

Panel Junction – Your Gateway to Global Insights

Welcome to Panel Junction, operated by MedPanel Junction Technology LLP. We are your trusted partner in unlocking comprehensive market insights, connecting you with precise B2B and B2C audiences worldwide.

Website: www.paneljunction.com



B2B Panel – Business Research, Reimagined

Target Decision-Makers Across:

- C-level Executives: CEO, CMO, CFO, CTO, CIO
- Mid-to-Senior Management
- Procurement Heads, IT Managers, HR Leaders
- Business Owners, Entrepreneurs, Start-up Founders
- Industry Focus: Tech, Finance, Retail, Auto, Pharma, FMCG, Energy

Detailed Profiling Includes:

- Business Type (Private, Public, Govt., NGO, Start-up)
- Company Revenue, Team Size, Office Locations
- Decision-Making Role (Final, Influencer, Researcher)
- Tools Used (ERP, CRM, Marketing Software)
- Years in Role & Industry
- Country-specific profiling with updated flags



Security & Validation Standards:

We ensure data integrity through corporate email and LinkedIn verification, IP/geolocation, and advanced bot and fraud protection using device recognition and behavioral patterns. Our platform is fully compliant with GDPR, CCPA, and ISO 27001, ensuring secure cloud storage with AES-256 encryption. WiseScore™ Activity Tracking and Reputation Scoring further enhance data quality.



B2B Panel Strengths:

Our B2B panels span 67 countries, with partnerships extending to 30 additional nations. We offer industry-specific micro-panels for niche targeting, such as Cloud Users, CFOs, and Healthcare buyers. We provide multiple language support with real-time translation and are fully equipped for high recontact and longitudinal research readiness.

B2C Panel – True Voice of the Global Consumer

Demographic Depth:

- Age, Gender, Income, Occupation, Location
- Language, Marital Status, Dependents
- Education, Homeownership, Vehicle Ownership

Behavioral & Lifestyle Segments:

- Online shopping habits, Streaming platforms used
- Health & wellness behavior
- Financial habits, social media consumption
- Sustainable lifestyle adoption, dietary preferences

Panel Coverage Includes:

- North America: US, Canada
- Europe: UK, France, Germany, Italy, Spain
- APAC: India, China, Japan, Australia
- LATAM & MENA: Brazil, Mexico, UAE, South Africa, etc.

Panel Technology & Security:






- Consent-driven opt-ins with two-step verification
- Real-time fraud detection on survey start
- In-survey quality flags (speeding, straight-lining, red herrings)
- Mobile-first design: over 70% completes via smartphones
- Privacy by Design protocols implemented platform-wide

Retention & Rewarding Loyalty:

We ensure high panelist engagement and loyalty through a diverse range of global rewards, including PayPal, Amazon, Flipkart, Paytm, and cryptocurrency options. Our loyalty program integrates with major apps, offering badging, level-ups, and milestone incentives to regular participants, fostering long-term commitment.

Chapter 3

Universal Strengths Across Panels

 Targeting Precision	Multi-attribute sampling across 120+ profiling fields ensures highly granular targeting for your research needs.
 Recontact/Tracker Ready	Supports longitudinal study capabilities with advanced matching logic, enabling consistent data collection over time.
 Dashboards & Feasibility	Provides live quota tracking, incidence rates, conversion metrics, and dropout analysis for real-time project management.
 Programmatic Delivery	Offers seamless integration via APIs, XML feeds, and automated sample pulls, ideal for enterprise partners and high-volume data needs.
 Advanced Analytics	Equipped for sophisticated analyses, including Conjoint, Segmentation, TURF, Forecasting, Cluster, and Simulation modeling, providing deeper insights.

Why Brands Choose Panel Junction:

"Panel Junction's commitment to quality, speed, and client service is unmatched. Their B2B panel helped us secure actionable insights from CXOs across Asia and North America."

