

# Global B2B Panel Book 2026



## Internet Research Bureau

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

# Our Presence Across the Globe

**15+**

Years of Experience

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**28+**

Countries Covered

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**70+**

Markets Covered

**1.36M+**

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Professionals



# Global B2B Qualitative & Quantitative Experts

Internet Research Bureau delivers high-quality B2B qualitative and quantitative research by connecting brands with carefully vetted, hard-to-reach professionals across global markets. We combine speed, flexibility, and human-led expertise with technology to ensure reliable, actionable insights every time.



# Quality in 5D

## AI+UX+HE+I+E

Introducing our holistic 5D approach to quality at IRB. By integrating advanced AI technology, human expertise (HE), user-centric design (UX), innovation (I), and a commitment to ethical standard (E), we've created a unique pentagon of excellence. Our process spans from rigorous ethical respondent recruitment and continuous engagement to strategic study design, meticulous post-field-work checks, and a relentless drive for innovative solutions.

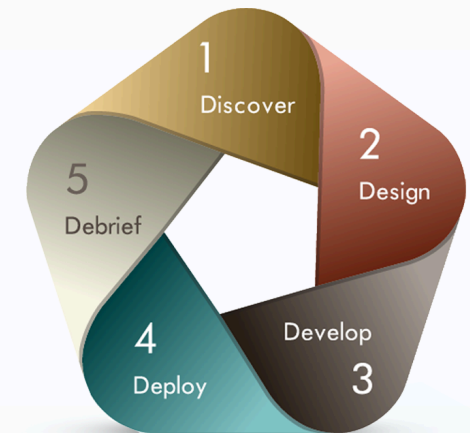
**AI** - Leveraging advanced algorithms for precise data collection and analysis.

**HE** - Applying human insights and understanding for nuanced and informed decision-making.

**UX** - Ensuring a seamless and engaging user experience throughout the research process.

**I** - Continuously integrating cutting-edge technologies and methodologies to stay ahead in the market research field.

**E** - Upholding the highest standards of ethical conduct in all our research activities.



At IRB, we ensure every phase is enhanced by this five-dimensional commitment. Experience a comprehensive dedication to quality, delivering insights that stand firm on a robust and innovative foundation.

# Protecting Data Insights From Bots And Inauthenticity

## ► Genuine Respondent Guarantee

Through strategic integrations such as Google’s invisible reCAPTCHA and stringent double opt-in procedures, we effectively deter bots from infiltrating our respondent pool. AI technology further enhances this process by meticulously filtering out nonsensical or inappropriate responses.

From the moment of registration and throughout their engagement, we implement a series of layered verification checks to ensure the authenticity of our respondents. These include linked account detections, blacklisted domain checks, and continuous device monitoring utilizing digital fingerprinting, geo-location, and cross-referenced IP address checks. In-survey behaviors, such as language inconsistencies and extreme biases, are also closely monitored to maintain data integrity.



## ► Inspection Backed By AI

Our advanced AI systems utilize in-house natural language processing to meticulously filter open-ended answers, ensuring they meet our stringent quality standards and maintaining the relevance of responses. This allows us to scrutinize open-ended responses with precision, filtering out any responses that do not meet our quality standards. By leveraging this technology, we ensure that the responses provided are not only relevant but also of the highest quality, thereby enhancing the overall integrity of our research findings.



# A verified respondent assists us in our research in the following way –



Respondents with good quality scores are eligible to participate in additional surveys, contributing to ongoing research efforts. If a respondent's quality score does not meet our standards, they may be subject to various actions depending on the severity of their performance, such as exclusion from surveys, re-evaluation, suspension or limited participation.

# Our Methodology

## P.E.E.P – Panel Engagement & Elimination Process

### Ensuring Panel & Data Quality Standards

The following table outlines the various proprietary and third-party technologies employed by our organization to ensure the highest standards of data quality and security in our research processes. By leveraging a combination of in-house developed techniques and trusted external solutions, we effectively address multiple aspects of data integrity, participant verification, and fraud detection.

