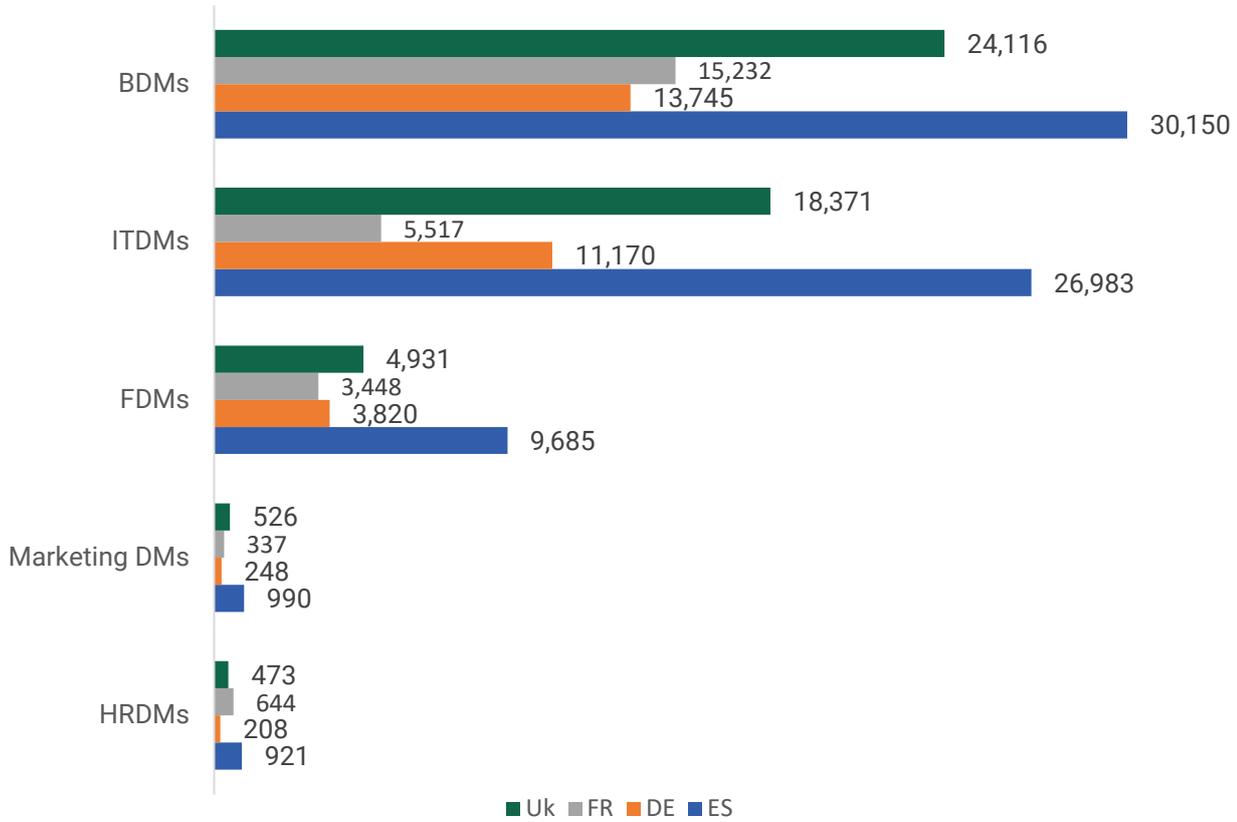
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 ITALY | PORTUGAL | POLAND
 NETHERLANDS | SWITZERLAND



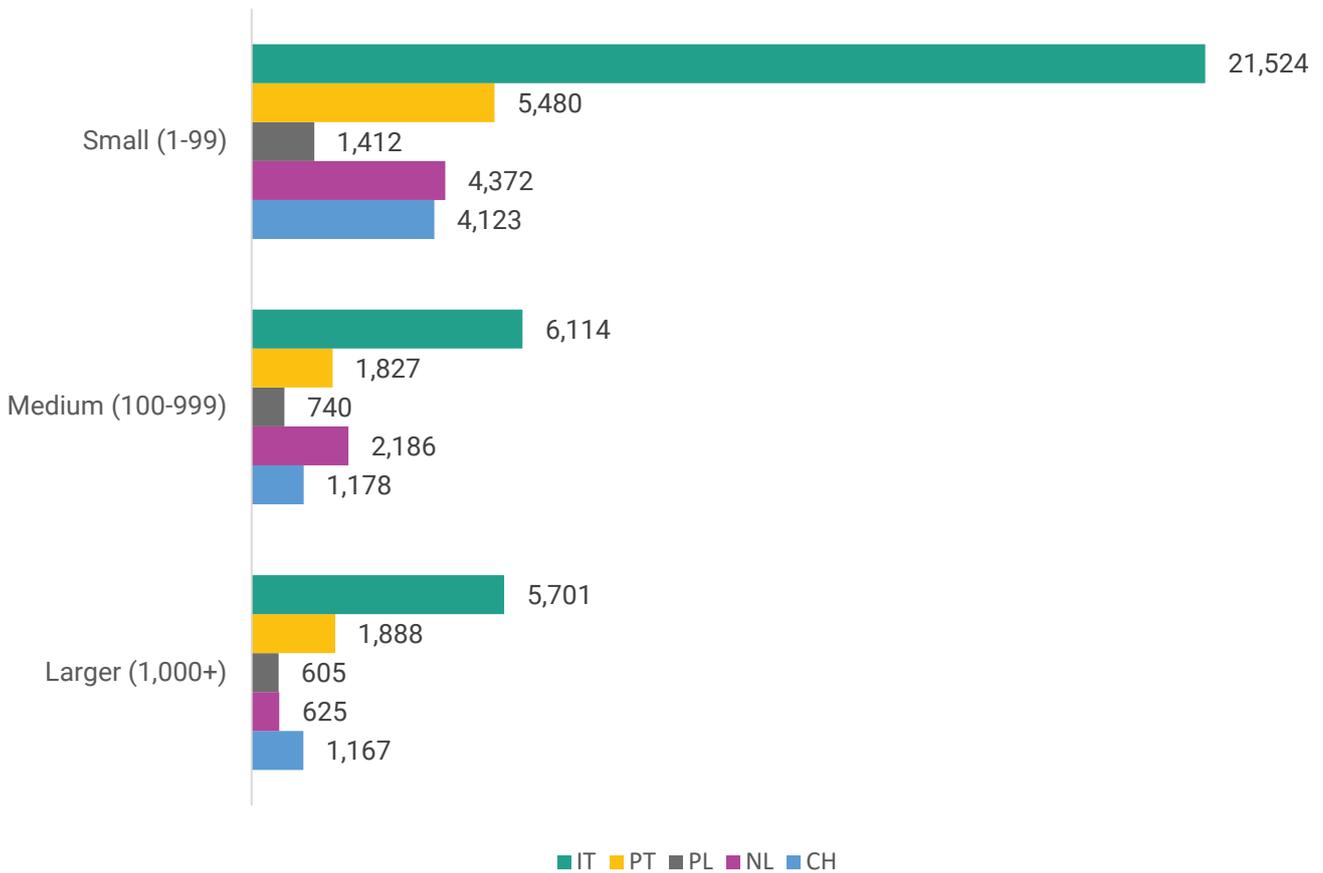
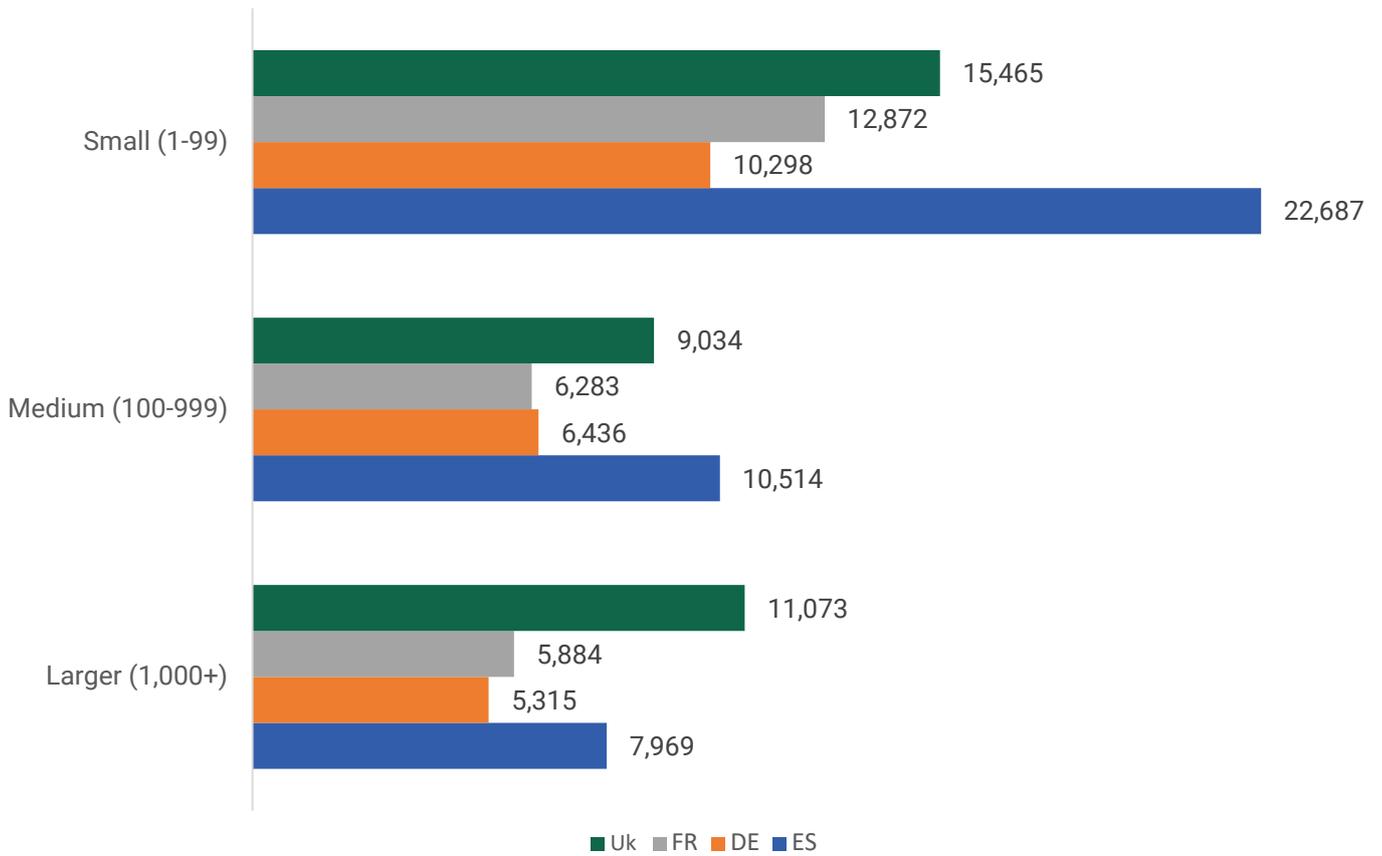
JOB ROLES & TITLES



DECISION MAKERS

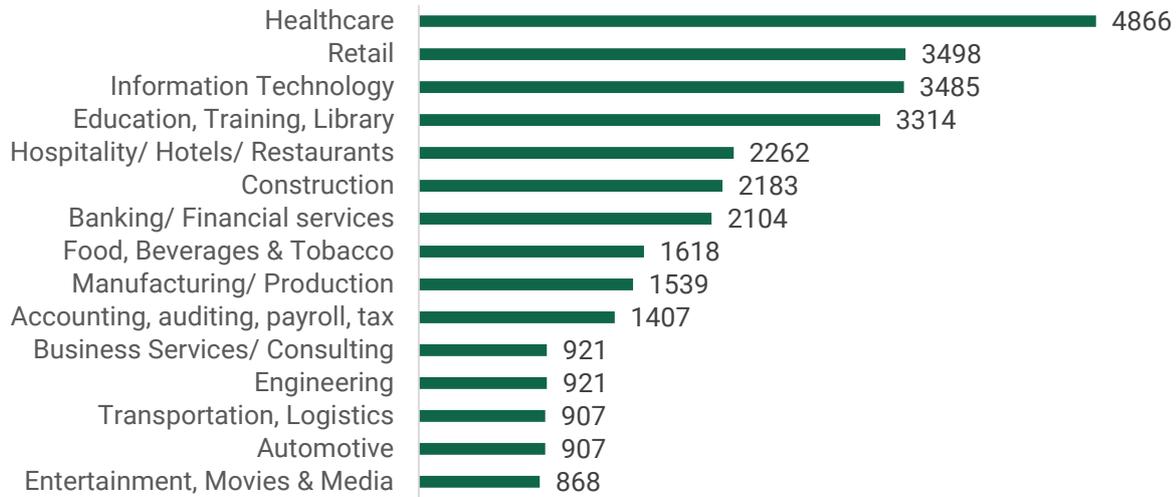


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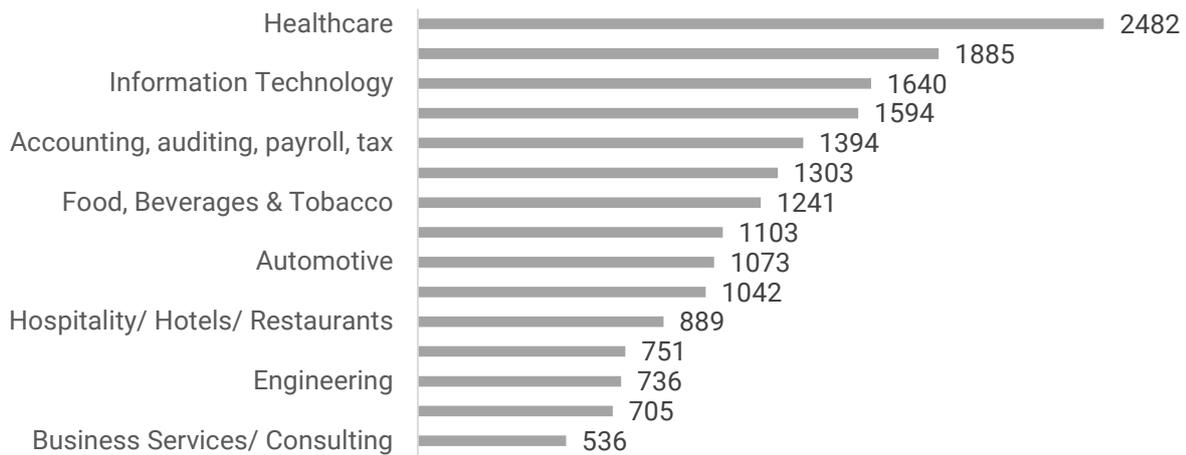


TOP 15 INDUSTRIES

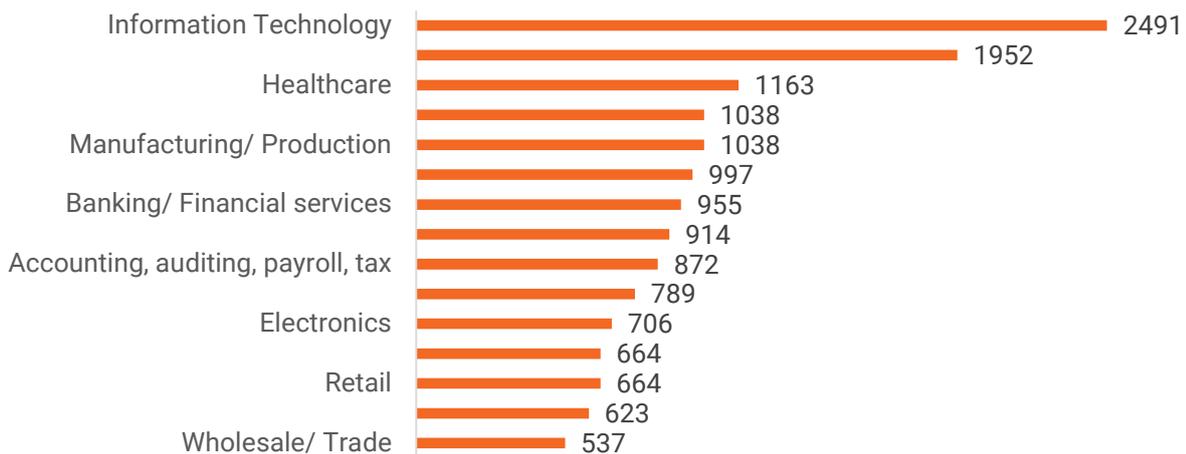
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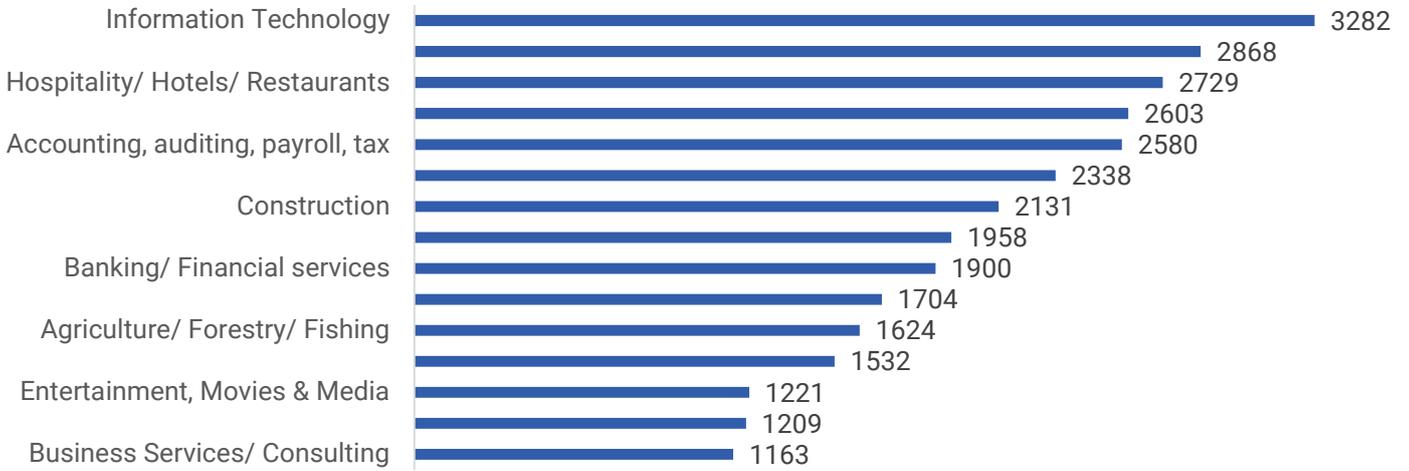


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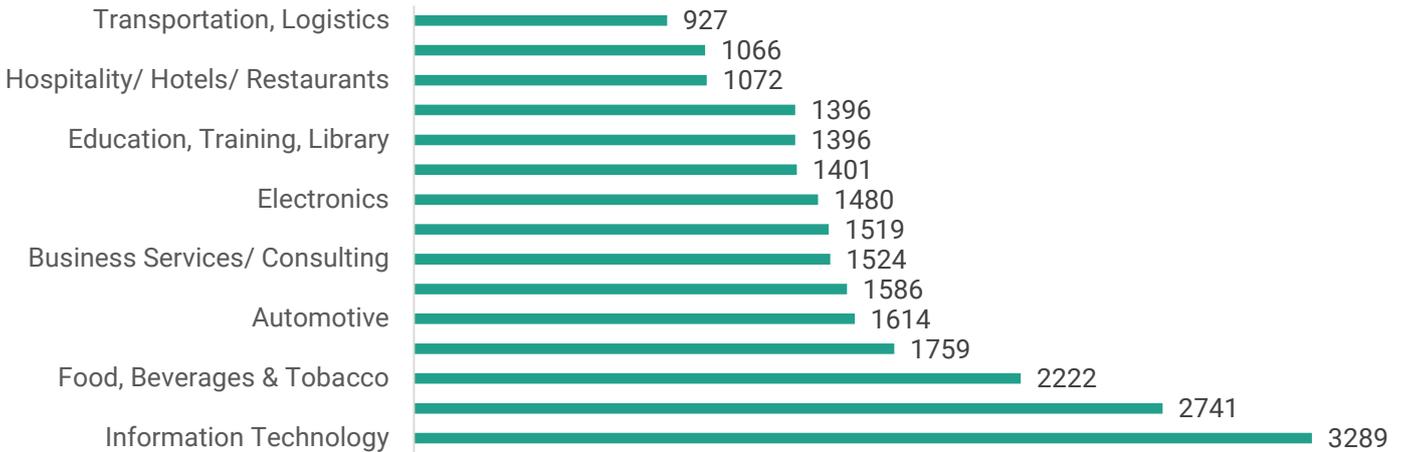


TOP 15 INDUSTRIES

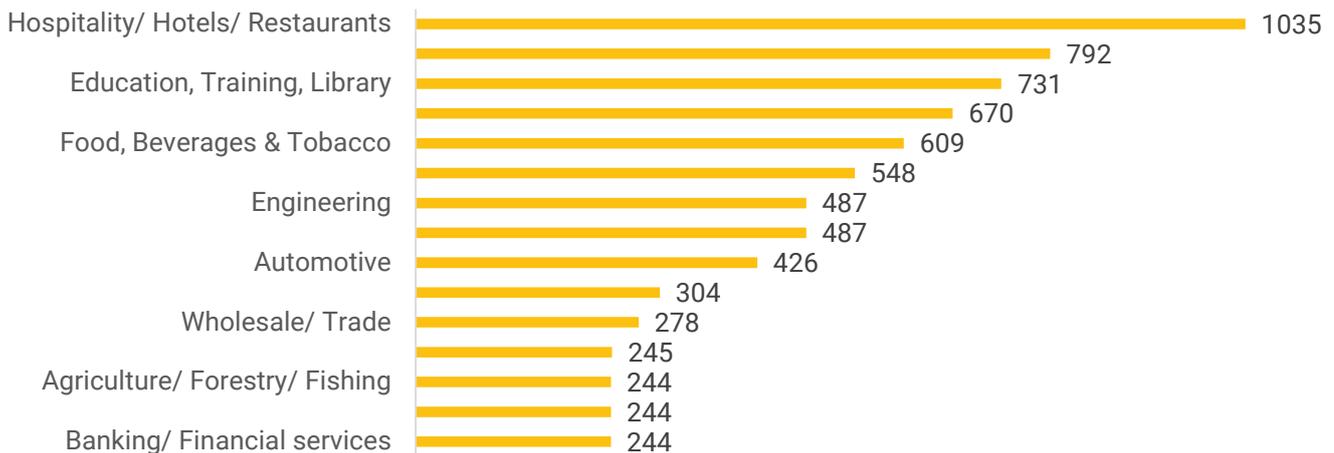
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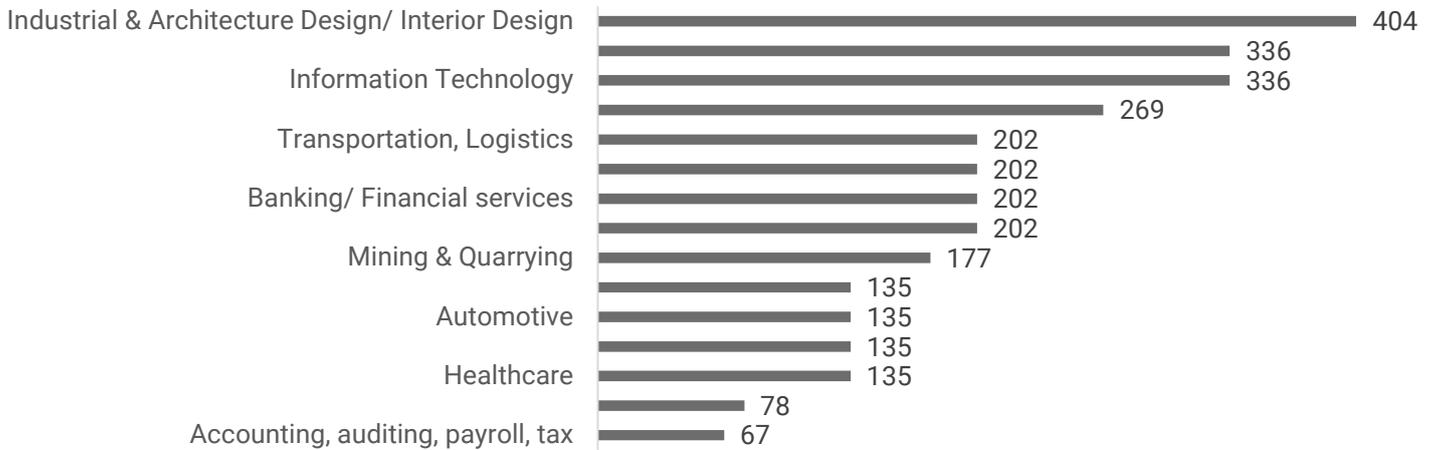


