

INVEST IN THE **RIGHT DATA** WITH CONFIDENCE

About Us

We are one of the leading marketing data and analytics companies in the world. We specialize in data collection (quant & qual), survey design, and sampling methodologies. Our unrivalled panel network of 4.6M+ members span 28 countries and includes B2B audiences and consumers across all industry verticals. With 15+ years in the industry, we thrive on quality by delivering the most meaningful data with accuracy—all at a quick speed backed by industry validated technology.

Facts About Us

May 2011

Inception

15+ Years

in MR Business

22,000+

Completed
projects since 2011

2,000+

Projects

3 Million+

Surveys delivered
since inception

325+

Clients served
since 2011

100+

Clients give us
repeat business

Who Are We?

With 15+ years in business, we are an indispensable partner to the world's top companies which believe in data and looking to shape products and services based on consumer insights.

WE HAVE DEVELOPED **FUTURE-READY PROJECTS FOR 100+ CLIENTS**



Our Leadership



Shakti Kumar
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Key Members



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Our Vision



IRB stands for B2B quantitative and qualitative data collection. Our vision is to bring the right audience for B2B research through technology, process, and innovation, irrespective of data collection methods.



Our Brands



In-house Survey
Programming Platform



Proprietary Online Market
Research Panel Community



An Open Survey Platform For
Internet Users Who Come Through
Social Media And Advertising Sites

Our Services



PANEL/ SAMPLE

- B2B Panel B2C Panel, Speciality Panel
- Panel in over 28 Countries
- Outreach in over 60+ Countries



SURVEY PROGRAMING

- Forsta (Licensed)
- The-capacity (IRB's Proprietary)
- Platform Multiple Language
- P&H Surveys
- 20 Programmers
- 24*7 Coverage



CATI SERVICES

- 30 Full Time Interviewers
- 4 Dedicated Qualitative Moderators
- 10 Programmers
- Hybrid Data Collection Approach



DATA REPORTING

- Excel and SPSS
- Graphical Reports



DATA PROCESSING

- Data Cleaning
- Open-End Coding
- Cross Tables

Our Programming & Hosting Platforms

Forsta



The platform we use to program the surveys. We have successfully programmed and executed over 500+ surveys across all sample levels.

The Capacity



Our proprietary survey programming platform that was launched in 2017. We continue progressing and improving the platform every year.

Our Achievements in 2025

30

We started CATI operations and continue to grow the team year on year. As of today, we have full-time CATI stations to cater to English-speaking countries better.

100%

Grew in strength in the last one year

300+

CATI + Qual projects completed

Our Clients

