

Global
Reserach
Partner

QBitsMR

PANEL BOOK 2021





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QBitsMR Founded in 2021, We focus on providing accurate data together with the companies we serve by measuring across all channels and platform.

About us

- QbitsMR is the one stop solution for your brand to perform. We help businesses all over, irrespective of their industry to figure out how competitors perform in several key categories of their business when compared to you. We will support you right from the scratch till every data collected is well analyzed.
- Our dedicated and diligent network of qualified research analysts deliver high quality insights for all types of consumers and business professionals accross the globe in a very limited time. High quality is something which QbitsMR is determined to provide.

How QBitsMR Work ?

- QBitsMR Study, Market conditions to examine potential sales of a product or service by conducting surveys, interviews, focusing on groups, and customer observation, then we gather and analyse data on consumers and competitors.
- Our Network of Qualified Research analyst ensures that clients receive the best possible data, implementation and support.
- We have been versatile in our thoughts. Our work is admired beyond the geographical boundaries. We help clients understand people and inspire their growth, through collecting data digitally and share our insights in real time at scale and at speed.

Our Expertise

CONSUMER BEHAVIOUR AND MARKETING



SURVEY RESEARCH AND QUESTIONNAIRE DESIGN



DATA PROCESSING, TABULATION AND DATA MANAGEMENT



BUSINESS DEVELOPMENT AND MANAGEMENT



QUALITATIVE METHODS



DESCRIPTIVE STATISTICS



MULTIVARIATE ANALYSIS, INCLUDING DATA MINING METHODS



REPORTING AND PRESENTATION SKILLS



Panel Data And Quality Management

- Panel recruitment methods
- Panel information update
- Control of registration of illegal and fraudulent information
- Panel providing purpose
- Valid responding rate increasing methods
- Data management and TRAP question



- Panel recruitment methods

QbitsMR uses various sources to recruit people in our panel. We are using advertising and affiliate networks. We also use Internet marketing like social networking sites, online newspapers ,forums ets both to invite people to join our panel.

- Panel information update

Each member is given their personalized account where they could access their surveys. Apart from the main information like name , mobile number, email address, date of birth , members can adjust their information.Members are requested to update their information after every 6 months through emails or newsletters.A member is considered as an active member if their information is found to be accurate upon inspection.



- Control of registration of illegal and fraudulent information

Confirmation of identity is our top priority and members who break our quality rule are debarred from attending any surveys.

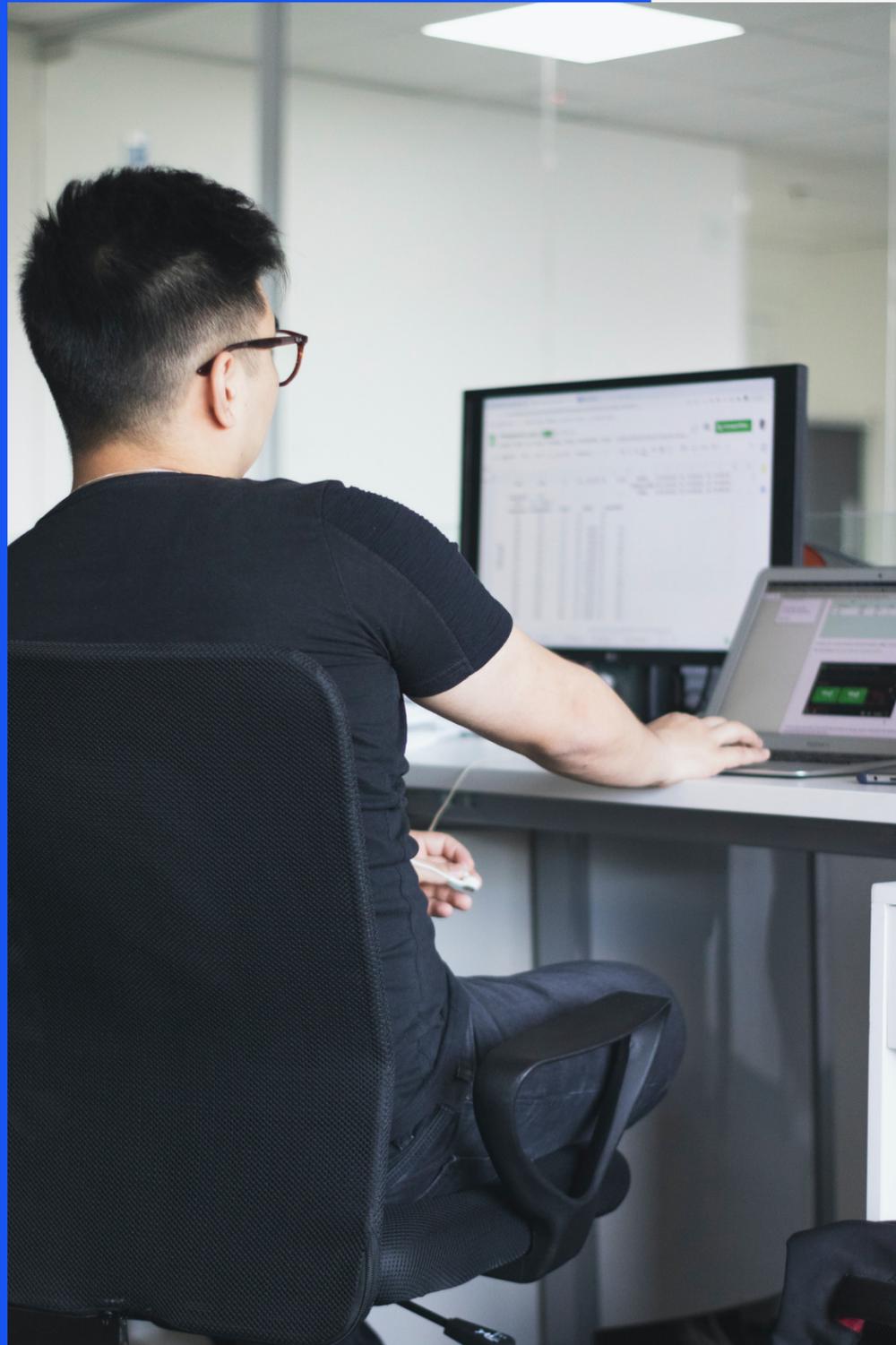
- Registered email Id and mobile no. Is suspicious
- Despite of directly contacting the member and requesting to adjust the information, the information is not changed.
- Rated as "Bad" according to our quality management rule due to the failure in trap questions.

Automatically checked by the system

- Registration information is automatically scanned by our system to avoid multiple and fraudulent members.
- Only 18 years or older members can register .
- By the automatic scanning of information, Username, email address and mobile phone number will not be duplicated.
- All essential information is required to be filled out.



- Panel providing purpose
QbitsMR online panels are used exclusively for market research. It is not used for any other marketing purposes. Discussion is to spark conversation between a group of experts or industry and thought leaders, so that the audience can learn from their discourse and interaction
- Valid responding rate increasing methods
Content for the invitation emails are clearly written to avoid screening out and to avoid fraudulence.
Non-Public surveys are controlled by survey accessing URLs recieved by specific emails and public survey is controlled by conditions.



- **Data management and TRAP question**
we are collecting, keeping, and using data securely, efficiently, and cost-effectively. The goal of our management is to help people, organisations, and connected things optimise the use of data within the bounds of policy and regulation so that they can make decisions and take actions that maximise the benefit to the organisation.
TRAP questions in every survey set by online survey team is to identify fraud respondents. Based on the level of the response of these questions, the respondent's status will be marked as "Bad" or "Medium".
Members would be blacklisted if they get rated "Bad" 3 times and "Medium" 9 times. Blacklisted members would be debarred from taking further surveys. Blacklist users are deleted permanently after every year. Information registered by the members would be checked via their social media profiles and phone numbers.
Any information which looks suspicious is manually checked by directly contacting them in their registered phone number.

Profile Attributes

With advanced technologies and with our well equipped team, we manage to collect all the data accurately and deliver it to the clients in best of its quality.

Audience Attributes

- Name, address,etc
- Education
- Ethnicity
- Martial status
- Business Type
- Annual revenue
- Decision making

Healthcare

- Medical professionals
- Physician specialist
- Medications and services
- Memberships

Legal Services

- Legal occupation
- Legal role
- Contacts

ITDM

- IT professional
- Responsibilities
- IT area and roles
- Decision making

Transport

- Automobile details
- Planned purchase
- Type of business
- Type of vehicle
- Services

Travel

- Travel source
- accomodation
- travel insurance
- Business & Leisure
- Airlines
- Method of booking