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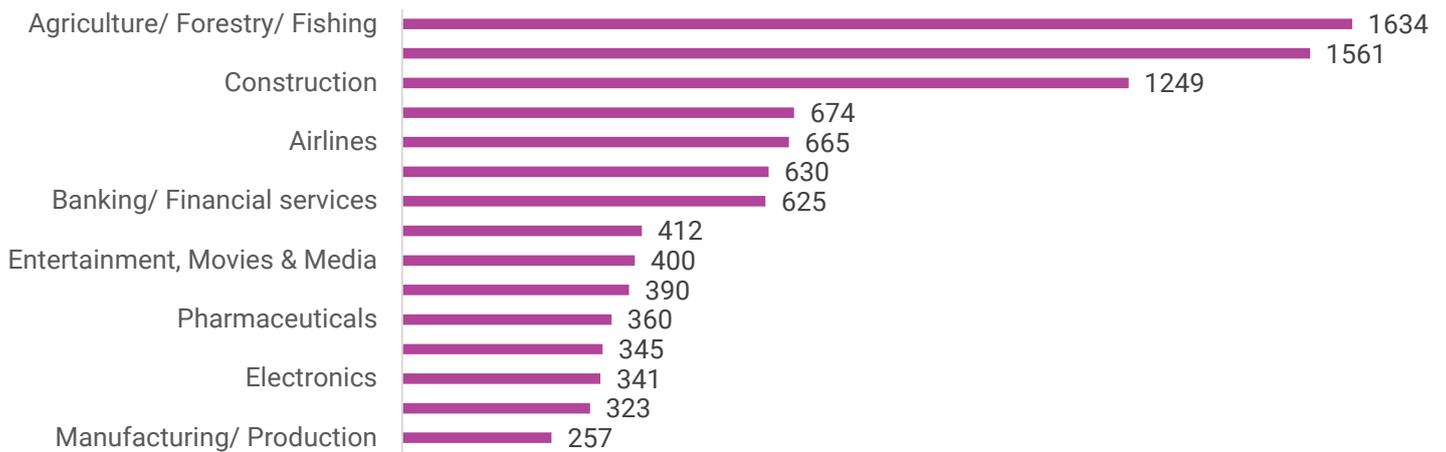


TOP 15 INDUSTRIES

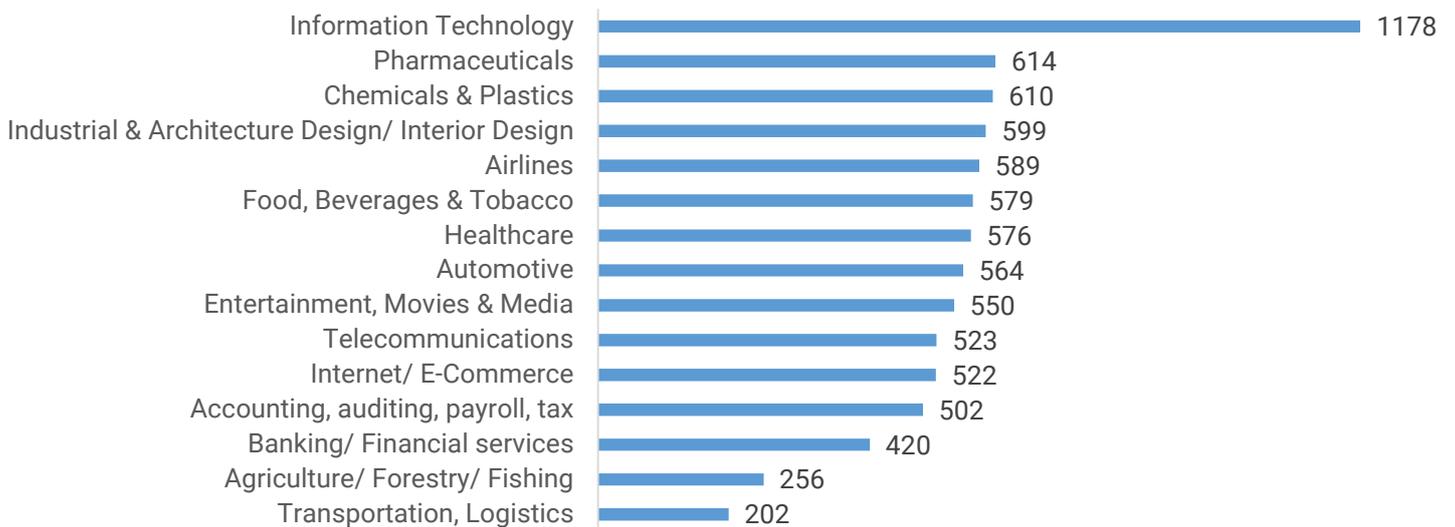
PL



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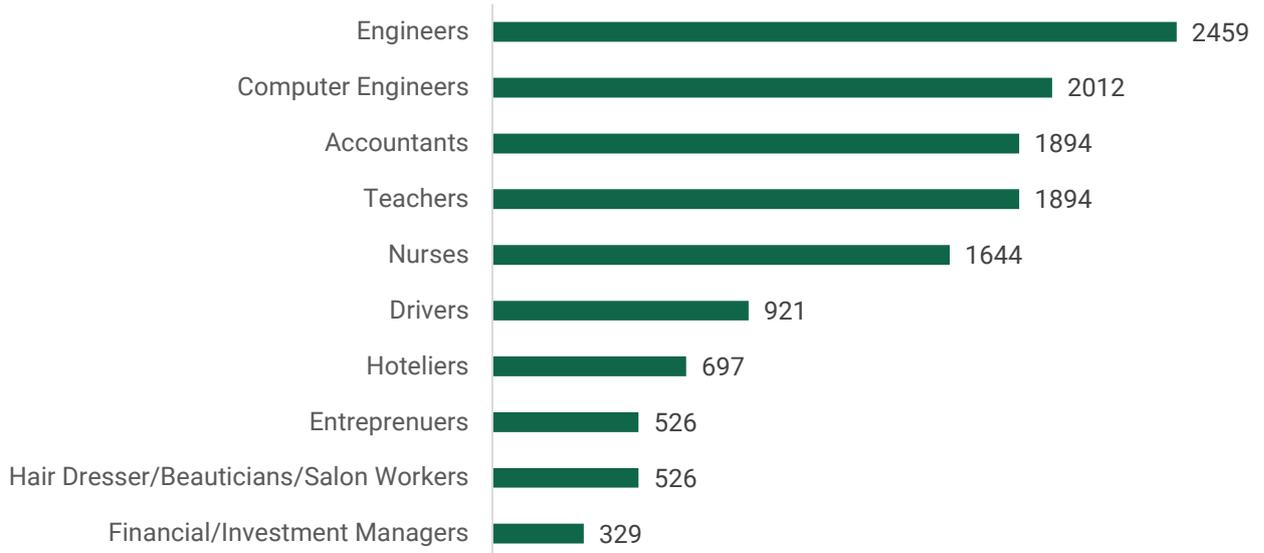


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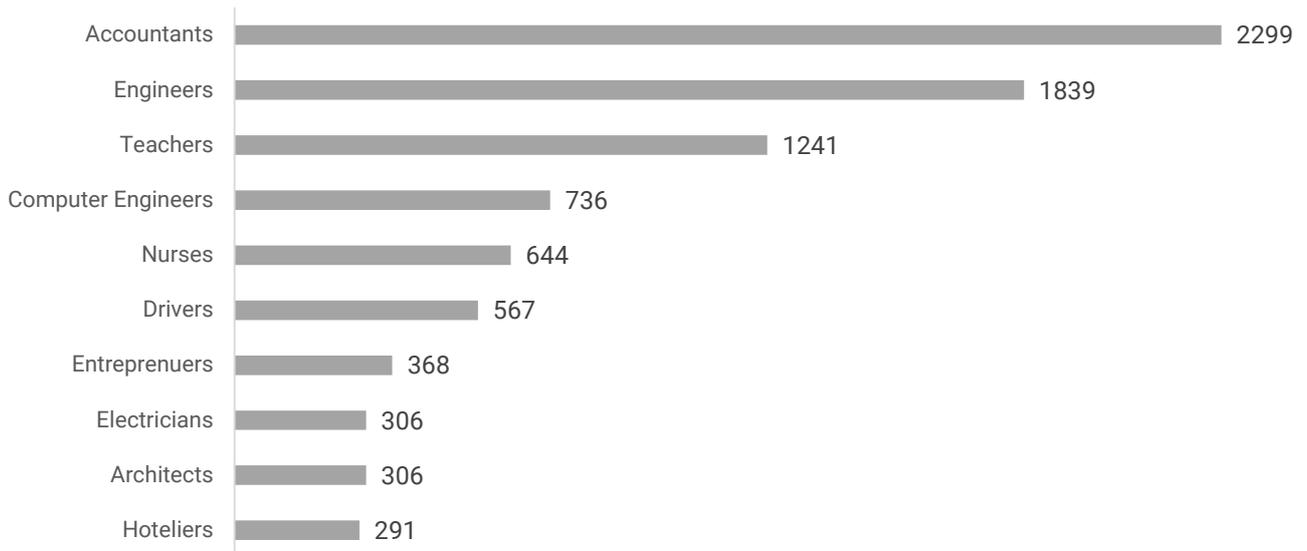


TOP 10 PROFESSIONALS

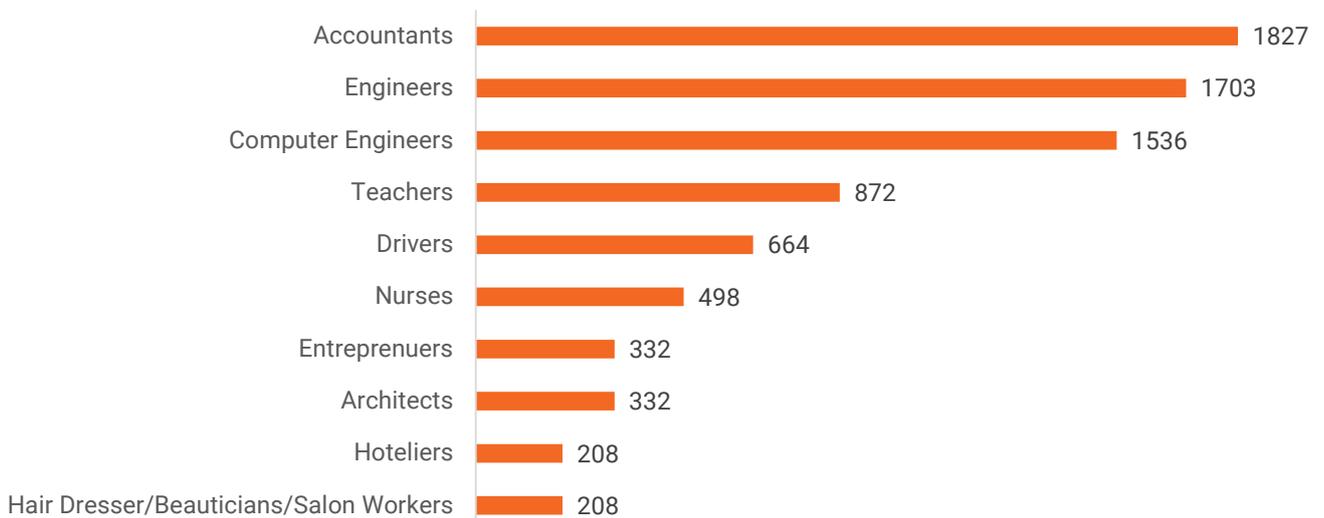
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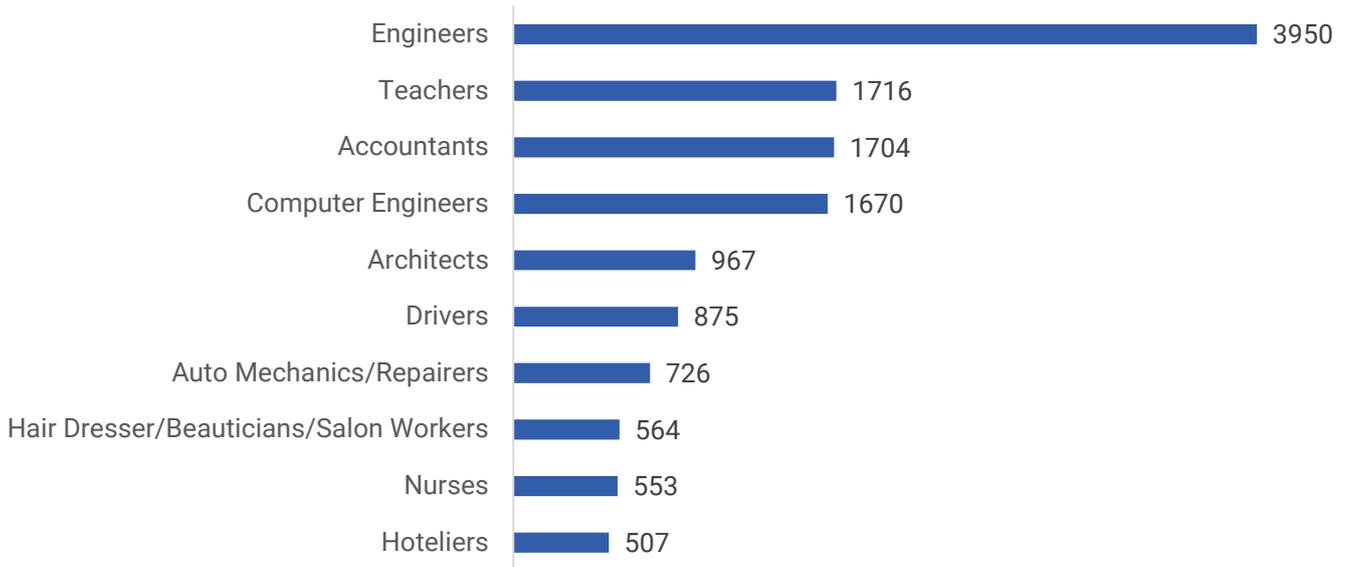


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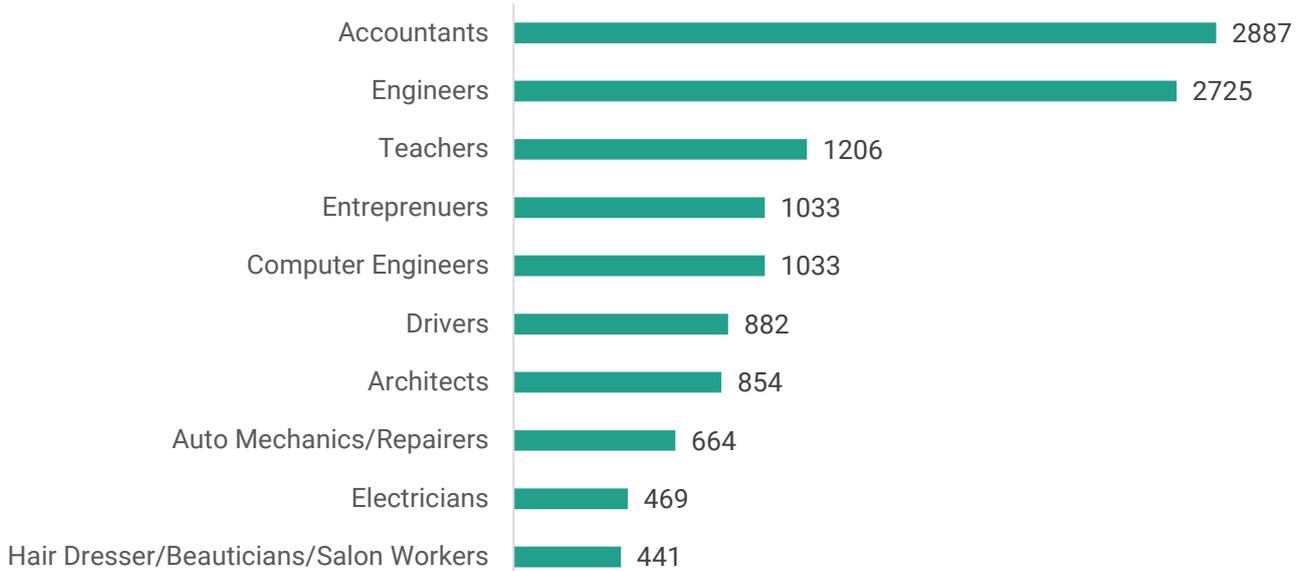


TOP 10 PROFESSIONALS

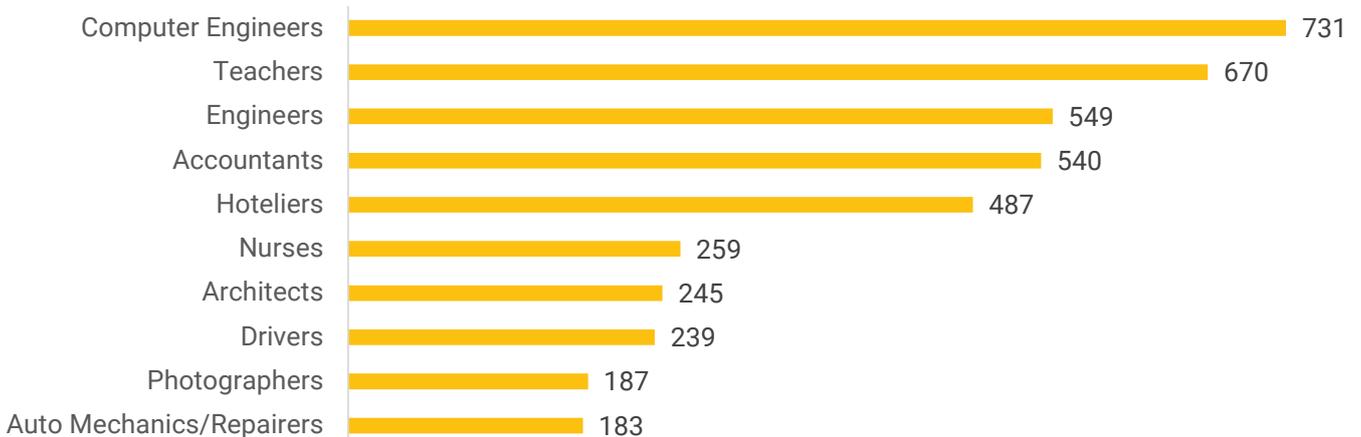
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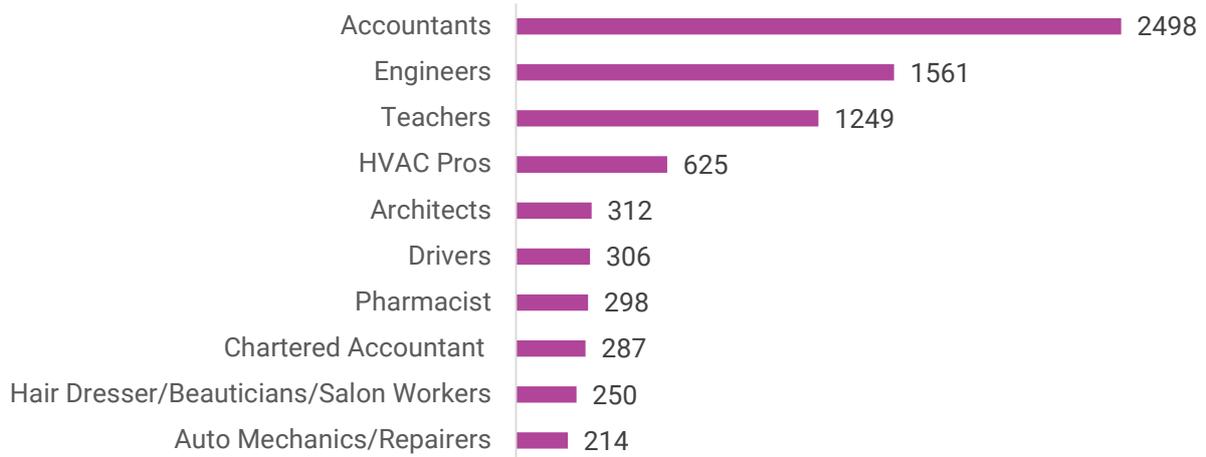


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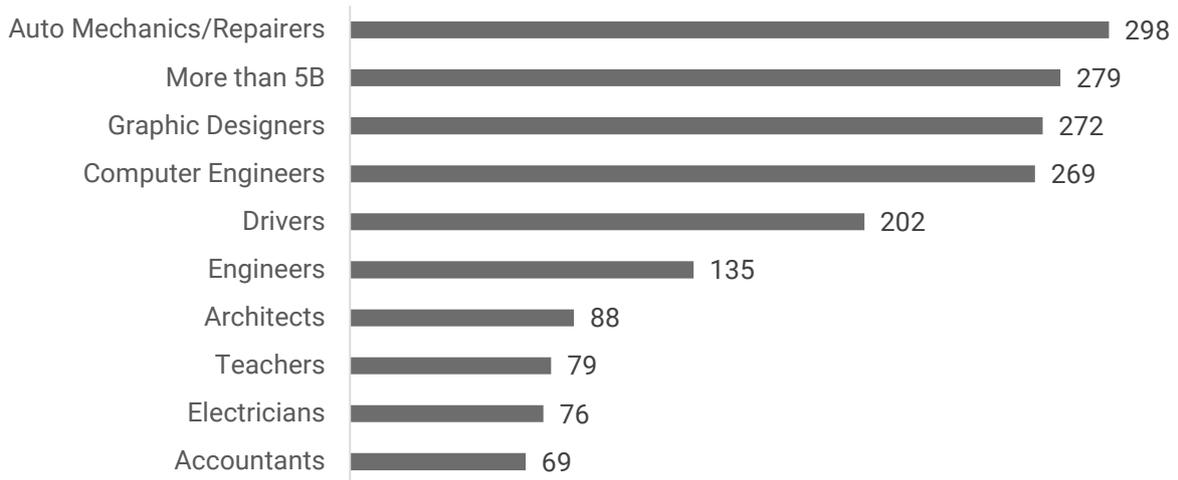


TOP 10 PROFESSIONALS

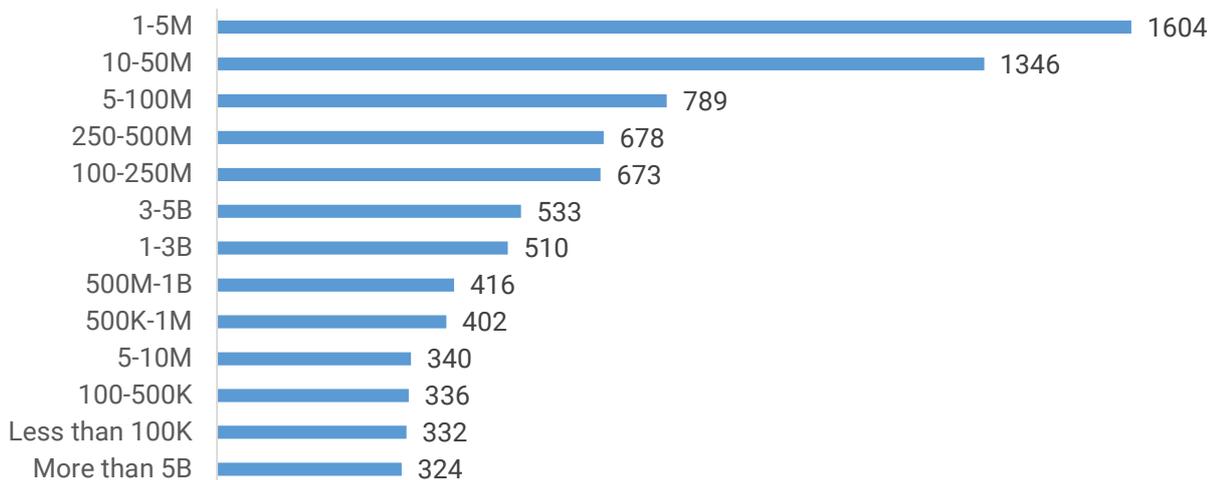
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PL

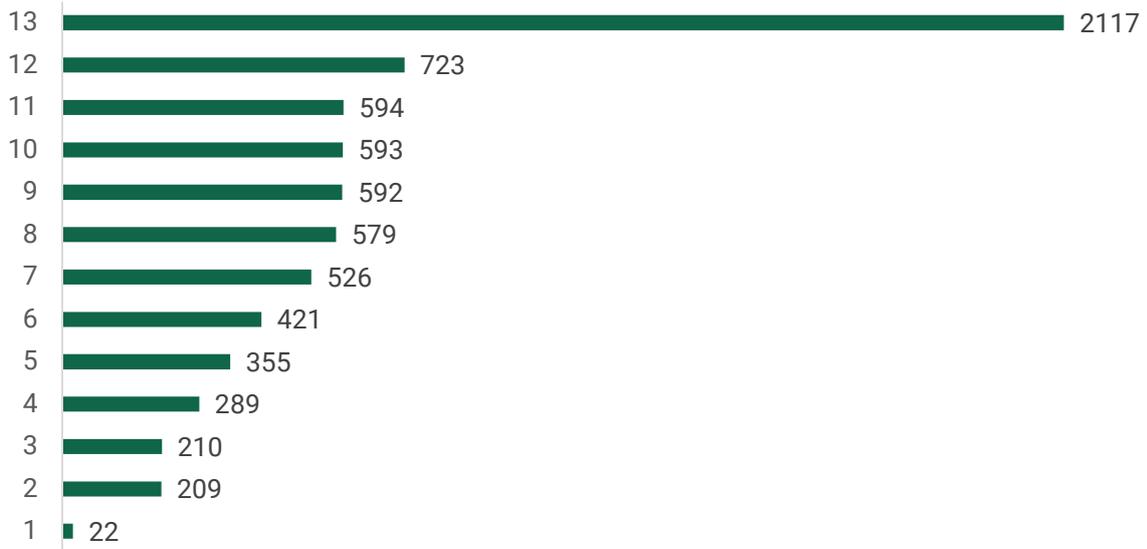


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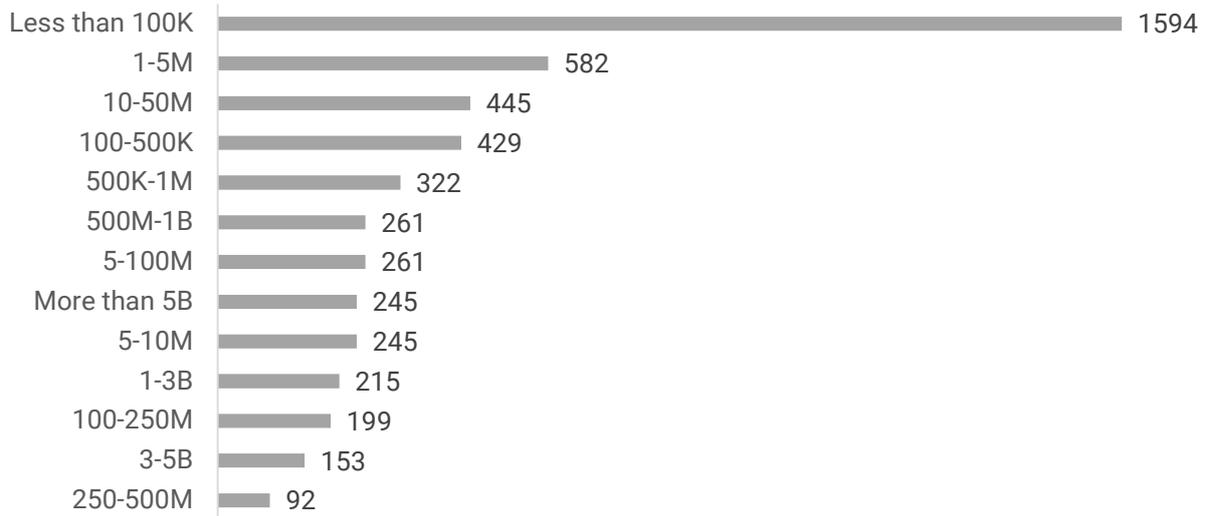


