SOLUGO

SOLUTIONS ON THE GO

PANEL BOOK 2022

Core Values

Powered by People

Driven By Data

Differentiated by Quality

At the core of the data collection & sampling solutions offered at SOLUGO, we simply focus on the three important components - People, Data & Quality, that empower our partner brands with the most sought after real insights.

We help you drive better decisions so that You can act Faster, Smarter and Bolder.

At SOLUGO, our solutions are backed up by authentic and relevant data, acquired from our diverse and balanced panel pool, with a special focus on sampling solutions that help our clients connect with their target audience and collect genuine data that further helps them devise business strategy and make the right decisions. We advise & partner with our clients to produce accurate and relevant information via our carefully curated customized surveys and polls .

'Data' is as good as the 'Panel'

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Our Consumers ,B2C and B2B Panels form the source of authentic data collection for over 100+ clients worldwide and counting and connect 100,000,000 respondents over 30 + countries directly. We aim to set a gold standard in providing seamless panel integration, authentic respondents, robust research data and strong online panels to all our clients worldwide.

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RECRUITMENT PROCESS

The SOLUGO panel is built using a blend of various diverse sources & dynamic techniques that go through a rigorous and extensive set of security procedures before recruitment. We draw as a hard line at authenticity and quality and undertake strict security measures to ensure the safety of our panelist. Having said that , we value the time and effort of our panelists by engaging them constantly.

We acquire our highly diverse panelist via three distinct channels:

❶ Choosing the right Channel(s)

We determine the segmented target audience and use different channels to recruit them . For working professionals we use internal sources like email list , for millennial we rely on social media and gaming websites to get access to youngsters interested in participating in online surveys . External sources like ad campaigns and lead generation vendors is also one of the channels .

❷ Ongoing Engagement

Based upon the demographics and panel criteria, we engage the prospective respondents according to their interests. This helps in curating customized panels for frequently surveyed audience and real time targeting of right sample across the panel.

❸ Affiliates Network

Forming a strategic alliance with various digital content publishers & affiliates networks as a source of exclusive non-incent traffic, we recruit from their channel to our dashboard for effective and quality respondent sign ups. The affiliate network helps us by widening our reach and diversifying our panel pool. These in house assets are the building blocks of our largest panel base in the industry.

Audience vs Sampling Segments

It is this comprehensive yet dynamically managed pool of panelist across the globe that enable us to deliver targeted samples with real insights for following prominent domains:

Consumer Markets (B2C) :

If your products/services are meant for consumption by the end users, our samples comprising of end consumers feedback can anytime help you tap into the minds of your prospective/existing consumers.

Business Markets (B2B)

If you are into enterprise solutions, not only your clients but business partners and vendors are equally important. Engage with them through us and take into account their feedback. A B2B survey requires taking into account various levels within business partnership and SOLUGO ensures to acquire valid data across all multiple reporting levels.

Healthcare

Gain insights about medical services industry from the doctors and caregivers. We target ailments like allergies, arthritis, chronic pain , depression, eating disorder, obesity , chronic heart problems, high blood pressure, mental disability and many more.

Panel Builds

As SOLUGO continues to expand its own panel base on a regular basis, our competency in growing it over a short span of time combined with vast yet exclusive network of digital publishers & affiliates empower us to build one for you as well!

Community Recruit

Apart from our strong panel base, We also have quality non-incent traffic sources comprising of people who are ready to be a part of a community based on sheer interest in the field and the belief that their opinion will help in better outcome.

- Consumer Markets (B2C)
- Business Markets (B2B)
- Healthcare
- Panel Builds
- Community Recruit

Our diversified and carefully curated Panelist demand utmost respect and gratitude for the time they devote taking our surveys and sharing their valuable opinions. We understand that and do our best to engage them constantly !

At the time of sign up for our panel pool, each respondent is assigned a unique ID that stays with them throughout their tenure with us. It is through this ID we keep a track of all their activities and address their grievances, if any. We engage them with relevant surveys according to their demographics and track records of their profile information, updates, past survey participation and feedback. We run an incentivized scheme to reward our respondents for their valuable time and opinions. This approach provides us with a well rounded, satisfied and diverse respondent pool while ensuring we only add to our panel base and retain our old panelists.

Respondent satisfaction is our central focus and as a result we continually measure it through various feedback channels that include ongoing satisfaction surveys, frequency of invitation, diversity of incentives, willingness to participate and the grievances they share with us.

ENGAGING THE RIGHT WAY !