Finance

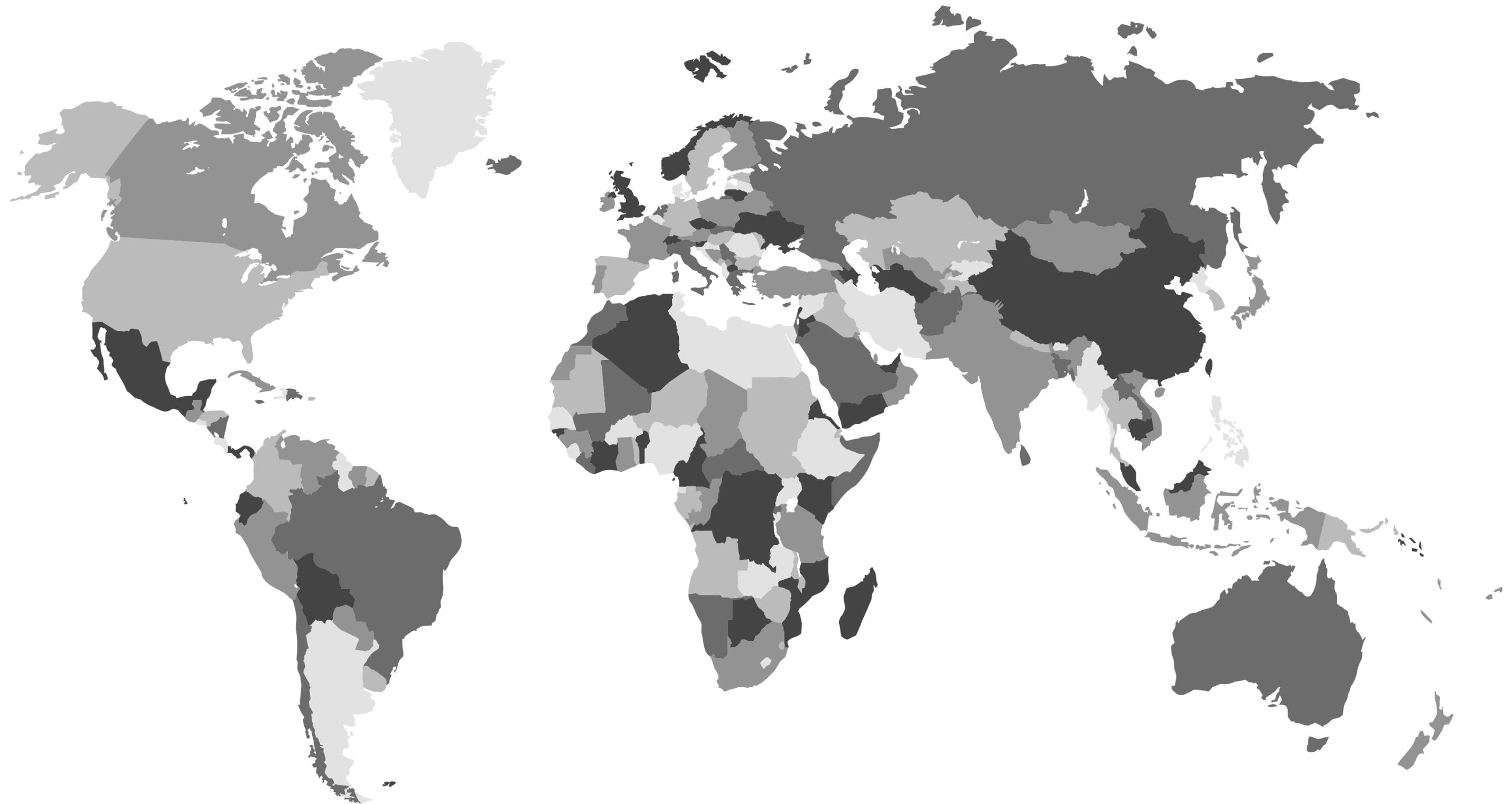
- Type of business
- Decision making
- Asset and investment
- Tax preparation
- Banks
- Insurance

Technology

- Smartphones
- Devices
- Desktop
- Gadgets
- Cable/Satellite TV
- Media devices
- Home Appliances

Business Professional

- Business Professional
- Occupation
- Decision making
- HR role
- Industry
- Annual income



Research Network 25+ Countries

contact@qbitsmr.com | QBitsmr.com



USA

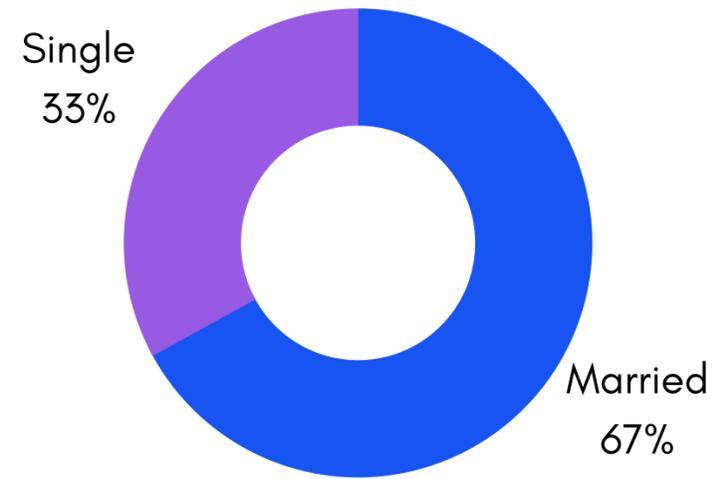


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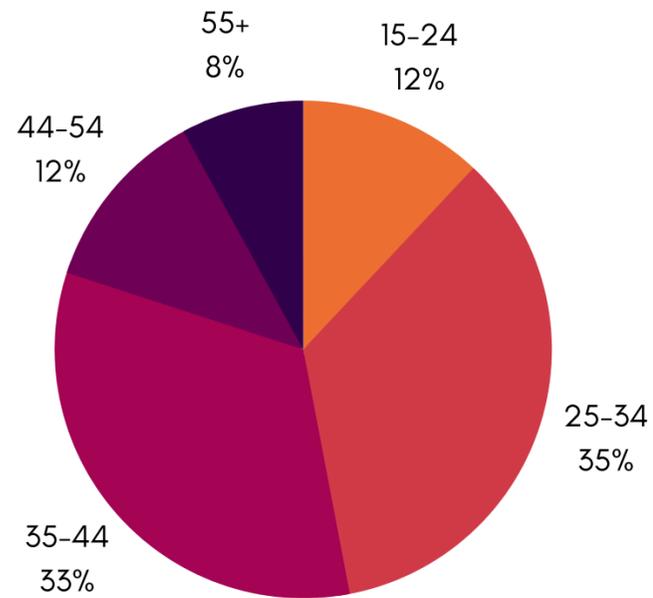


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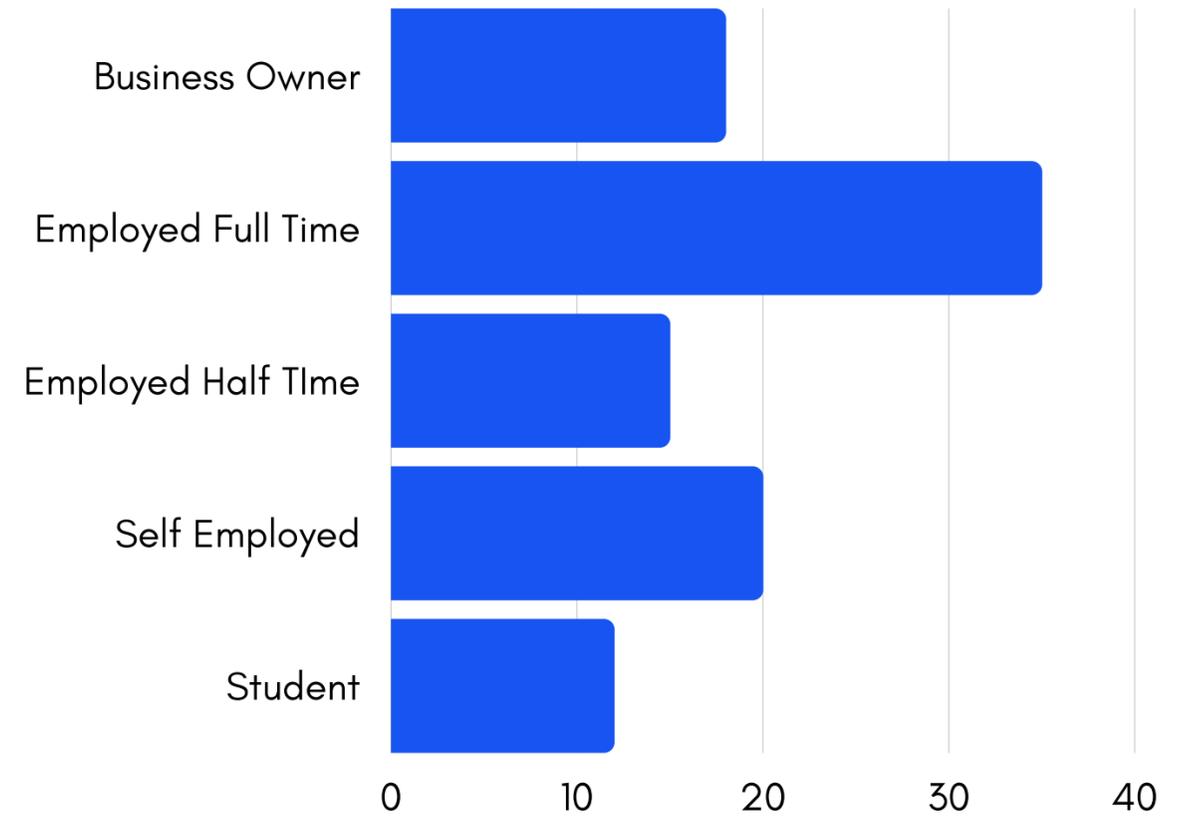
Marital Status