COMPANY REVENUE

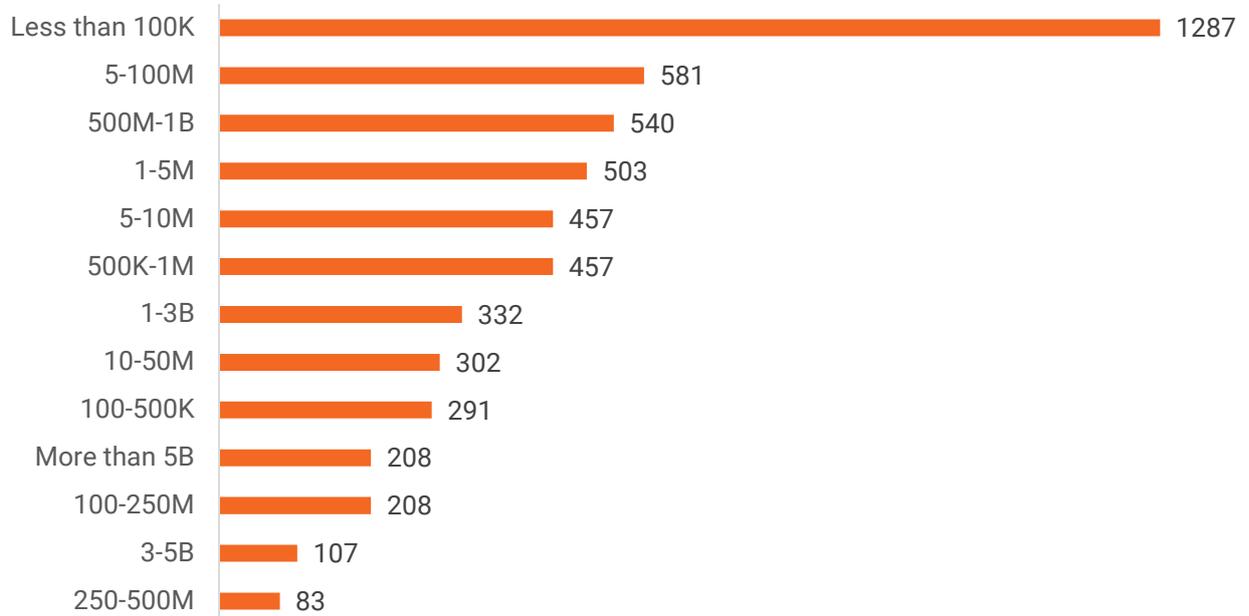
Uk



FR

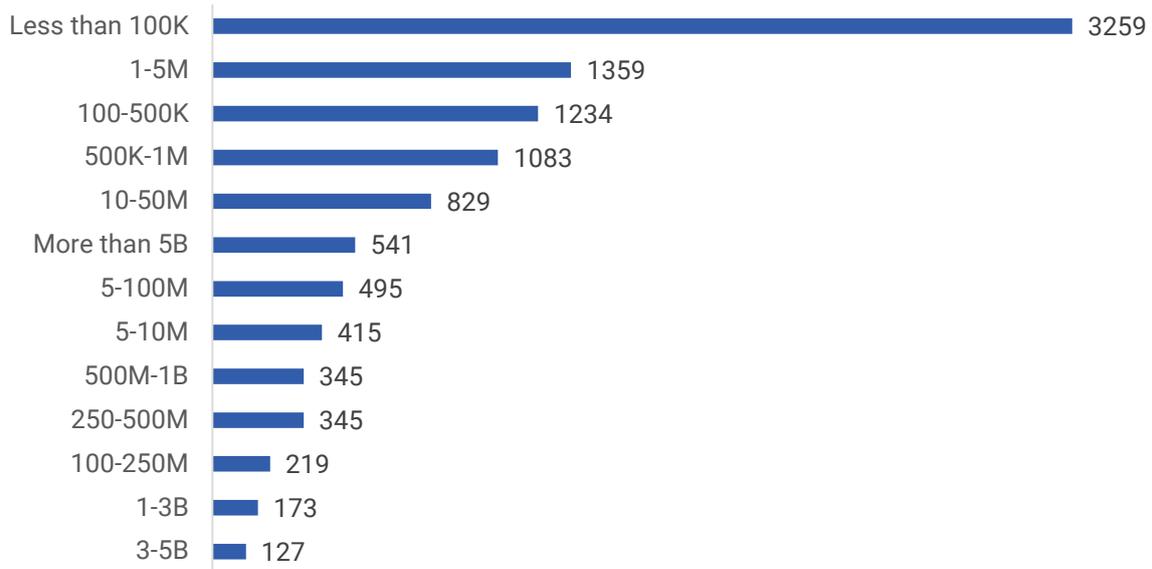


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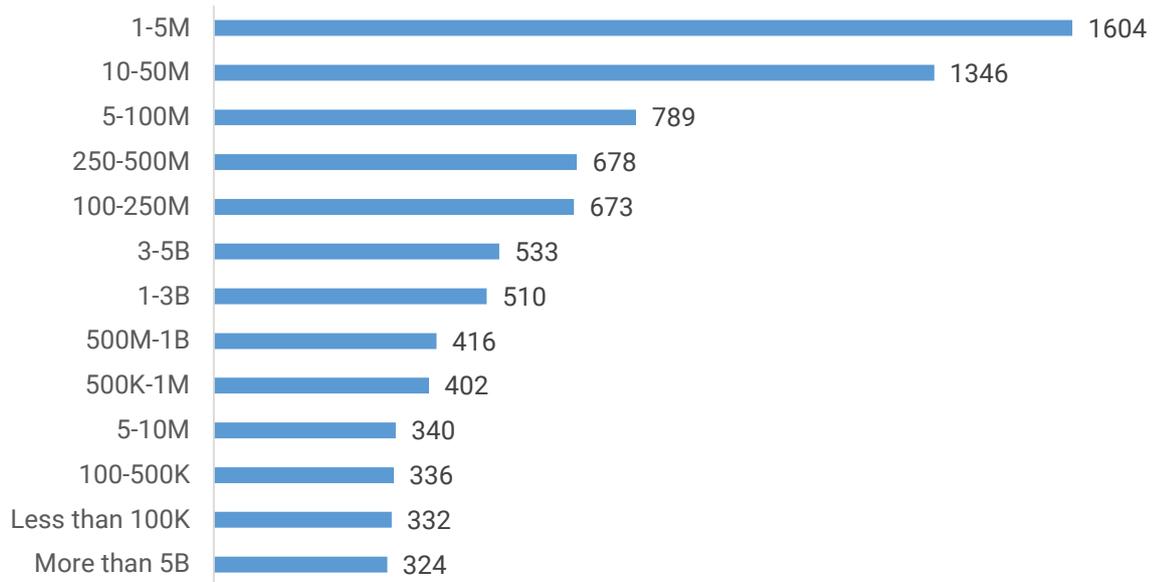


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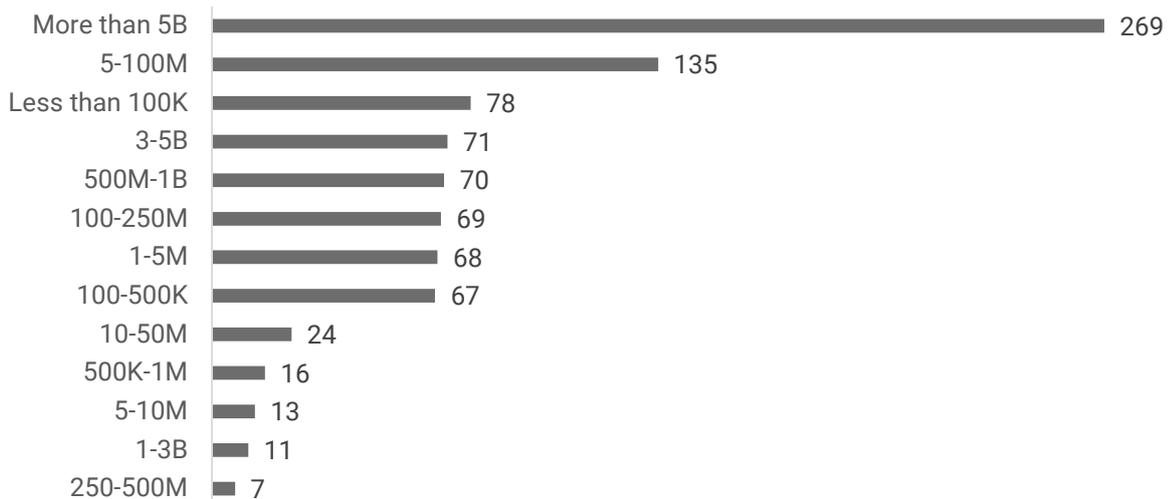
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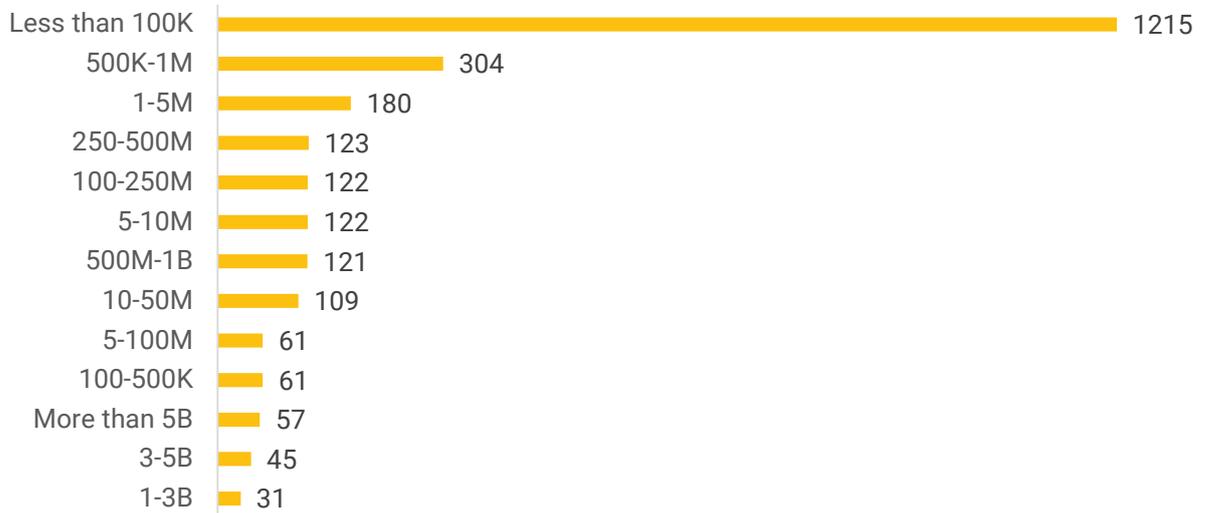


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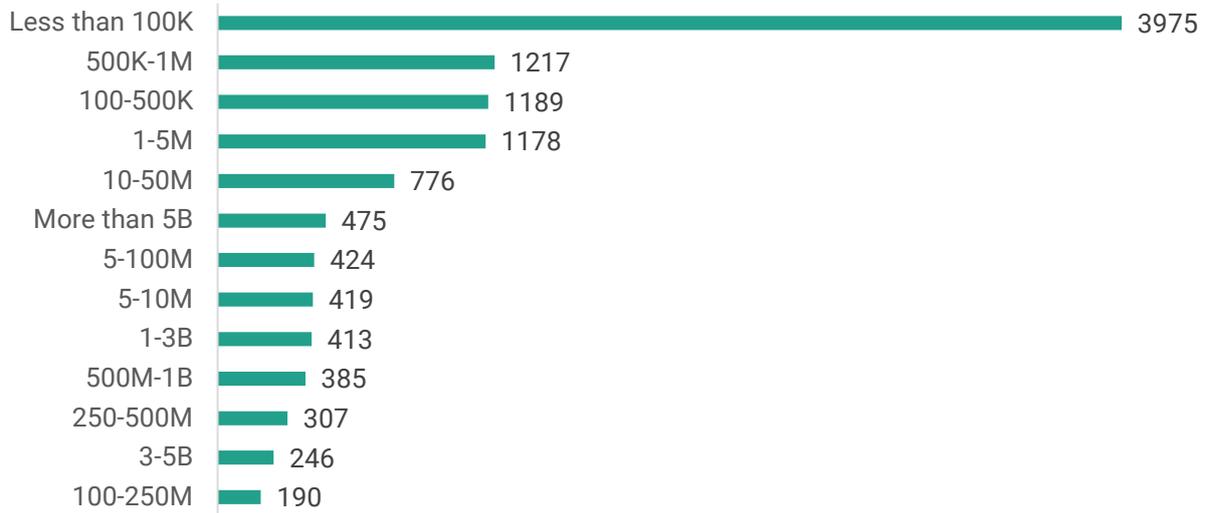


COMPANY REVENUE

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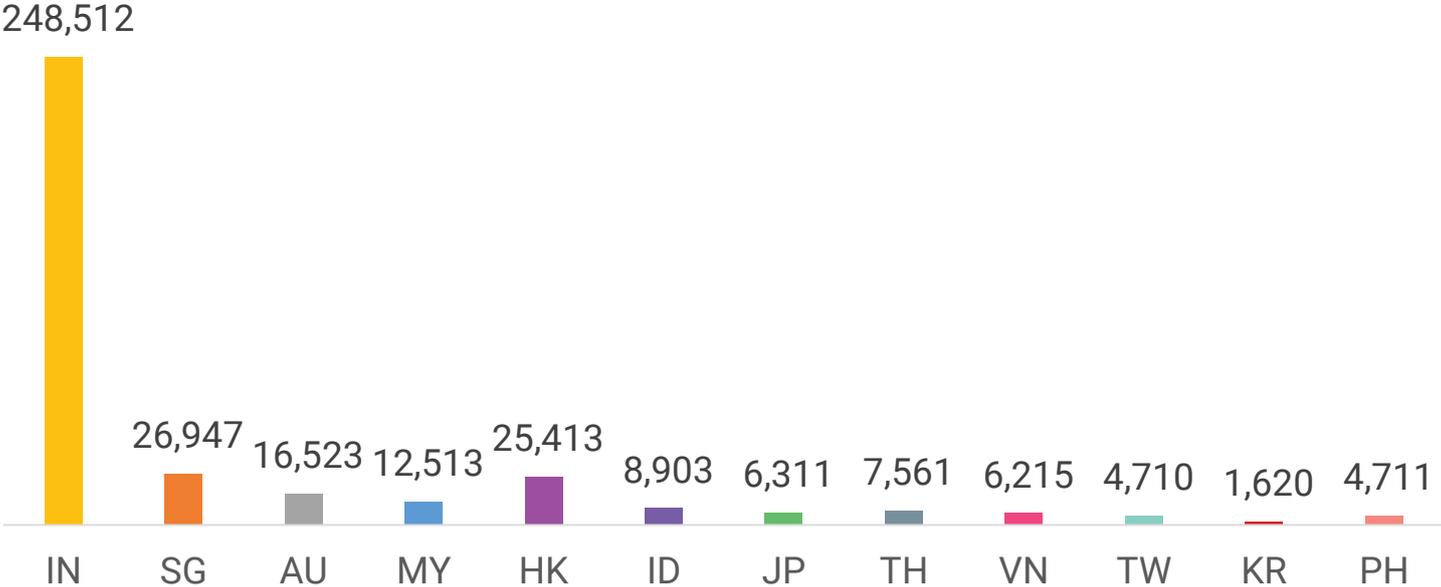


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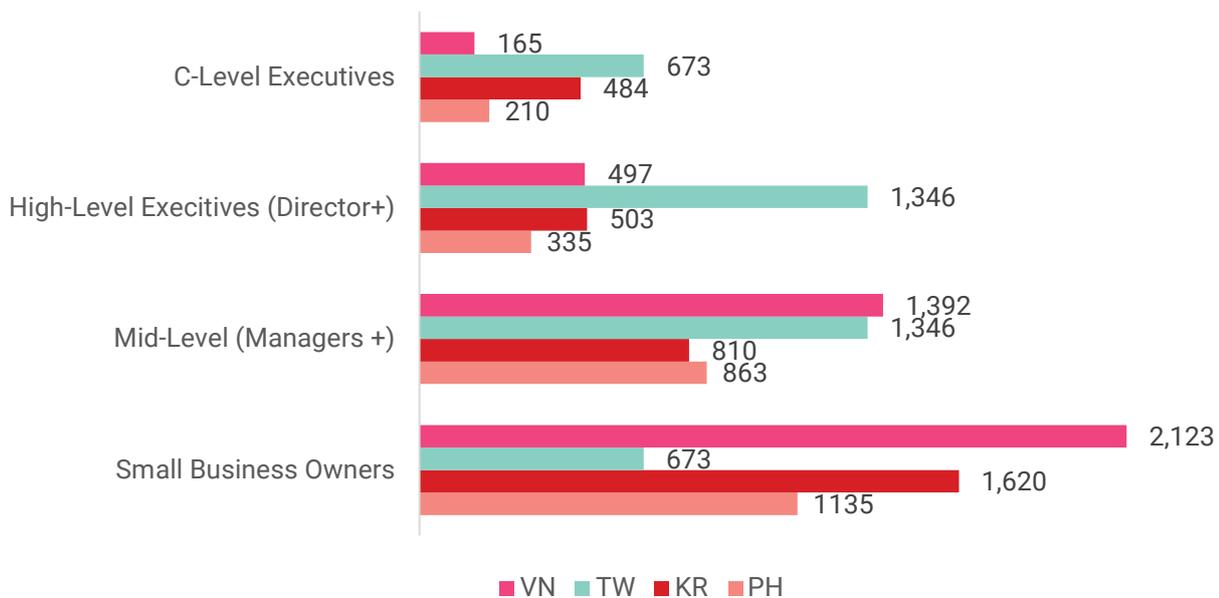
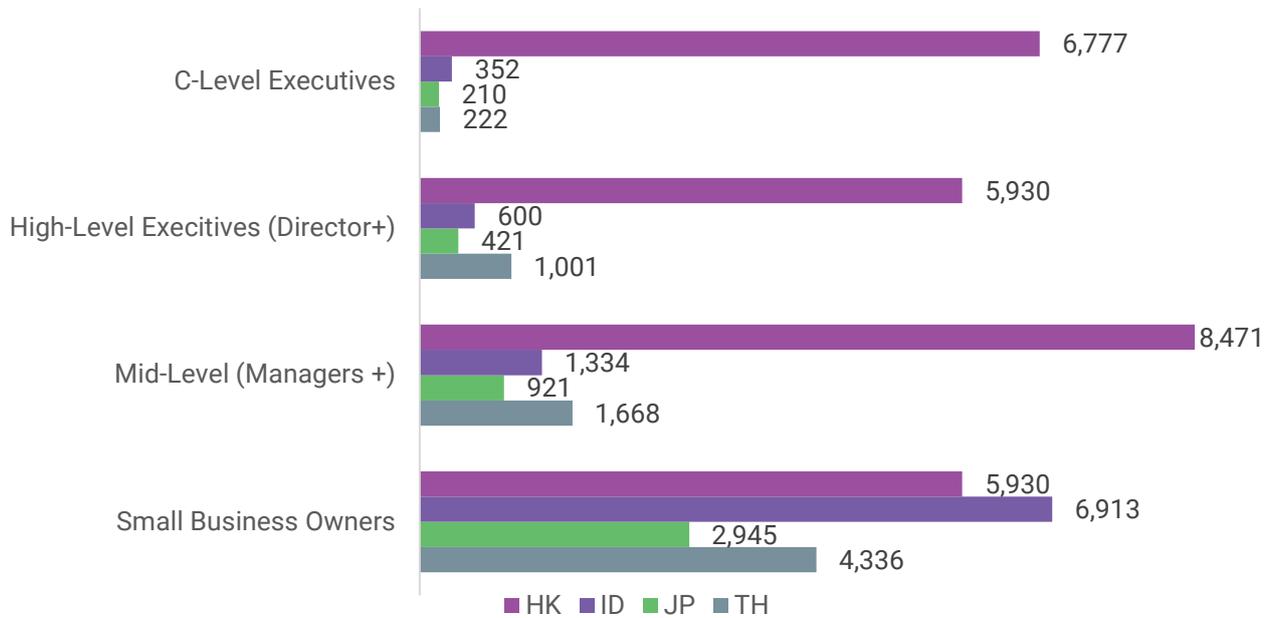
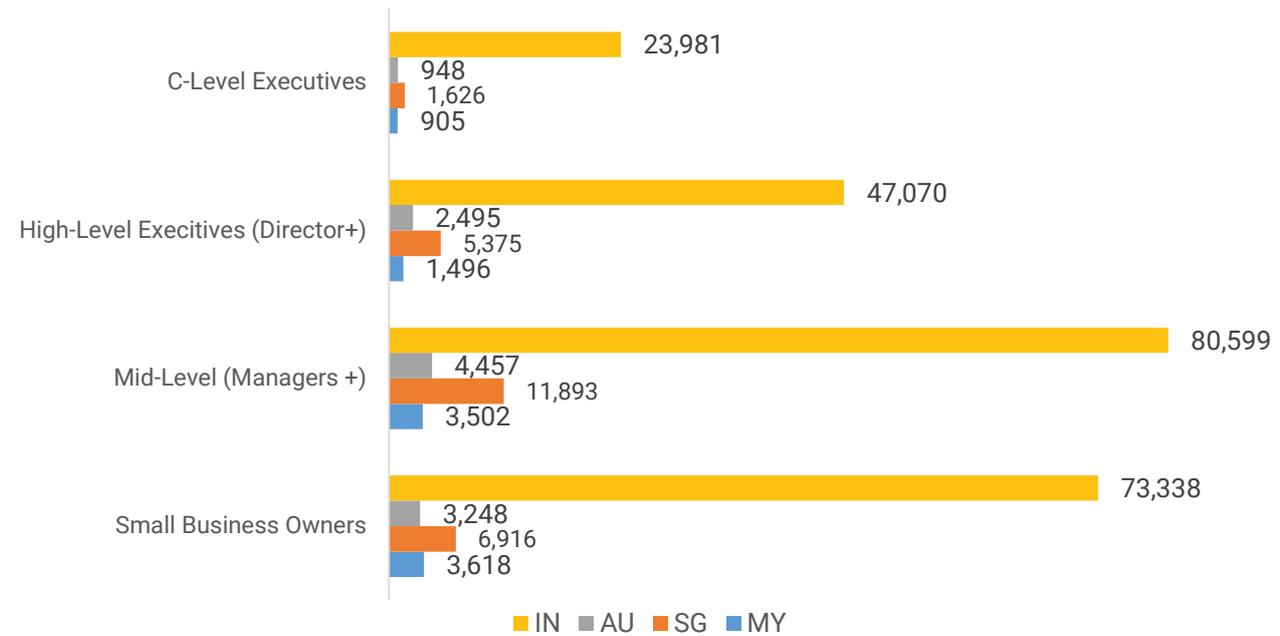