THE 'T-ECH' FACTOR

We are not just another online sampling company of the market research industry. What sets us apart is not just our diverse and authentic panelist, but our technical prowess combined with our steel resolve to cater to your sampling and data collection needs.

We are on a mission to deliver a world class service to all our clients and partners by empowering them with well rounded survey solutions so that they can strategically meet their targets and align their decision making based on real insights from the targeted audience provided by us. As a leading provider of data from our diverse panel pool , we have implemented sacrosanct quality protocols to guarantee authenticity and quality. Whether it's our respondents or our clients, we strongly believe in long term associations with both!

WE PROMISE:

QUALITY COMES FIRST

If it is not authentic, it is not desirable.

To help you drive better decisions we ensure we DO NOT Compromise on Quality of our data collected from our authentic Panel pool. As a leading producer of survey solutions, we maintain sacrosanct quality protocols in place.

(1) Identify Verification & Authentication

To ensure that the respondent is who he/she says is, SOLUGO uses interface to create unique digital print from the data points collected the respondents system. This ensures that the identity of the respondent as real and fraud – free.

(2) Red Herring

In order to distinguish between genuinely interested respondents and reward claiming abusers we use red herring questions in the survey which are nothing but a bunch of odd questions in the questionnaire to test the attentiveness and engagement level of the survey respondent. This tactic ensures that we have responses from genuinely interested panelists.

(3) E- mail verification

Our panelists are recruited using the double opt in system to form a credible panel pool.

(4) Response Flagging

Invalid responses/straight liners/speedsters are flagged from time to time to ensure smooth analysis of the survey and measure performance.

(5) Physical Address Verification

IP address of the user is verified by the geographic location of the user that includes postal code, city, state, country and longitudinal and latitudinal coordinates.

6) Device Reputation

We take a step ahead and verify if the respondent's device is not related to any fraud activity in the past.

(7) Panelists' Management

Through the unique ID provided at the time of registration, we monitor our panelists' activities and ensure that the inactive members are phased out from participating in surveys and the active members participate in only a limited number of surveys (2 on an average) in a month.

QUALITY CHECKLIST AND THRESHOLDS

Solugo believes that quality response or feedback can only come from authentic and engaged respondent. So our vetting process starts right from our registration to onboarding to real time response collection while taking surveys. Respondents get a registration score once they register on our panel. On the basis of this score, we allow the respondents to access our available surveys.

Registration Score Process

Recruitment from authentic sources Only | Recruitment from non incent traffic partners | DOI (methodology) | Email Domain check | Comparing Email address and First/Last Name | Duplicity among email accounts from same IP address

Anyone getting score more than 25 goes under suspicious account and cannot access our inventory.

Fraud Score Process

Every respondent undergoes a scrutiny of 16 different parameters noted below and gets a score on each parameter. If any respondent gets a total score of more than 30, then they are blocked at our end itself and do not go onto the client survey. This score can even be lowered to 15 to make quality controls more stringent, if the need arises.

Parameters considered while assigning a fraud score

GeoIPStatus | GeoCountry | LangStatus | GeoLangStatus | GeoOsLangStatus | GeoTzStatus | GeoCountryStatus | GeoOffHrsStatus | BotStatus | MultiDeviceStatus | AnonymousStatus | BlacklistStatus | BrowserStatus | Web proxy service used | Web crawler usage detected | VPN user

Parameters considered to assess duplicate entry

Unique IP address, Unique PID, Machine address

Process to gauge respondent's attentiveness

- Randomly assigned red herrings per respondent per survey
- Custom Red herrings per survey to gauge respondents subject matter awareness
- Info note related to OE question if main survey has any OE
- 1 OE question added per survey if main survey has any OE to gauge the respondent's behaviour
- Speeder check applied (1/3rd of survey LOI in field)

SIMPLIFYING AUDIENCE PROFILES!

SOLUGO is the trusted source for targeting, surveying and data collection. We collect thousands of hundreds of targeted profiling data-points of our panelists, including basic demographic data, business and workplace characteristics, shopping preferences, and health. Our vast experience in panel profiling helps us understand our respondents better thus making the best match between the profile data points and the field target.