Age Group



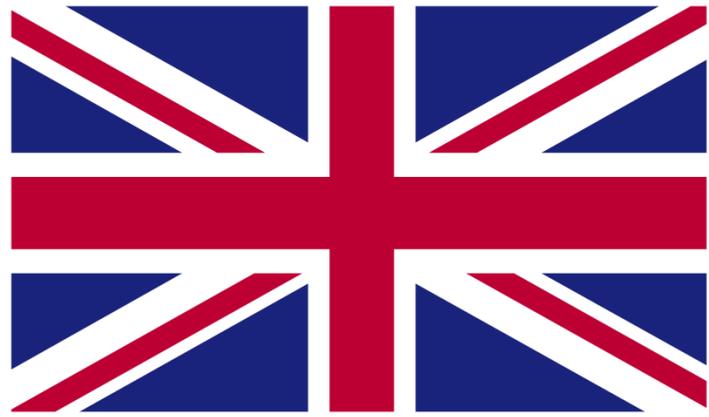
Employment



Panel Count



180,590



United Kingdom

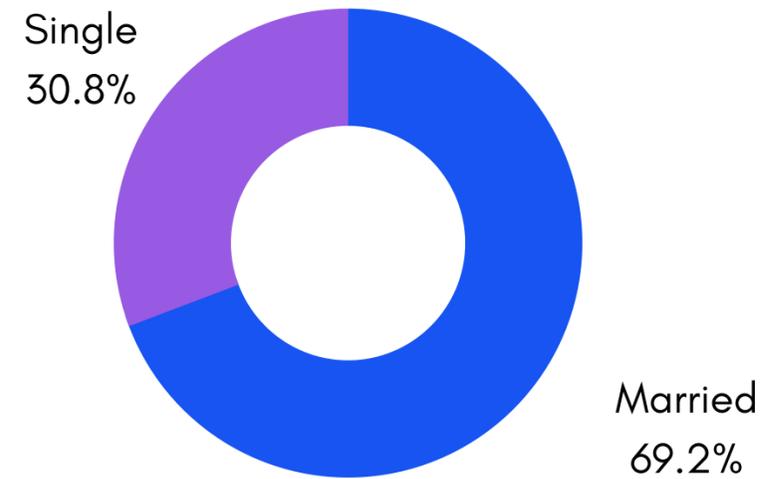


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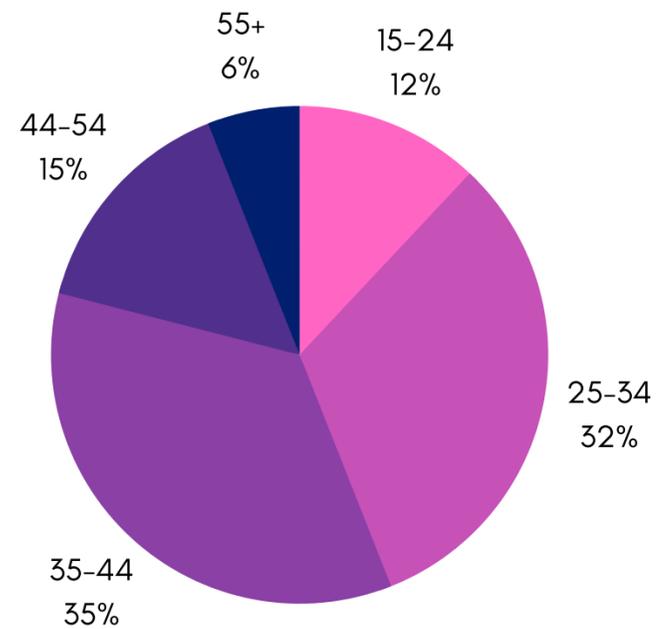


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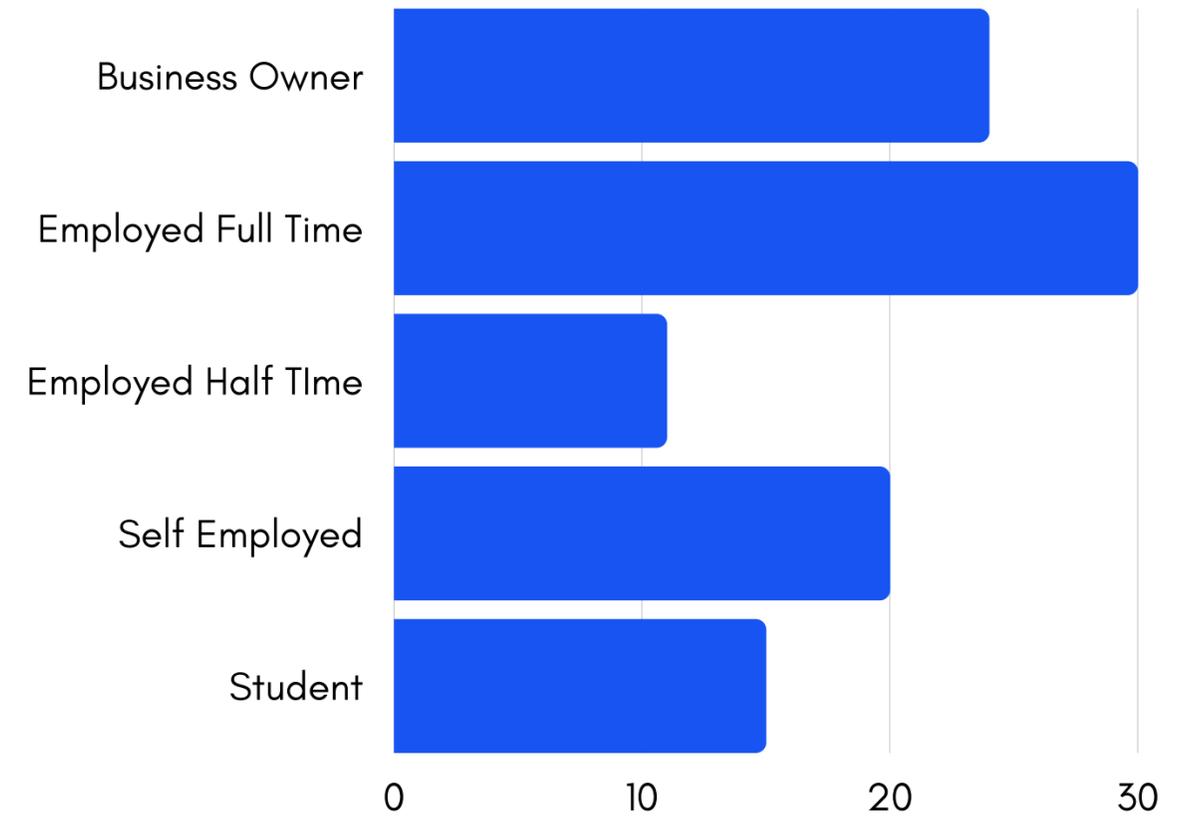
Marital Status



Age Group



Employment



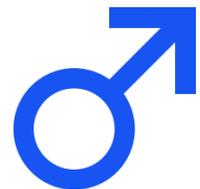
Panel Count



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Canada

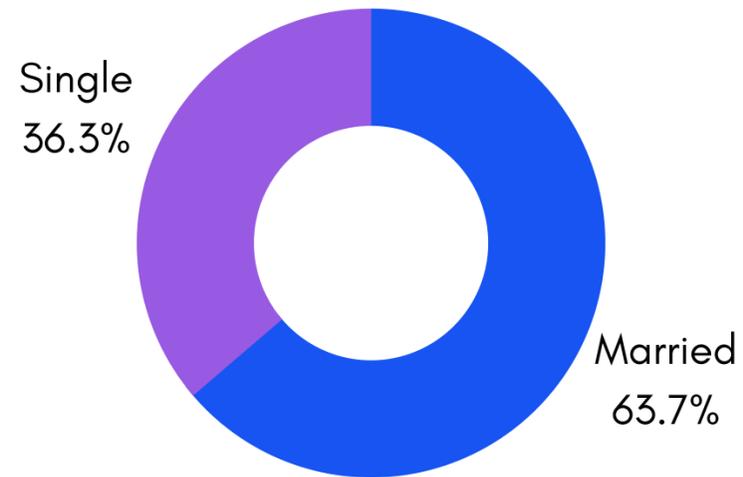


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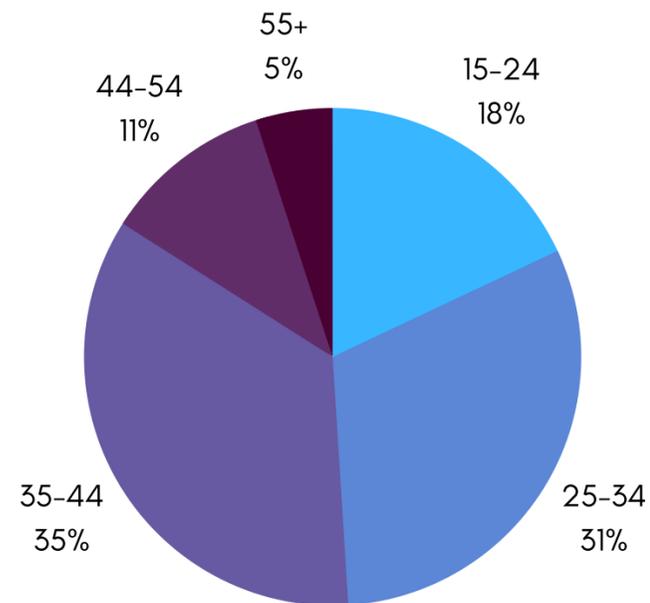


