



POWERED BY INGINIT

elspur. **Panel**
Book
2022

LEVERAGING MODERN TECHNOLOGY
TO DELIVER PANEL INSIGHTS

ABOUT US

11 year old Market Research firm with over 60 employees working globally providing full spectrum of services in the insights and research industry.



- 2022** ○ Launched proprietary panel elspur consolidating all of our panel members.
- 2021** ○ Launched our first proprietary panel iengage.
- 2019** ○ Added sampling capabilities and opened Singapore office.
- 2017** ○ Started Data Sciences division to help clients get complete analytics solution.
- 2014** ○ Creative Dashboard service launched for analysts.
- 2011** ○ Founded by the seasoned market research professionals Joe Awungshi and Tabita Denes focusing on Survey Programming and Data Processing.



elspur

is an extensive collaboration of Inginit's proprietary panel and a network of reputed panel partners around the world to get you coverage of 5+ million highly engaged Business and Consumer panel across all major markets. By leveraging proprietary software build with Machine learning we achieve high level of deliverability to offer our clients with competitive price and best-in-class data, driven with contextual machine learning gateway.

Our data science technology deploys various ML models to prevent fraud & detect anomaly behavior, so you get the best quality insights.

With technology at the core of our panel base, we blend our sample & project management tool with indigenously built advance technology to ensure validity and uniqueness of each panelist

RECRUITMENT METHODOLOGY

Elspur actively owns and manages its own research panel and works in collaboration with a network of trusted partners.

We use diverse and broad recruitment sources, including Affiliate partnerships, e-mail campaigns, social media campaigns, search engine marketing and partner programs to get a good representative of the population and map niche target groups



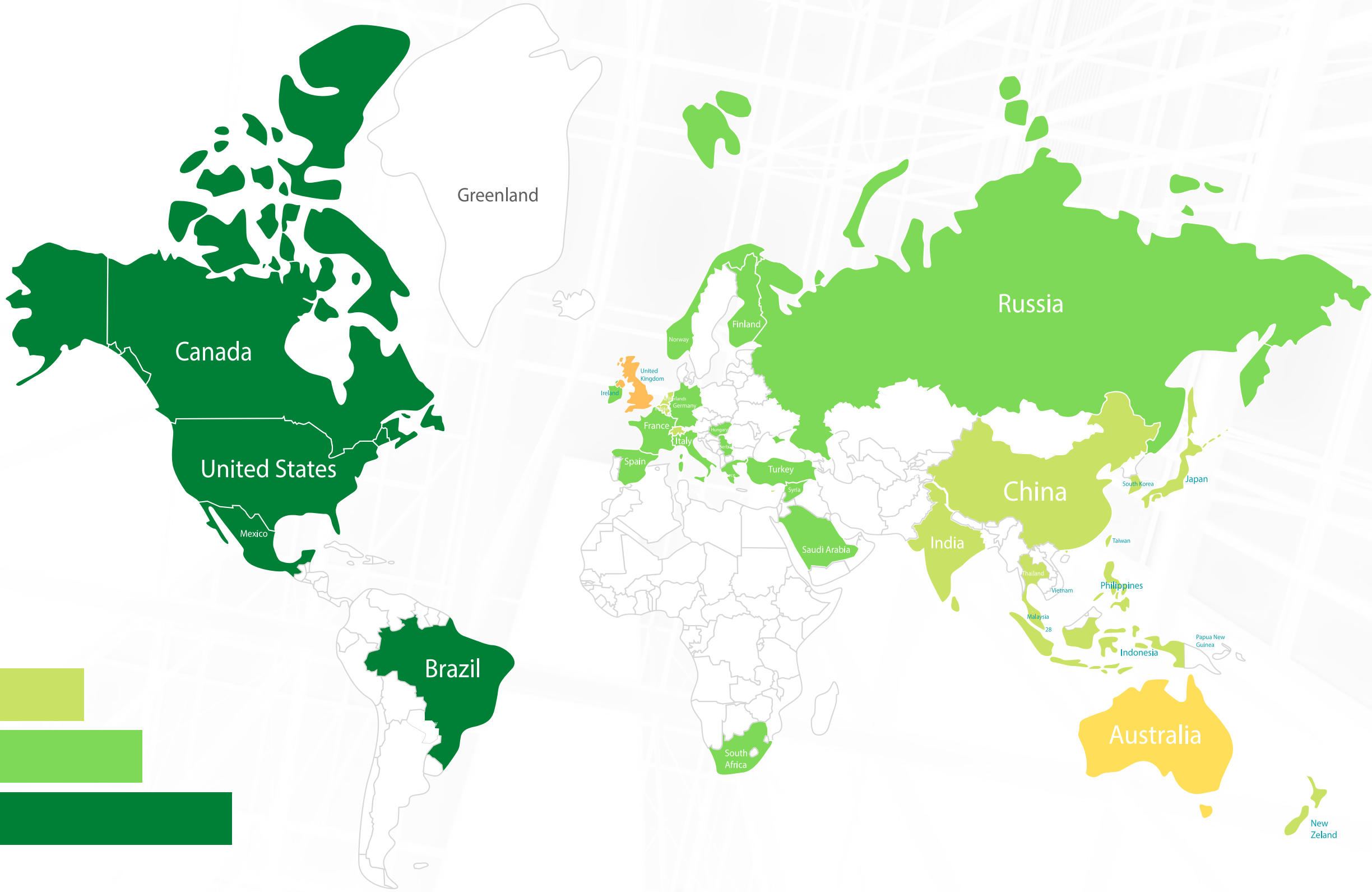
QUALITY CONTROL-TECHNOLOGY AT THE CORE

At the heart of our Panel Platform resides neural database and machine learning that enables us to predict deliverability, participants reputation and optimize the sample cost.

Through active panel management coupled with automated verification algorithms & manual checking mechanisms for duplicate checks and identity validation of participants, we ensure to bring the best possible sample quality.

We predict reputation score for each participant using contextual machine learning, and only allow participants with a good reputation score to participate in survey.

SAMPLING SEARCH



LIST OF COUNTRIES COUNT OF MEMBERS

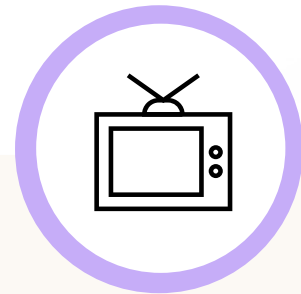
UNITED KINGDOM	310,000
ANZ	284,944
APAC	1,248,596
EMEA	1,420,845
THE AMERICAS	2,090,152

PROFILE ATTRIBUTES ACROSS B2B & B2C



Automotive

- ✓ Car Owner
- ✓ Number of cars in the household
- ✓ Make and Model of car
- ✓ Purchase year
- ✓ Types of vehicles
- ✓ Types of Driver's licenses



Entertainment

- ✓ Television Viewing
- ✓ Movie Theatre Views
- ✓ Media streamers
- ✓ Hours of television viewed during the week and on the weekend
- ✓ Television service (cable, satellite, etc.)



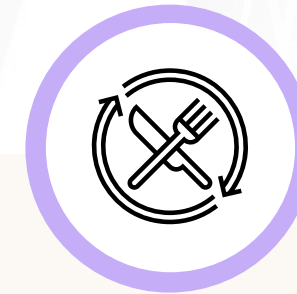
Demographics

- ✓ Age
- ✓ Gender
- ✓ Geo (County, ZIP, Region, etc.)
- ✓ Race/Ethnicity
- ✓ Language(s)
- ✓ Household Income Household
- ✓ Composition Employment Status
- ✓ Level of Education
- ✓ Marital Status
- ✓ No. of Children in Household
- ✓ Age/Gender of Each Child



Business

- ✓ Employment Status
- ✓ Title
- ✓ Type of Industry Department
- ✓ Company Size (Worldwide) Decision maker
- ✓ Job function/ Role



Food and Beverages

- ✓ Beverage
- ✓ Consumption
- ✓ Types of beverages
- ✓ Frequency of consumption
- ✓ Primary Grocery Shoppers
- ✓ Restaurant Goers
- ✓ Brands



Finance

- ✓ Primary Financial Decision Makers
- ✓ Investable Assets
- ✓ Banking Services
- ✓ Savings/checking
- ✓ Credit Cards
- ✓ Retirement accounts
- ✓ Investments accounts
- ✓ Primary mortgage bank
- ✓ Loans
- ✓ Insurance

PROFILE ATTRIBUTES ACROSS B2B & B2C



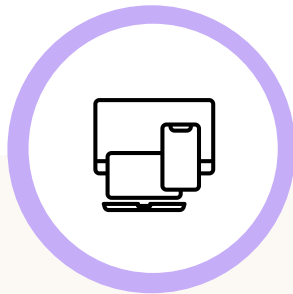
Gaming

- ✓ Consoles/ Mobile/ PC/ Others
- ✓ Time Spent
- ✓ A Categories/Genres



Travel

- ✓ Business vs. Leisure travel
- ✓ Travel planning responsibility
- ✓ Vacation destinations
- ✓ Travel activities
- ✓ Frequency of domestic and international travel
- ✓ Hotels/motels
- ✓ Frequent flyer membership
- ✓ Car rentals
- ✓ Cruise lines



Technology

- ✓ Audio devices
- ✓ Cameras & drones
- ✓ Electronic device types
- ✓ Software & OS
- ✓ Wearables
- ✓ Media devices
- ✓ Home surveillance
- ✓ Home assistance



Sports

- ✓ Sports gear
- ✓ Sports publications
- ✓ Sports networks
- ✓ Level of individual interest
- ✓ Sporting events attendance
- ✓ Participation in sports activities
- ✓ Ownership or intent to purchase sports equipment
- ✓ Participation in fantasy sports



Healthcare

- ✓ Staff (Doctor, Dentist, Pharmacist, Nurse, etc.)
- ✓ Doctor Specialty
- ✓ AILMENTS Current Ailments
- ✓ Past Ailments
- ✓ Ailments (Another in household)
- ✓ Caregivers
- ✓ Medication Types
- ✓ Alternative Therapies

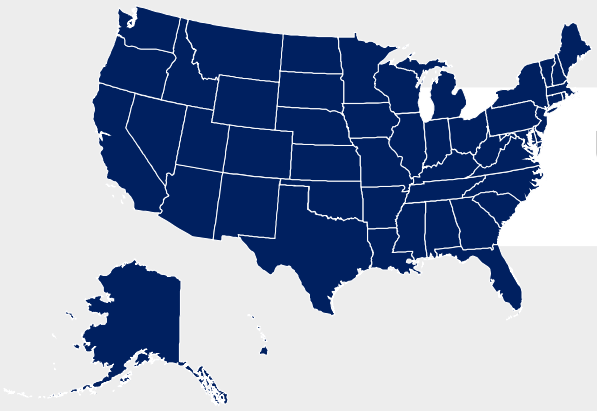


Pet Ownership

- ✓ Type of pets owned
- ✓ Amount of money spent on pet(s)
- ✓ Pet products (food, toys, grooming, etc.)
- ✓ Involvement in pet-related purchases
- ✓ Likelihood of pet ownership
- ✓ Type of pet(s) considered