— Global Director, Tech Consultancy

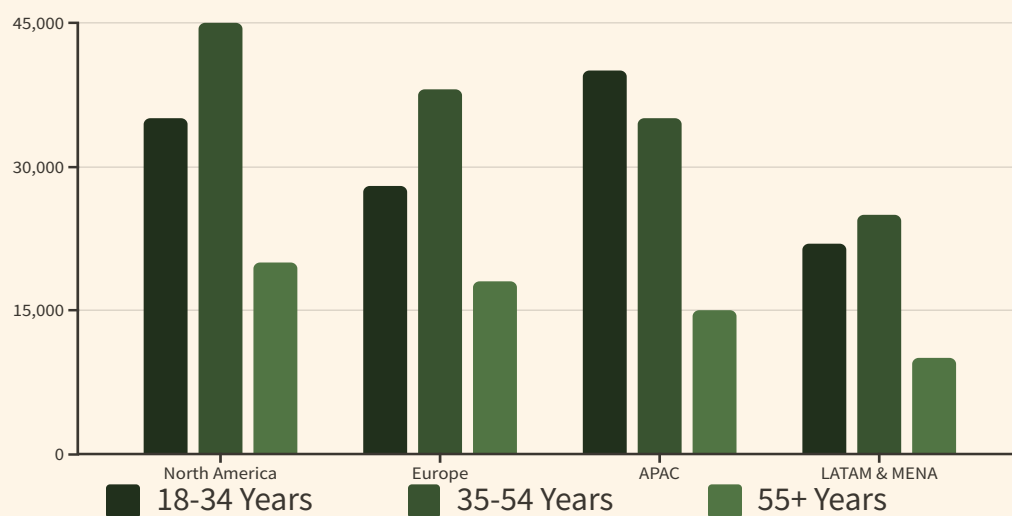
"We needed real-time B2C feedback across 6 countries in 3 days. Panel Junction nailed it with 98% clean data and excellent support."

— Insights Head, Global Retail Chain

Sample Distribution by Region and Demographics

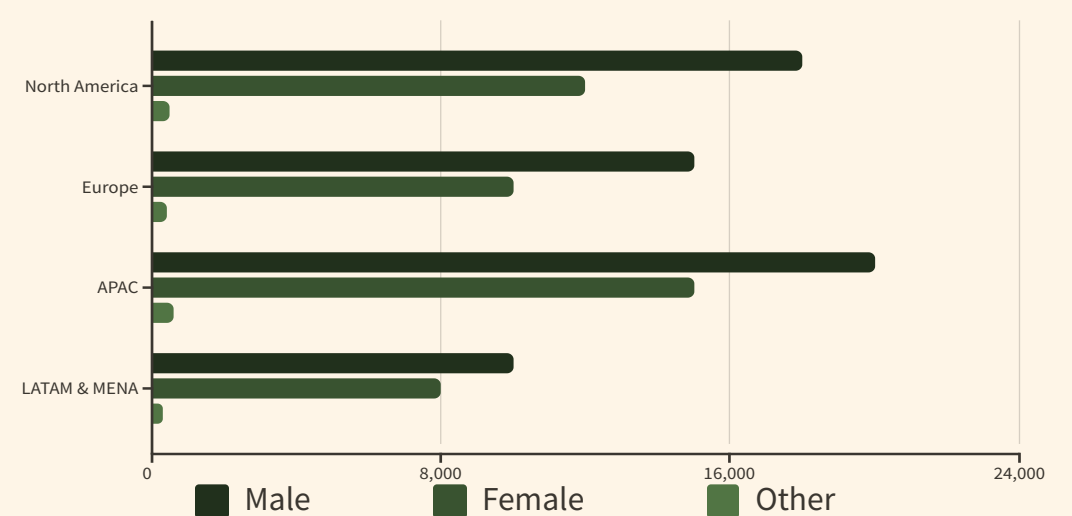
Our robust global panels ensure comprehensive coverage across key regions, allowing for precise targeting based on age and gender for both B2B and B2C research needs.

B2C Panel Sample Distribution (Age Groups)



This chart illustrates the distribution of our B2C panel samples across major regions, segmented by key age groups, reflecting our ability to reach diverse demographic targets globally.