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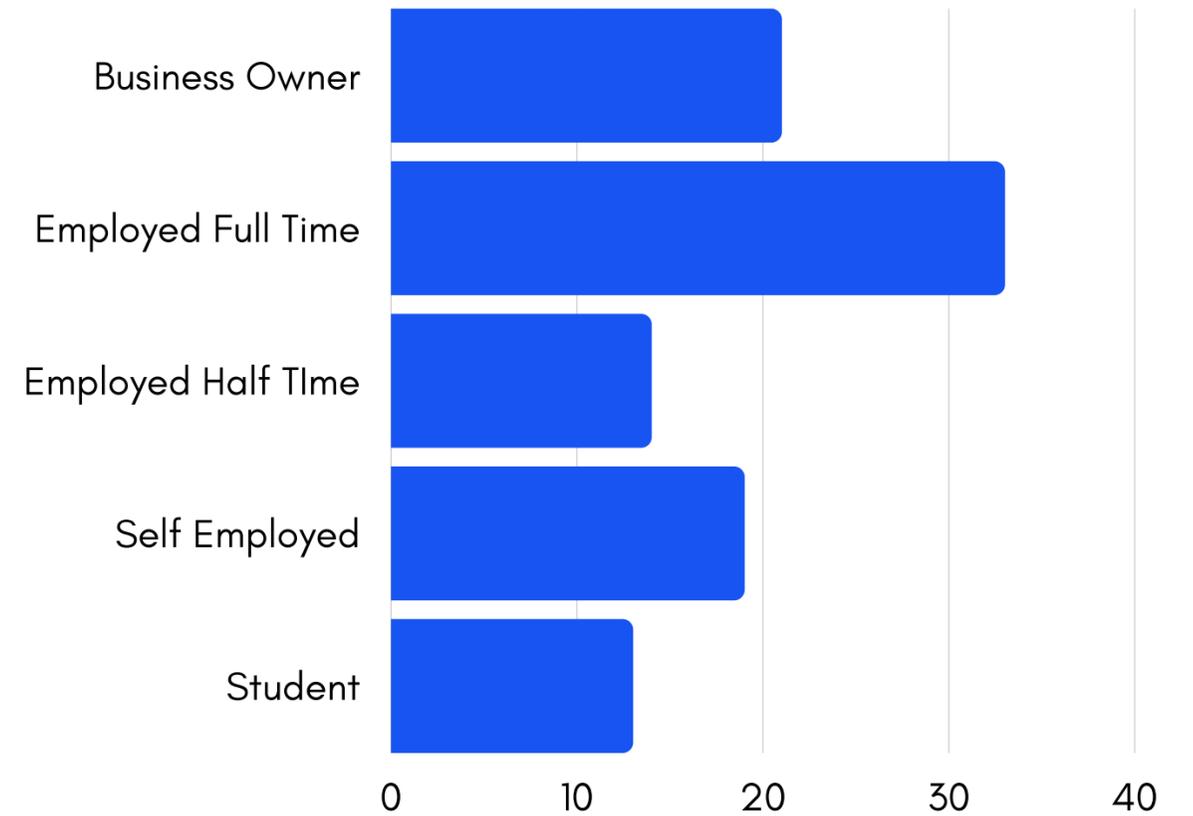
Marital Status



Age Group



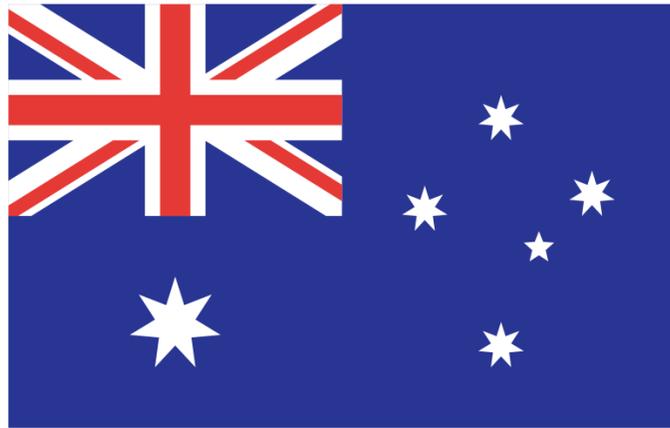
Employment



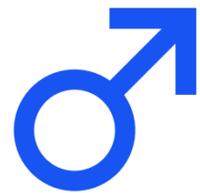
Panel Count



114,804



Australia

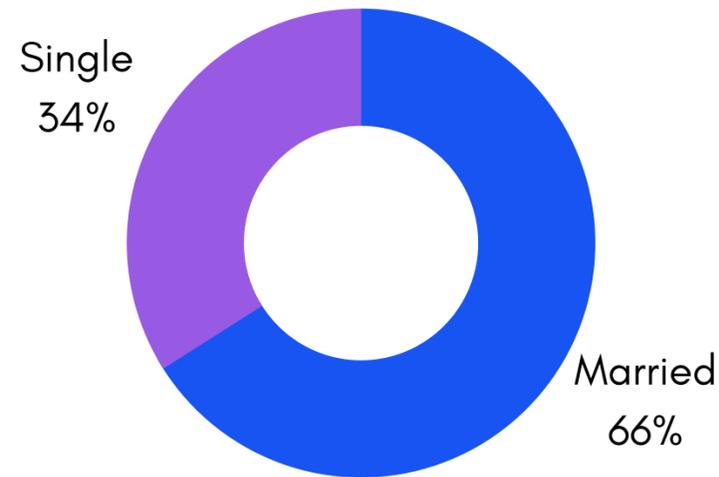


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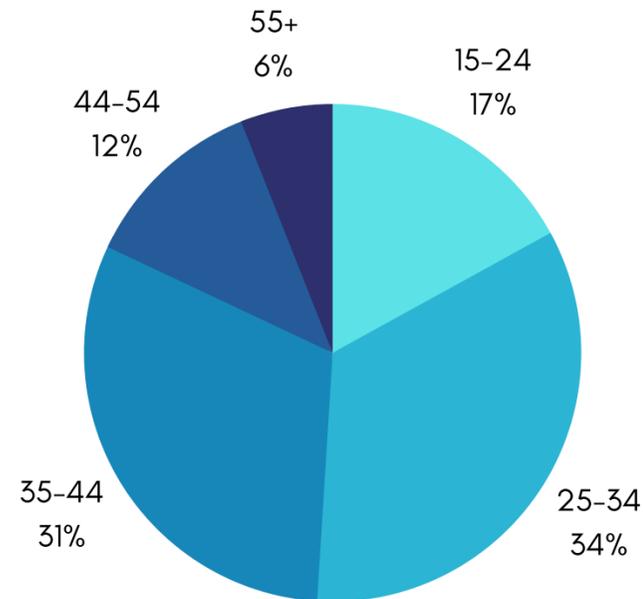


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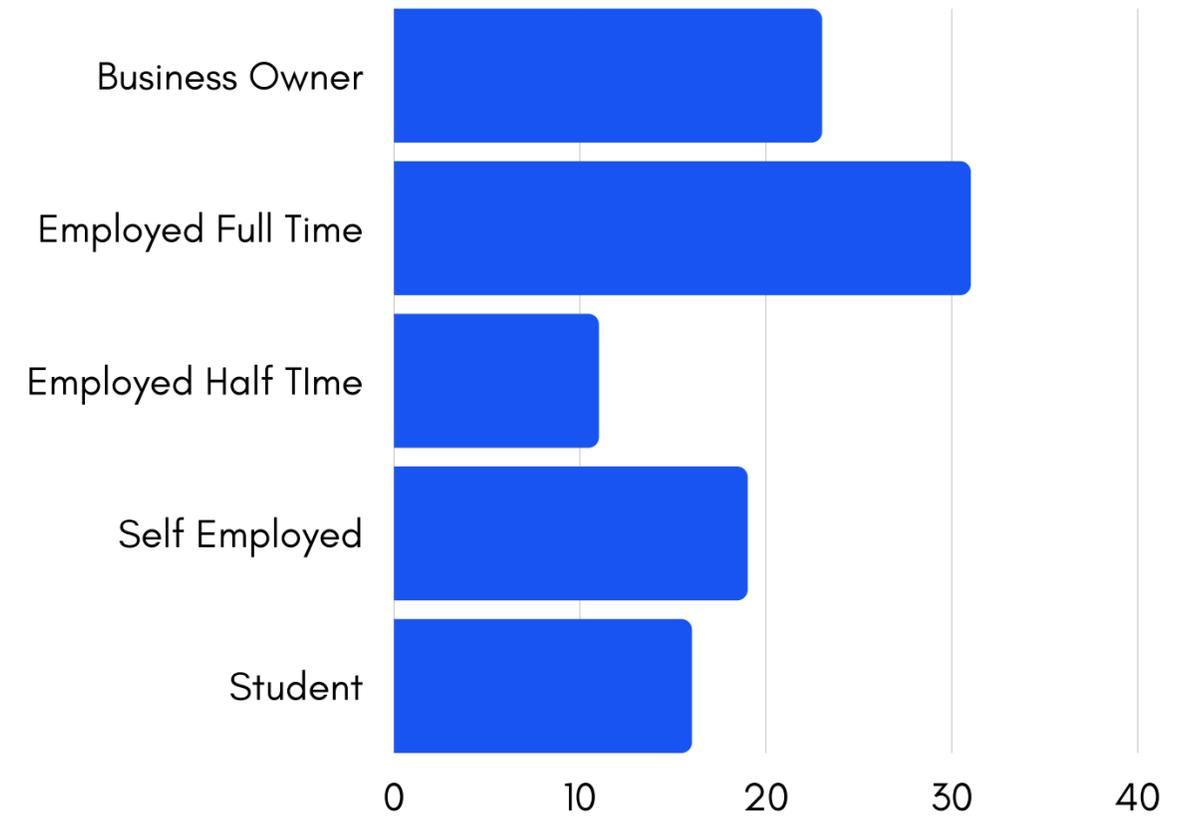
Marital Status