ASIA PACIFIC

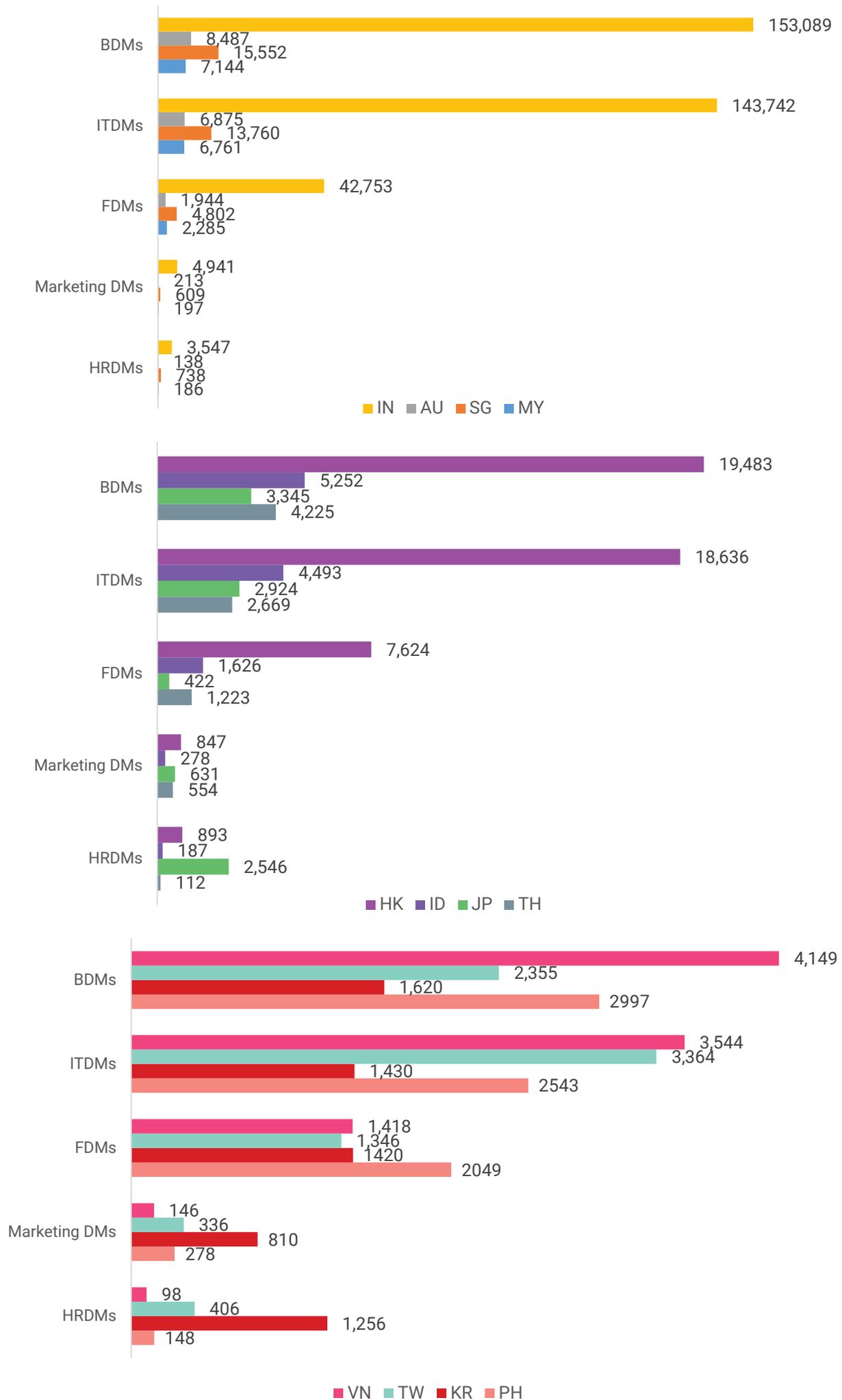
INDIA | SINGAPORE | AUSTRALIA | MALAYSIA |
HONG KONG | INDONESIA | JAPAN | THAILAND |
VIETNAM | TAIWAN | SOUTH KOREA | PHILIPPINES



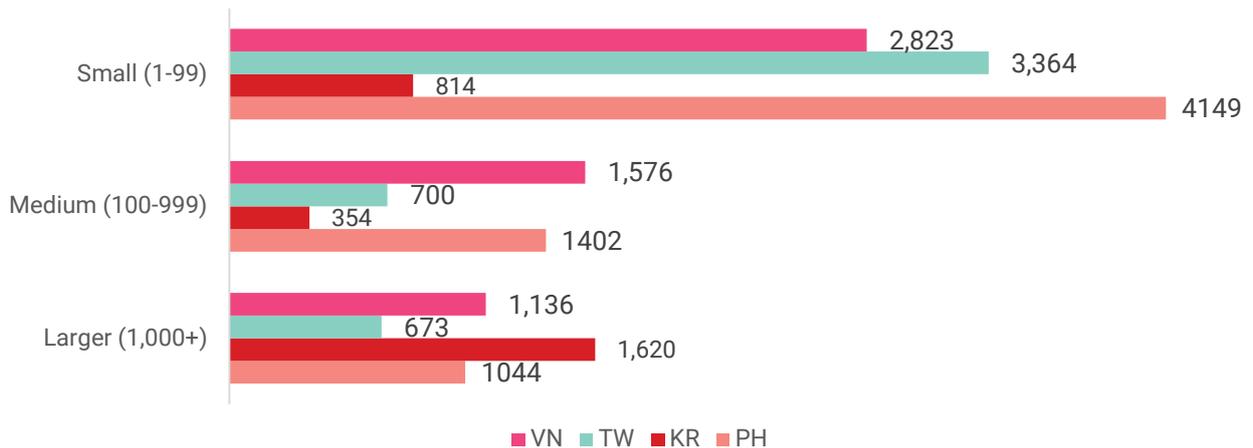
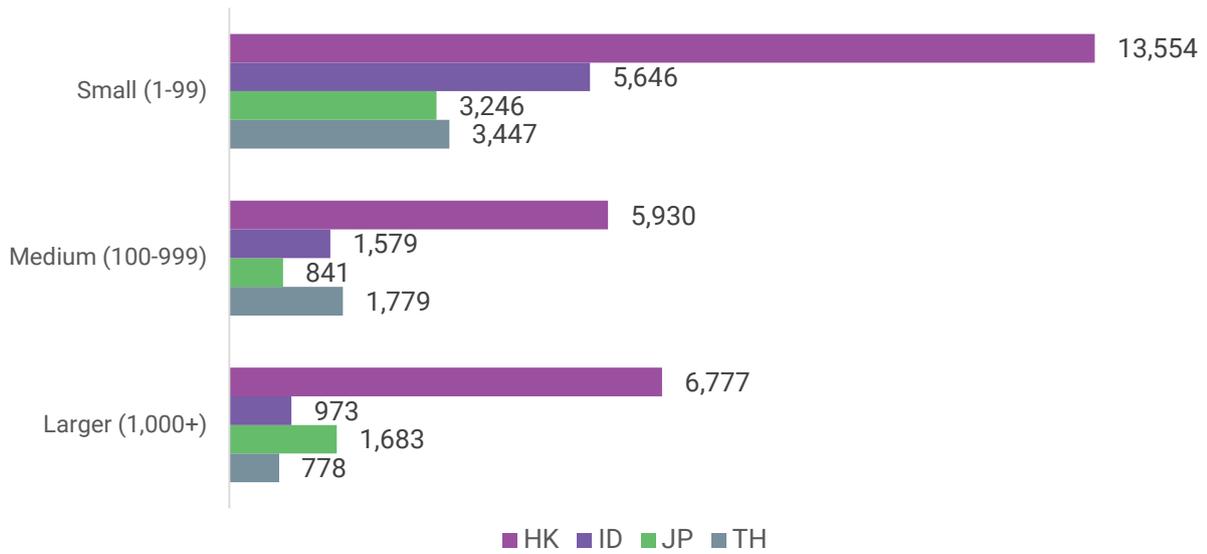
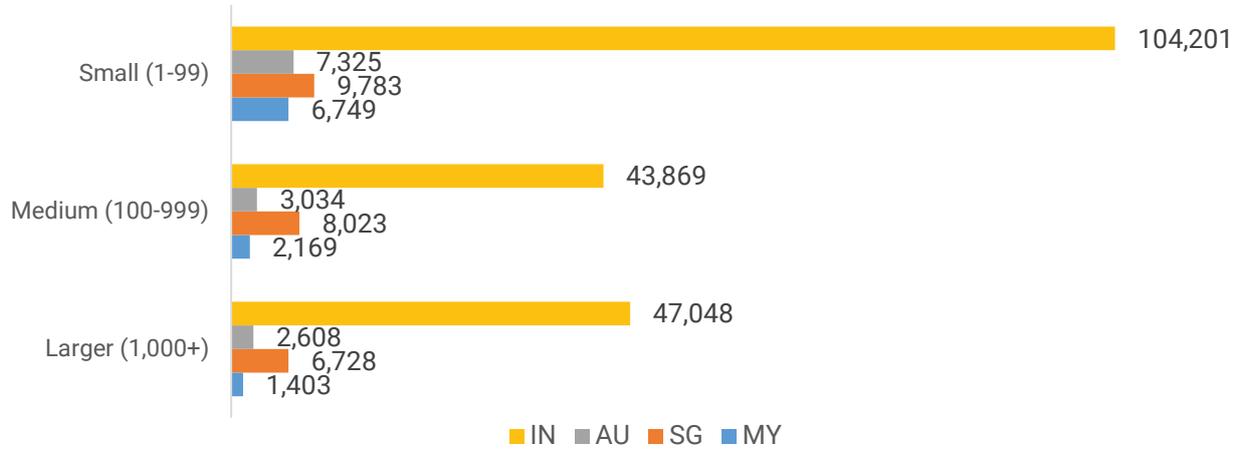
JOB ROLES & TITLES



DECISION MAKERS

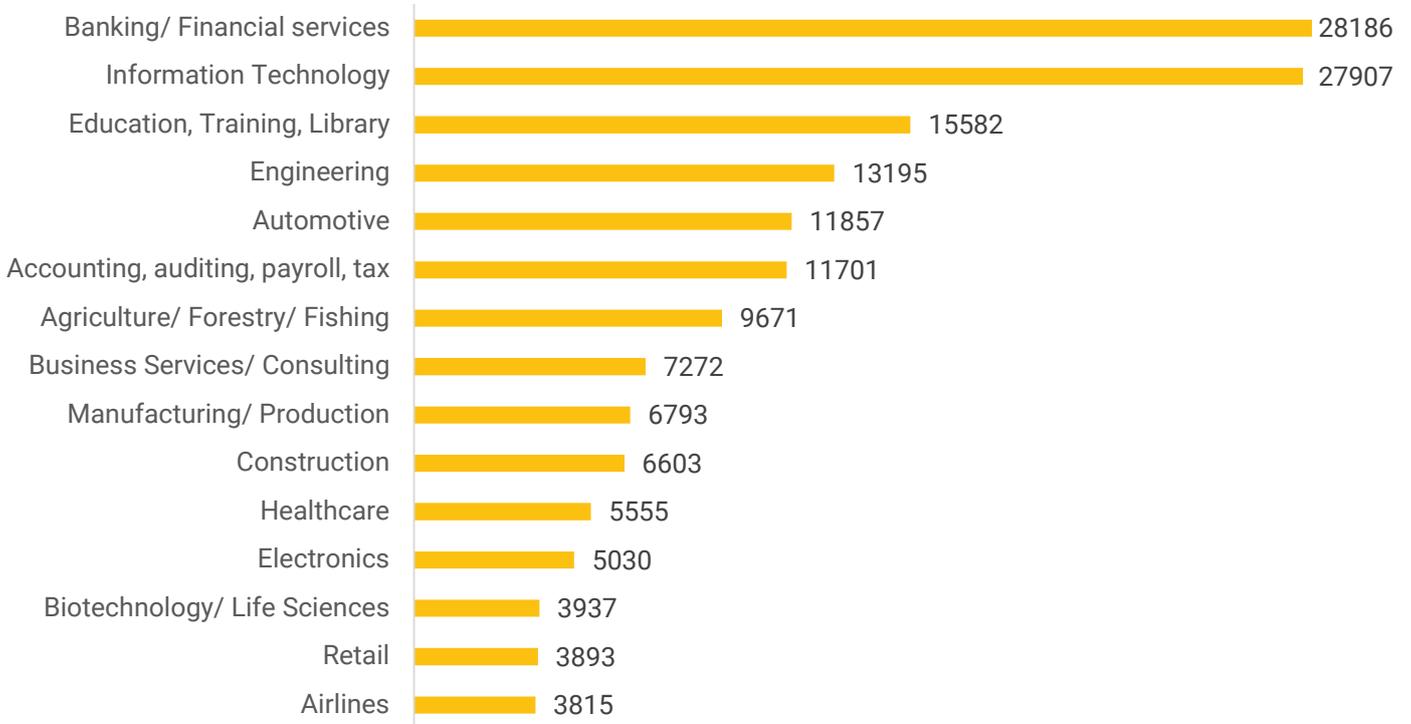


COMPANY SIZE

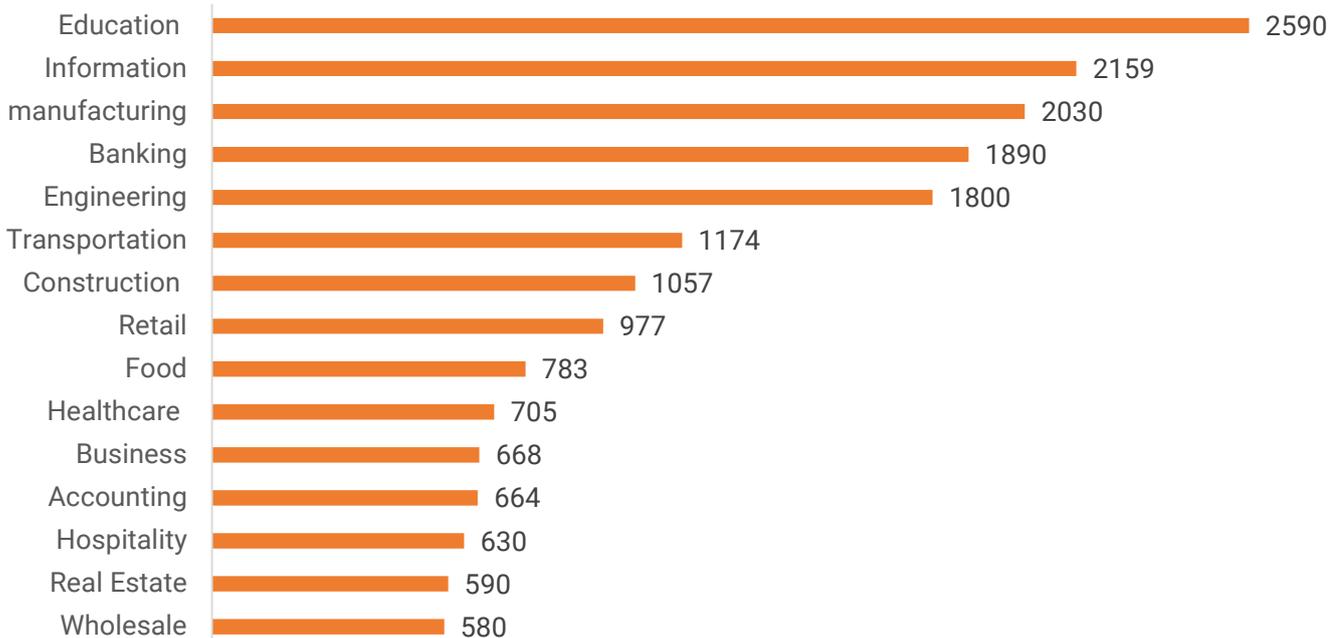


TOP 15 INDUSTRIES

IN

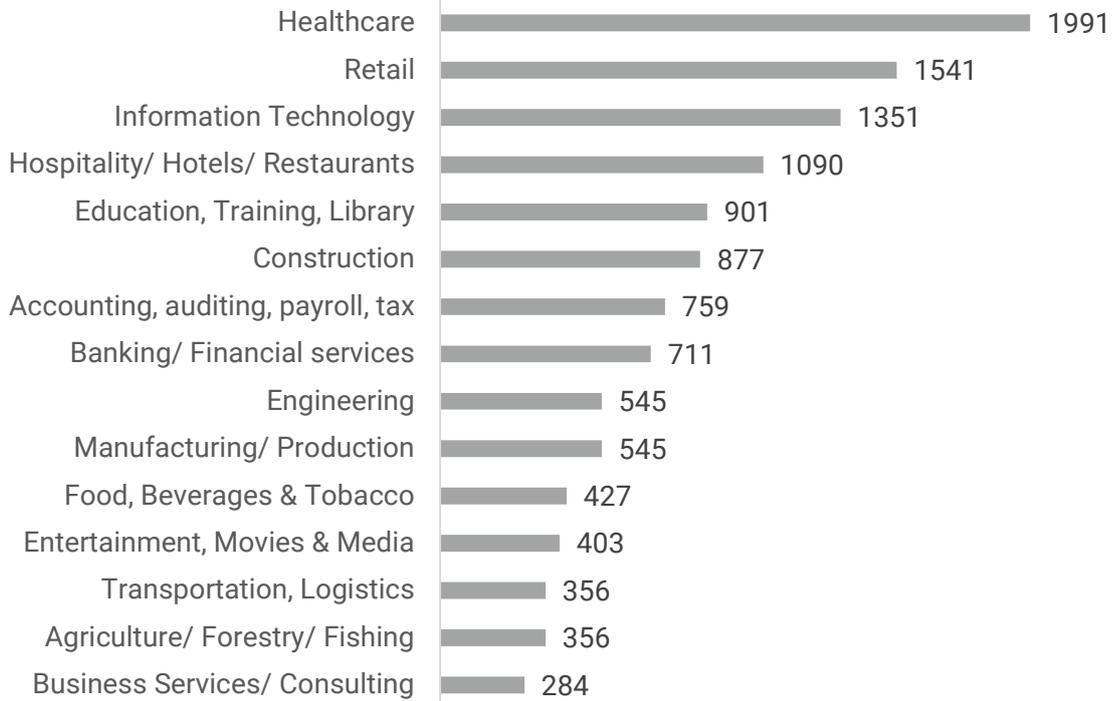


SG

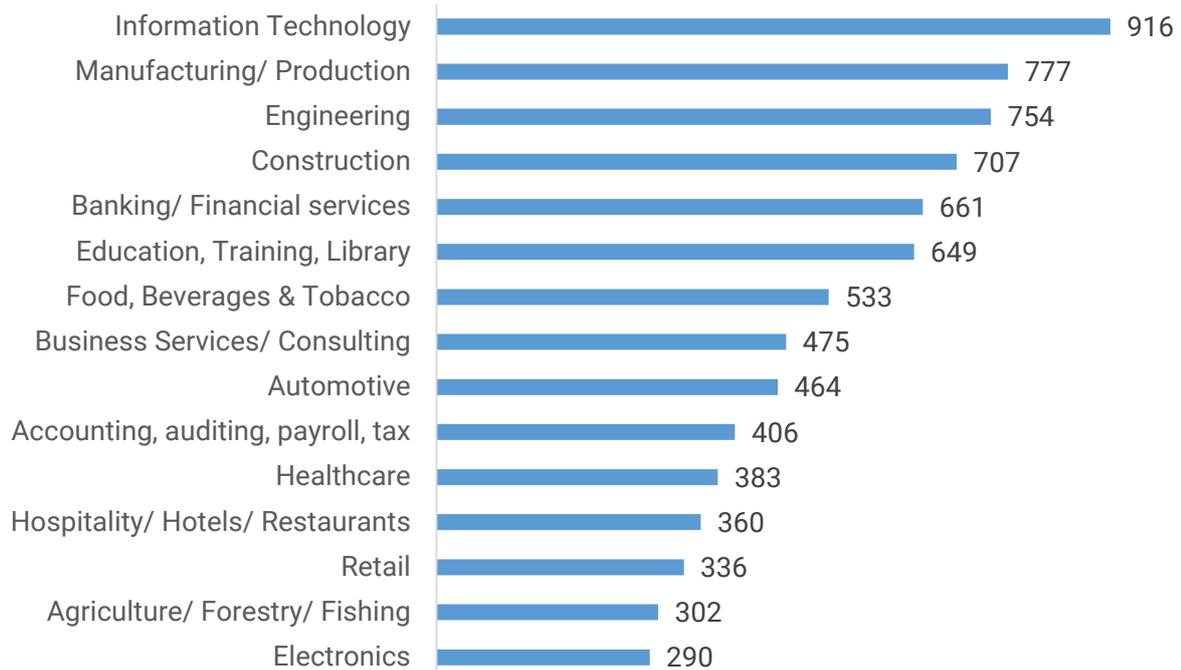


TOP 15 INDUSTRIES

AU

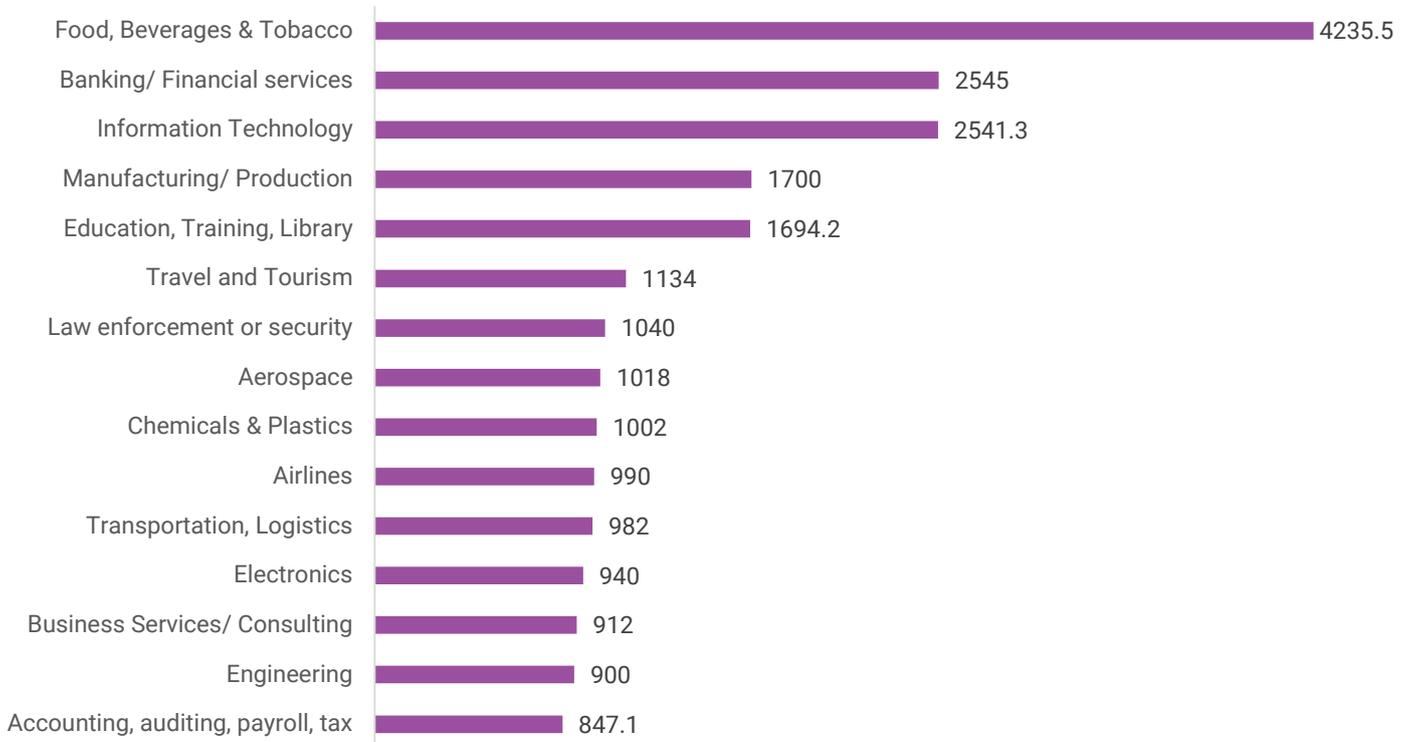


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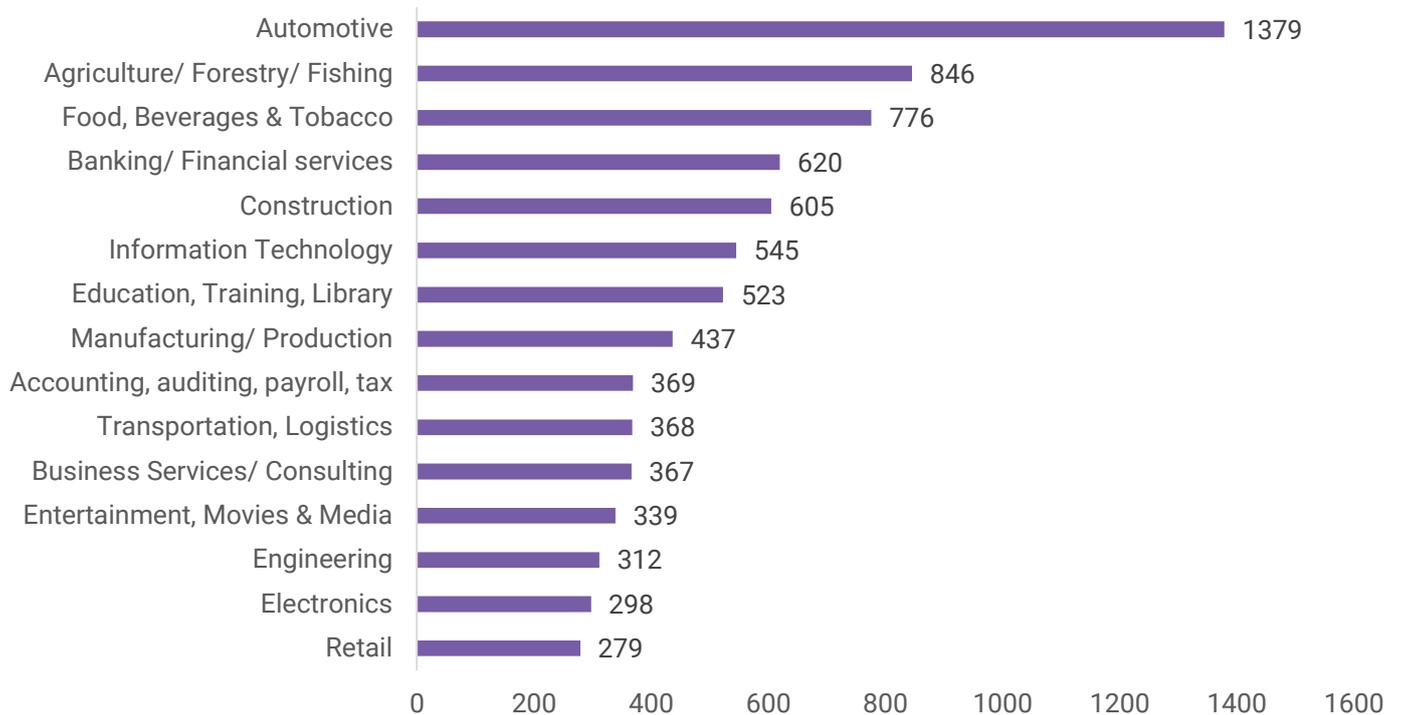