COUNTRY-DEMOGRAPHICS

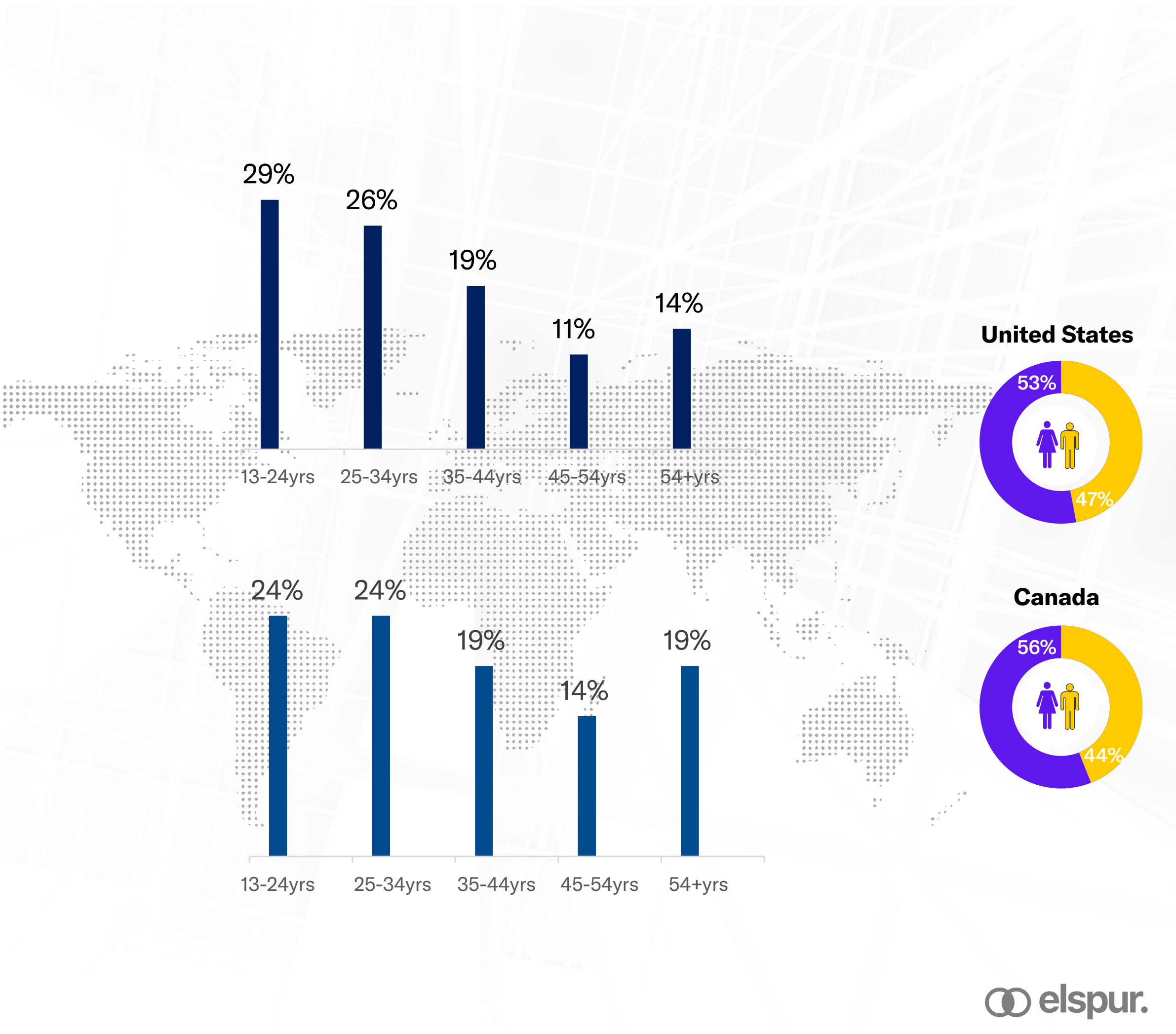
THE AMERICAS
2,090,152



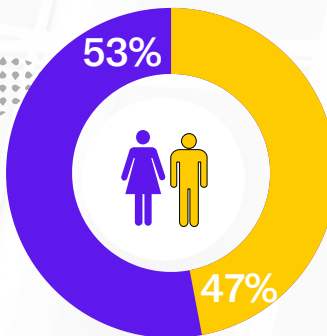
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1,303,560



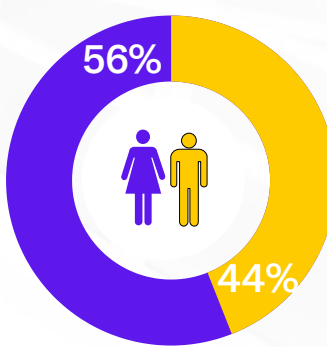
Canada
400,210



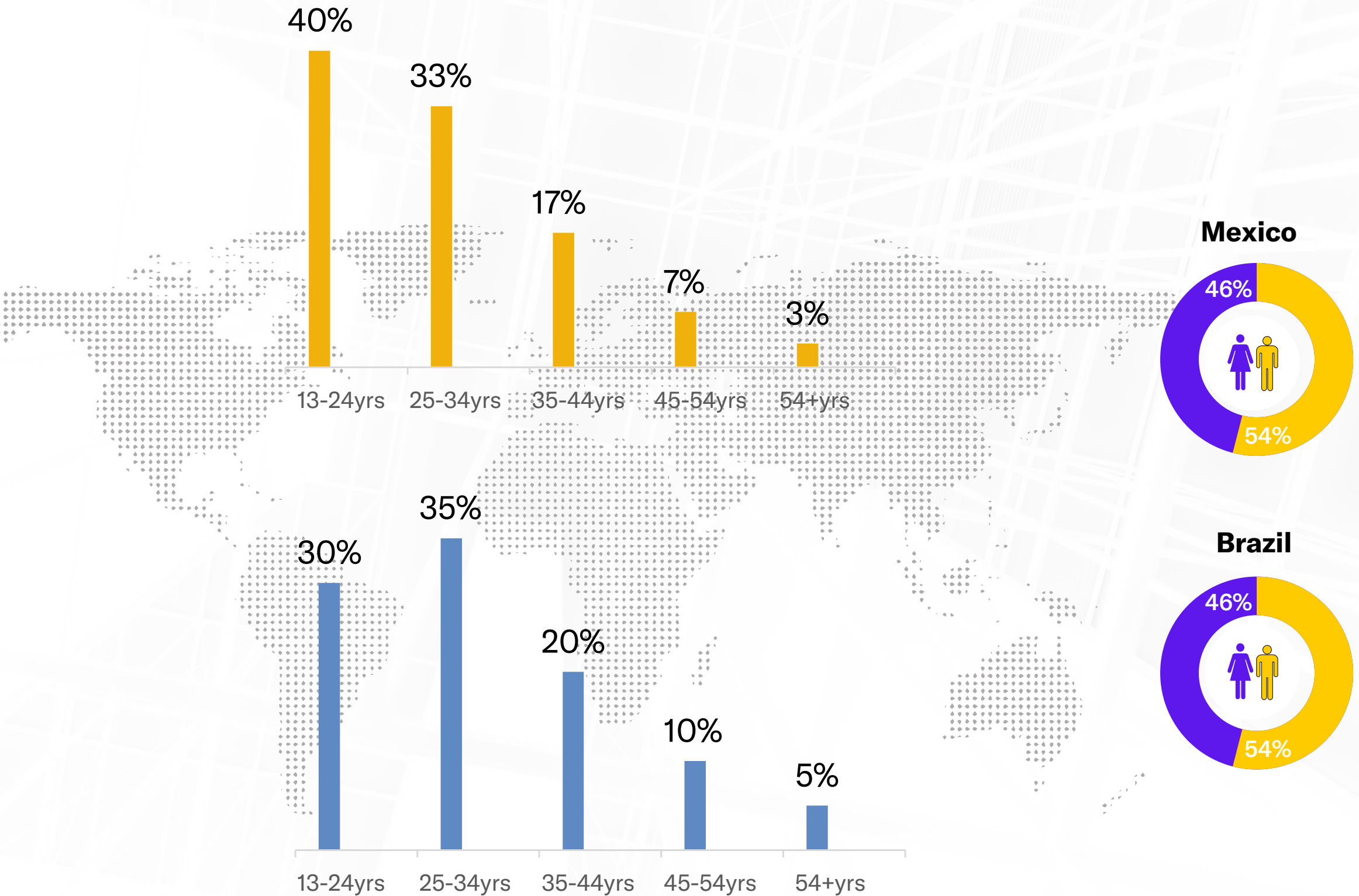
United States



Canada

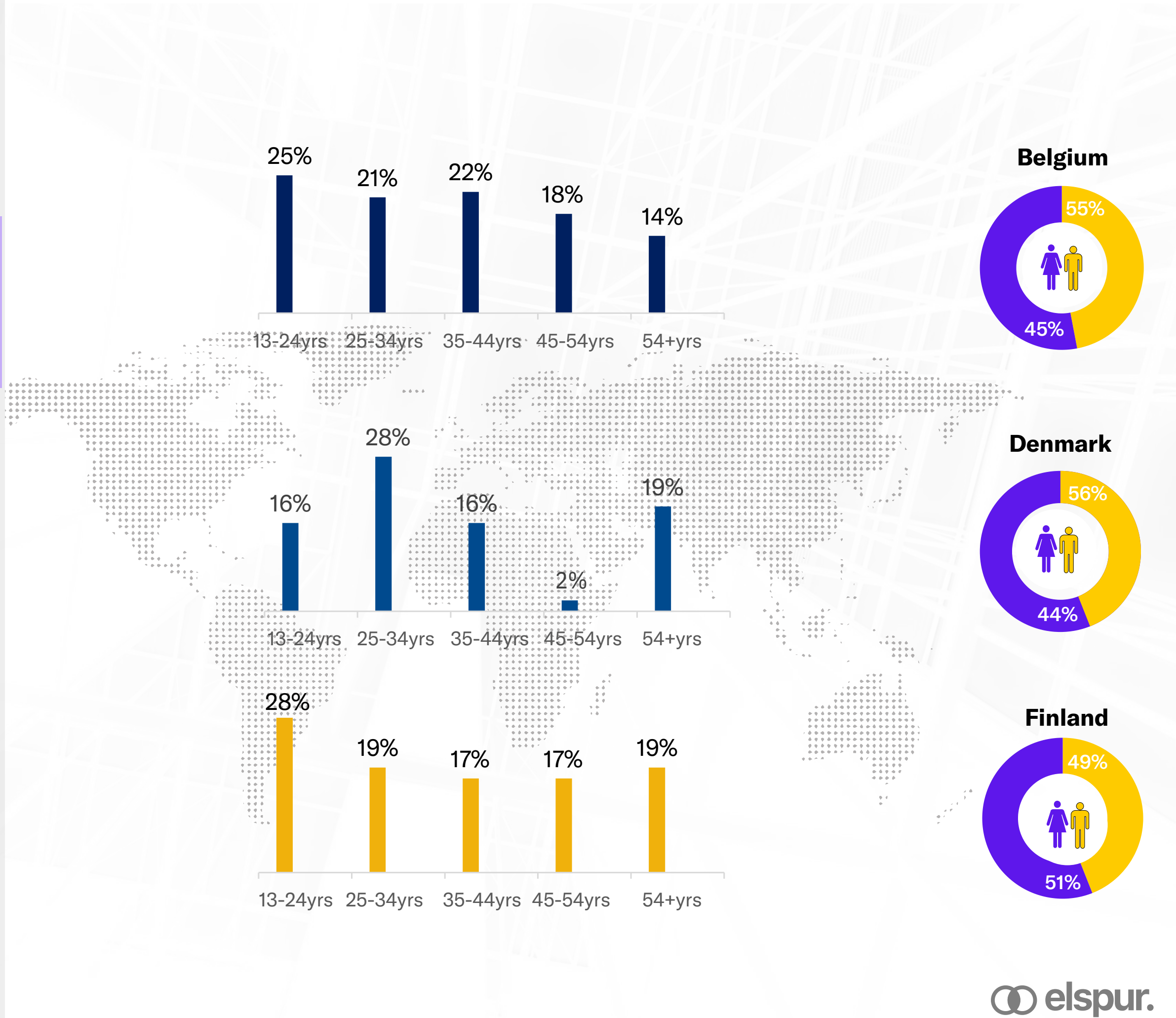
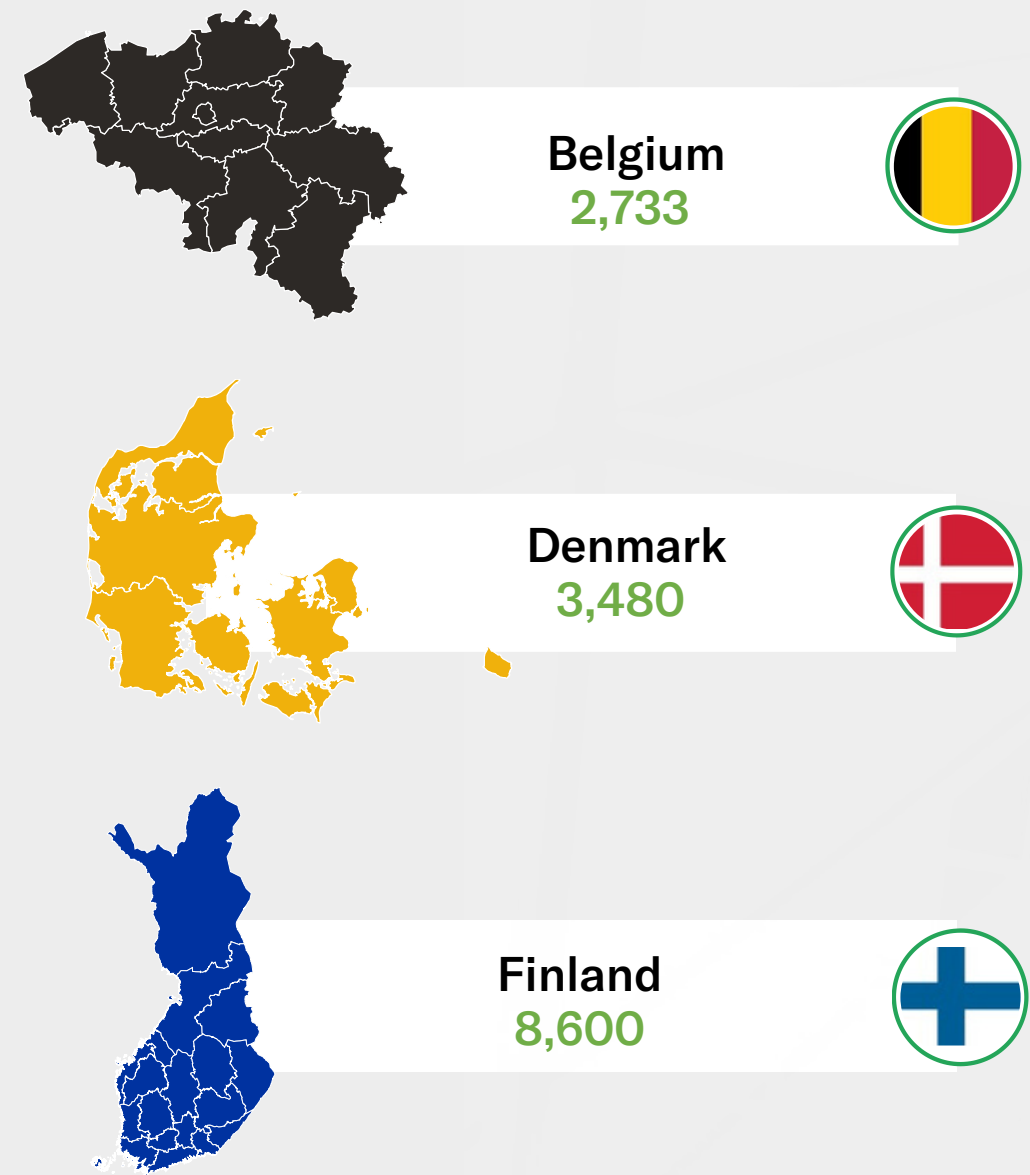