Age Group



Employment



Panel Count



154,114



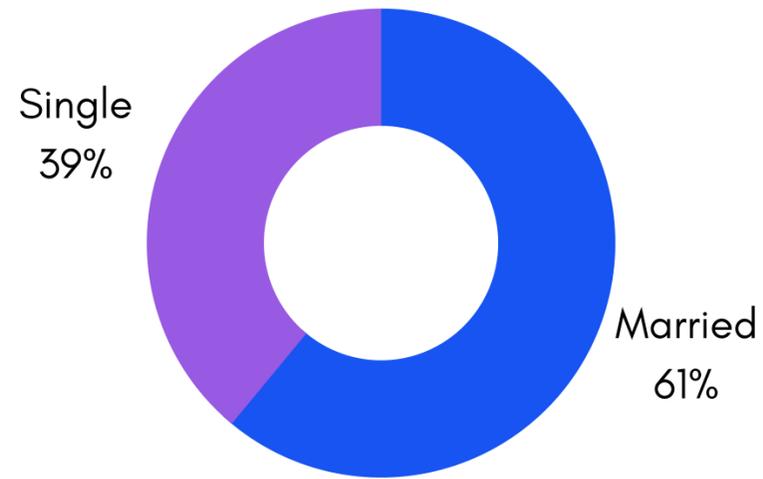
Germany



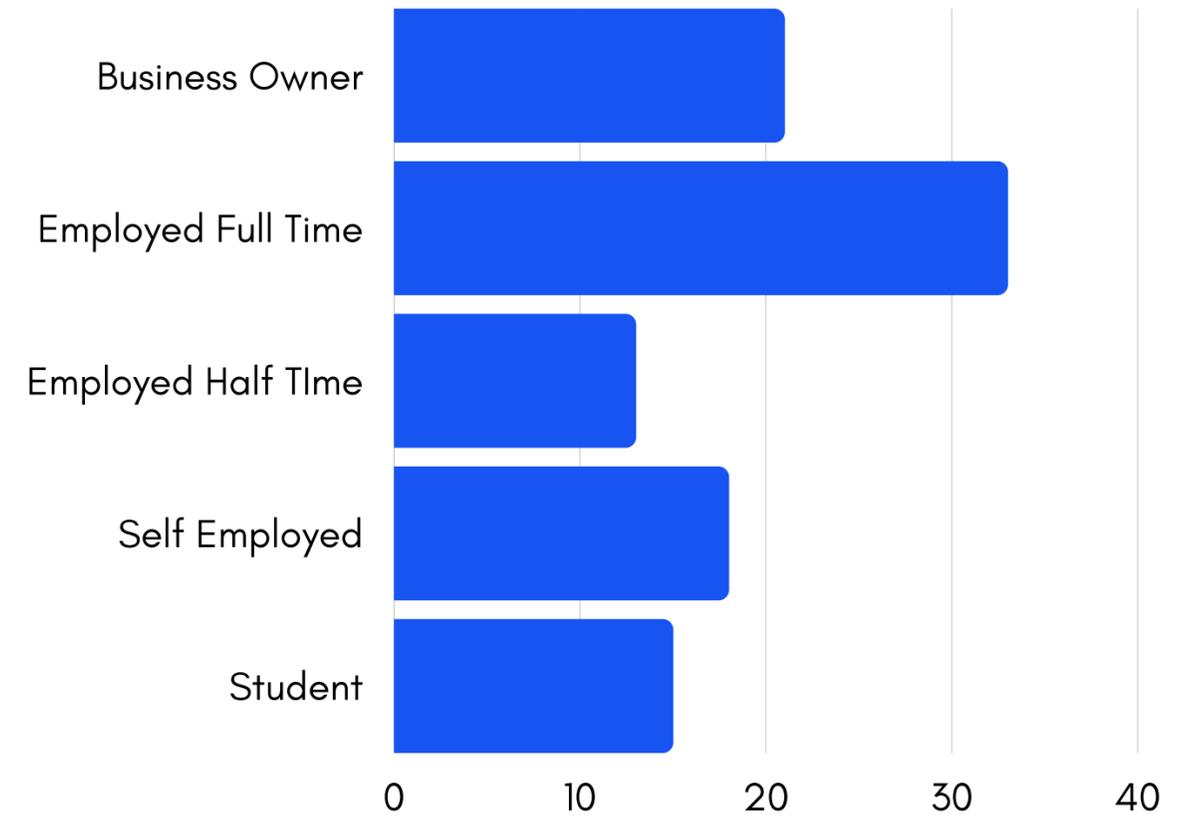
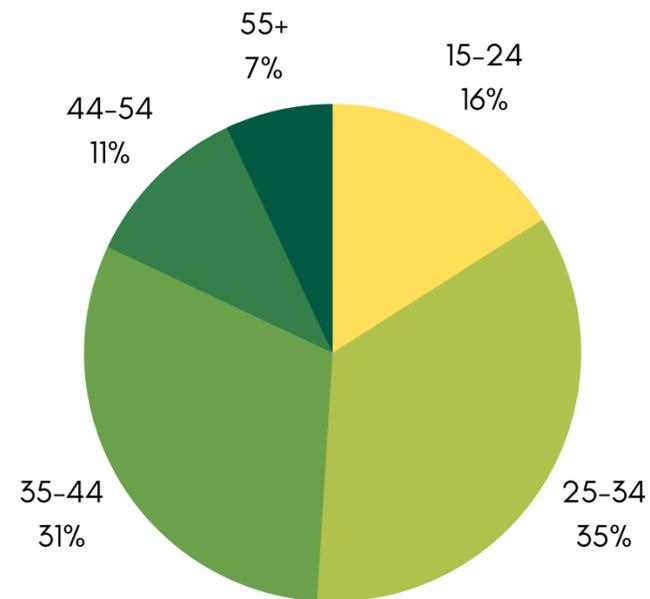
57%



43%



Age Group



Panel Count



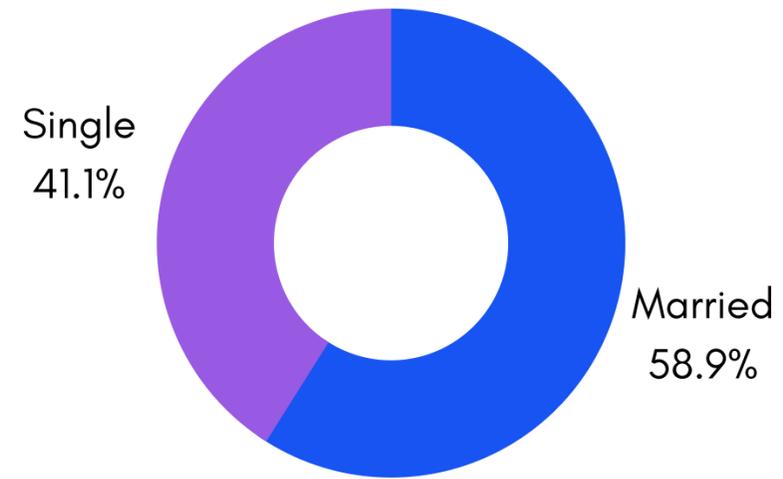
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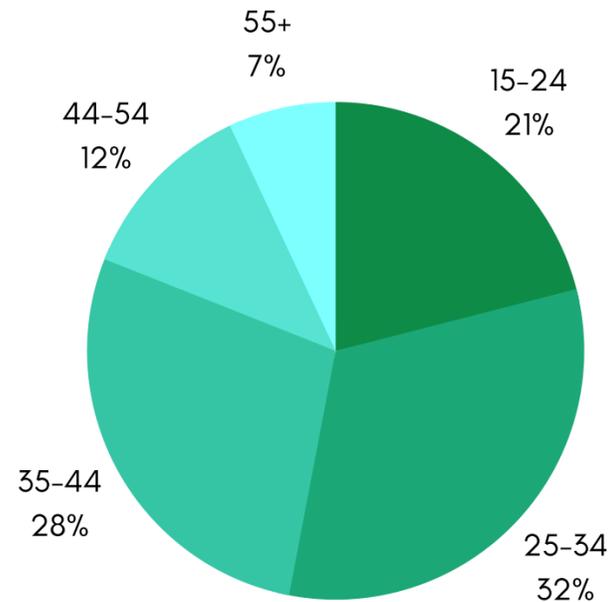
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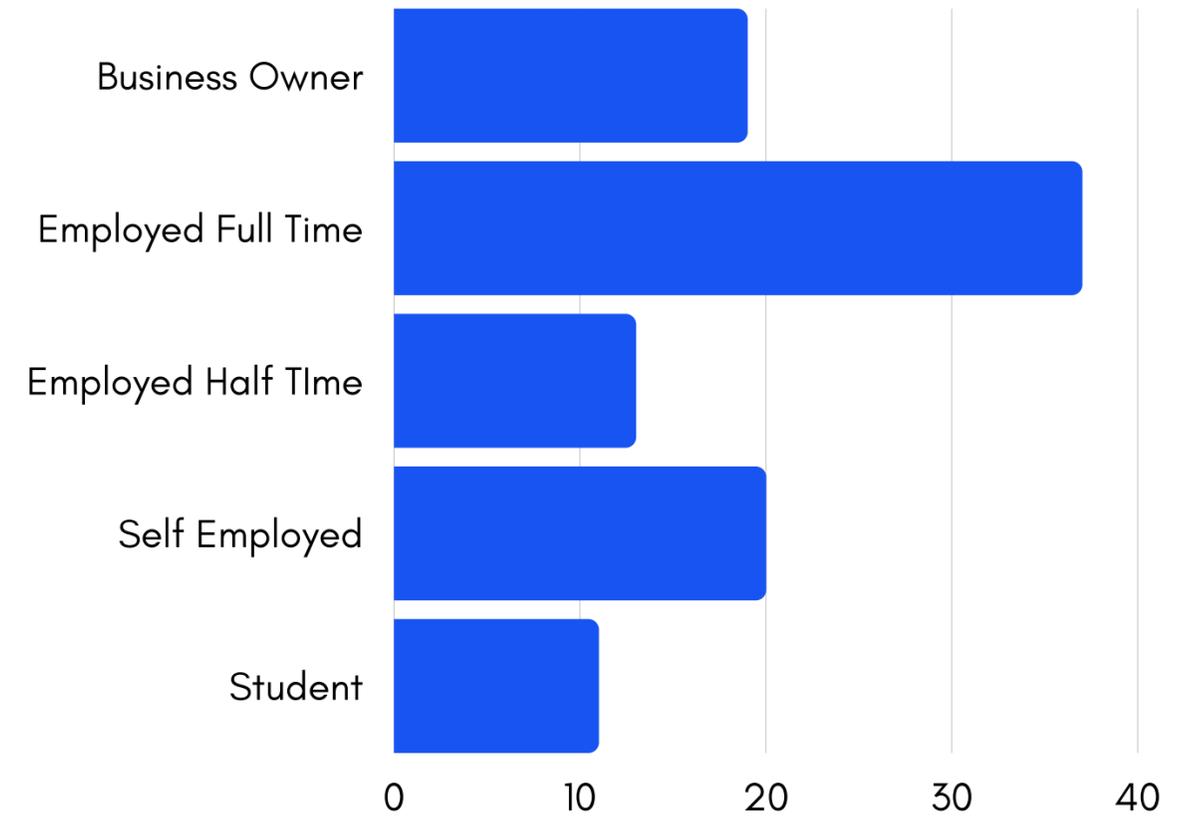
Marital Status