Profiling Demographics

Age

2%	13-17	24%	35-44
22%	18-24	15%	45-54
22%	25-34	10%	55-64
		5%	65+

Gender

48%	Male	52%	Female

Ethnicity

60%	Whites	6%	Asians
13% others	AA	10%	All
11%	Hispanics		

Income

13%	$0 - $14,999	20%	$50K - $79,999
15%	$15K - $29,999	15%	$80K - $99,999
21%	$30K - $49,999	07%	Decline to answer

Region

17%	Northeast	38%	South
24%	West	21%	Midwest

PANEL
PROFILE
ATTRIBUTES
BUSINESS

Basic Attributes
Business Type
Industry Segment
Annual Revenue
Number of Employees at All Locations
Number of Employees at Local Location

Business Professional
Title
Occupation
Functional Role
Purchase Decision Makers
Primary Role

Expanded Business Variables by Industry
Business Services
Computer Hardware
Computer Software
Consulting
Consumer Products
Consumer Services
Entertainment / Sports
Energy & Utilities / Oil & Gas
Food / Beverages / Restaurant
Media / Publishing
Non-Profit
Retail
Telecommunications
Equipment
Travel / Hospitality / Leisure

Legal Services
Legal Occupation
Legal Role

Real Estate
Type of Business
Primary Real Estate Role

Banking / Financial Services / Insurance
Type of Business
Primary Role

Education
Educator Role
Educator – Education Level Type
Educator – Educational Institute

Government / Military
Law Enforcement / Emergency Service Types
Military Branch of Part-Time Service
Military Branch Served
National Guard Service Branch
Military Service Status
Government Level of Employment

Business Owner
Type of Business Owned / Operated
Type of Personal Service Healthcare

Healthcare / Medical Professionals
Nursing
Physician/Doctors/Caregivers
Ailments like allergies:
Chronic disorder
Obesity
Depression etc

ITDM / IT Role
Type of IT Professional
Developer Roles
Primary IT Functions/Responsibility
Roles in Various IT Areas Including:
PCs, Tablets, or Client Devices
Mobile Technology/Applications
Servers
Data Center
Cloud Computing
Network/Data Technology
Voice Technology
Business Applications & Process
Software
Business Intelligence, Big Data,
Analytics
Virtualization Software
Unified Communications

PANEL PROFILE ATTRIBUTES
(CONSUMER)

Basic Demographics
Gender
Age
Marital Status
Language
Number in Household
Children
Education
Household Income
Employment Status
Own or Rent
Region
Sexual Orientation
Religious Affiliation
Ethnicity or Race
Hispanic Origin
Registered Voter
Political Party Affiliation
Voter History

Automotive
Vehicles in Household
Type of Automobile
Primary Make, Model, Year
Secondary Make, Model, Year
DIY Maintenance
Intent to Buy

Home Features / Improvements
Home Improvement/ Upkeep / Repair
Role in Decision Making Lawn Equipment Used
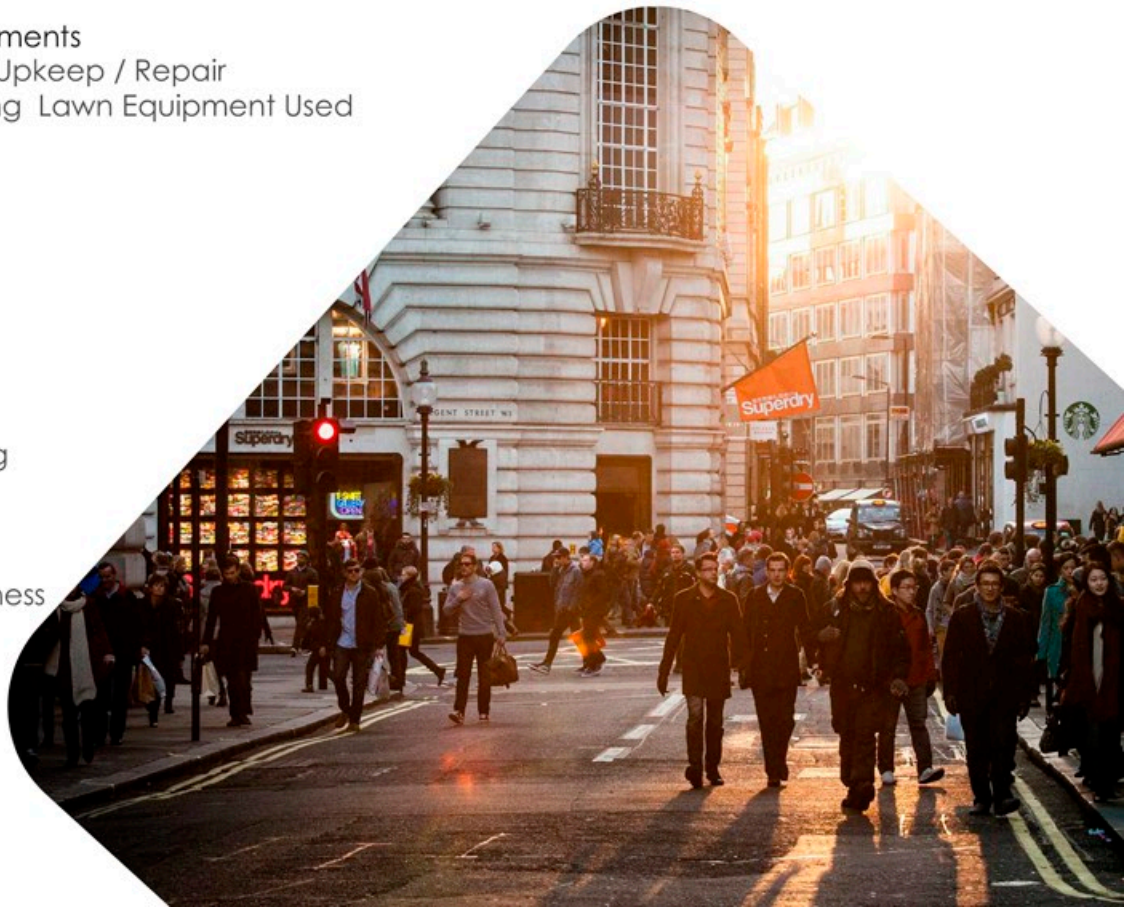
Utilities
Service Provider
Role in Decision