TOP 15 INDUSTRIES

HK

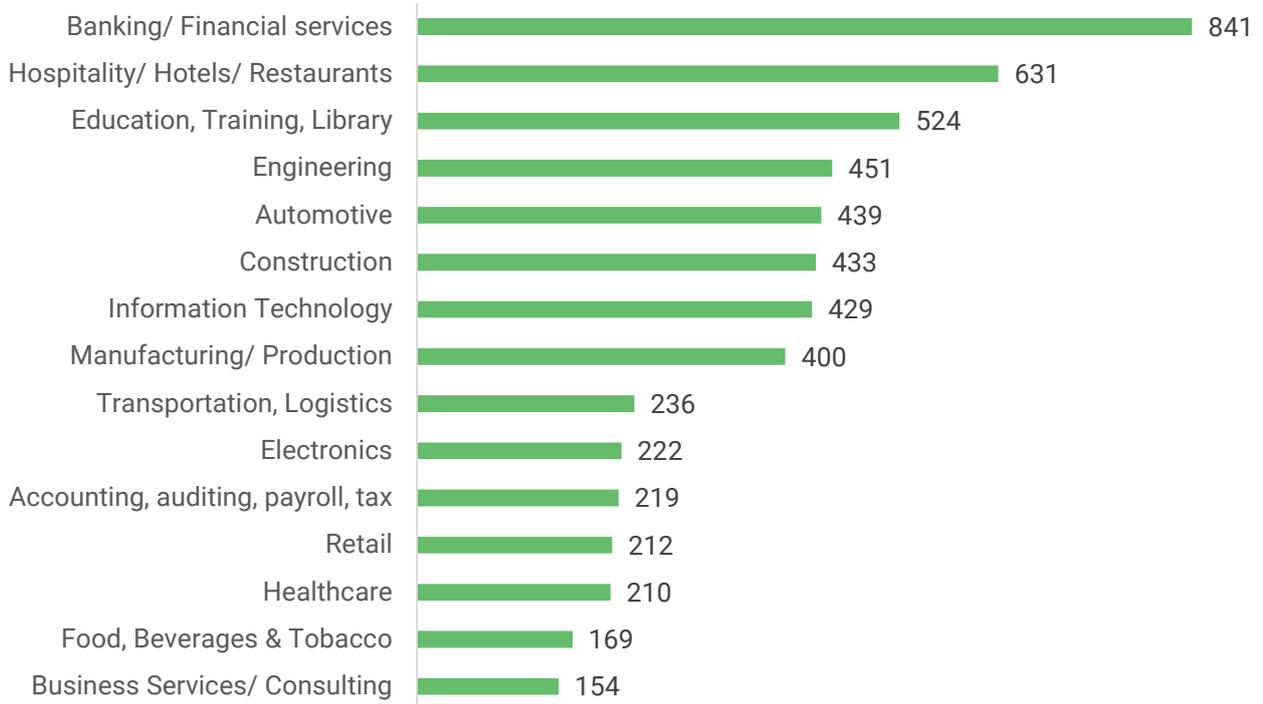


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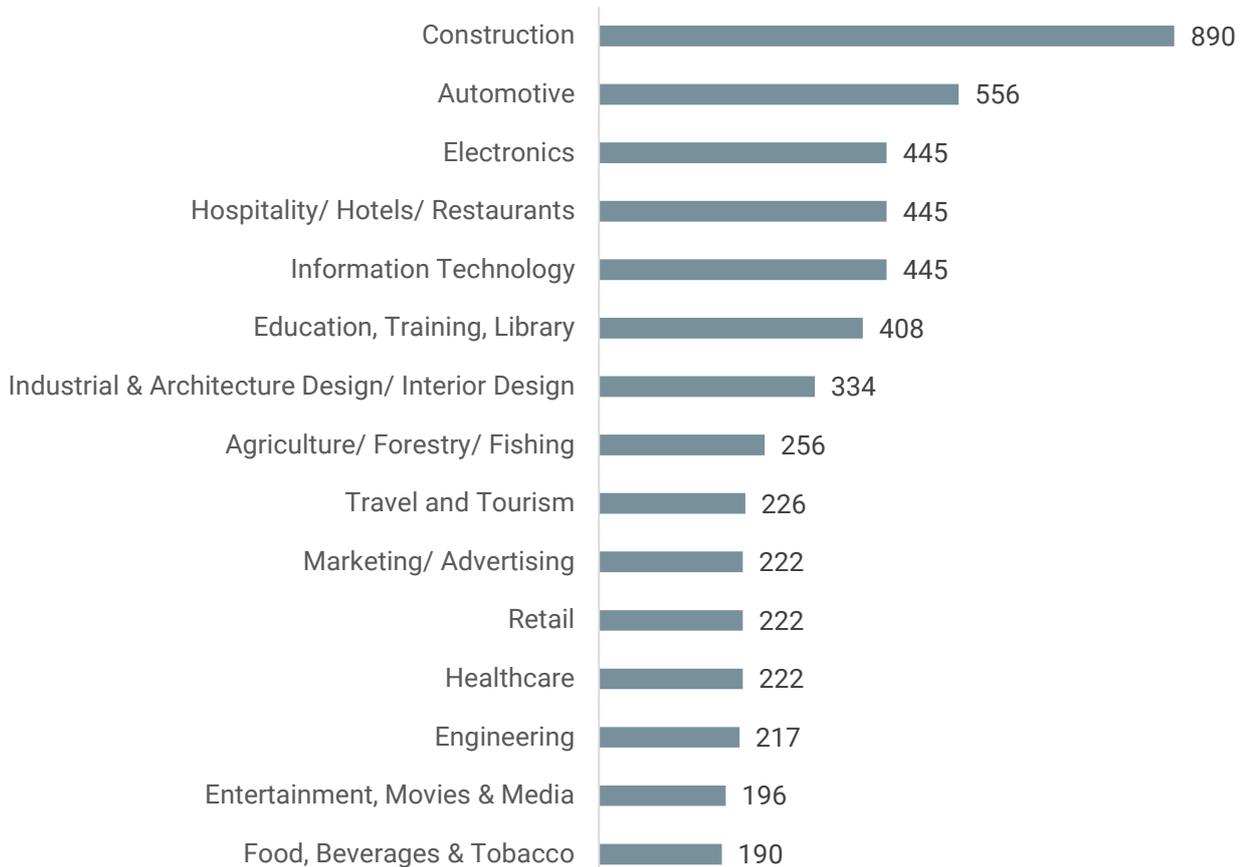


TOP 15 INDUSTRIES

JP

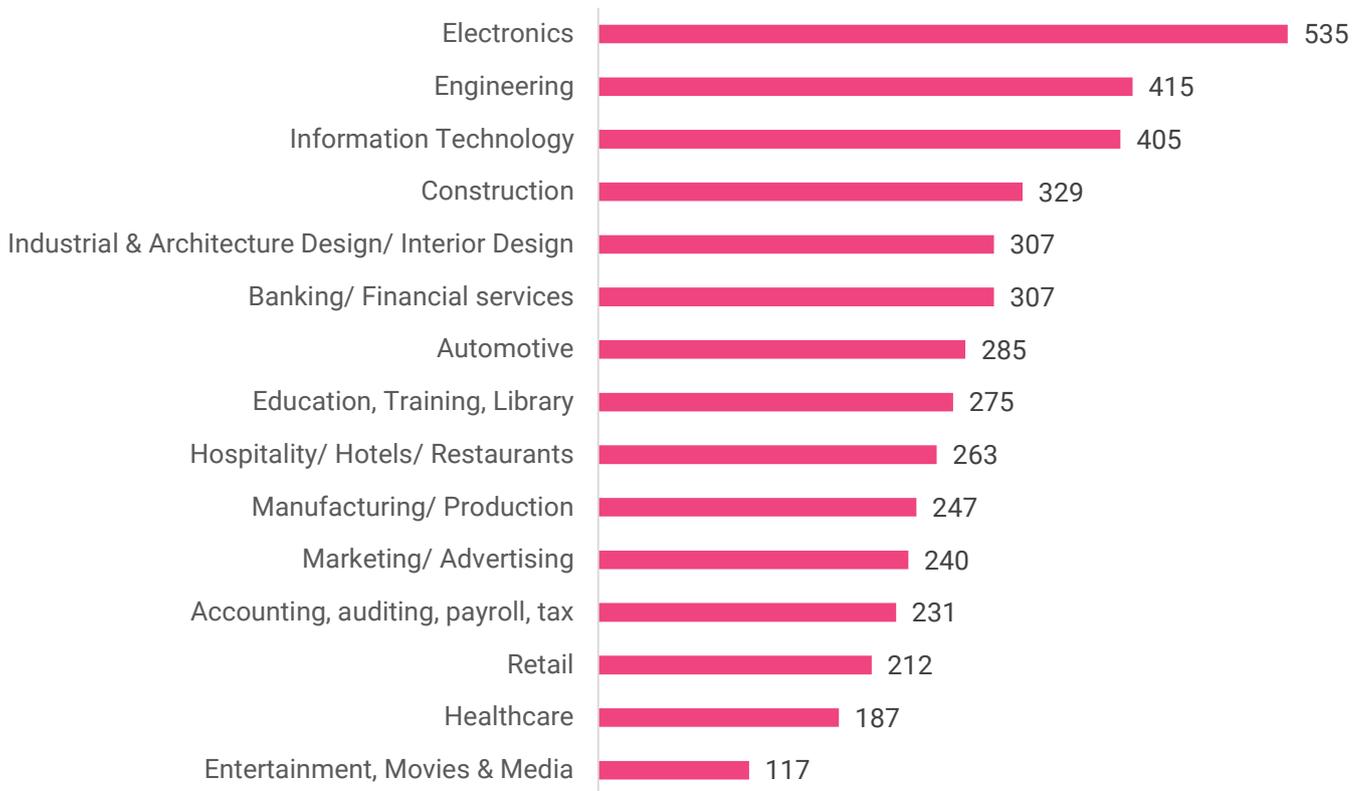


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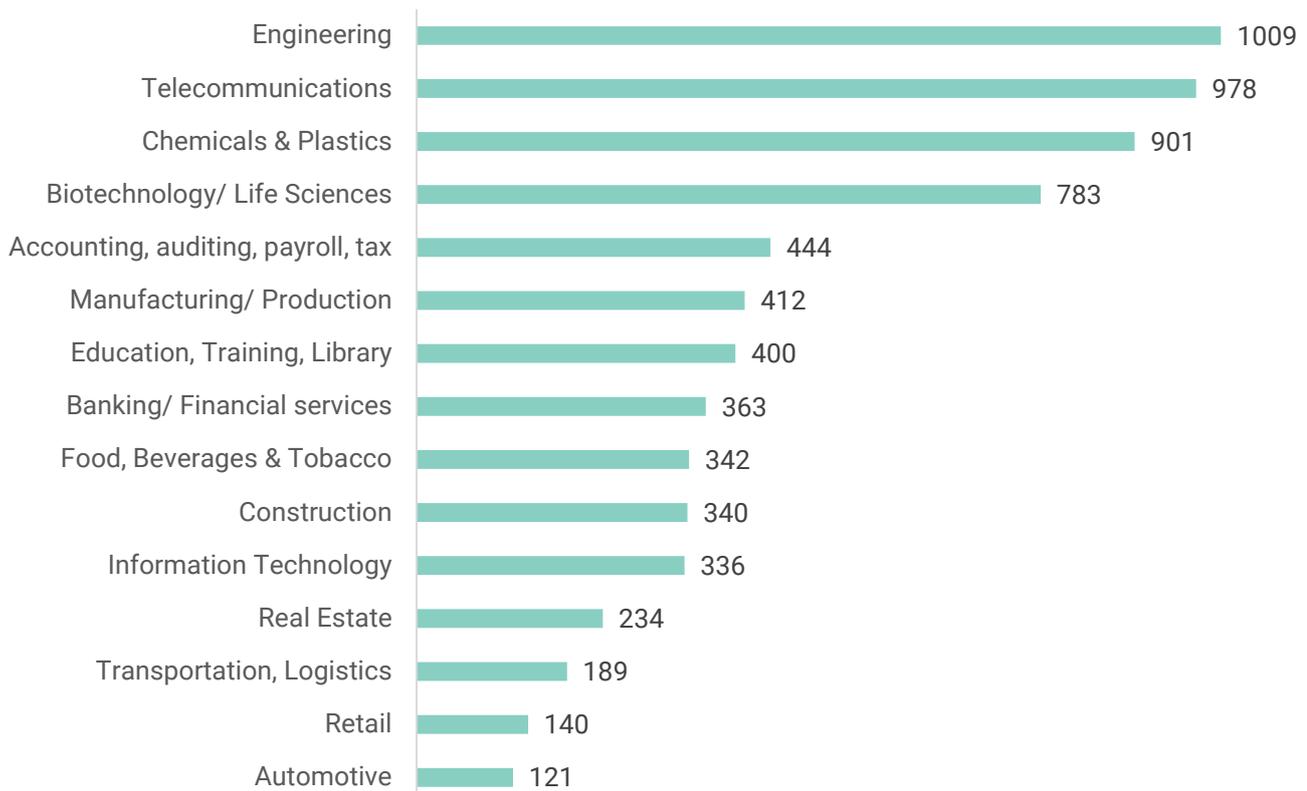


TOP 15 INDUSTRIES

VN

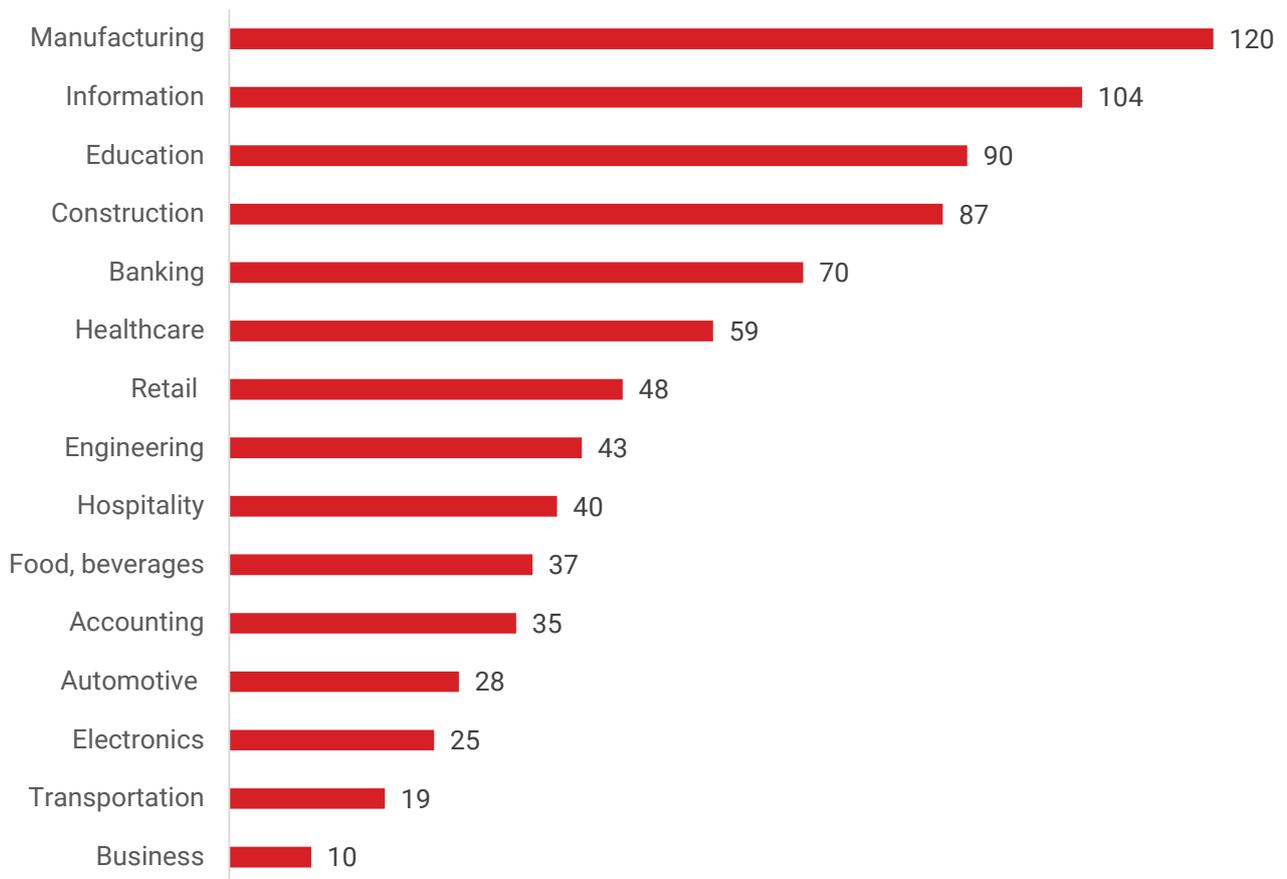


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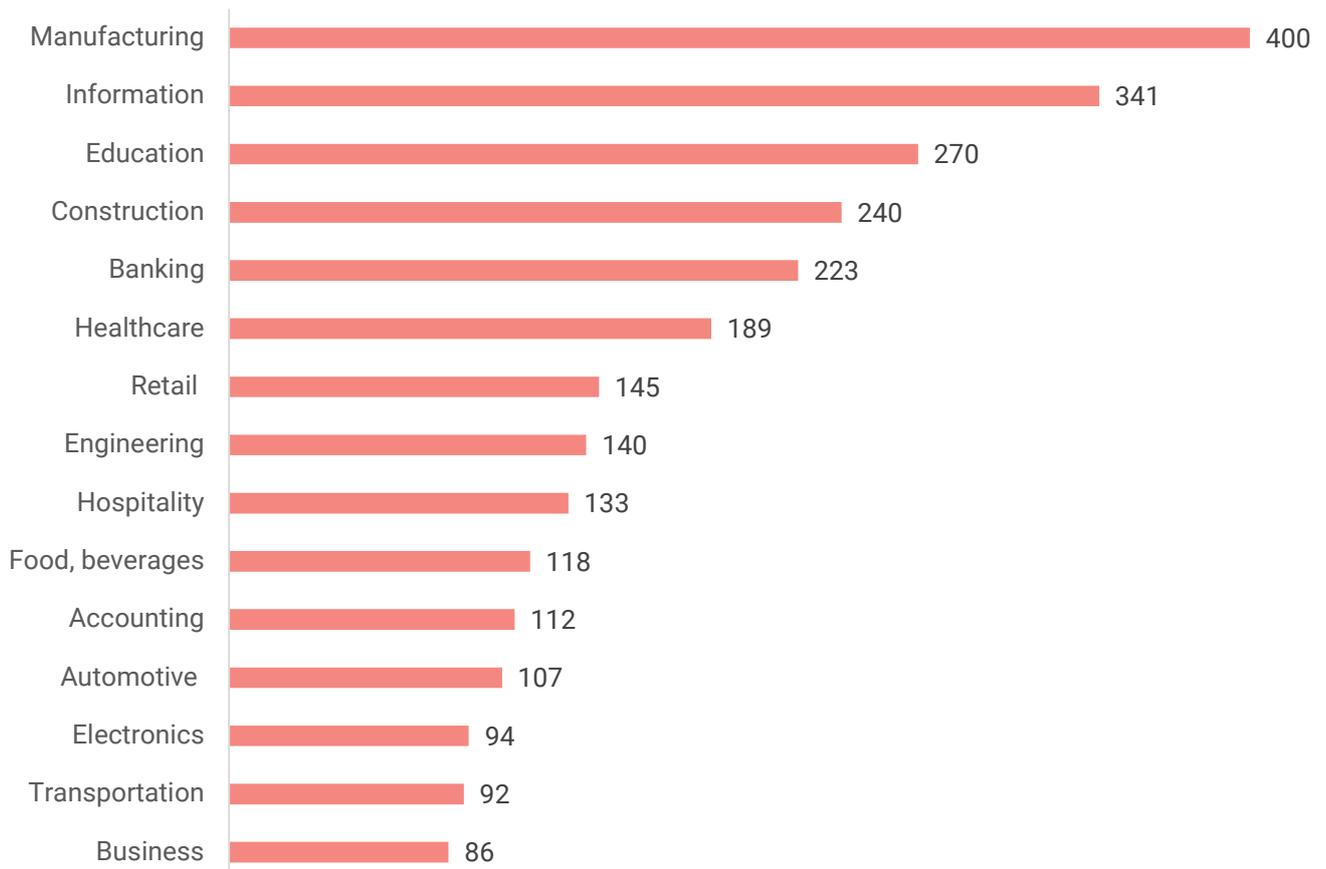


TOP 15 INDUSTRIES

KR

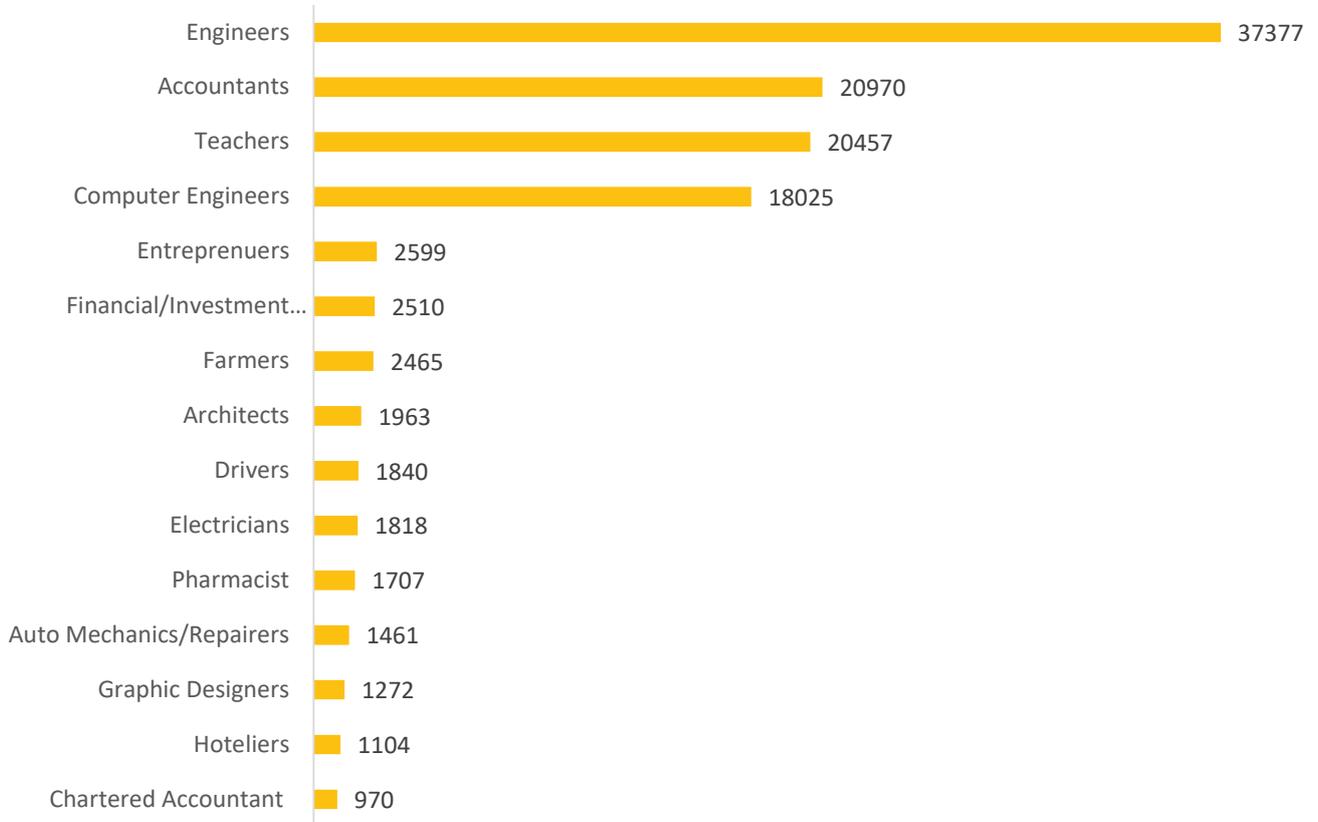


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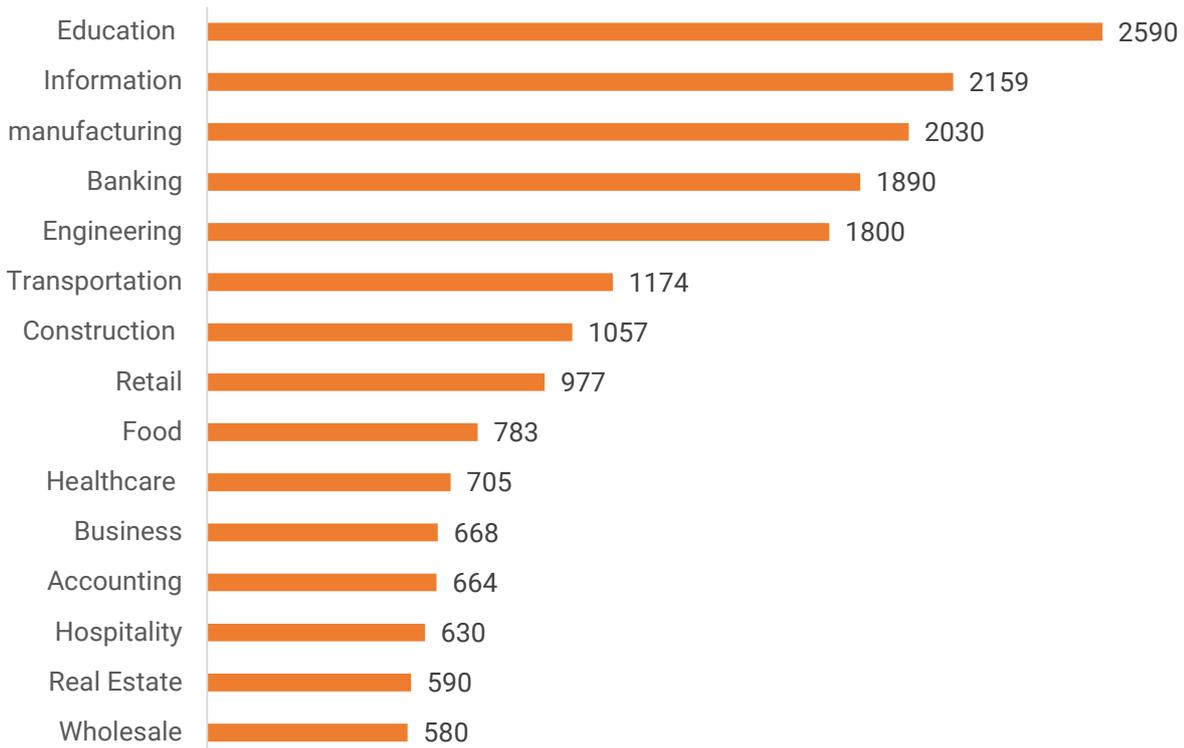