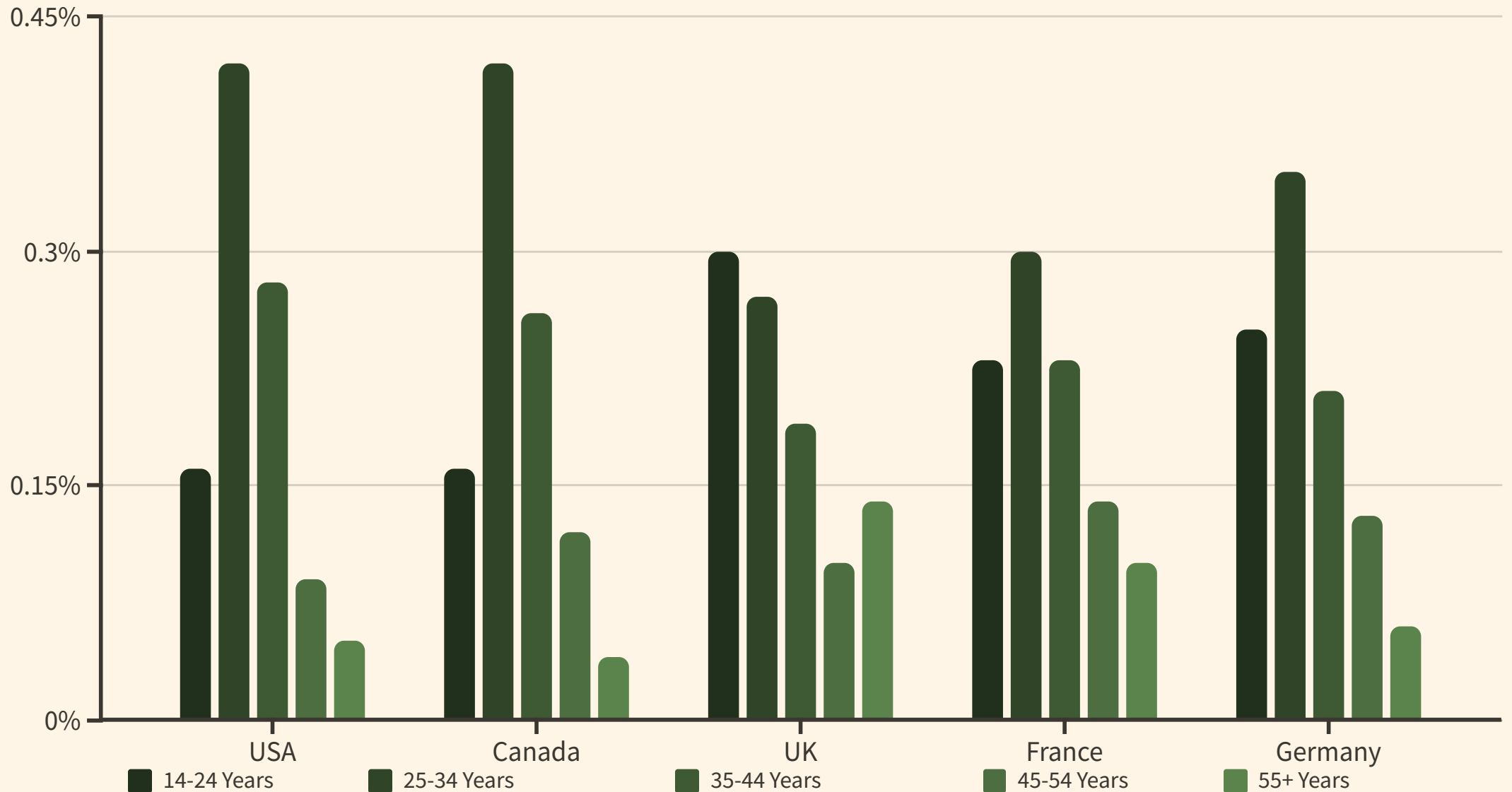
B2B Panel Sample Distribution (Gender)



The horizontal bar chart showcases the gender distribution within our B2B panel across different regions, highlighting our capability to gather insights from diverse professional demographics worldwide.

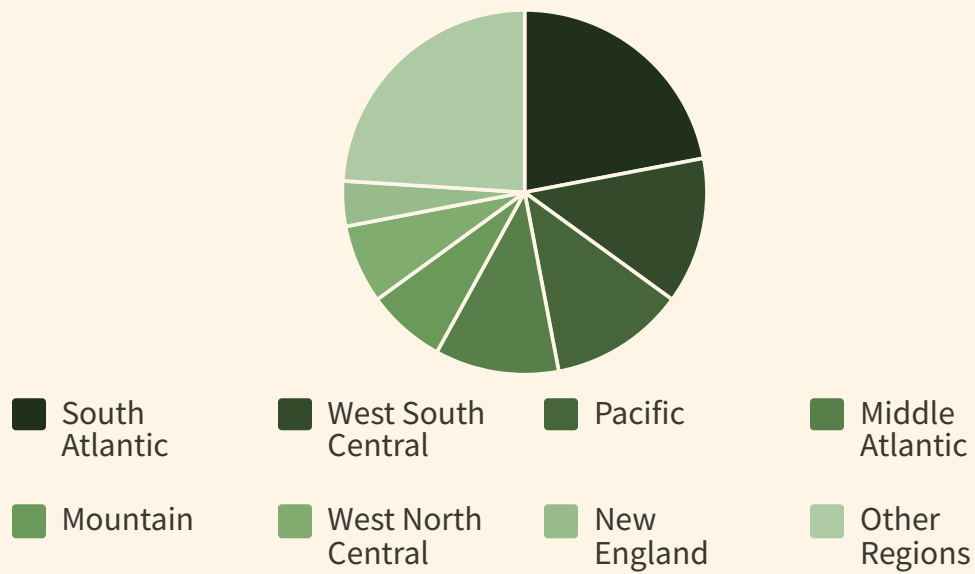
Global Panel Overview: Age Distribution by Country

Our global panels provide diverse demographic coverage, as illustrated by the age distribution in key countries. This breakdown allows for precise targeting of specific age groups for your research needs.