Age Group



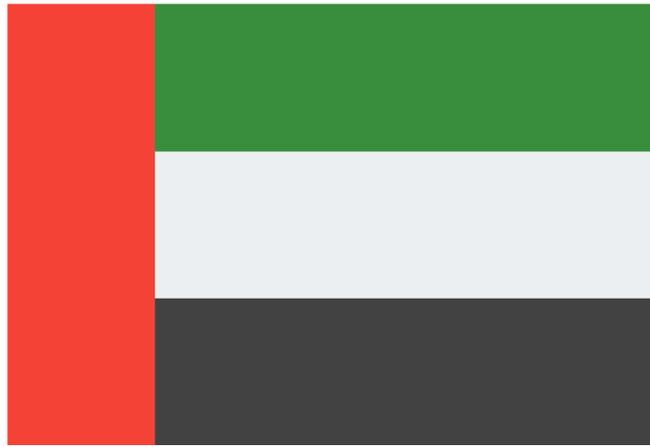
Employment



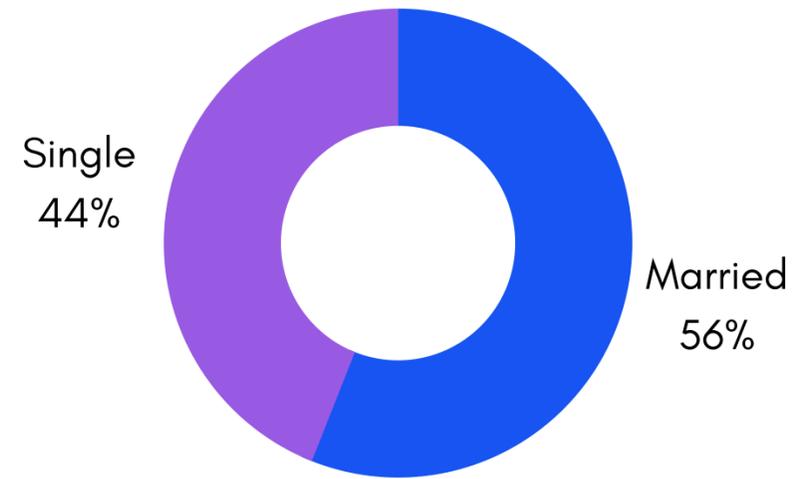
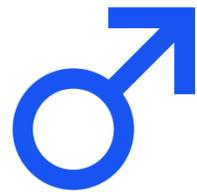
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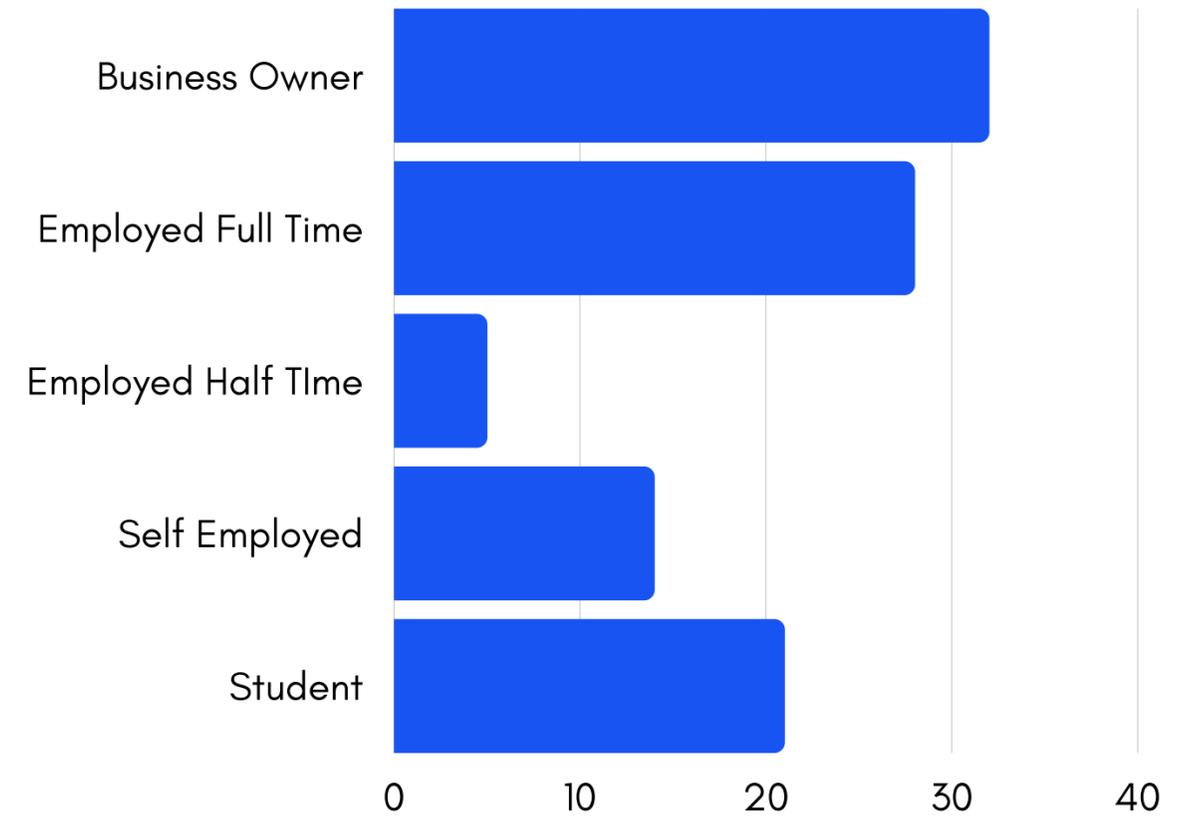
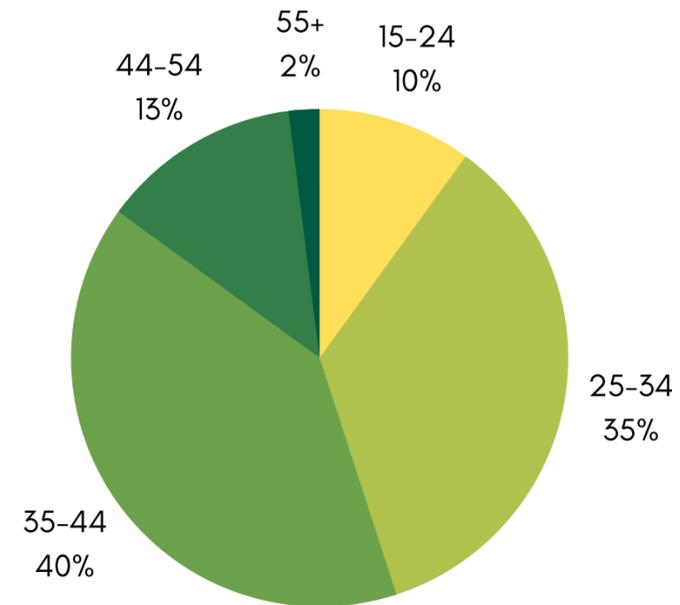
358,197