TOP 15 PROFESSIONALS

IN

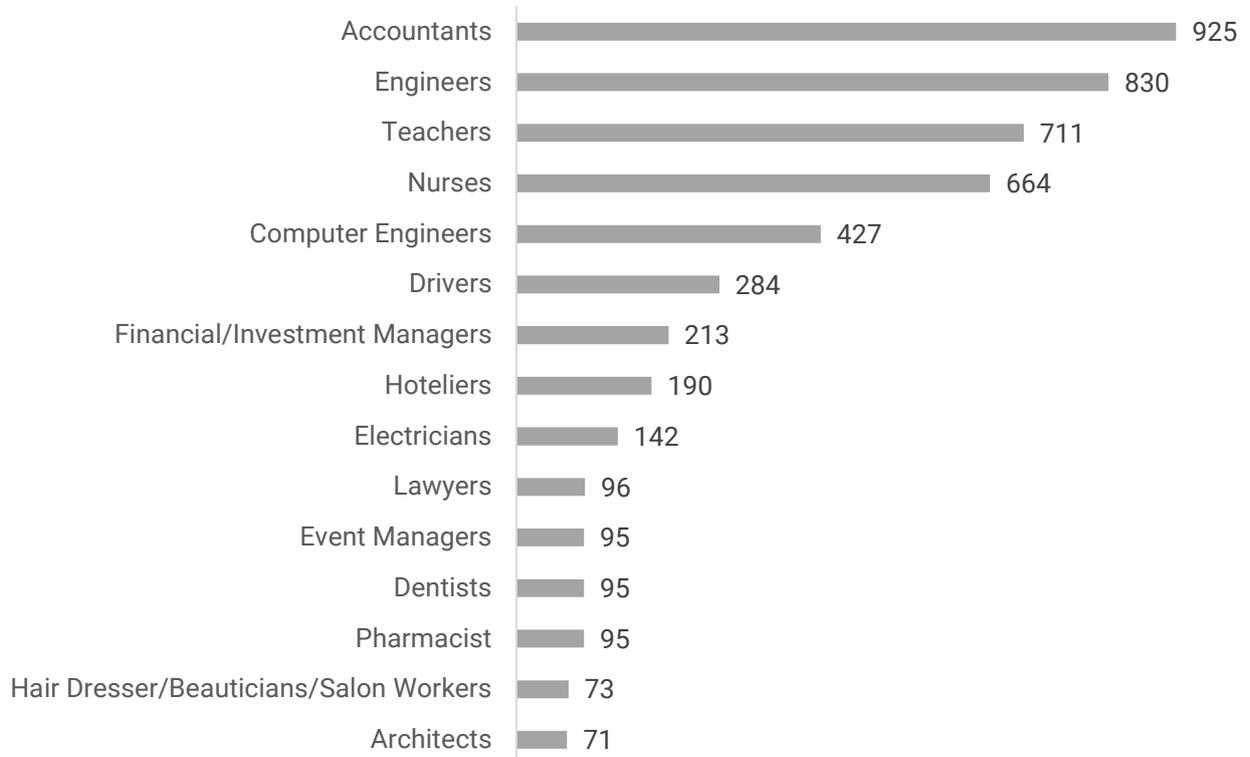


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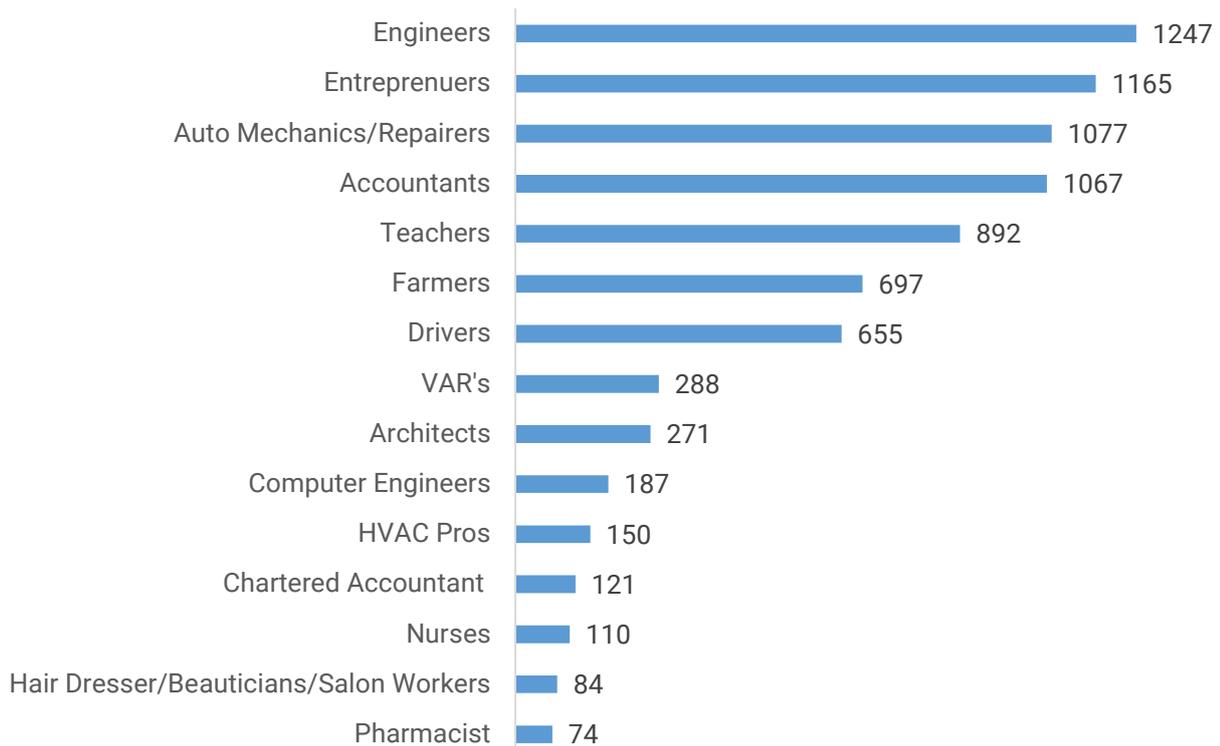


TOP 15 PROFESSIONALS

AU

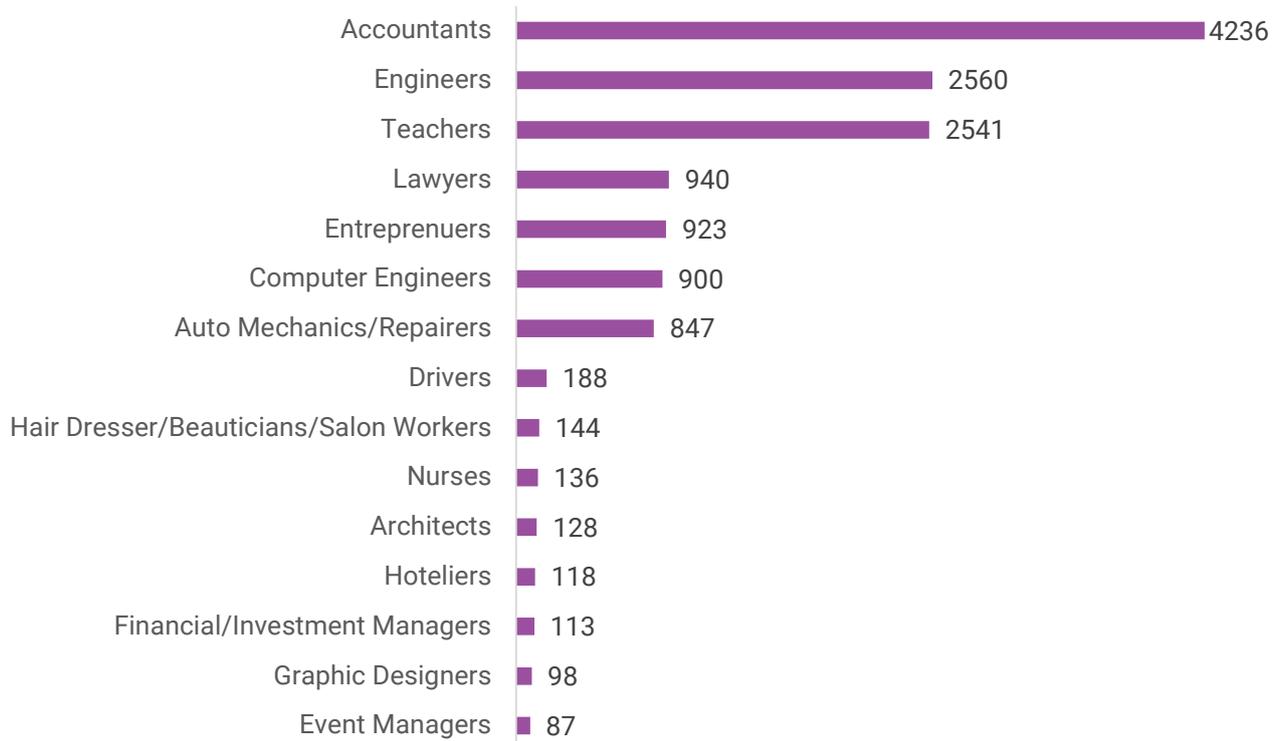


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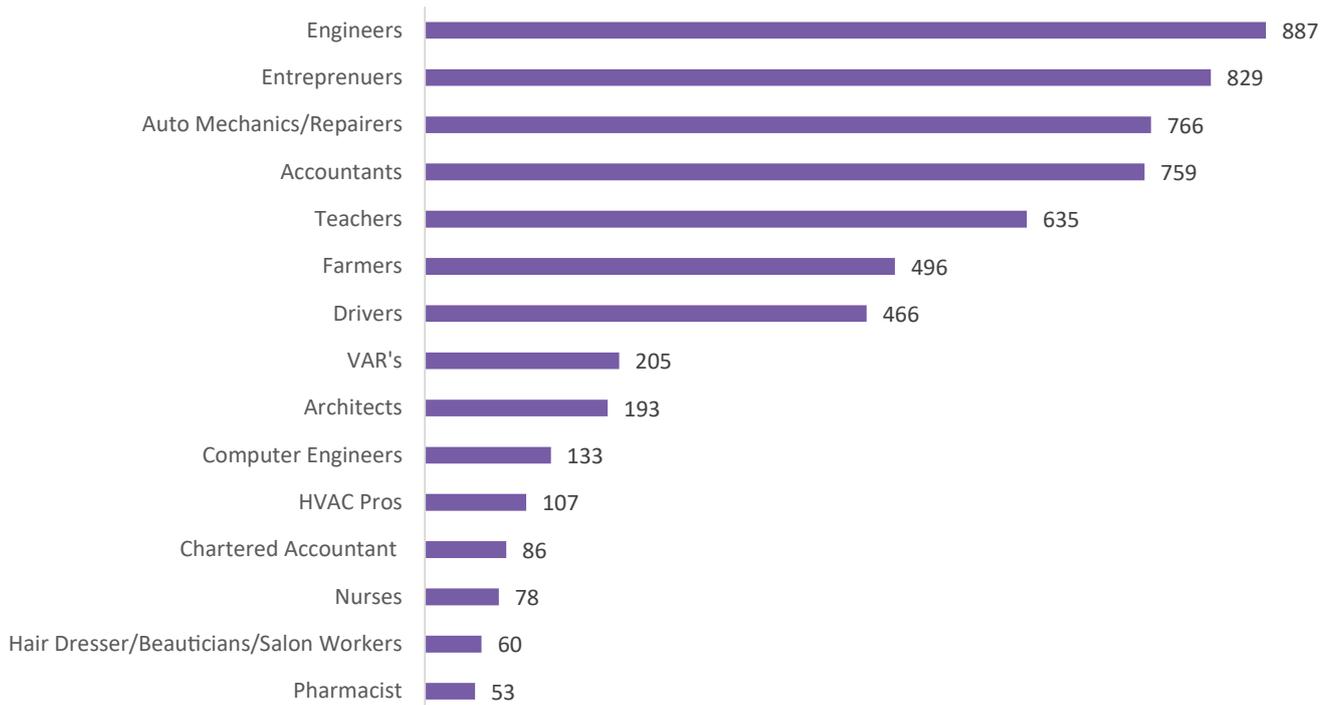


TOP 15 PROFESSIONALS

Hk

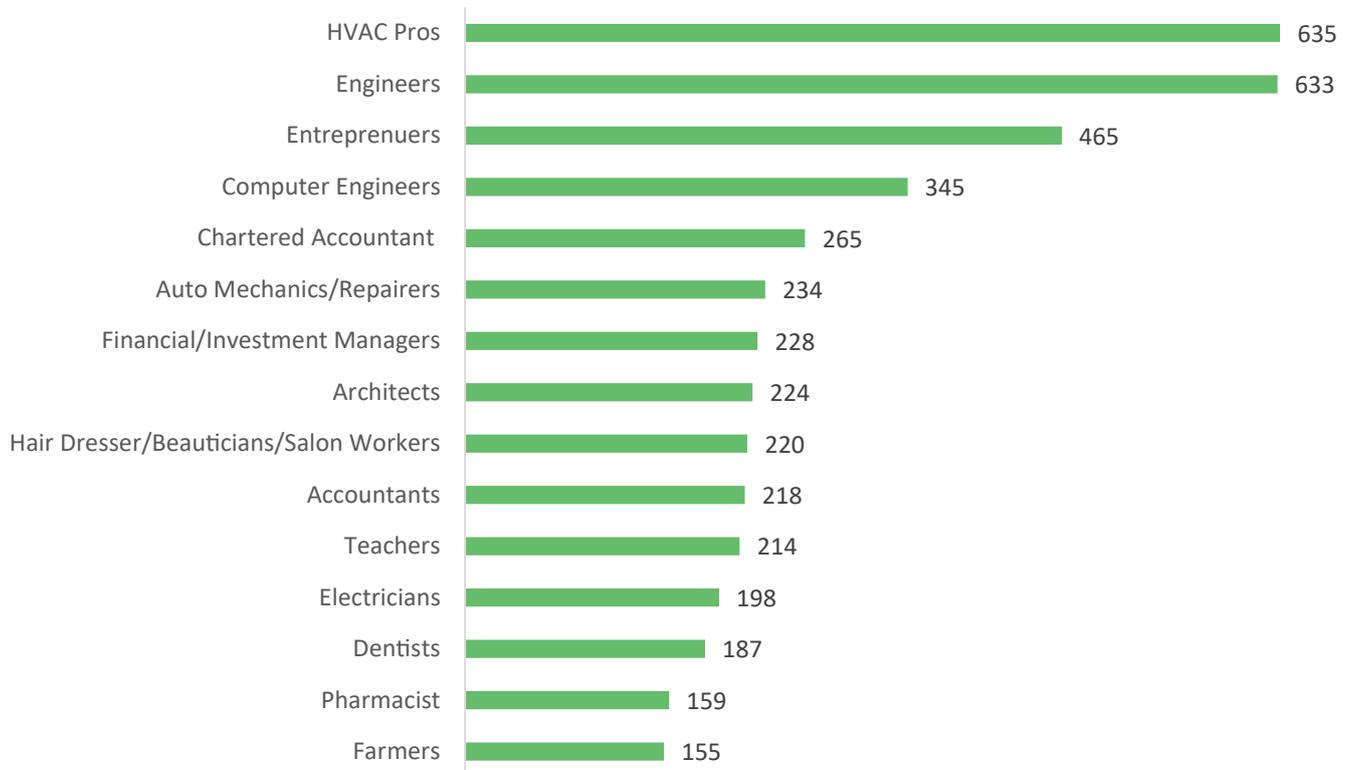


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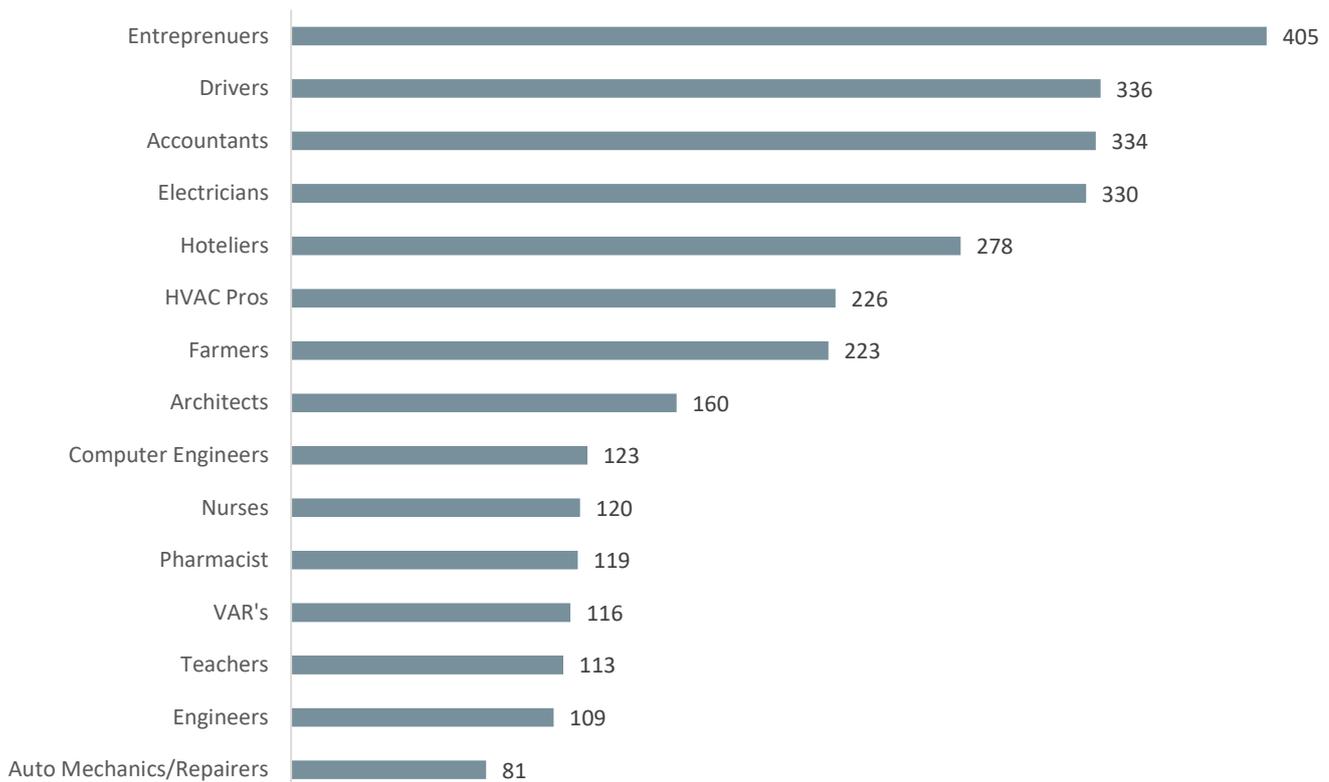


TOP 15 PROFESSIONALS

JP

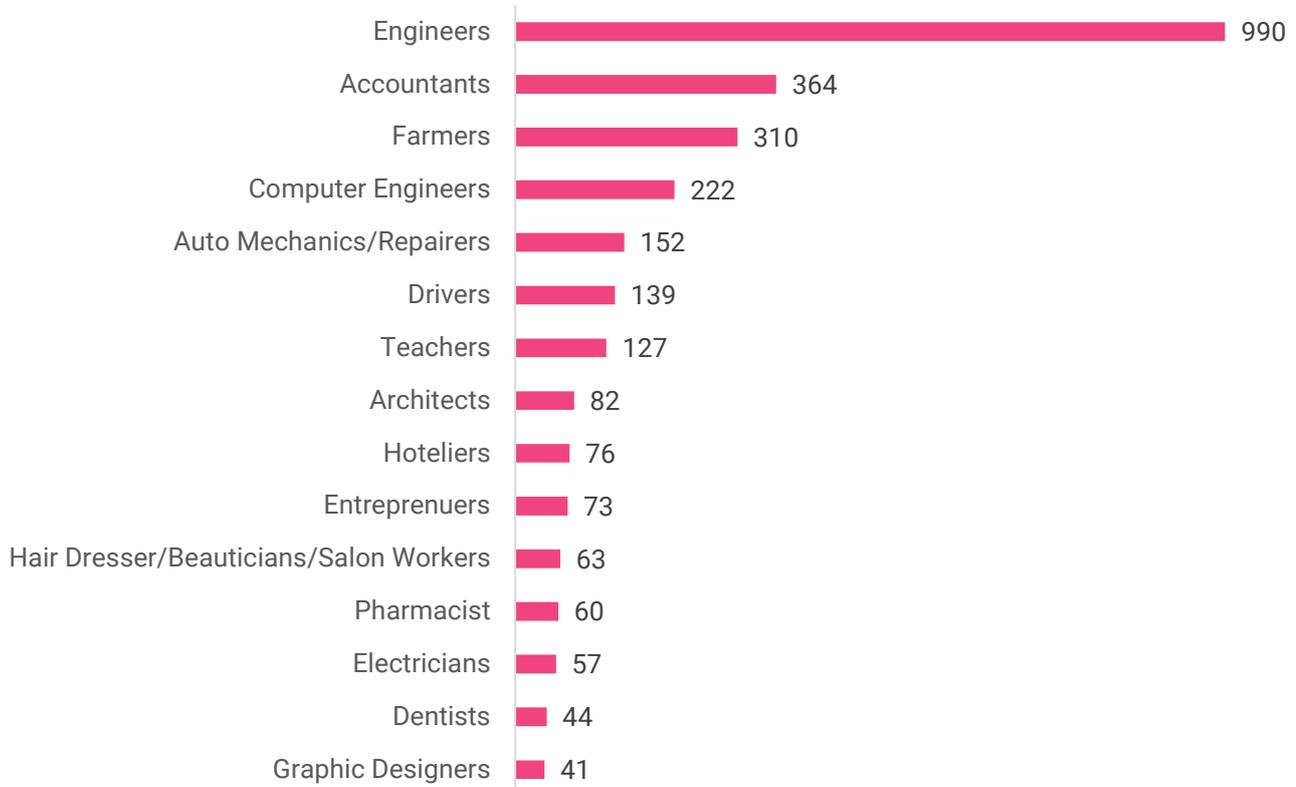


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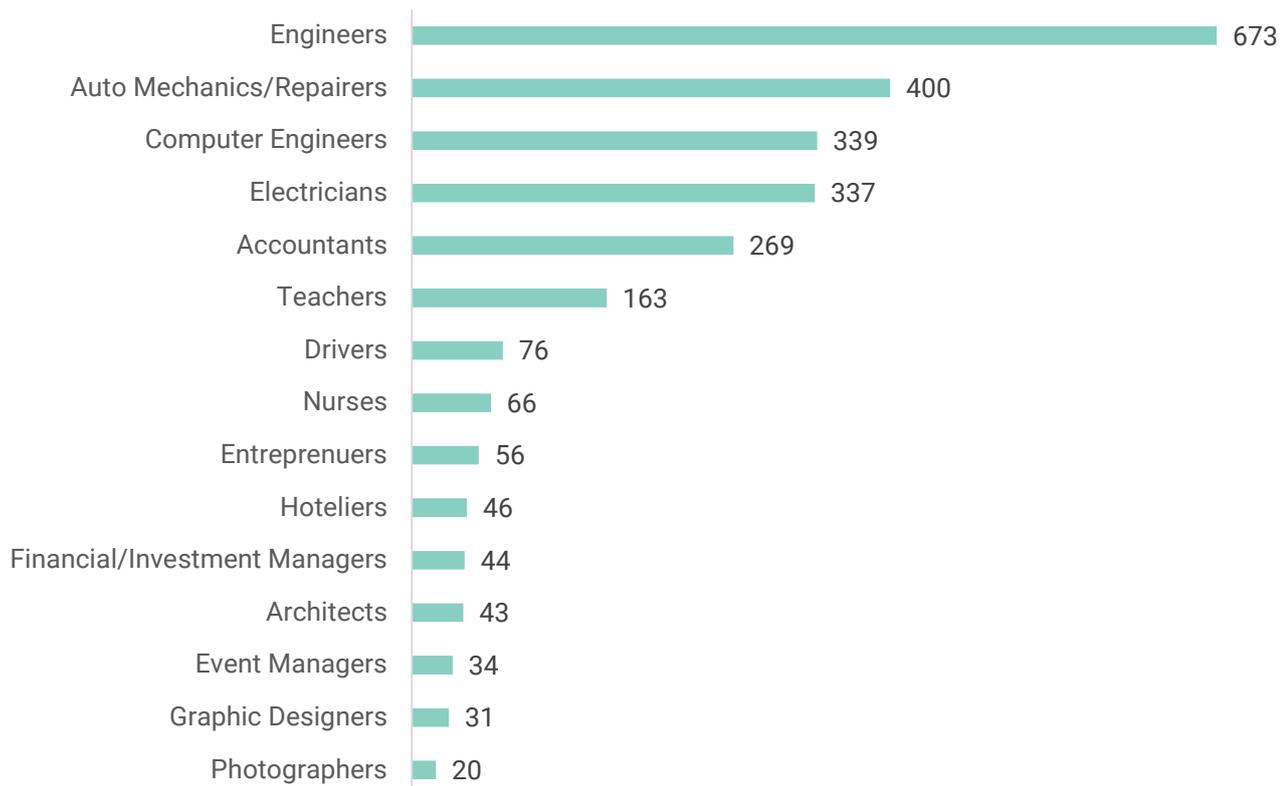