PROPRIETARY TECHNOLOGY	THIRD PARTY TECHNOLOGY
<ul style="list-style-type: none"><li>• DnR (Detect &amp; Reject – using Digital fingerprinting technologies)</li></ul>	<ul style="list-style-type: none"><li>• Digital Finger Printing (Third Party API)</li></ul>
<ul style="list-style-type: none"><li>• IVS (Identity Verification score)</li></ul>	<ul style="list-style-type: none"><li>• Advanced Proxy/VPN Detection Technique</li></ul>
<ul style="list-style-type: none"><li>• SBS (Survey behaviour score)</li></ul>	<ul style="list-style-type: none"><li>• Bot Detection (Third Party API + Honeypot Captcha)</li></ul>
<ul style="list-style-type: none"><li>• Customised and category Red-herring Check</li></ul>	<ul style="list-style-type: none"><li>• Duplicate IP, Geo IP &amp; Cookies Tracking</li></ul>
<ul style="list-style-type: none"><li>• Real-Time Response Logical Relevance check</li></ul>	<ul style="list-style-type: none"><li>• Blacklisted Domain &amp; Email Detection (Third Party)</li></ul>
<ul style="list-style-type: none"><li>• Bad Open-end Flagging (In Progress)</li></ul>	

# What is P.E.E.P?

Achieving your research objectives hinges on gathering authentic and high-quality responses. At IRB, we are committed to ensuring that your research data is precise and immaculate. To achieve this, we have developed a unique and highly effective mechanism called P.E.E.P

## P.E.E.P Measure #1

### Real-Time & Manual Validation

Under our P.E.E.P (Panel Engagement & Elimination Process) framework, we utilize a real-time manual validation method to maintain high standards of panel and survey data quality. By tracking multiple sets of user information, we validate the authenticity of respondents and determine whether they are unique or duplicates. Respondents must achieve a certain score, established by our algorithm, to be considered genuine participants. This rigorous process ensures that only valid and unique respondents contribute to your research data.



## DNR Digital Fingerprinting

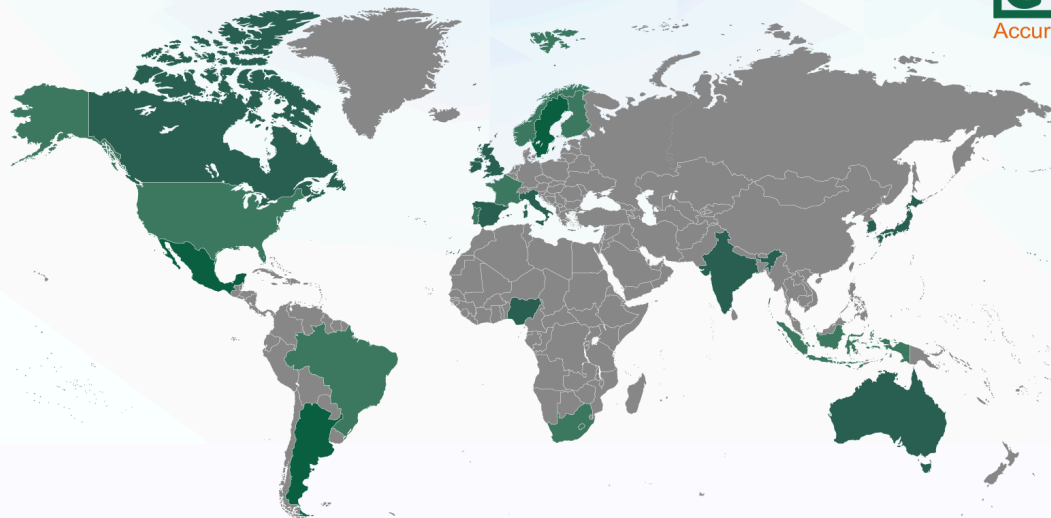
### Digital Fingerprinting

Each user is assigned a unique ID based on real-time information collected during their interaction with our panel or surveys. This ID helps generate a score that predicts the likelihood of duplicity. Digital fingerprinting involves analyzing the following information:



# Where Qualitative Depth Meets Quantitative Scale

We have seen steady growth, with no mergers, acquisitions or subcontractors, with proprietary technology including our own programming platform, with panel assets and an in-house CATI team. IRB offers industry-leading research panels in 28 markets, giving access to 1.5m business decision-makers.