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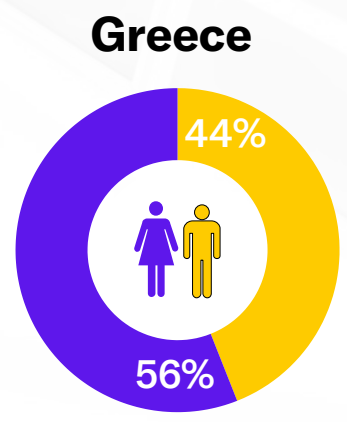
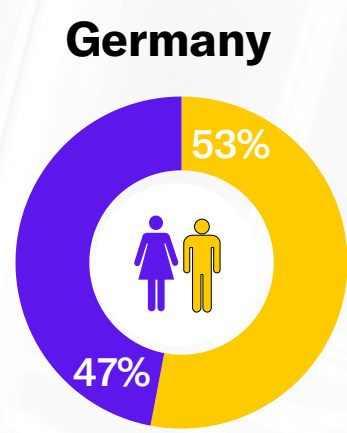
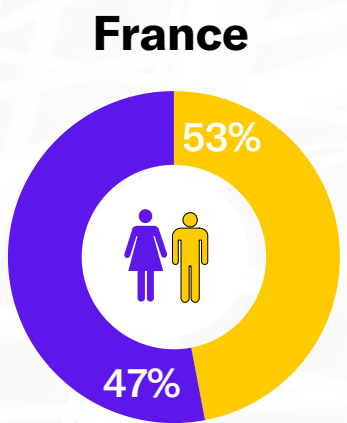
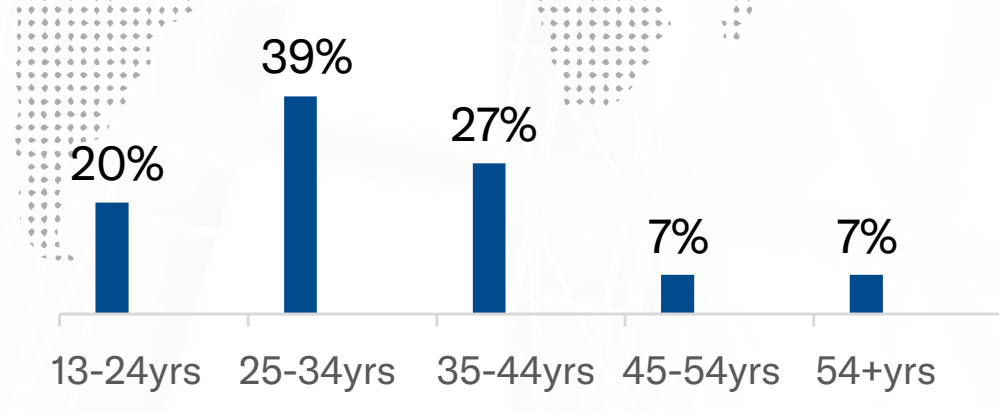
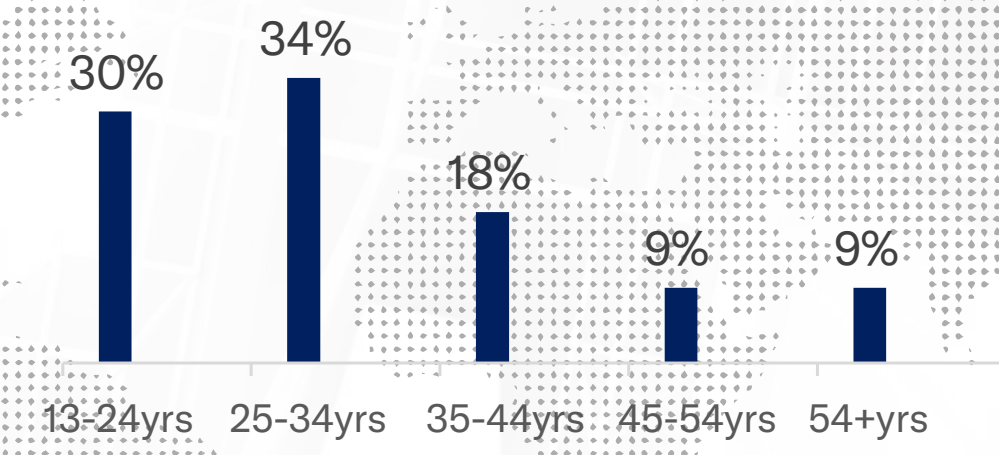
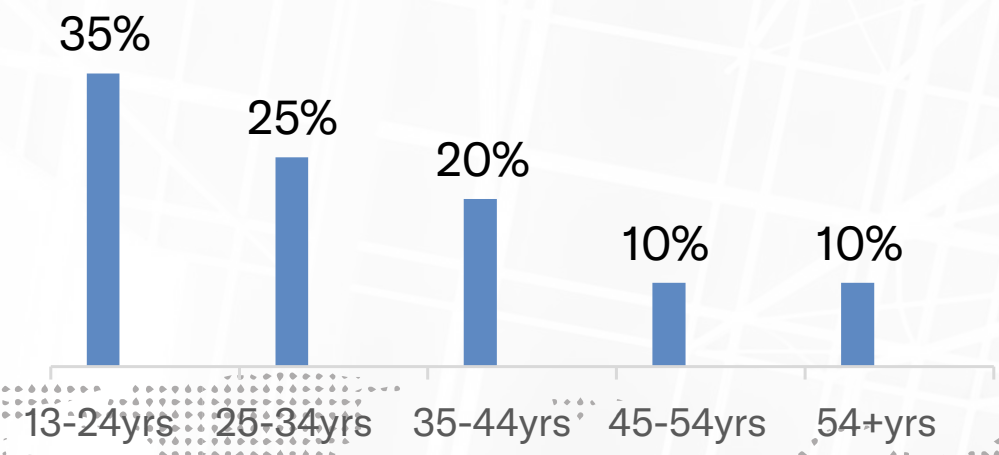
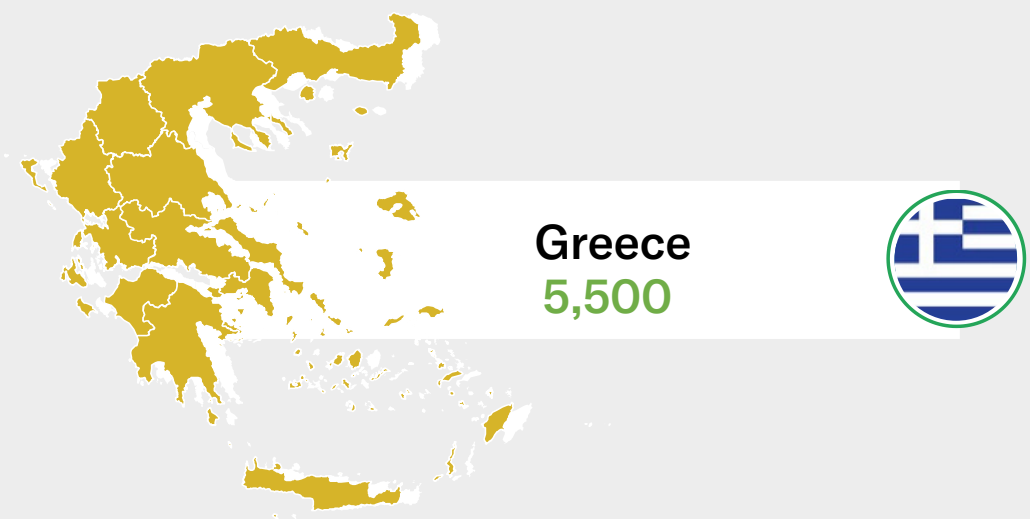
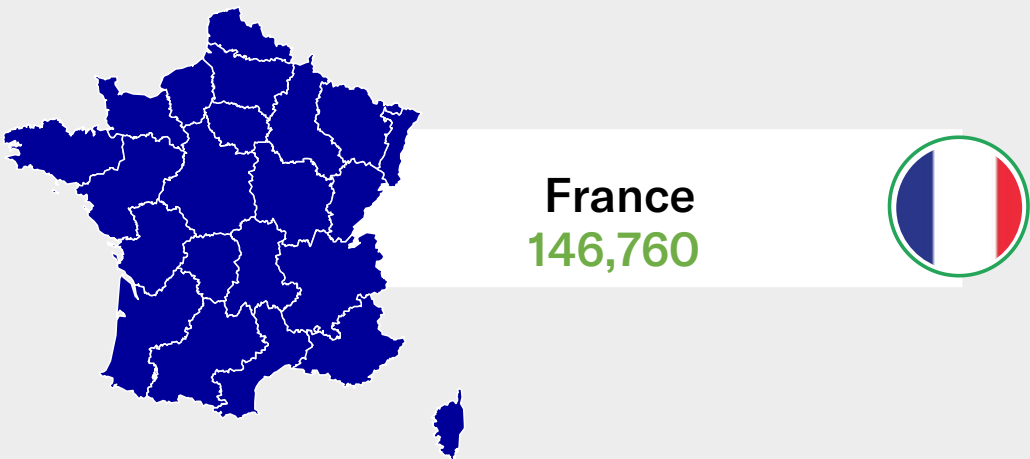