TOP 15 PROFESSIONALS

VN

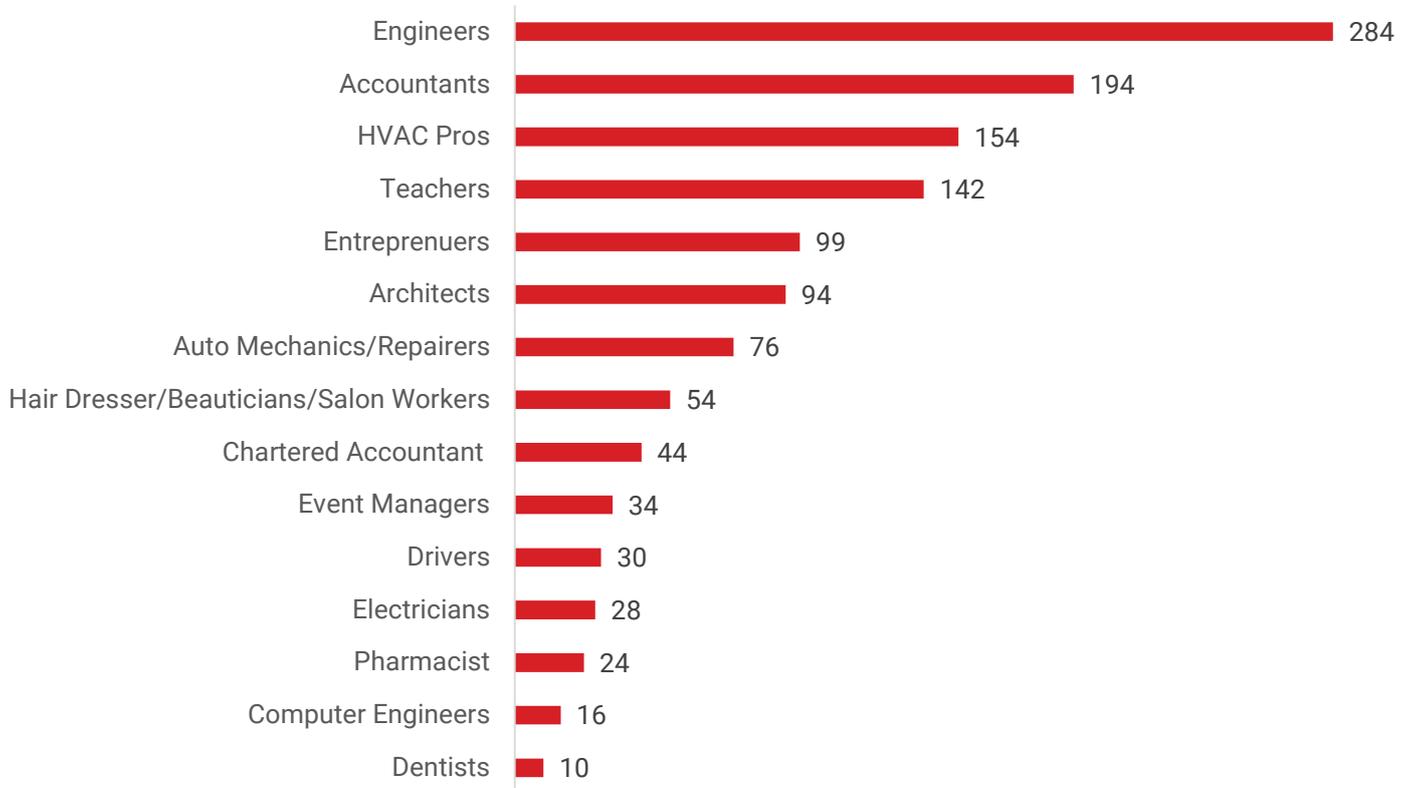


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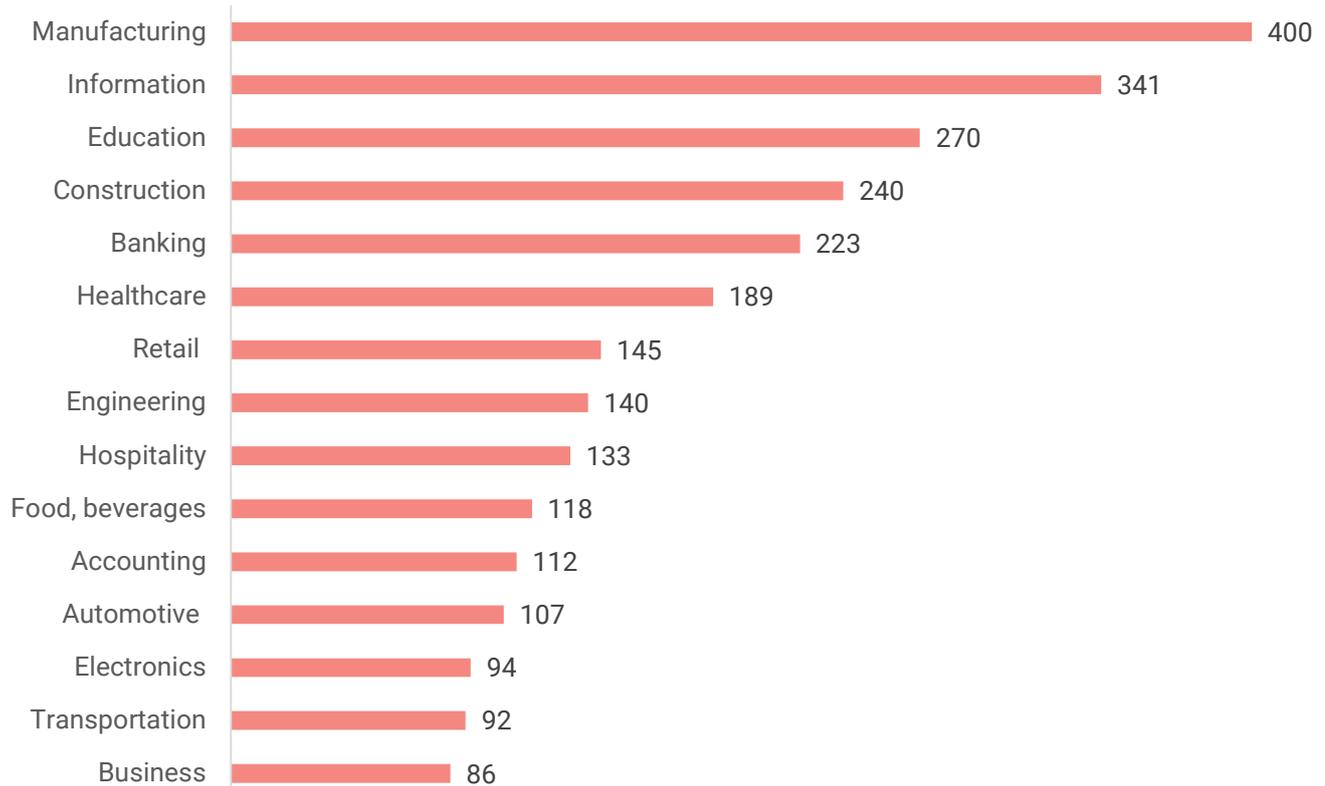


TOP 15 PROFESSIONALS

KR

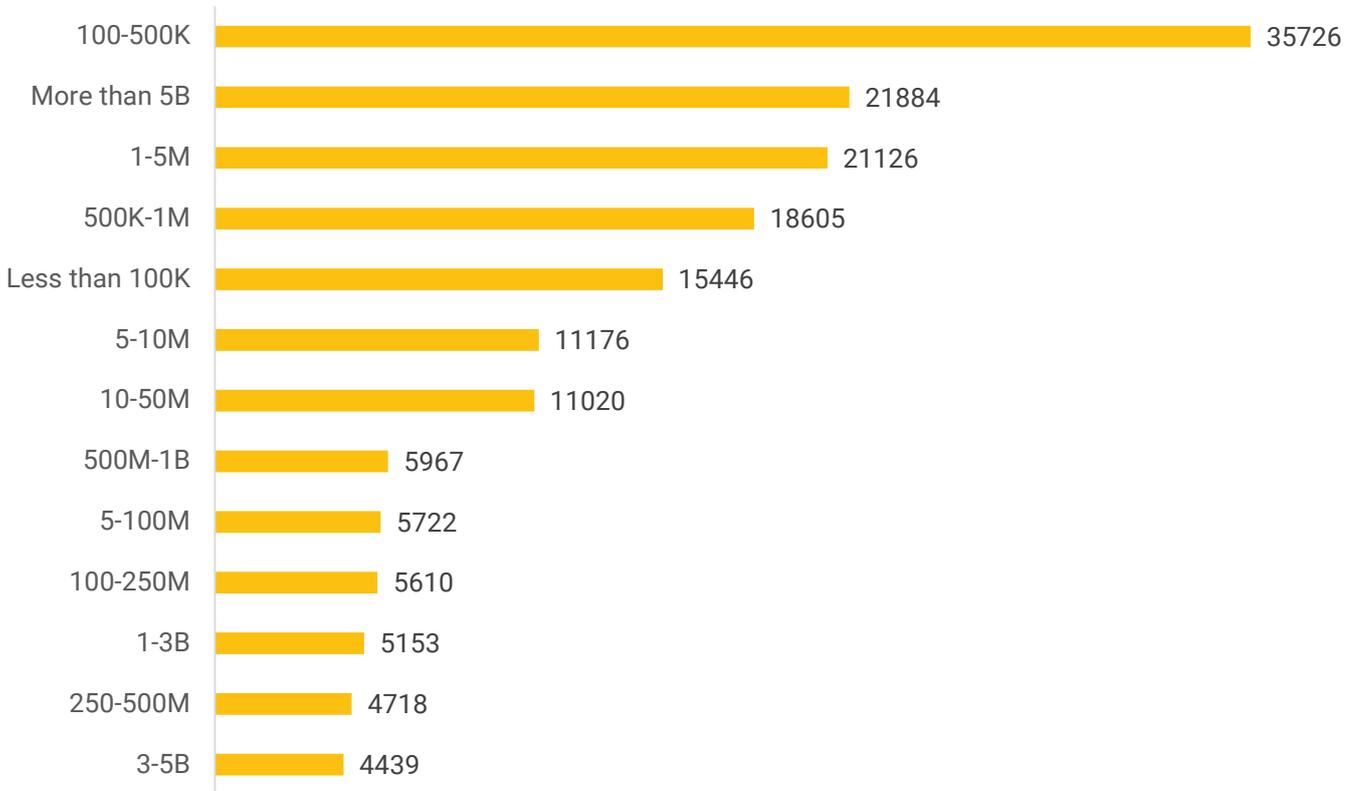


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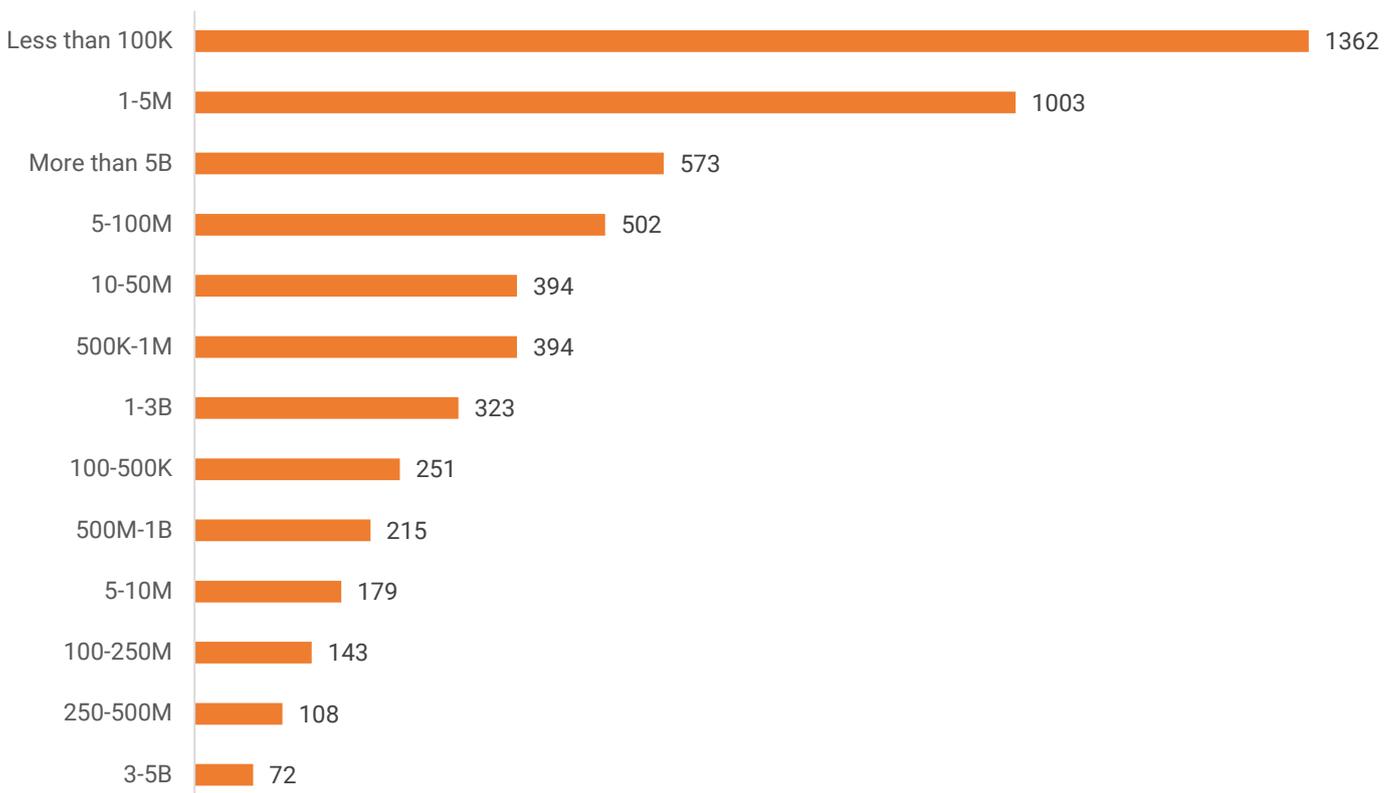


COMPANY REVENUE

IN

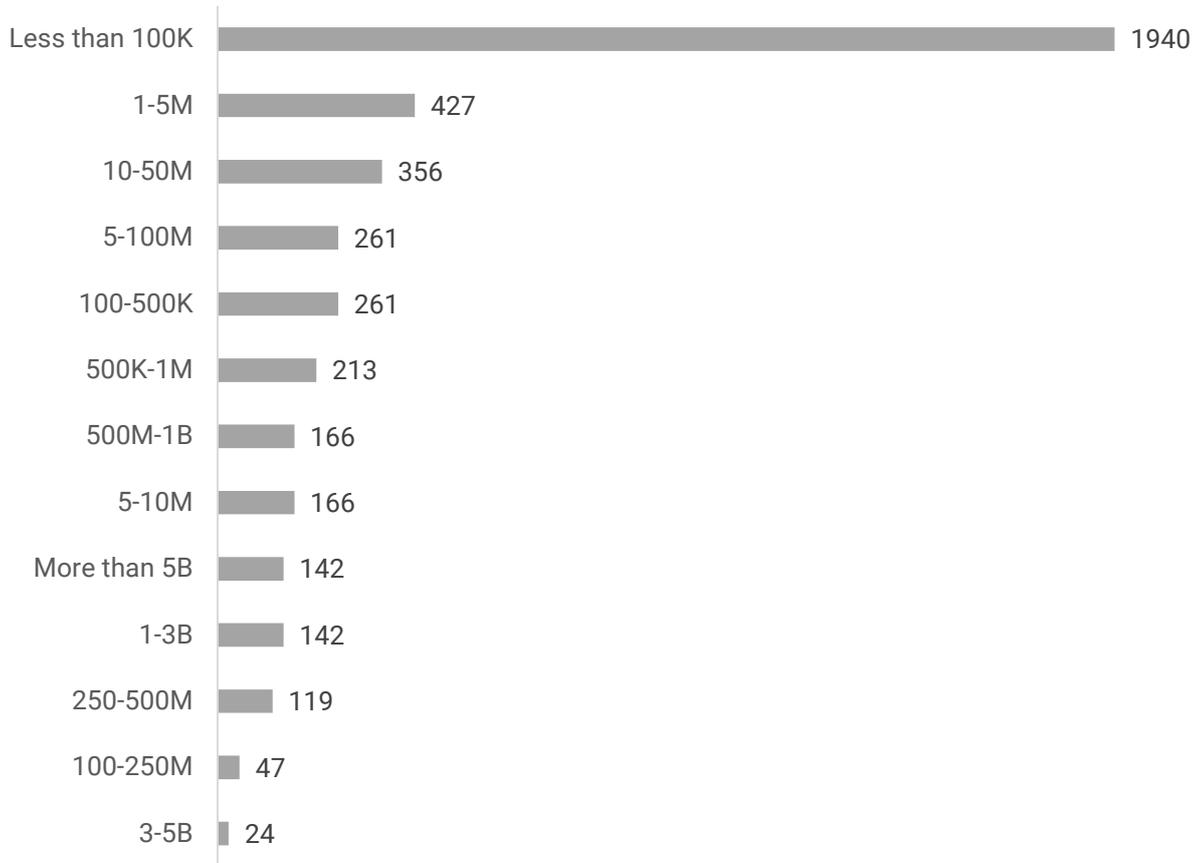


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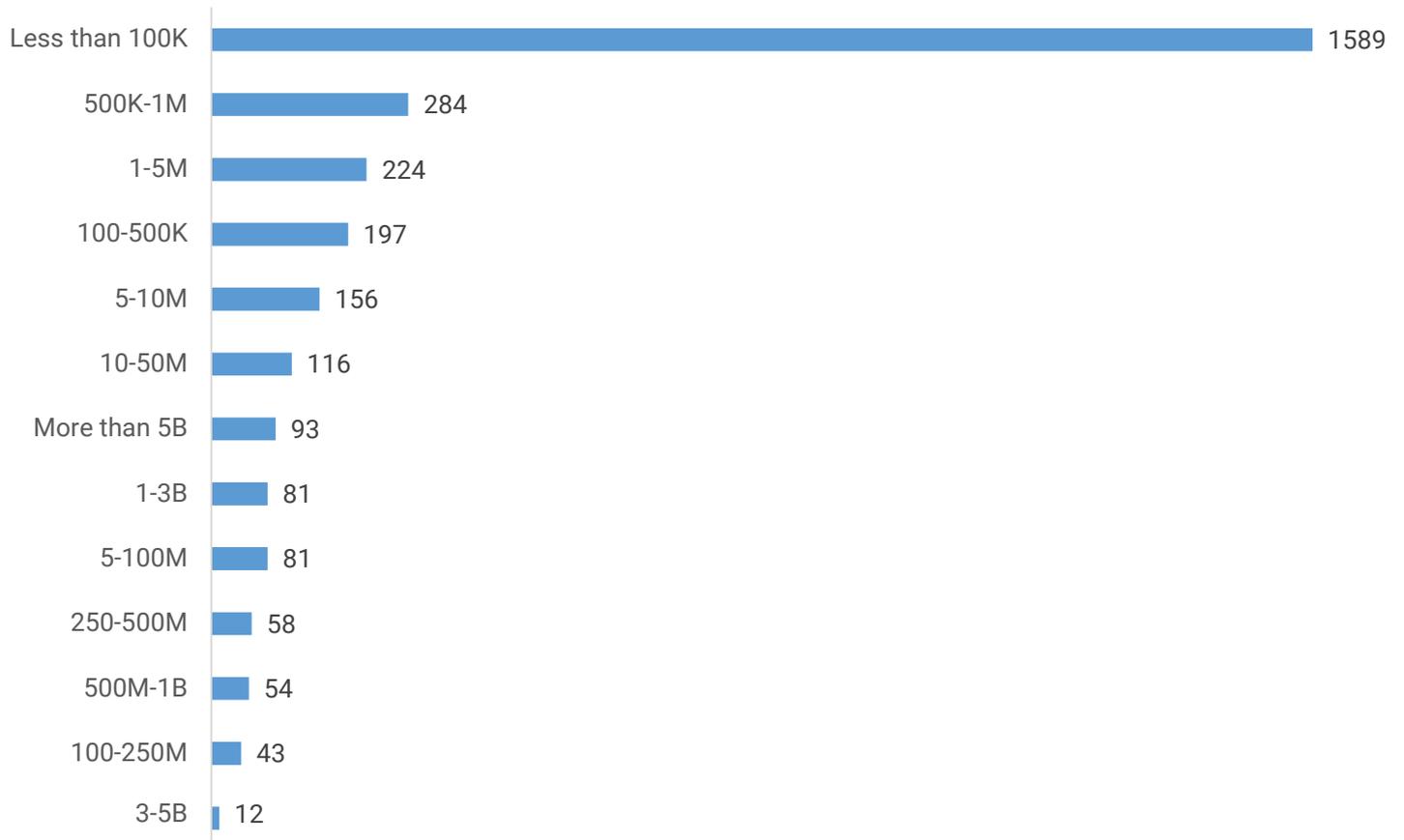


