

We are IRB

IRB owns and manages industry leading online research panels in 28 markets around the world, giving access to 2.4M + business decision makers & with a global reach 60 markets through our approved panel network

28 Panel Markets

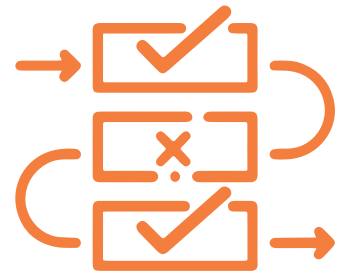
2.4M + Decision Makers

B2B contributes 90%
of IRB revenue

Online Services

In addition to panel recruitment, we support clients with the following services:

- Questionnaire Design
- Survey Programming
- Hosting in field
- Translations of scripts and open end responses
- Coding open ends
- Data Processing
- Analysis



Market Covered

- US, Canada, Mexico
- EU 5, Nordics, Benelux
- Argentina, Brazil
- South Africa, Nigeria
- India, Singapore, Malaysia
- Australia, New Zealand



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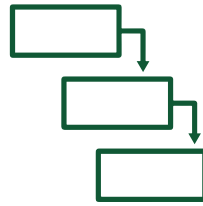
sales@irbureau.com

Offline Services



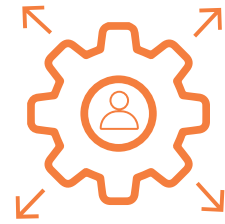
Telephone recruitment services

- IDI-In Depth Interviews
- Community Discussions
- Diary Studies
- Quant Surveys
- Tracking Surveys



Methodologies

- CAWI-Quant Surveys
- CATI-Qual Surveys
- Hybrid Survey (Online/Tell), (Quant/Qual)
- Interview Scheduling



Scripting & hosting

- Survey Programming & Hosting
- Video Call Hosting Program
- Call Scheduling
- Call Recording
- Transcription

Achievement 2023-2024

100

Project
(IDIs,CATI projects)

17

Client Served

3,943

Participants

28

Markets

Speak to us on stand 602

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