## North America

- United States
- Canada
- Mexico

## Europe

- United Kingdom
- France
- Germany
- Italy
- Spain
- Netherlands
- Portugal
- Switzerland
- Poland

## Latin America & Africa

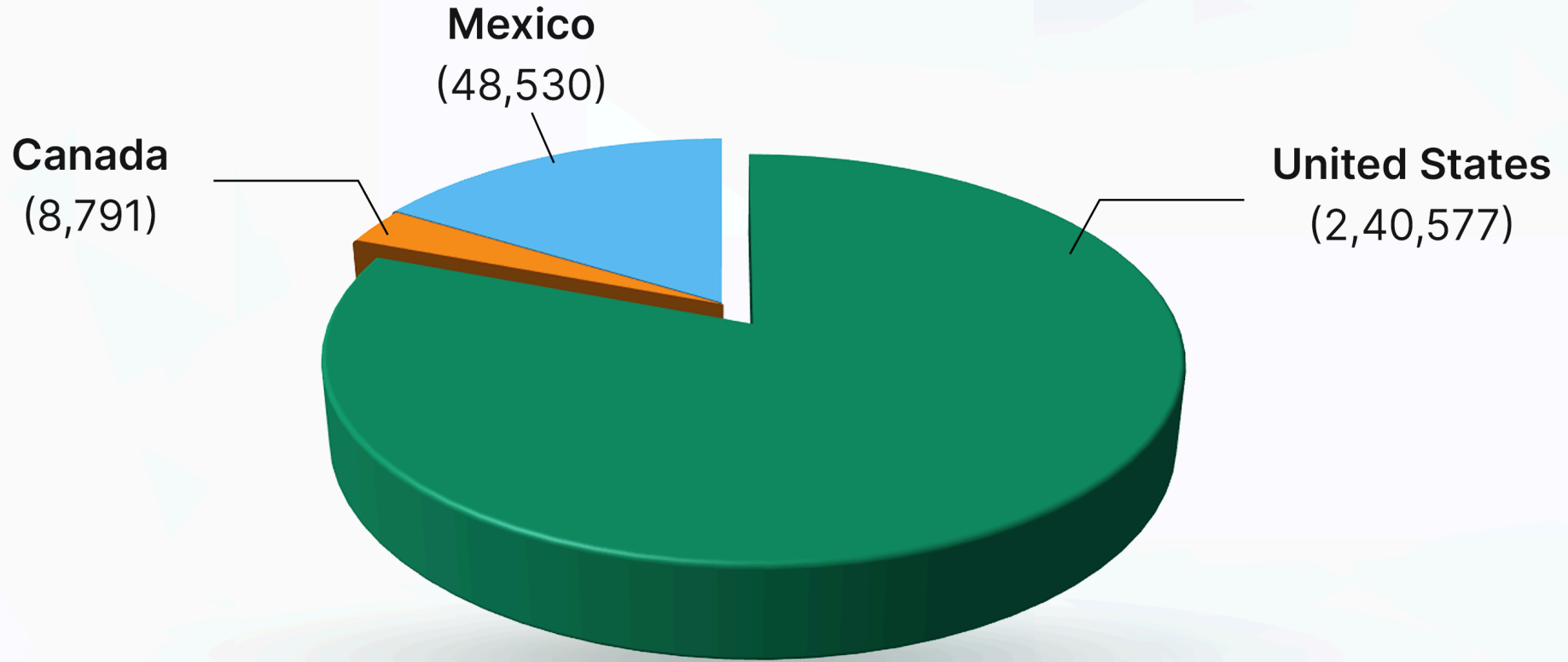
- Brazil
- Argentina
- South Africa
- Nigeria