Travel for Leisure
Travel Websites Used
Car Rentals
Airlines
Frequency of Traveling

Hotels Interests / Hobbies
General
Health / Fitness / Wellness
Hobbies / Leisure
Outdoor Activities
Sports Activities

Electronics / Gadgets
Electronic Devices Owned (32 types)
Desktop & Notebook Computer (19 brands)
Printer (14 brands)
Tablet or e-Reader (49 brands)
Online Activities
Internet (30 Providers)
Video Game Accessories
Video Game System (13 brands)

Mobile Phone
Mobile Phone Use
Type of Mobile Phone
Mobile Only Phone User
Operating Systems
Network Providers (16 providers)
Average Monthly Billing
Contract Type
Plan Type
Role in Decision
Phone Brand (22 brands)

Tobacco Products
Products Used
Cigarettes by Brand (37 brands)
Smoking Habits & History
Smoking Cessation or Alternatives Used

Groceries
Primary Shopper
Stores Shopped (56 stores)
Amount Spent Per Week

Beer, Wine, Liquor
Beverage Consumption
Beer Consumption
Domestic / Import / Craft Beer Brands (76 brands)
Wine Purchases
Liquor Type & Brands

Entertainment
Television
Books
Movies
Music
Magazine Readership (40 genres, 270 titles)
Radio Stations (39 markets)

General Household
Pets or Animals
Recreational Vehicles

Department Stores
Shopping Frequency
Items Purchased

Dining Out
Frequency
Amount Spent Per Person
Type of Restaurant
Considerations

Insurance
Auto Insurance Provider (152 providers)
Home Insurance Provider (152 providers)
Health Insurance Provider (66 providers)
Health Insurance Coverage

Ailments and Health Conditions
Allergies / Asthma / Respiratory
Arthritis / Joint Ailments
Autoimmune / Blood
Cancer
Cardiovascular / Heart
Diabetes / Thyroid / Obesity
Gastric / Digestive / Urinary
Mental Health
Neurologic / Nervous
Pain
Skin / Dermatologic
Sleep Disorders
Vision / Hearing Impairments