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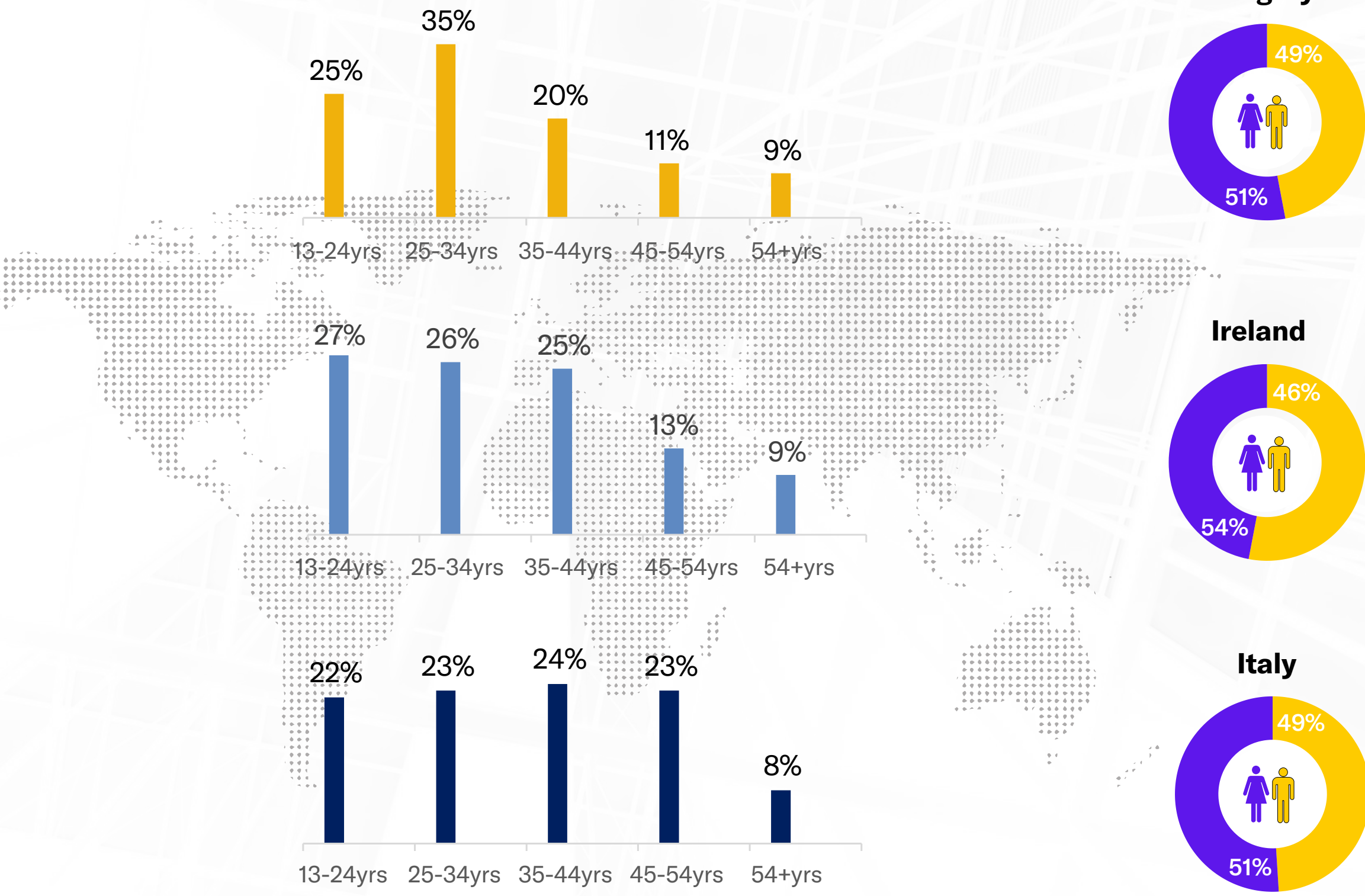
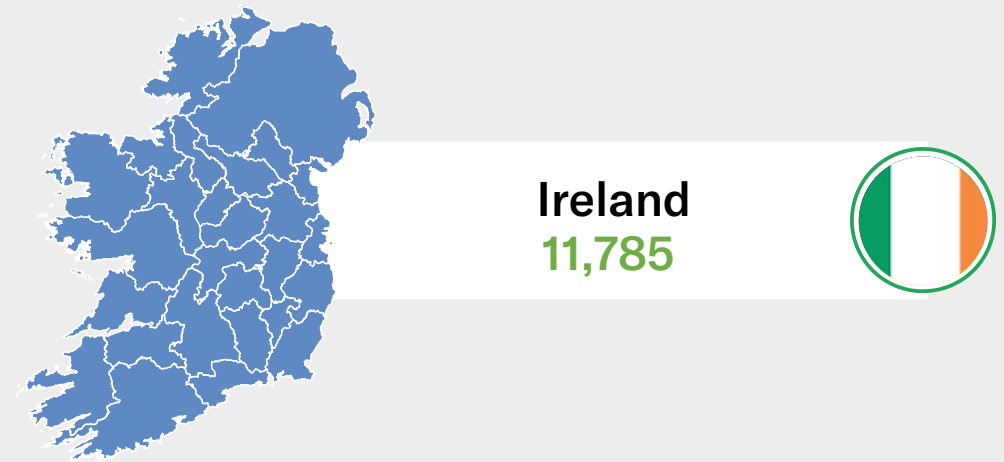
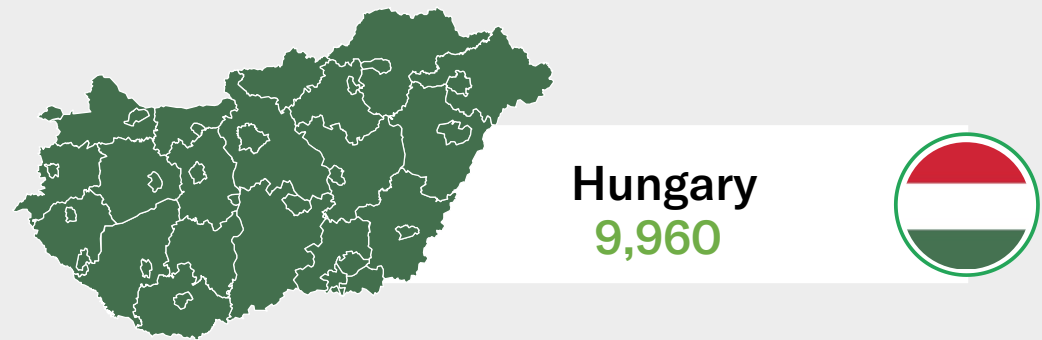
EMEA
1,420,845