## APAC

- India
- Singapore
- Australia
- Malaysia
- Hong Kong
- Philippines
- Taiwan
- Indonesia
- Thailand
- Vietnam
- Japan
- South Korea



# North America: 2,97,898



# Europe: 3,45,012

United Kingdom

(89,970)

Germany

(43,229)

Spain

(55,797)

Portugal

(20,209)

Poland

(9,065)

France

(52,063)

Italy

(50,659)

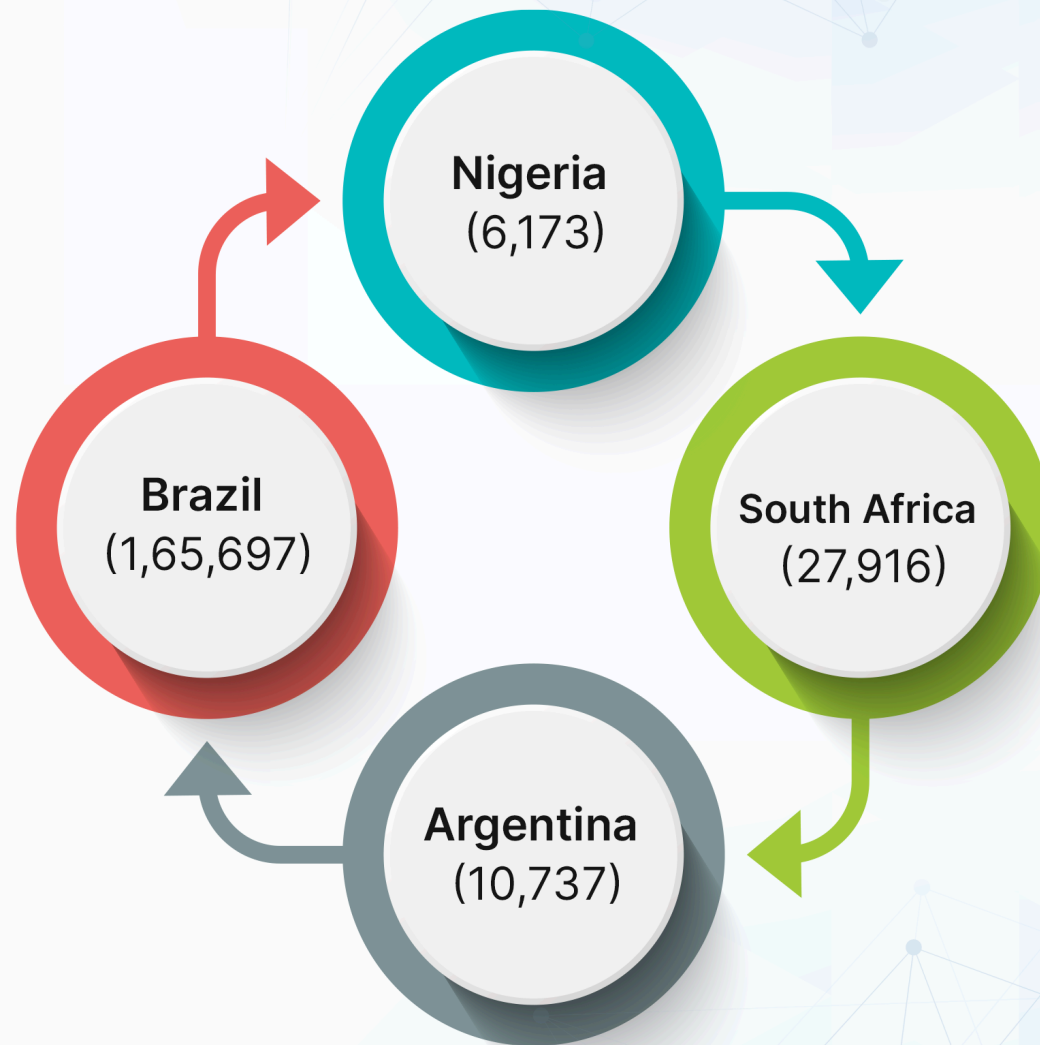
Netherlands

(12,389)