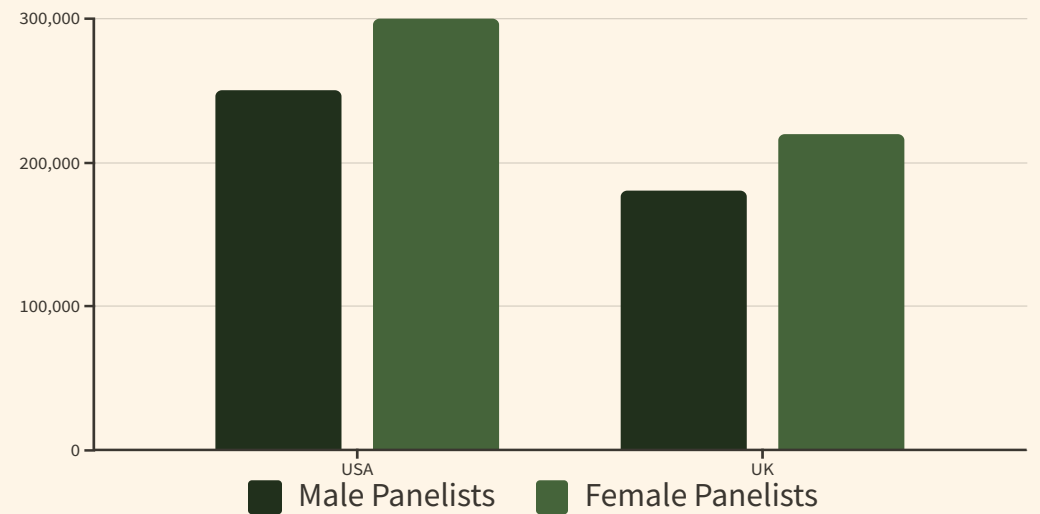
Global Panel Key Statistics

Panelist Distribution by US Region



This chart highlights the geographical distribution of our panelists across various US regions, showing a strong concentration in the South Atlantic.

Gender Distribution: USA vs. UK Panels



The above chart illustrates the gender distribution within our USA and UK panels, showcasing a balanced representation critical for diverse research outcomes.

3.5M+

Global Panelists

Total reach across B2B and B2C segments.

15-20%

Avg. Response Rate

Ensuring timely and robust data collection.

1.4M+

B2B Identified

Verified business decision-makers and professionals.

Key Decision-Maker Profiles

Our panel includes a wide range of decision-makers crucial for targeted business insights.



35% ITDM

Information Technology Decision Makers



23% BDM

Business Development Managers



11% SBO

Small Business Owners



21% FDM

Financial Decision Makers



10% HRDM

Human Resources Decision Makers

Global Panel Key Statistics Continued

506,266

Canada & UK Panelists

Combined total reach in key markets.

405,148

B2B Identified

Verified business decision-makers and professionals.




Key Decision-Maker Profiles & Niche Segments

Our panel includes a wide range of decision-makers and niche profiles crucial for targeted business and consumer insights.

Decision-Maker Profiles:

-  35% FDM
Financial Decision Makers
-  21% BDM
Business Development Managers
-  24% ITDM
Information Technology Decision Makers
-  20% HRDM
Human Resources Decision Makers

Niche Profiling Examples:

-  Human Resource DMs
-  Financial Advisors
-  Engineers
-  Video Gamers
-  Purchasing DMs
-  Real Estate Investors
-  Cloud Users

Global Panel Key Statistics Continued

329,593

Panelists

Total reach across B2B and B2C segments.

15-20%

Average Response Rate



Ensuring timely and robust data collection.

63,664







B2B Identified

Verified business decision-makers and professionals.

Key Decision-Maker Profiles

-  42% FDM
Financial Decision Makers
-  33% BDM
Business Development Managers
-  12% SBO
Small Business Owners
-  13% ITDM
Information Technology Decision Makers

Niche Profiling Examples

-  Architects
-  Chefs
-  Psoriasis Sufferers
-  Diabetics
-  New Parents
-  Car Owners

Patient Profiles Overview

Our specialized patient panels offer precise access to various health segments, ensuring targeted insights for pharmaceutical and healthcare research.



■ Chronic Conditions ■ Acute Conditions ■ Specific Disease A ■ Healthy Volunteers ■ Specific Disease B

The patient profiles chart illustrates the distribution of our specialized panels across different health segments, ensuring comprehensive data collection for healthcare research.

Contact Us

Connect with Panel Junction Today

Ready to unlock unparalleled market insights? Get in touch with our team to discuss your specific research needs and discover how Panel Junction can empower your business with high-quality panel data.



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