Consumer Banking
Interest
Financial Advice (11 services)
Online Trading Accounts
Financial Advisor
Investment Account Types (13 types)
Investment Account Firm
Primary Brokerage Firm
Type of Checking Account
Primary Mutual Fund Firm (61 firms)
Retirement Firm (26 firms)
Total Investable Assets
Type of Investment
Financial Products
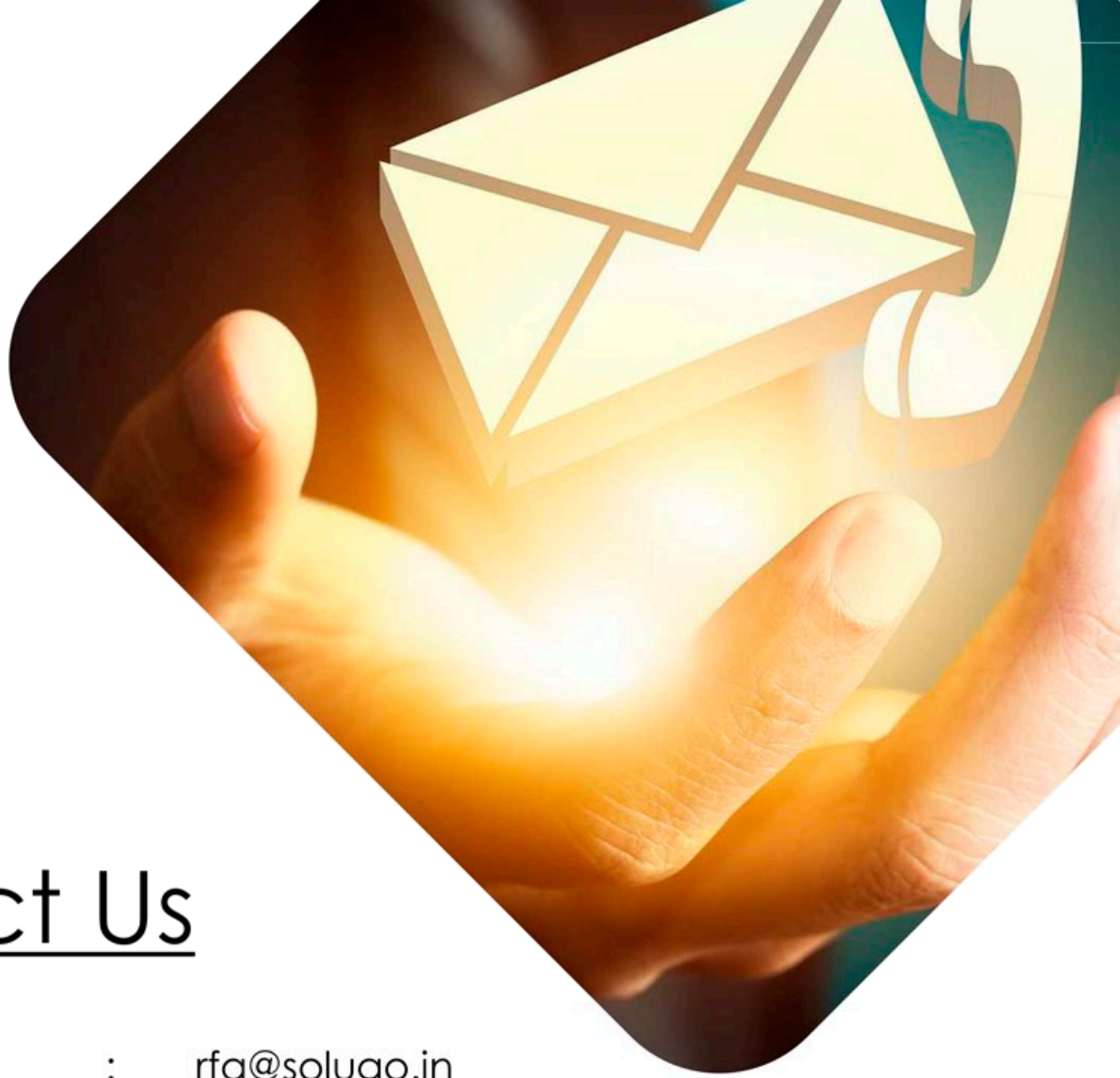Credit Cards
Financial Institutions (134 banks)

Country Counts !

While SOLUGO's panel base constitutes a strong mix of global audience,our strength in prominent markets such as India , USA , UK and Canada will leave you astounded.

Country	Counts	Country	Counts
Argentina	1,650	New Zealand	3,150
Australia	17,400	Nigeria	780
Austria	1,800	Norway	1,890
Belgium	2,600	Philippines	3,010
Brazil	97,405	Poland	2,875
Canada	1,79,800	Puerto Rico	315
Chile	825	Romania	750
China	1,01,600	Russia	6,600
Colombia	410	Singapore	12,600
Denmark	1,750	South Africa	1,050
Egypt	875	South Korea	230
Finland	1,780	Spain	1,00,230
France	1,09,730	Sweden	890
Germany	1,02,450	Switzerland	2,500
Greece	330	Taiwan	735
Hong Kong	1,450	Thailand	900
India	1,36,500	Turkey	1,550
Indonesia	830	UAE	1,010
Italy	1,15,260	UK	1,57,800
Japan	9,450	USA	31,02,540
Malaysia	3,330	Venezuela	340
Mexico	6,800	Vietnam	330
Netherlands	3,375		

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We are excited for what Future holds and look forward to partnering with You !