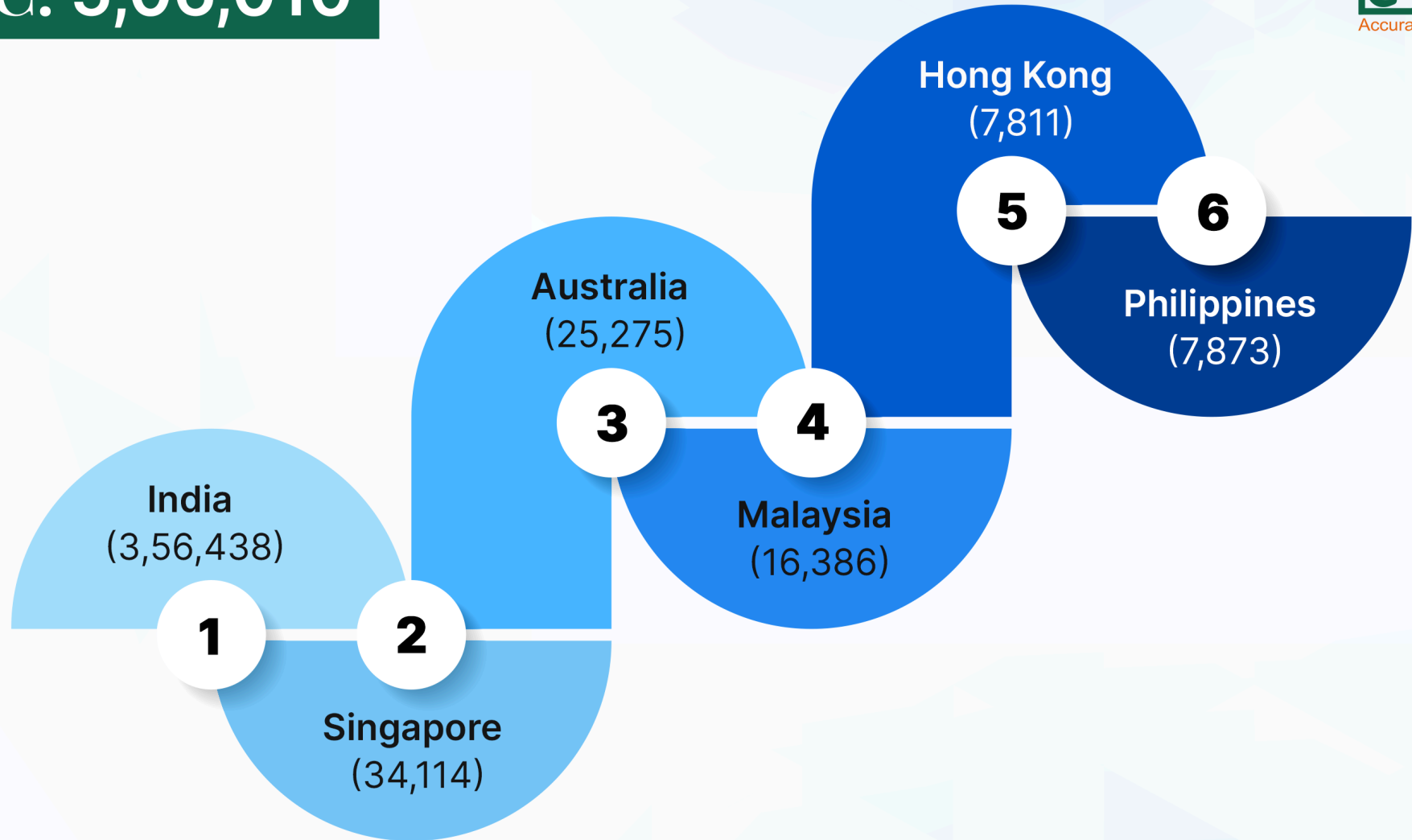
Switzerland

(11,631)