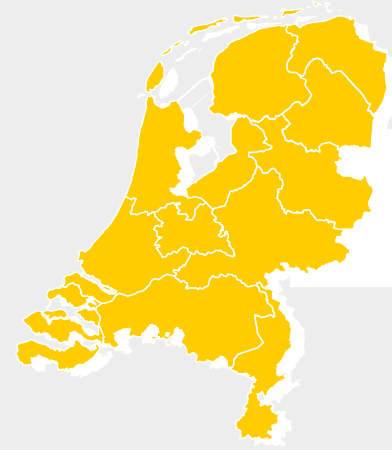
COUNTRY-DEMOGRAPHICS



COUNTRY-DEMOGRAPHICS



COUNTRY-DEMOGRAPHICS



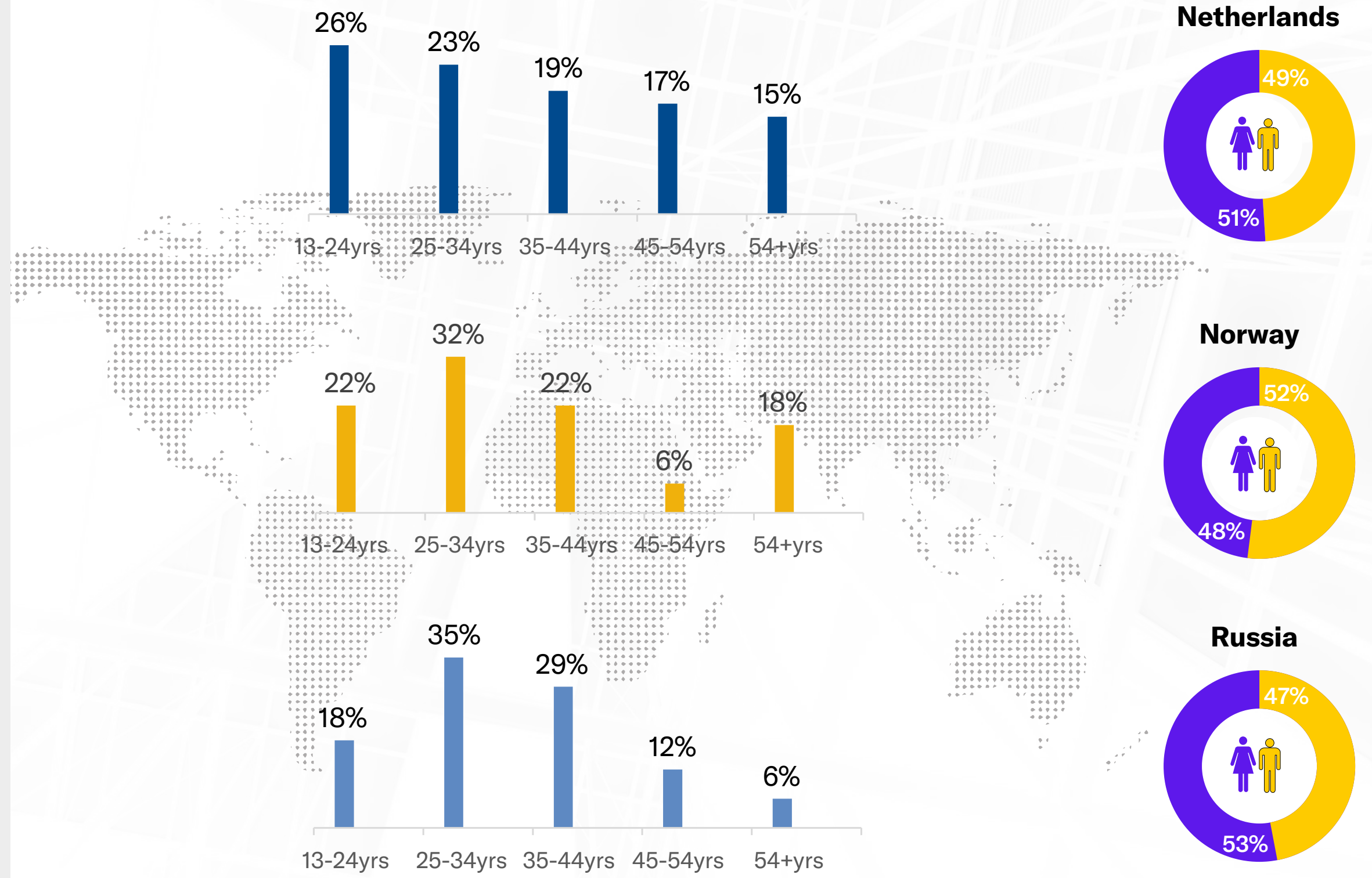
Netherlands
3,733



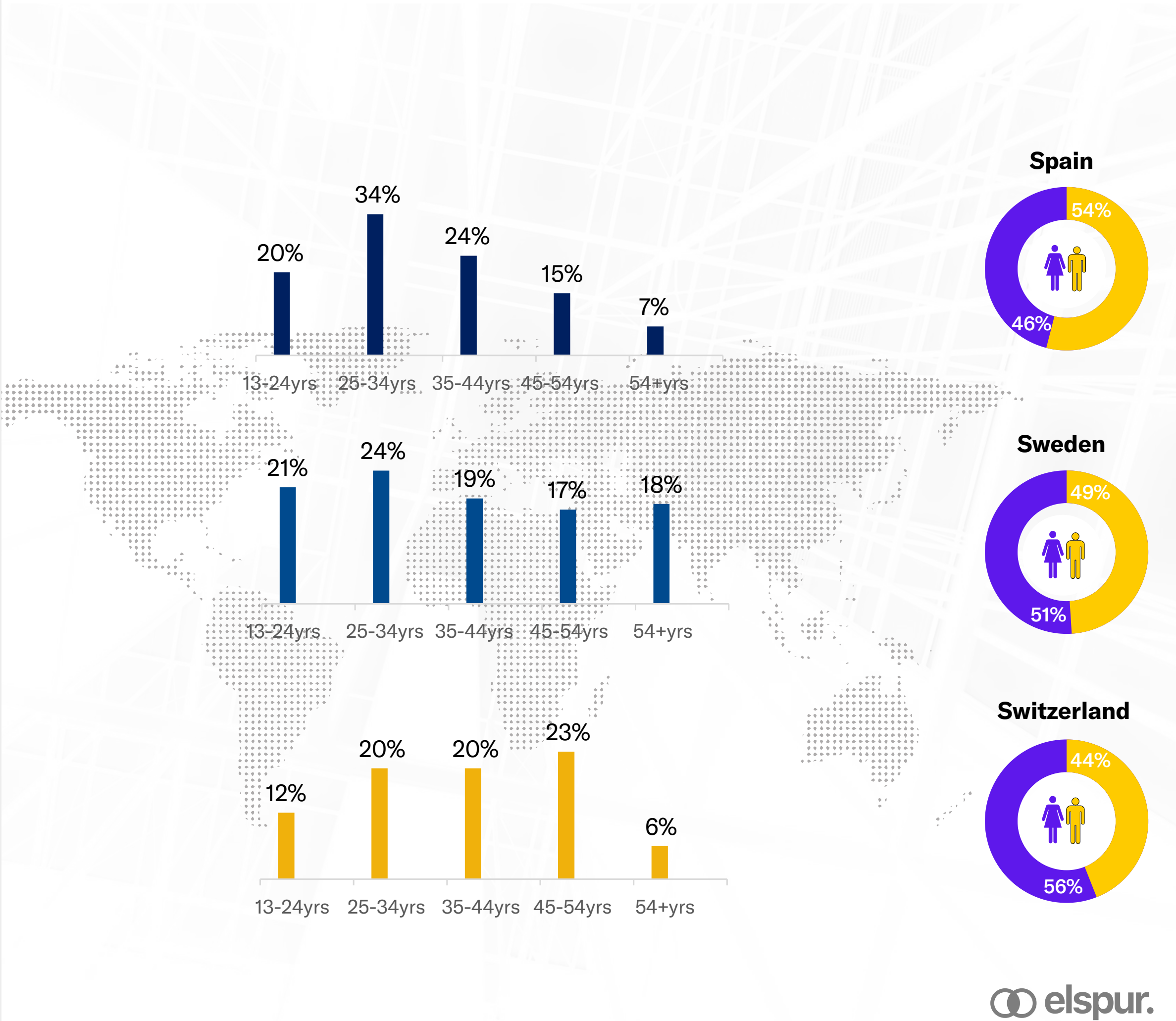
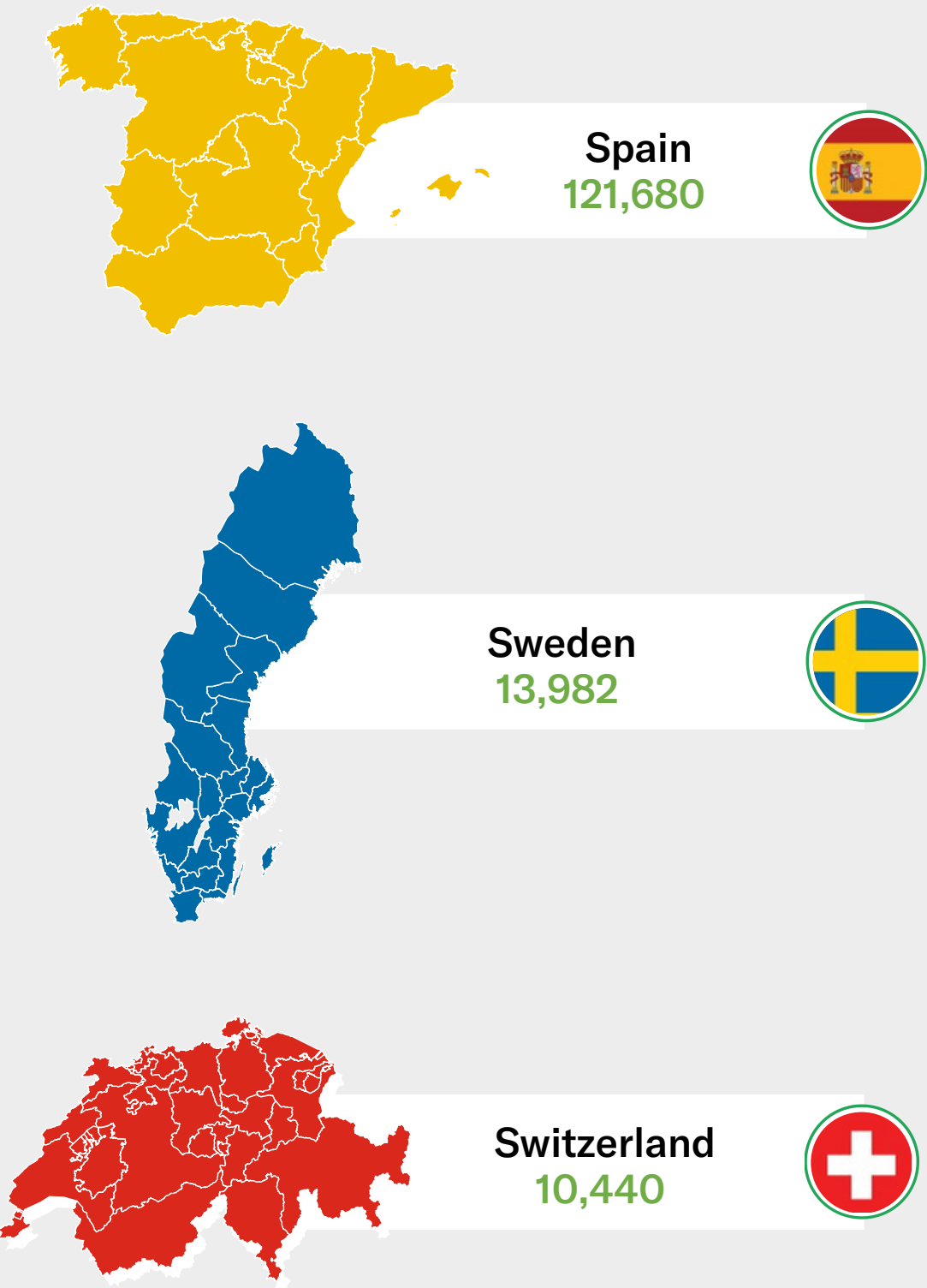
Norway
2,900



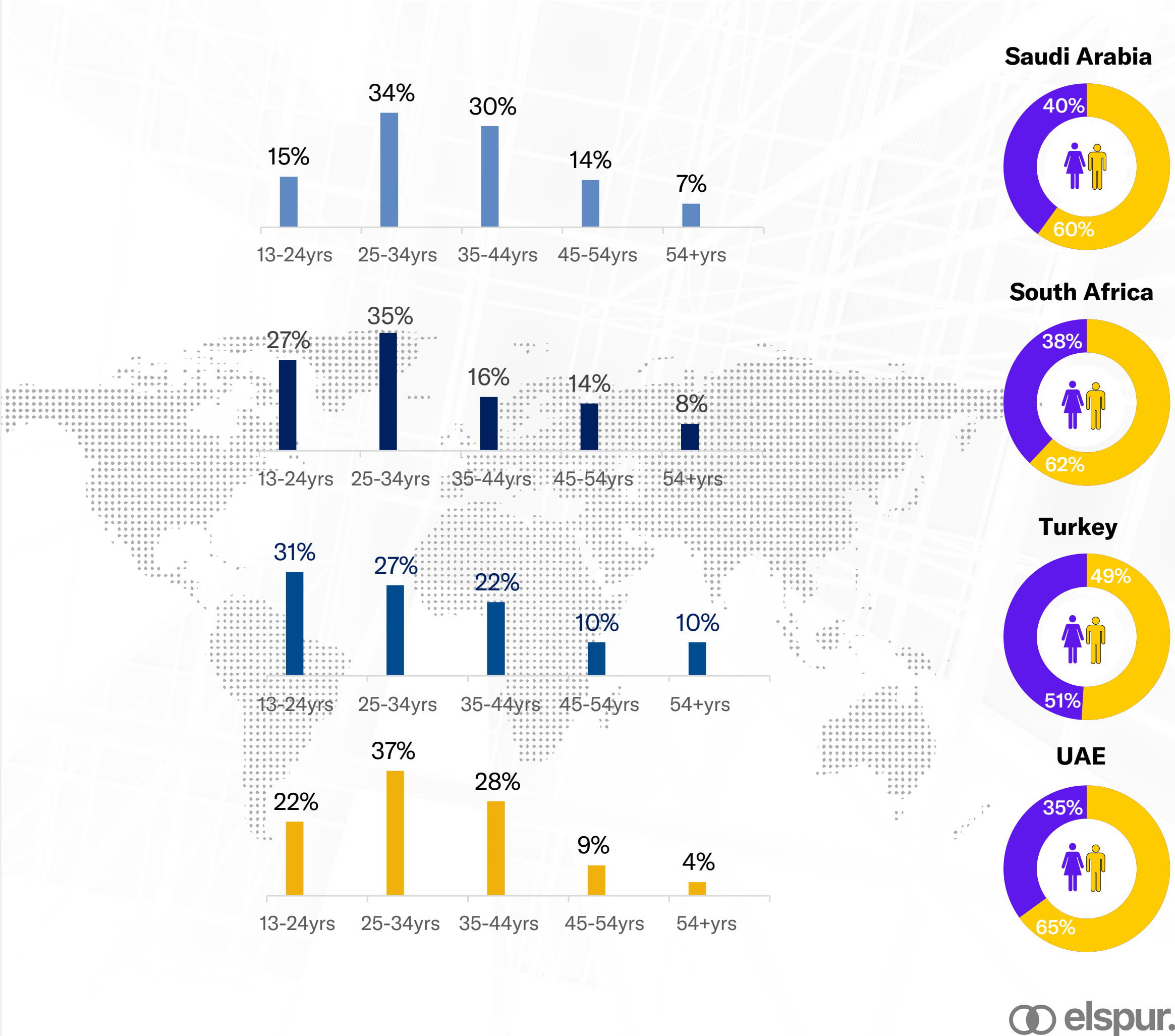
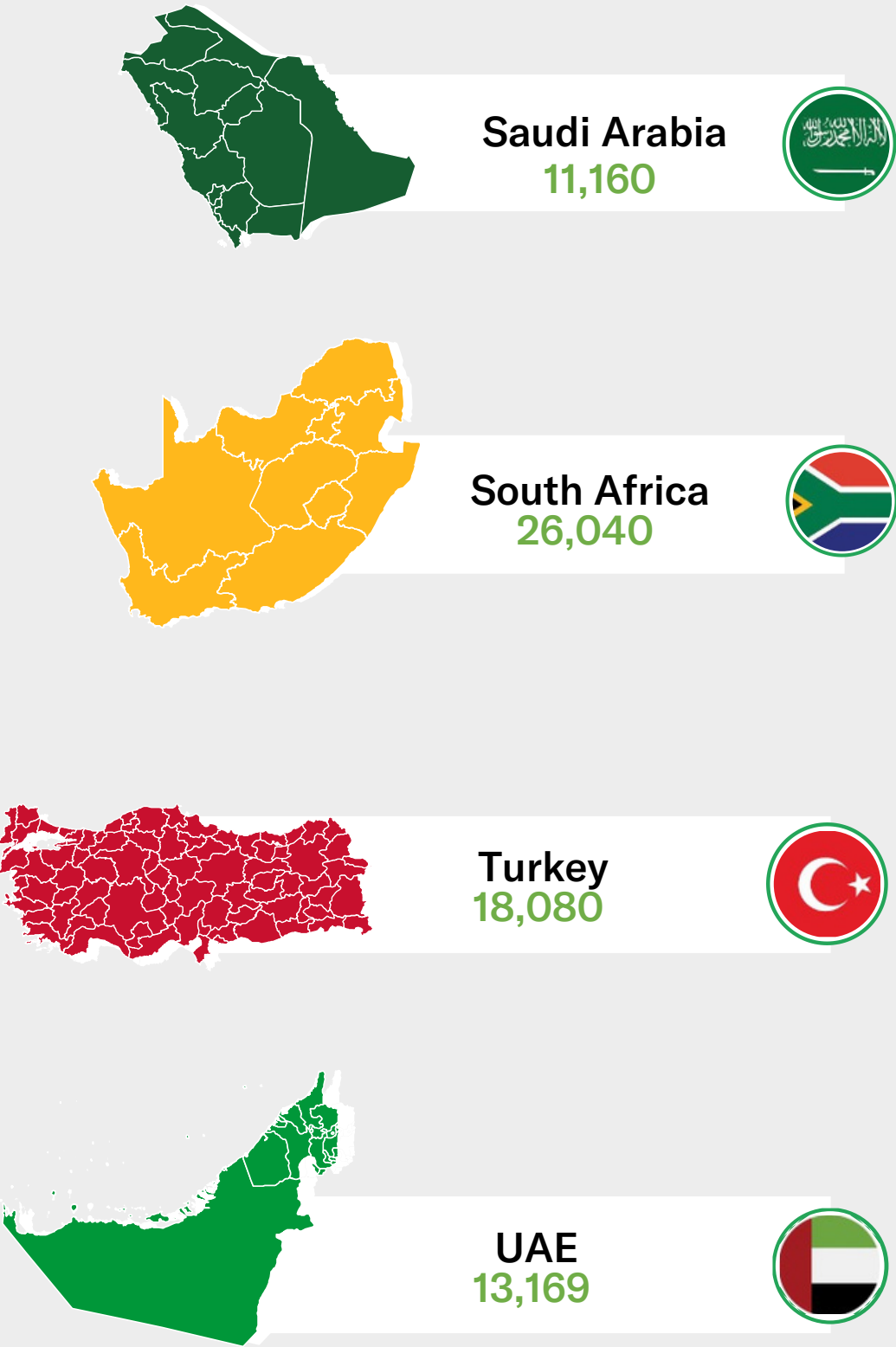
Russia
118,320