UAE



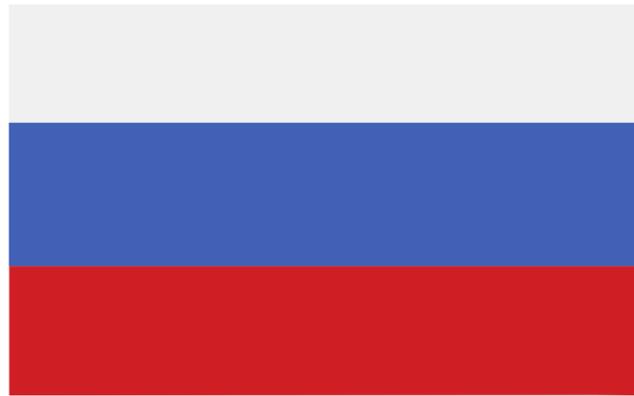
Age Group



Panel Count



68,007



Russia

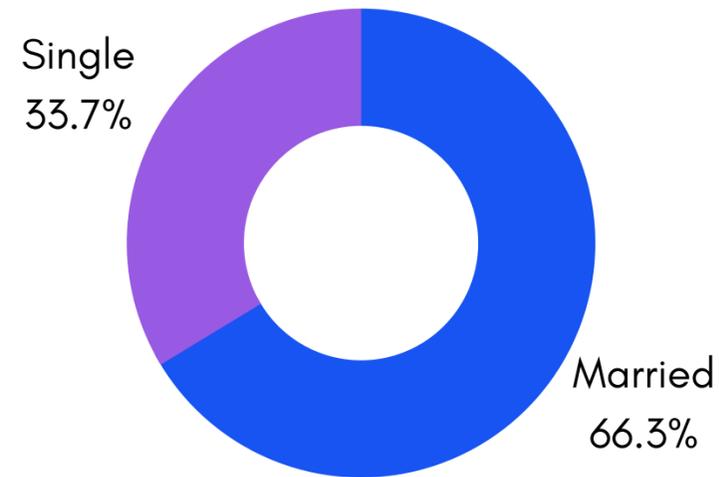


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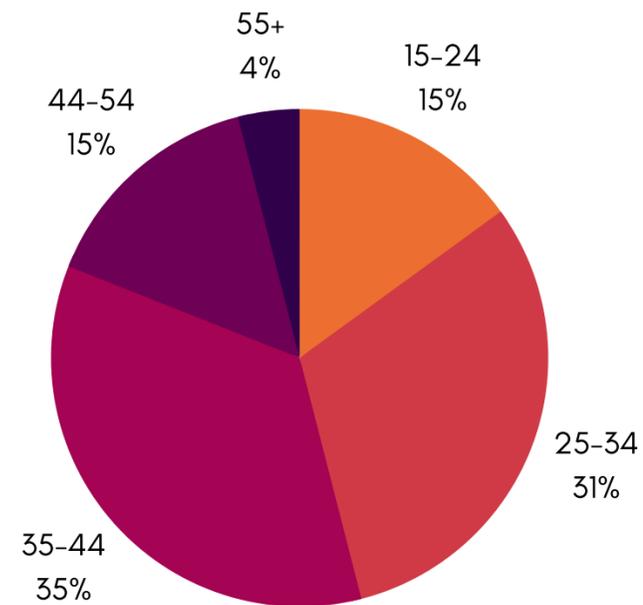


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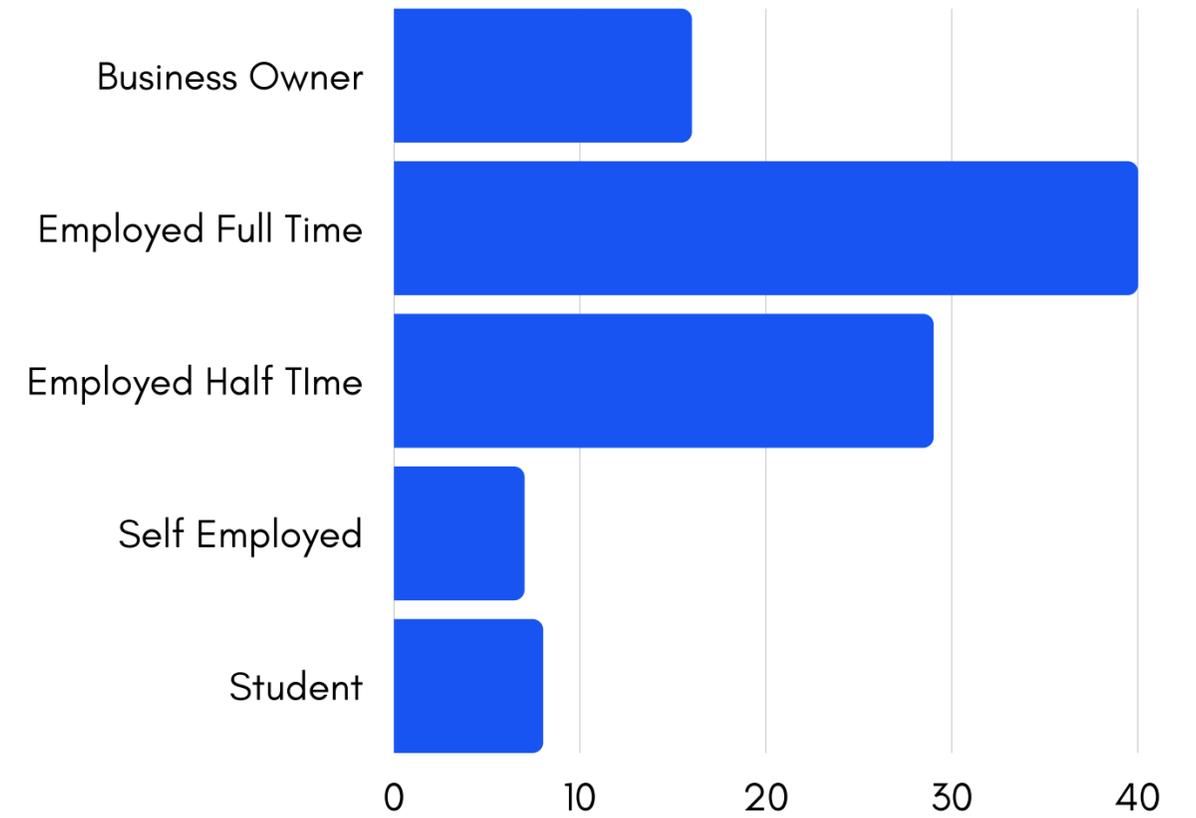
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Age Group