COMPANY REVENUE

AU

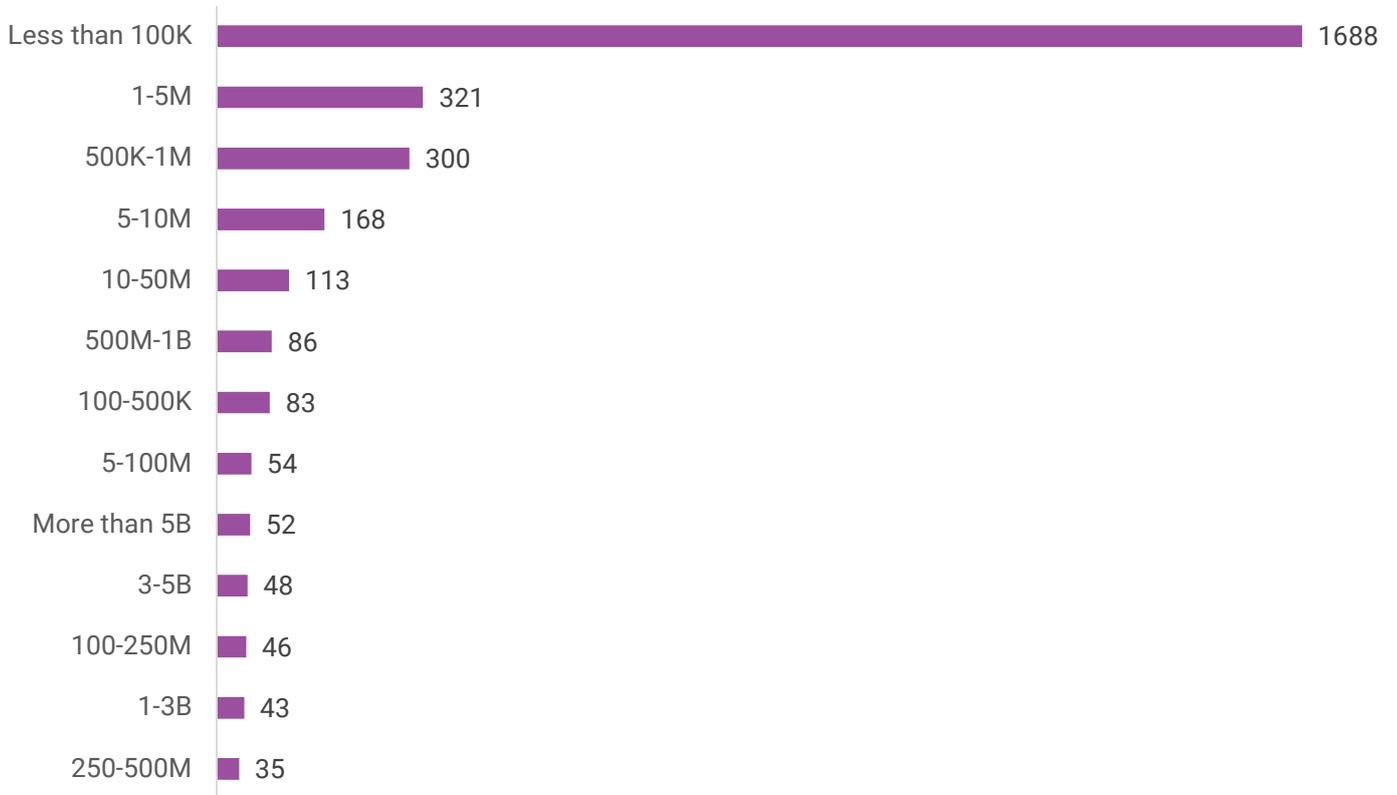


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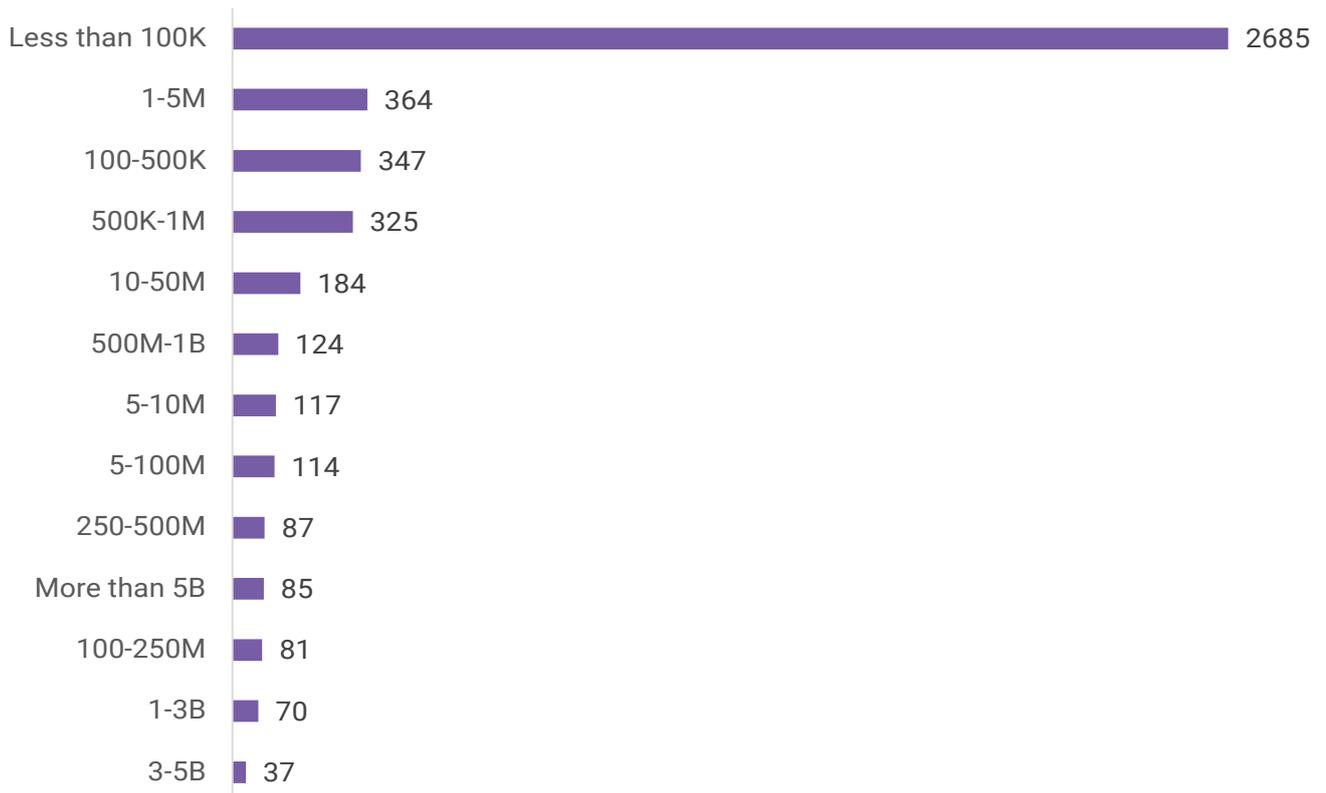


COMPANY REVENUE

HK

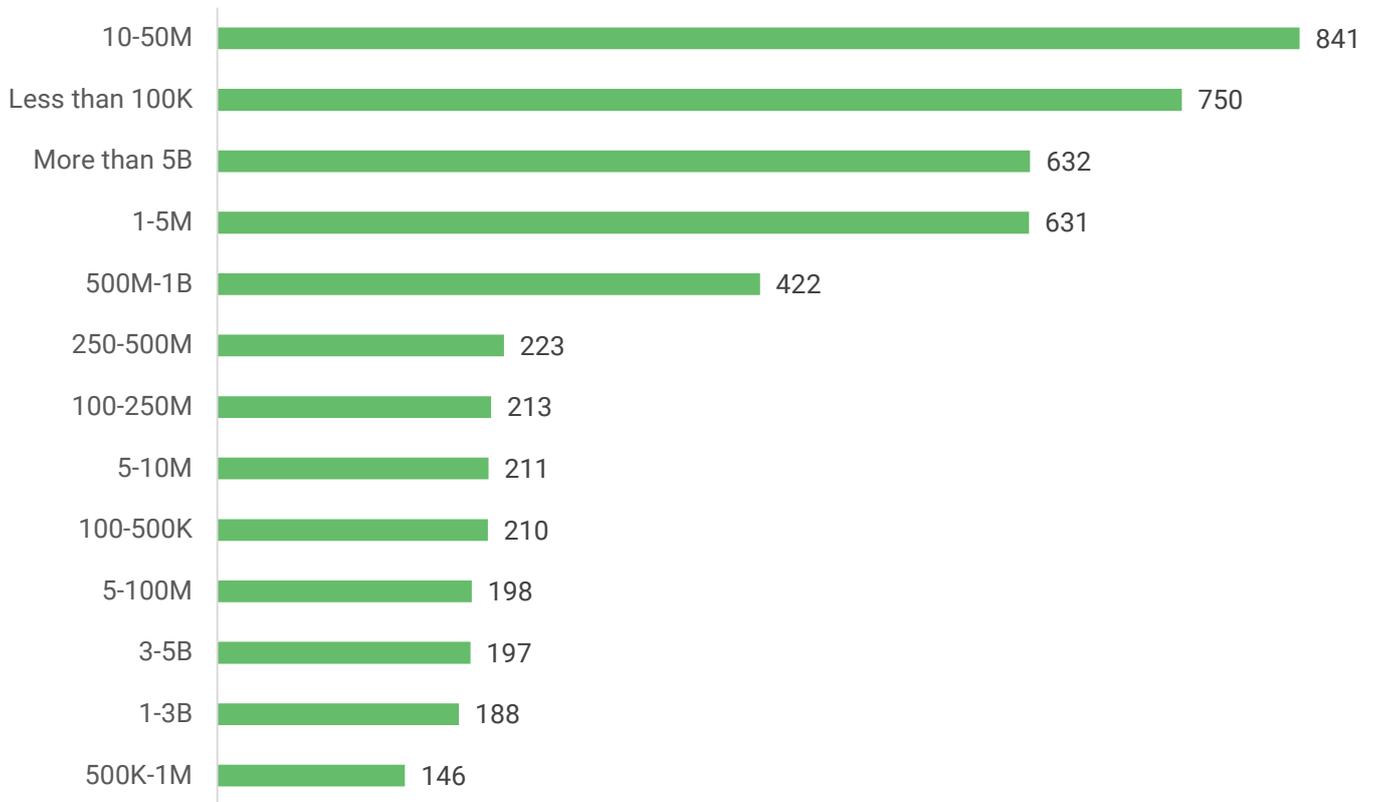


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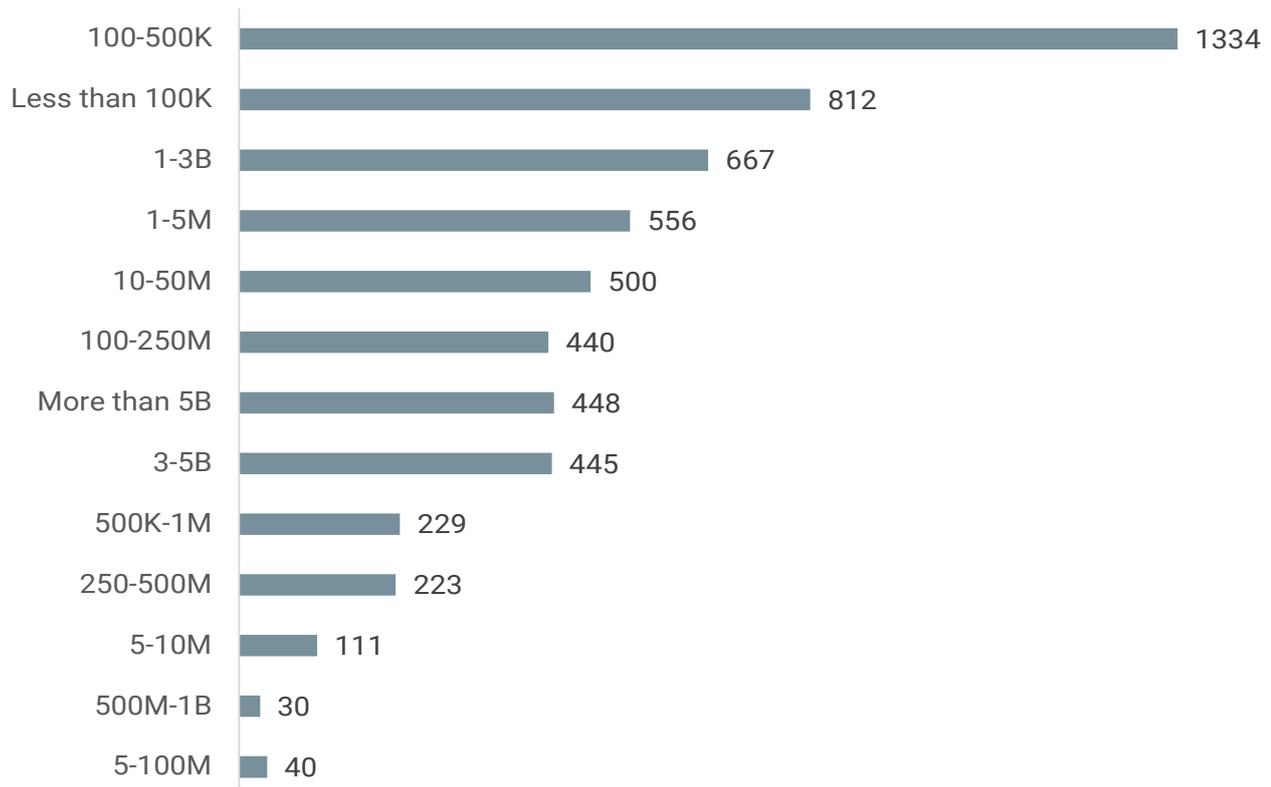


COMPANY REVENUE

Jp

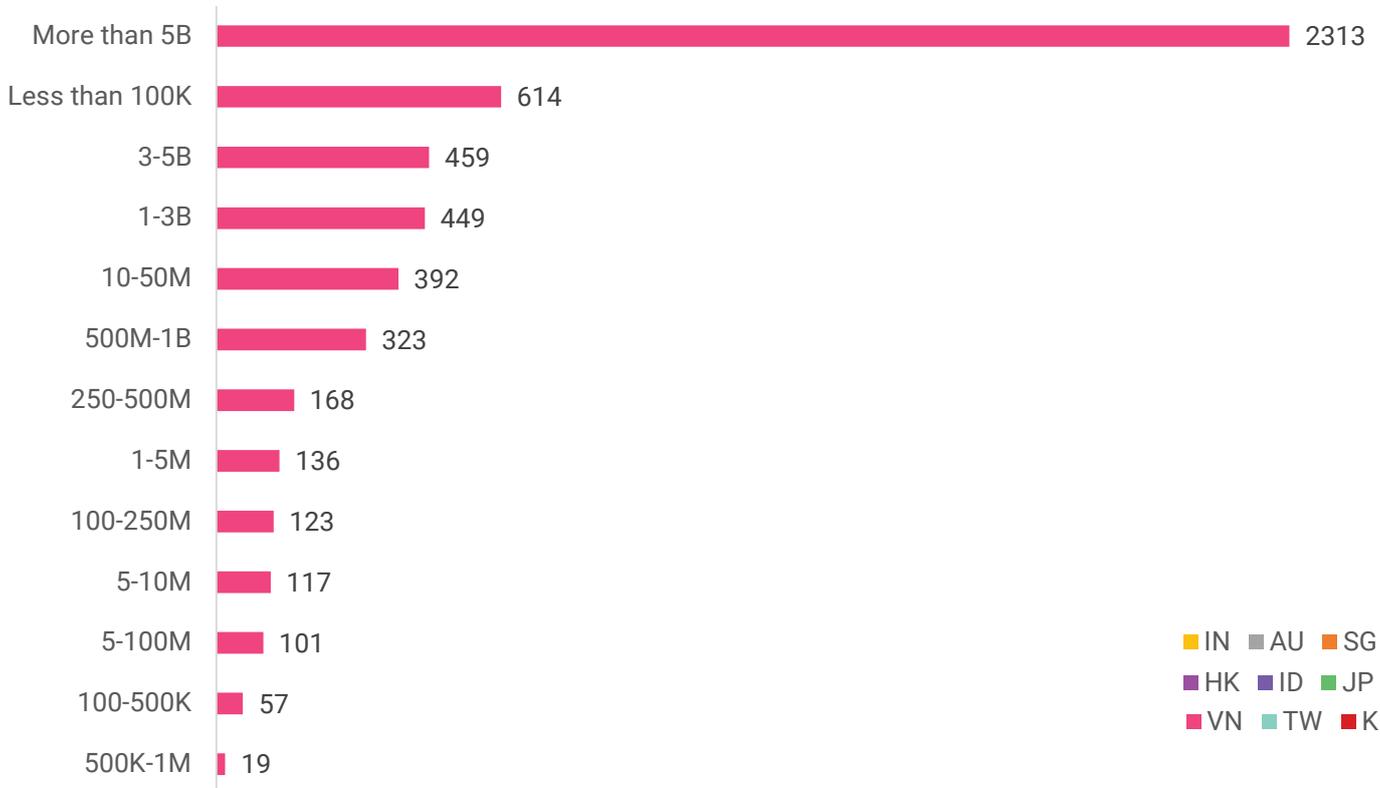


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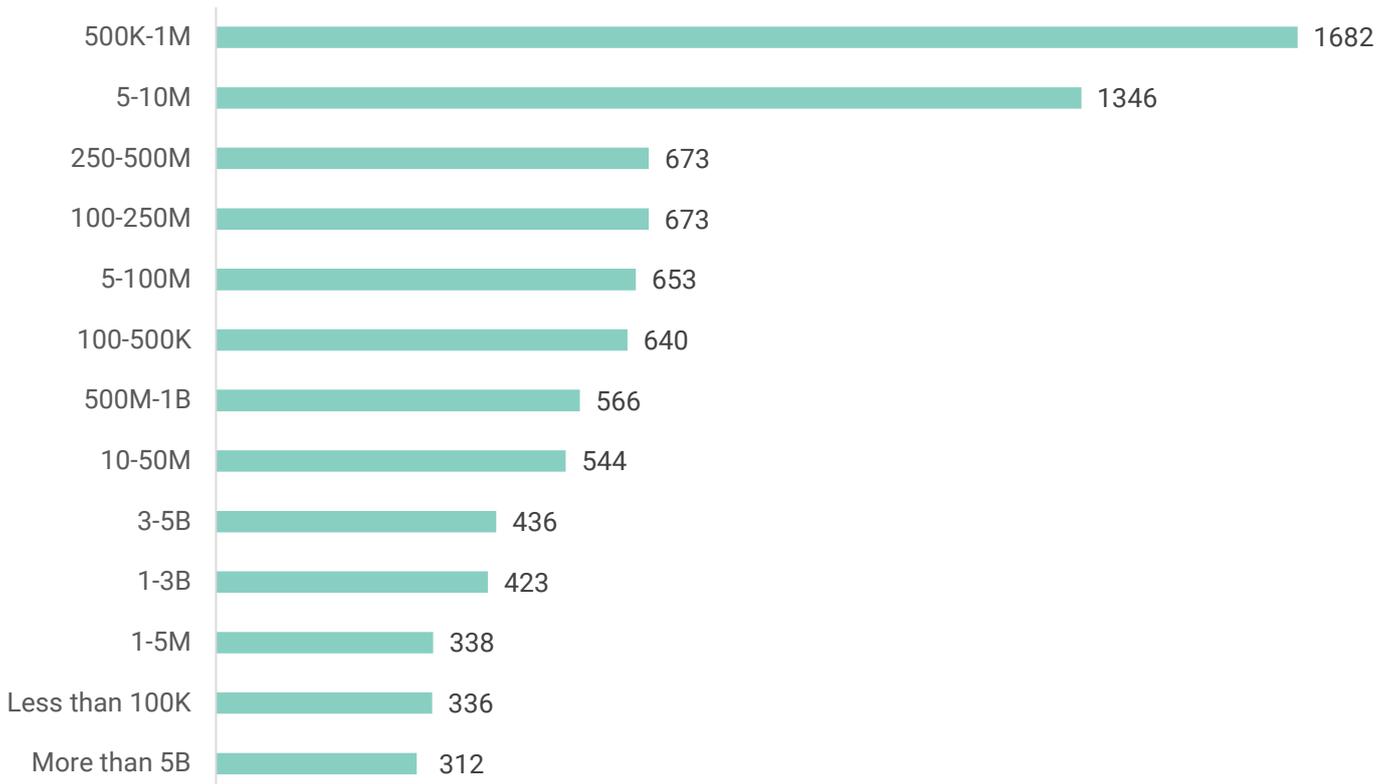


COMPANY REVENUE

VN

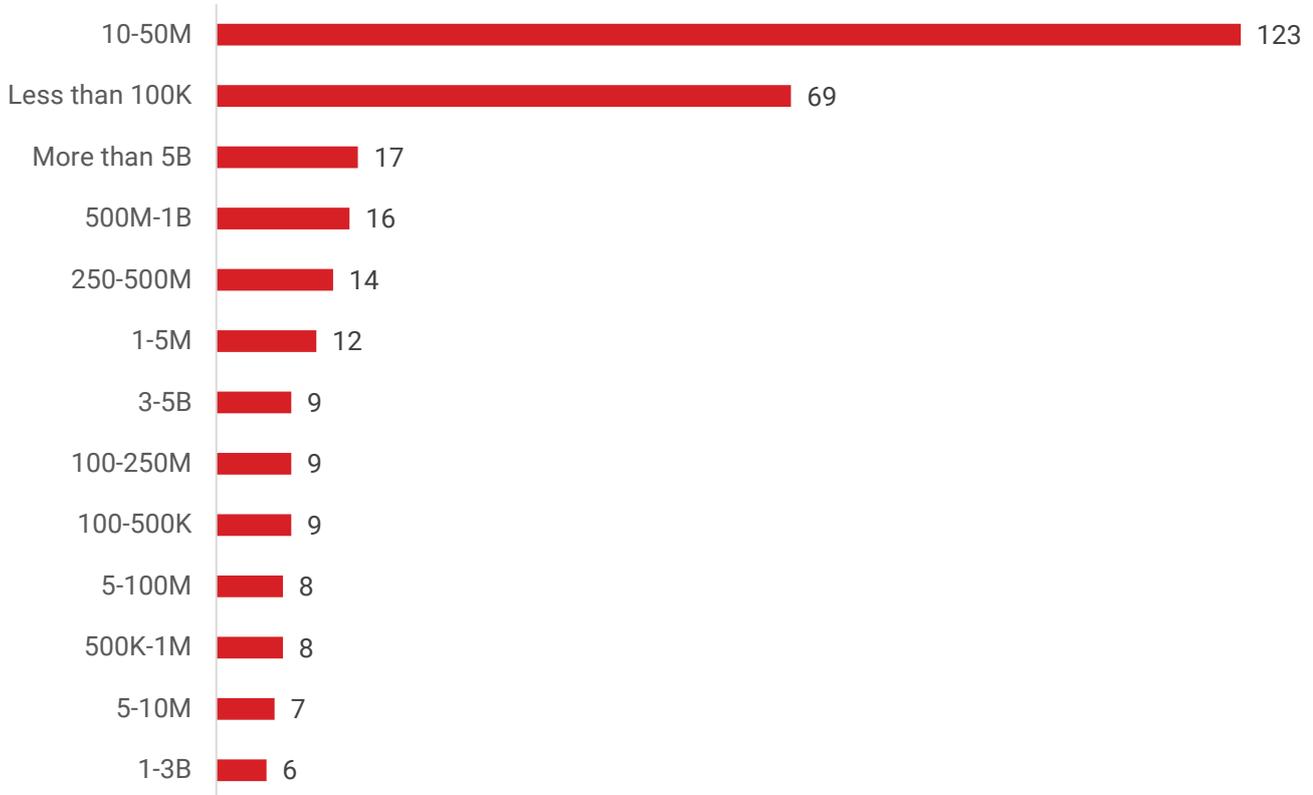


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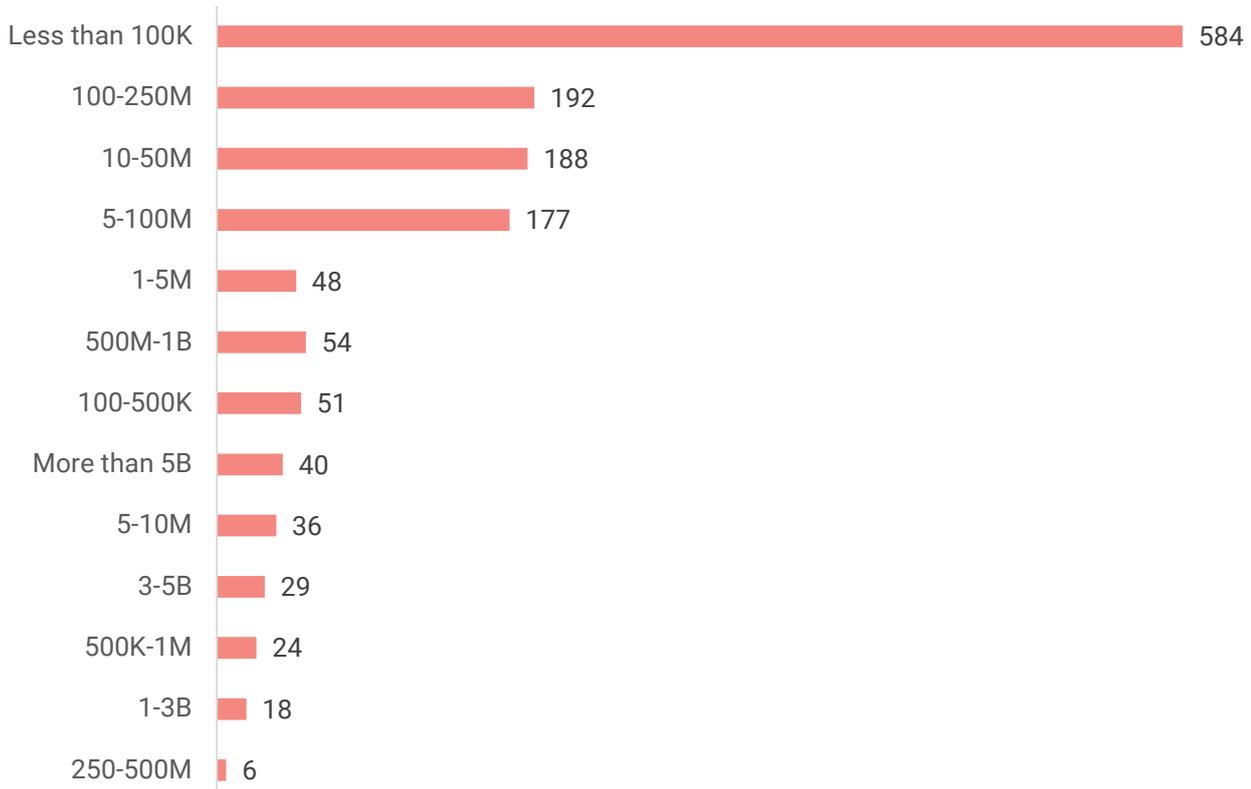


COMPANY REVENUE

KR



PH



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Thank
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