COUNTRY-DEMOGRAPHICS



COUNTRY-DEMOGRAPHICS

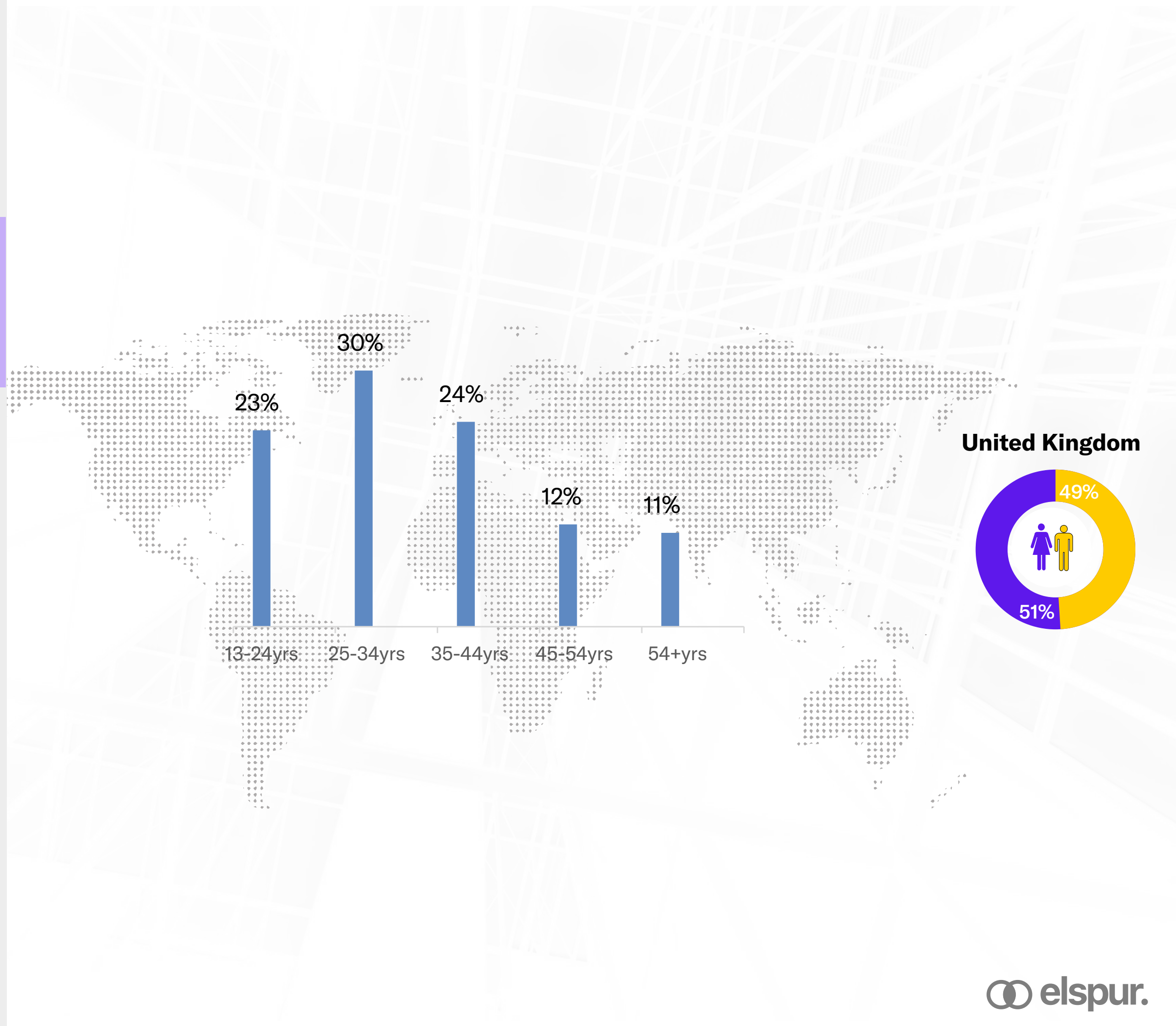


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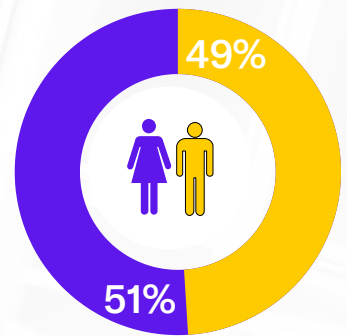
UNITED KINGDOM
310,000



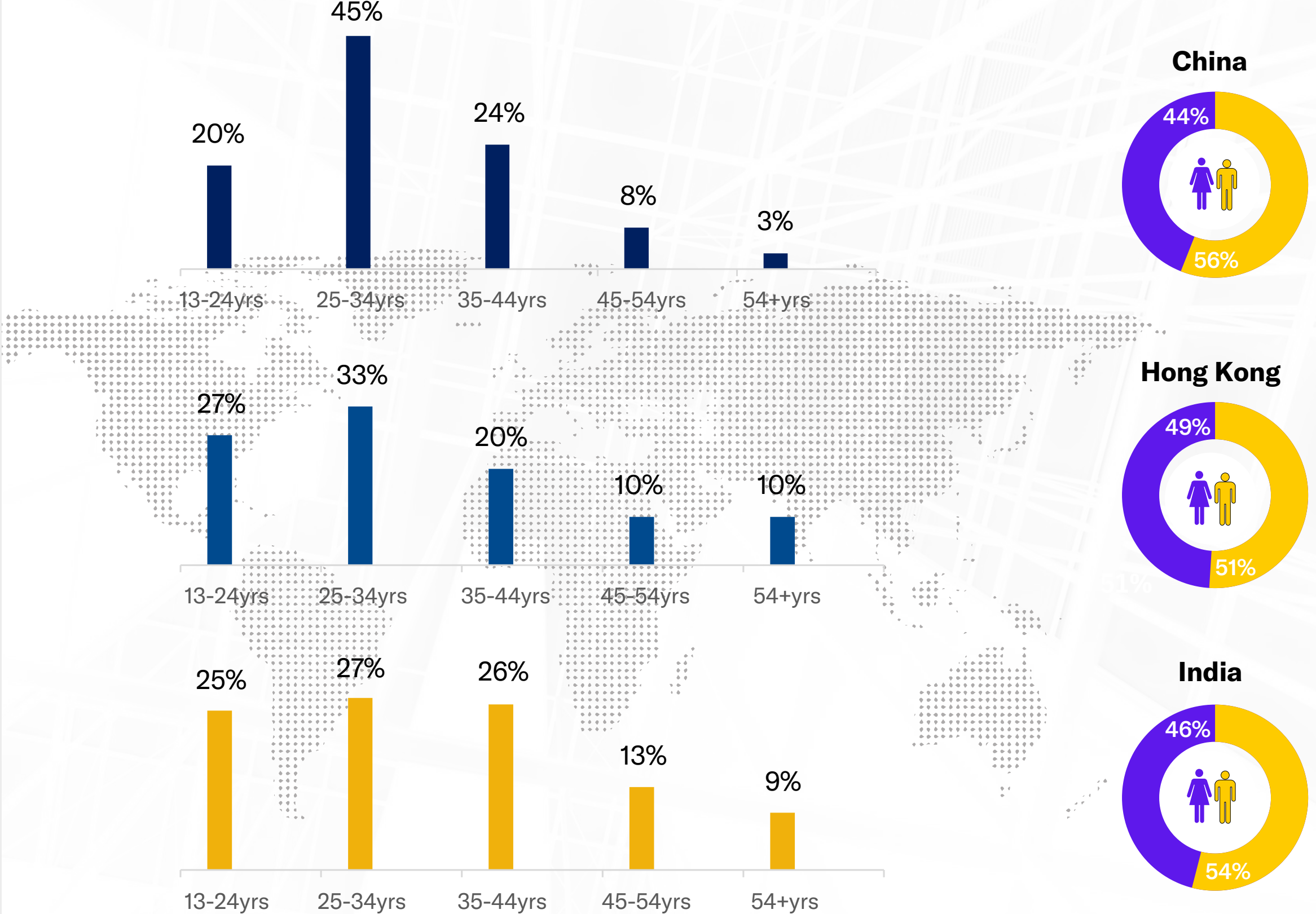
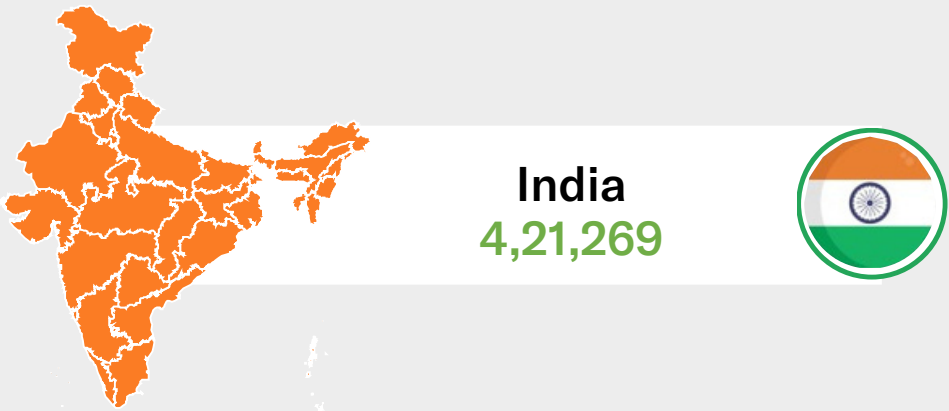
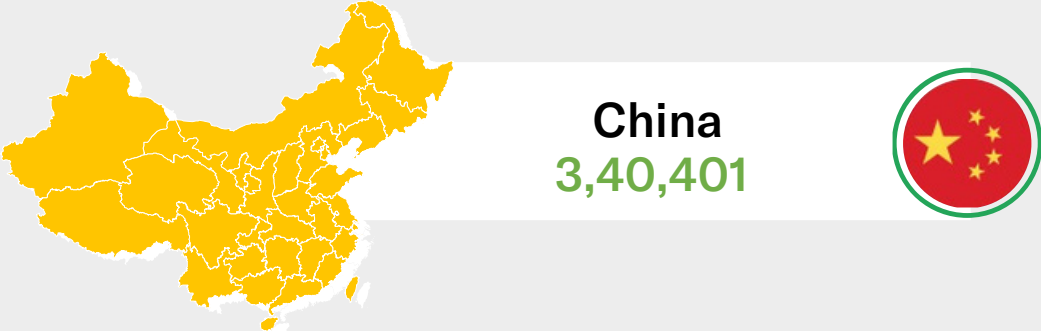
United Kingdom
310,000