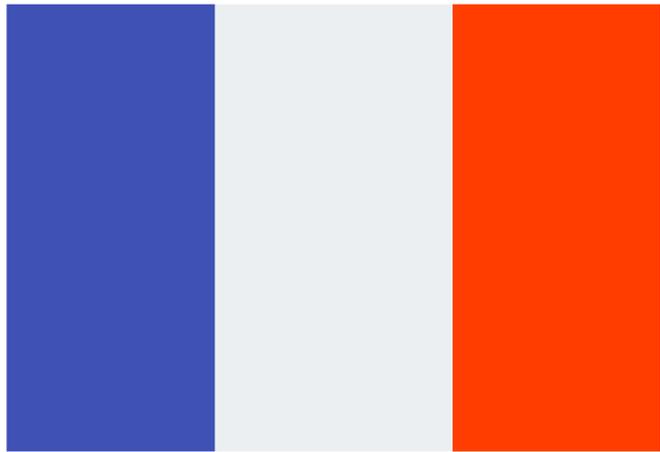
Employment



Panel Count

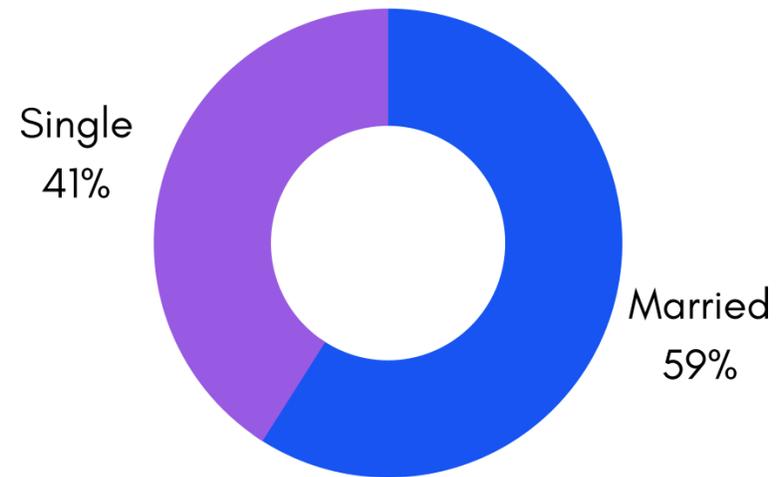


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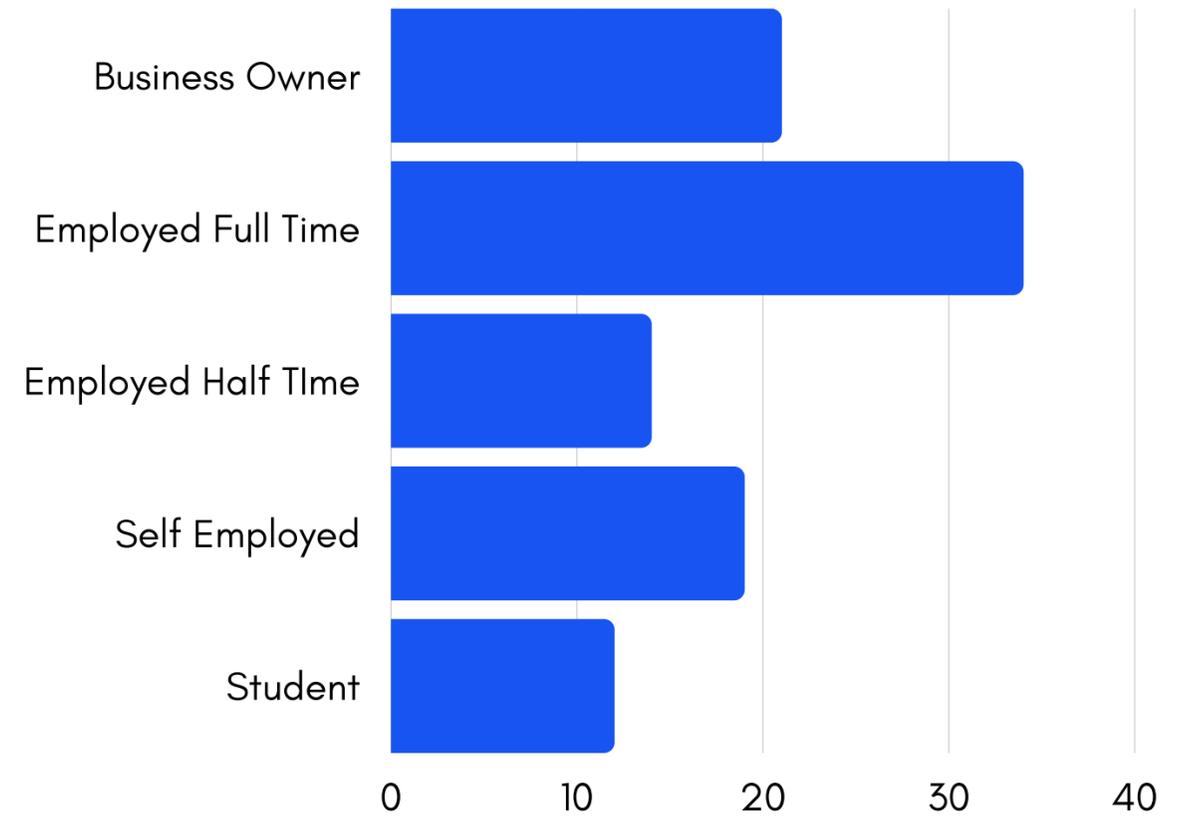


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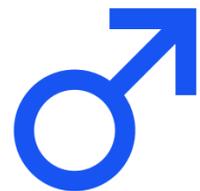
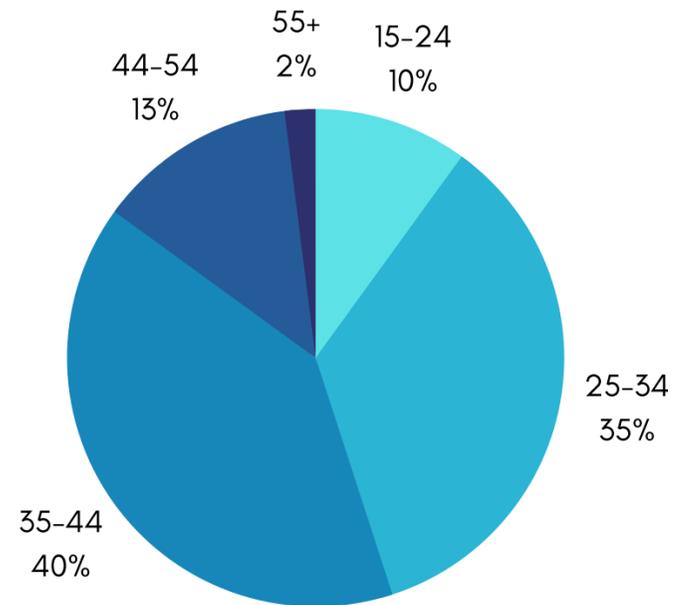
Marital Status



Employment



Age Group



53%



47%

Panel Count



51,782



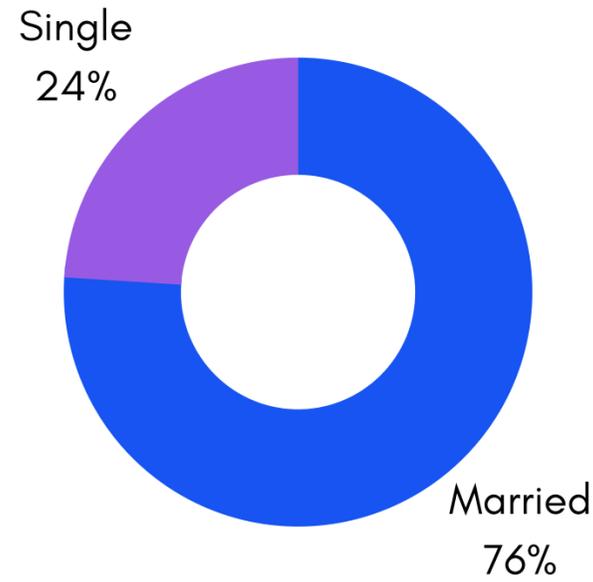
Singapore



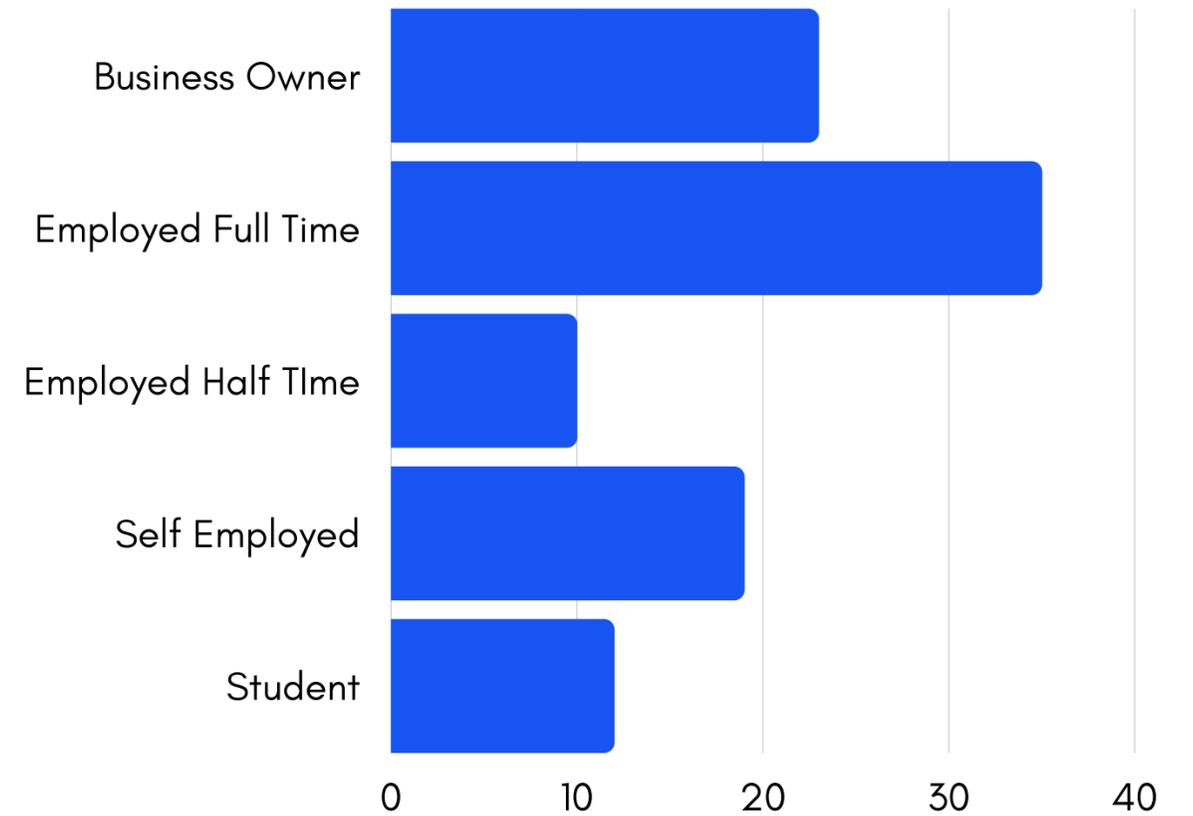
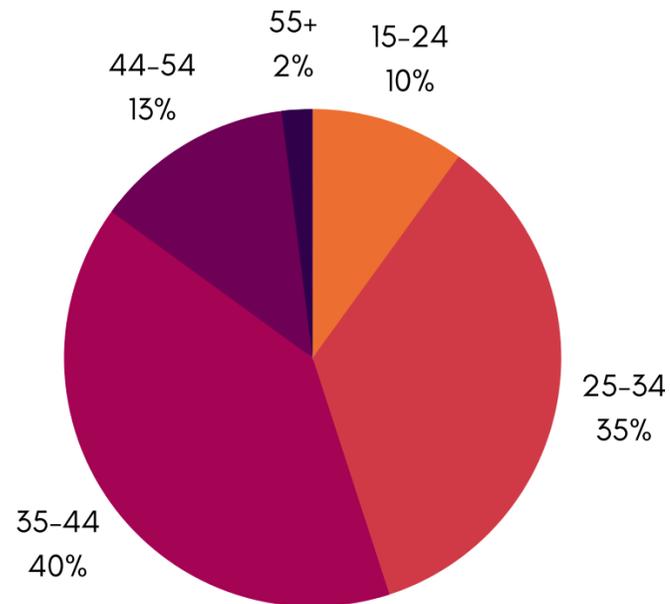
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44%



Age Group



Panel Count



48,007

Contact US

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QBits

Marketing Research