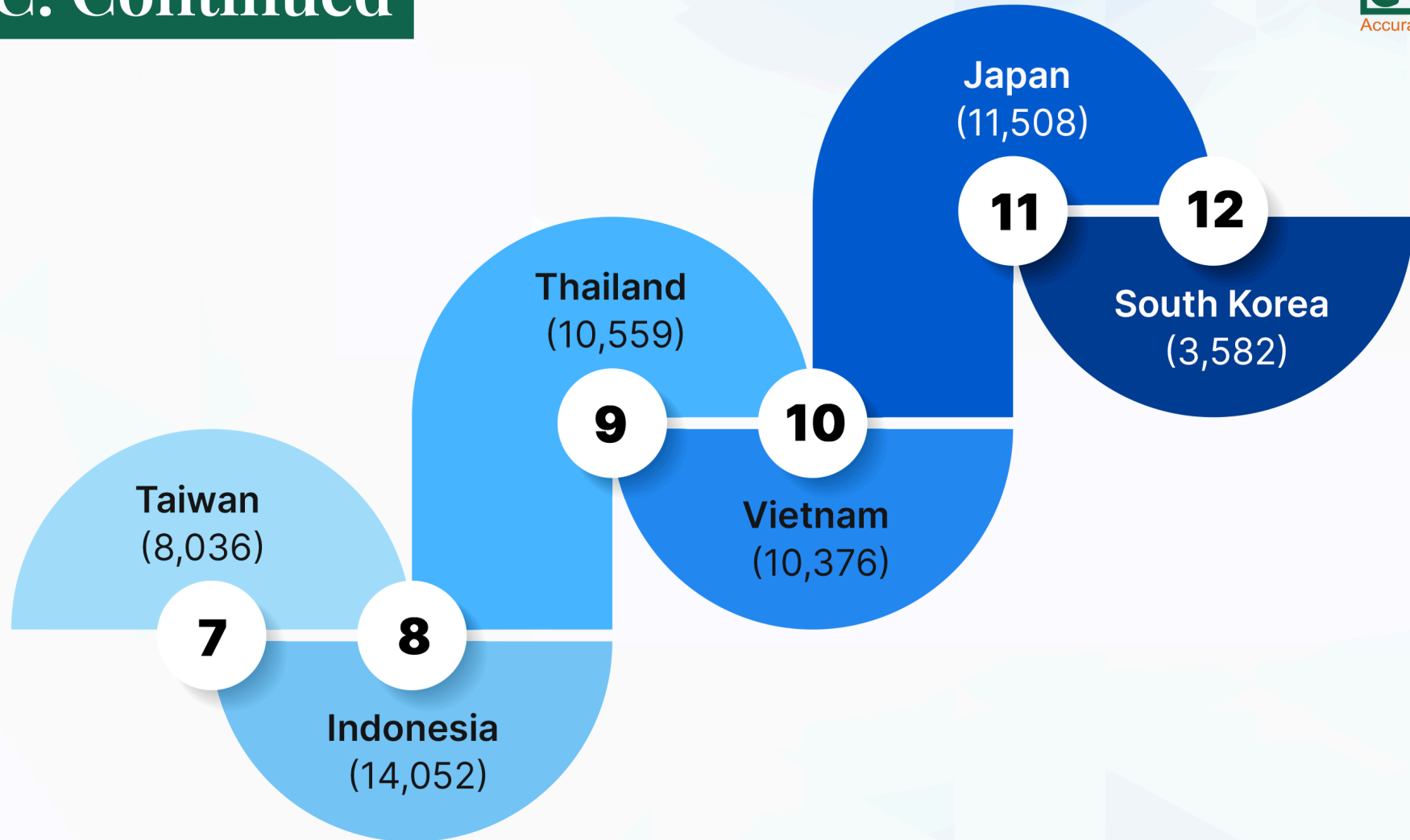
# Latin America & Africa: 2,10,523



APAC: 5,06,010



# APAC: Continued



Discover Your Next Big Insight With IRB!

Got questions?  
We got you covered.  
Contact us today!