United Kingdom



COUNTRY-DEMOGRAPHICS

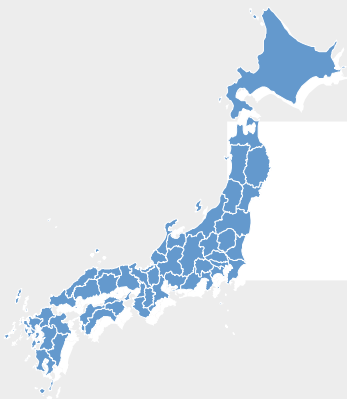
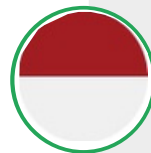


COUNTRY-DEMOGRAPHICS

EMEA
1,420,845



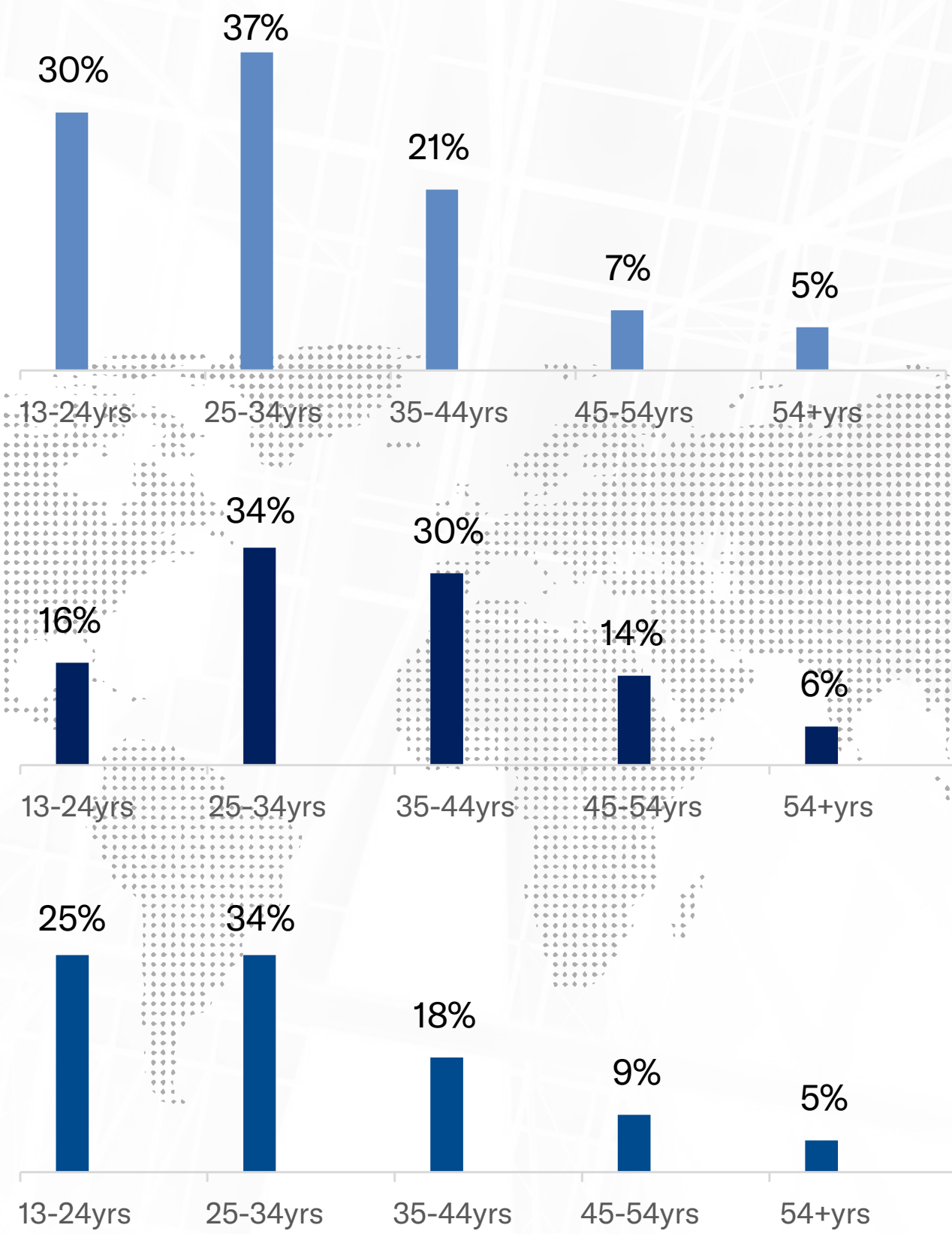
Indonesia
71,400



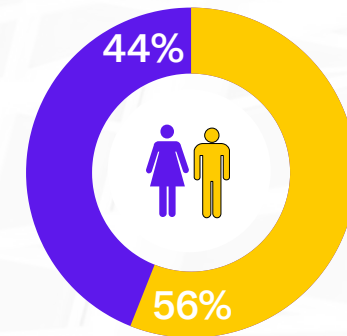
Japan
290,800



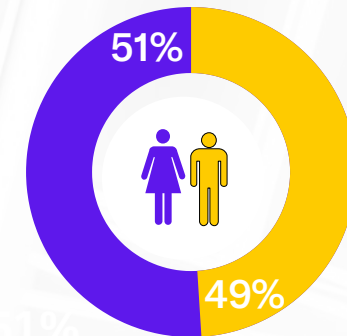
Malaysia
21,600



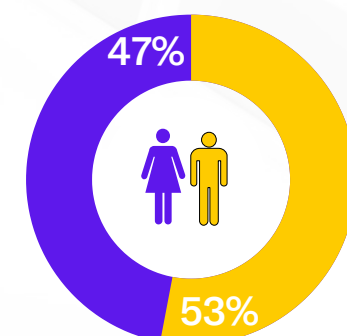
Indonesia



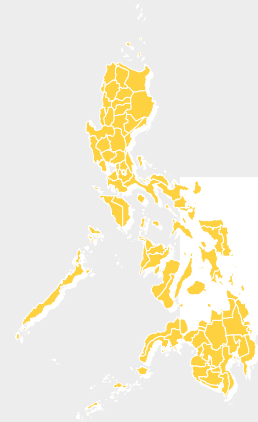
Japan



Malaysia



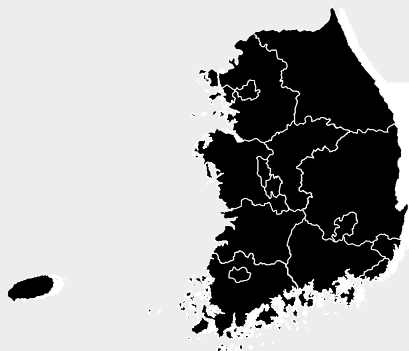
COUNTRY-DEMOGRAPHICS



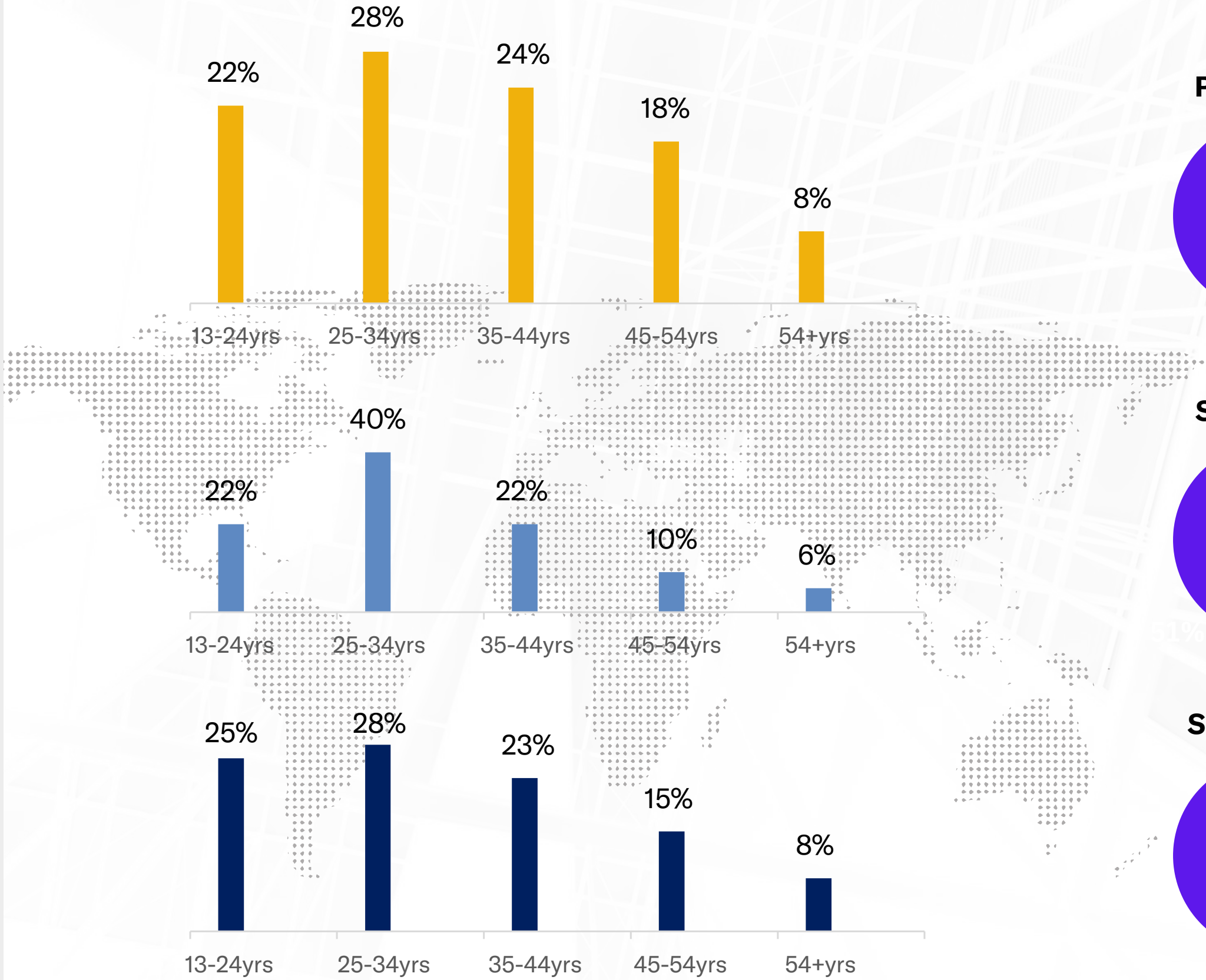
Philippines
5,484



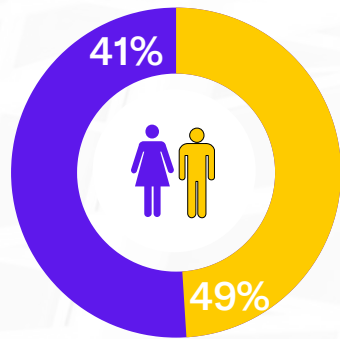
Singapore
39,432



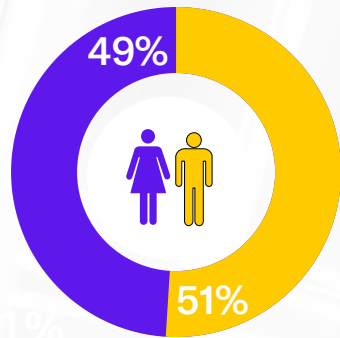
South Korea
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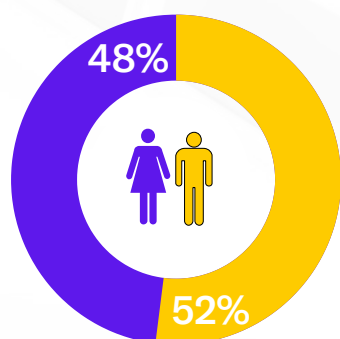
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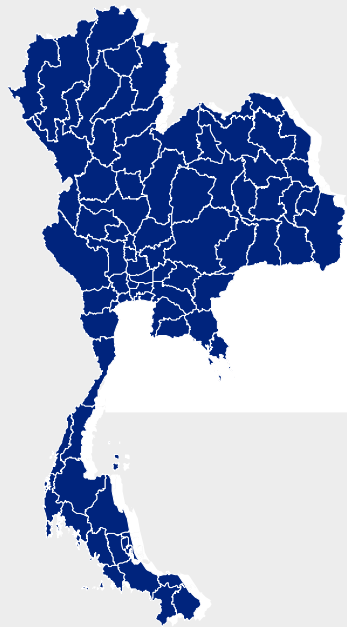
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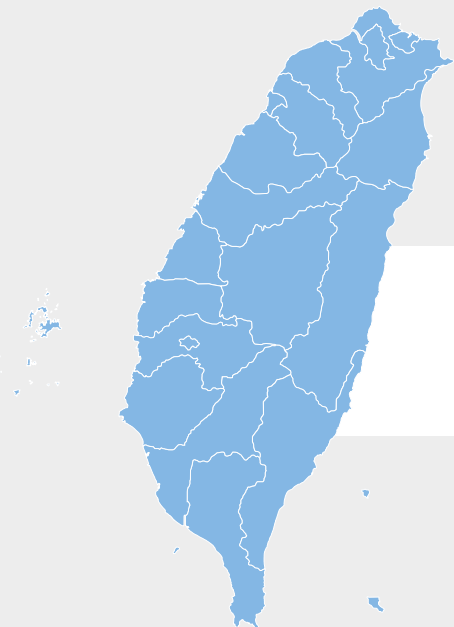
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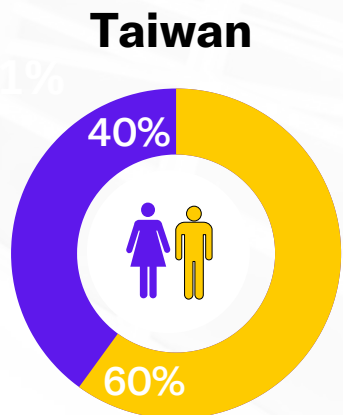
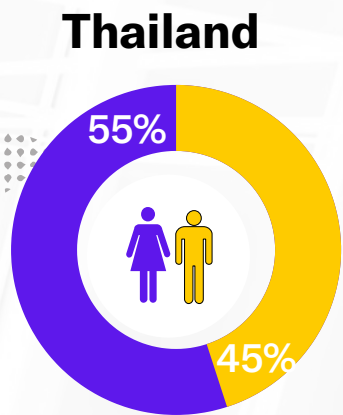
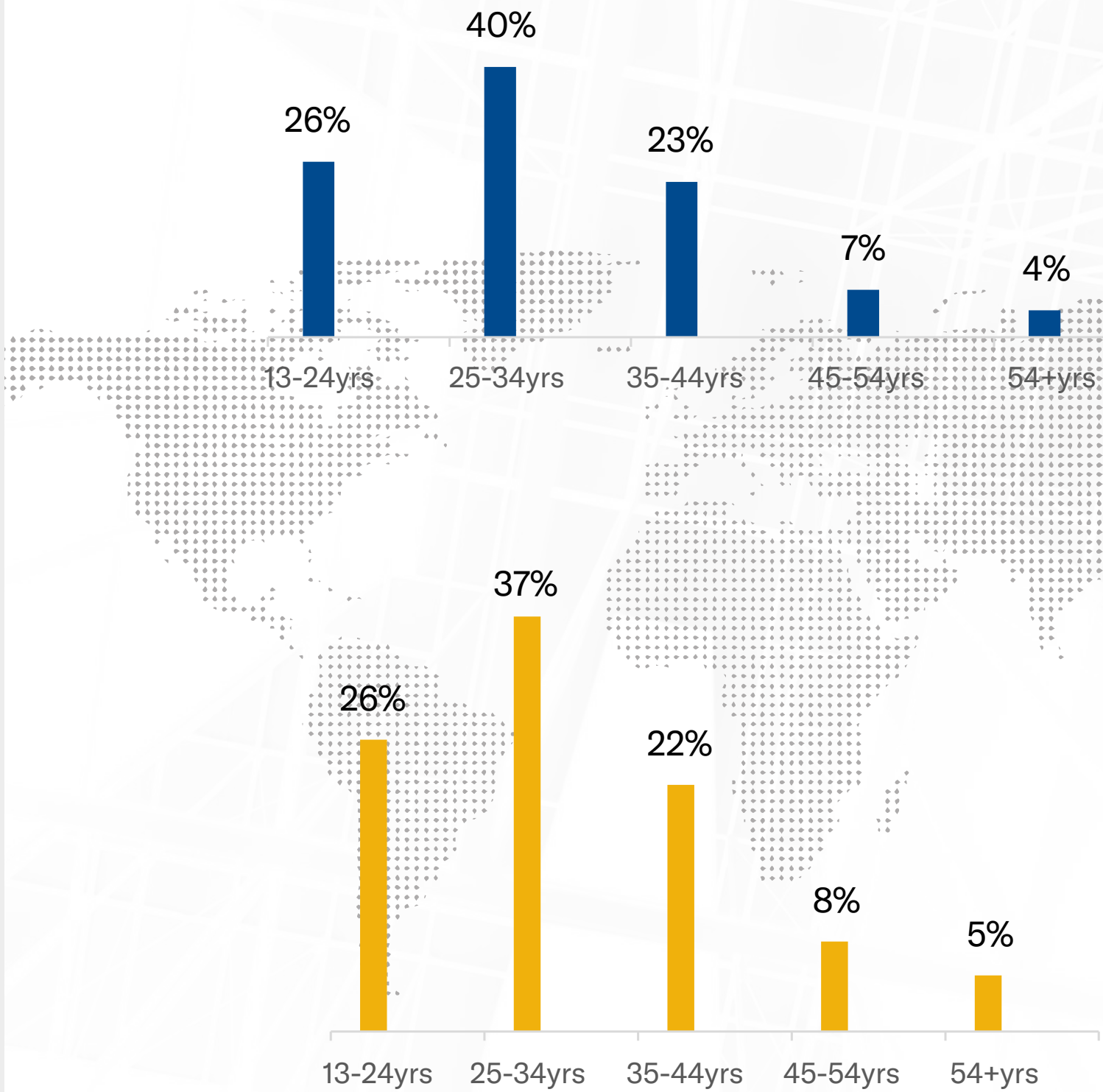
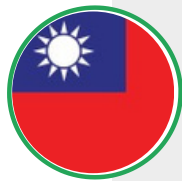
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Thailand
8,100

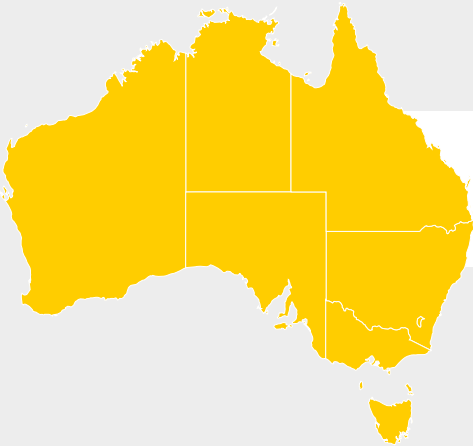


Taiwan
12,632



COUNTRY-DEMOGRAPHICS

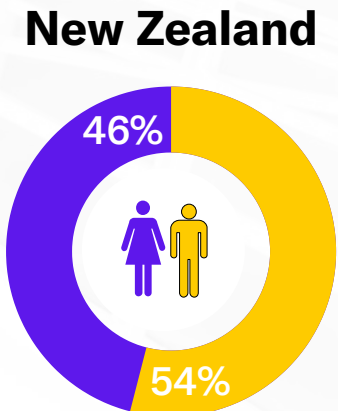
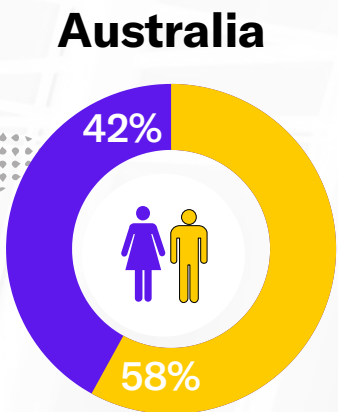
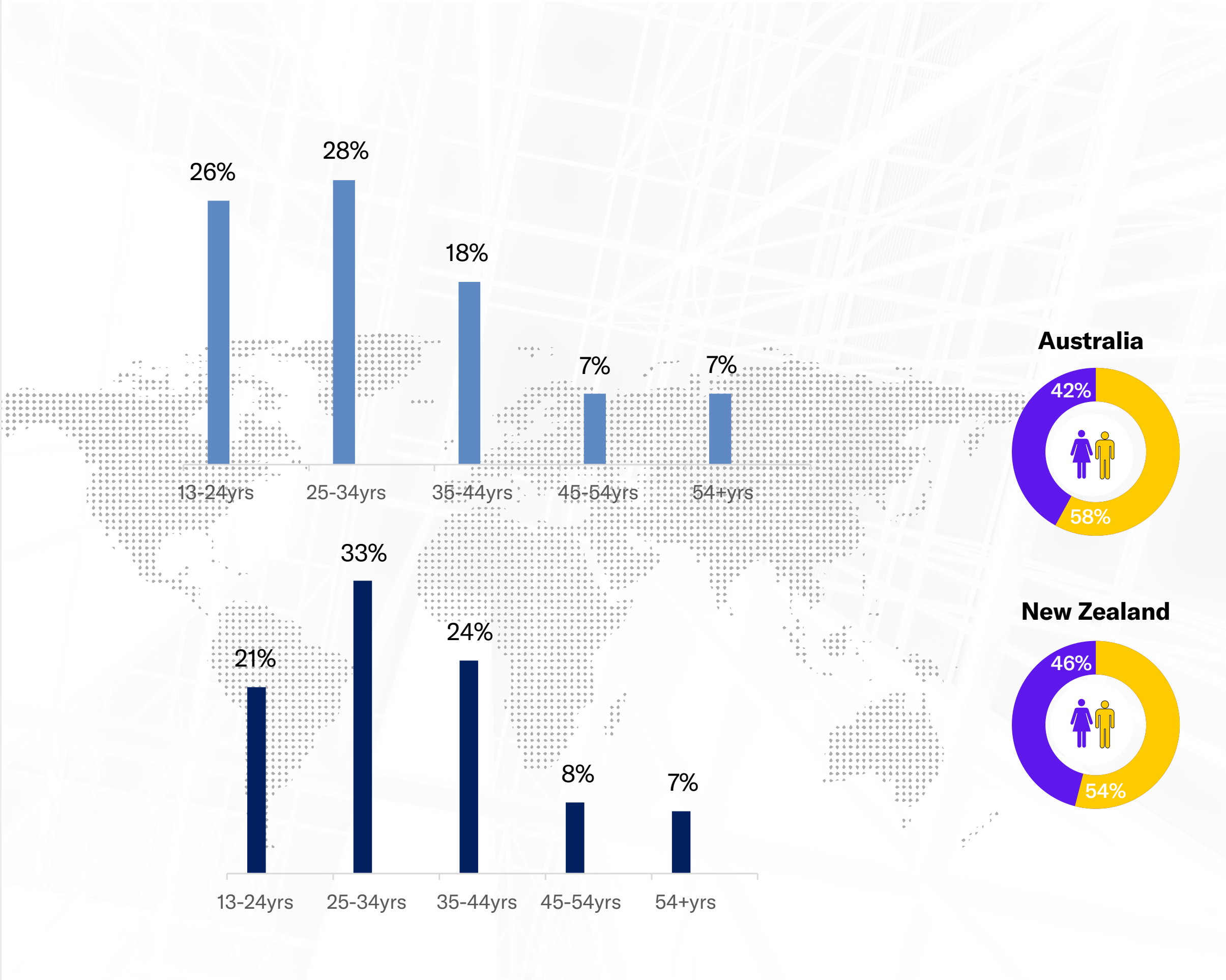
ANZ
2,84,944



Australia
214,944



New Zealand
70,000



CONTACT US

Would love to hear from you!

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**Thank
you**