

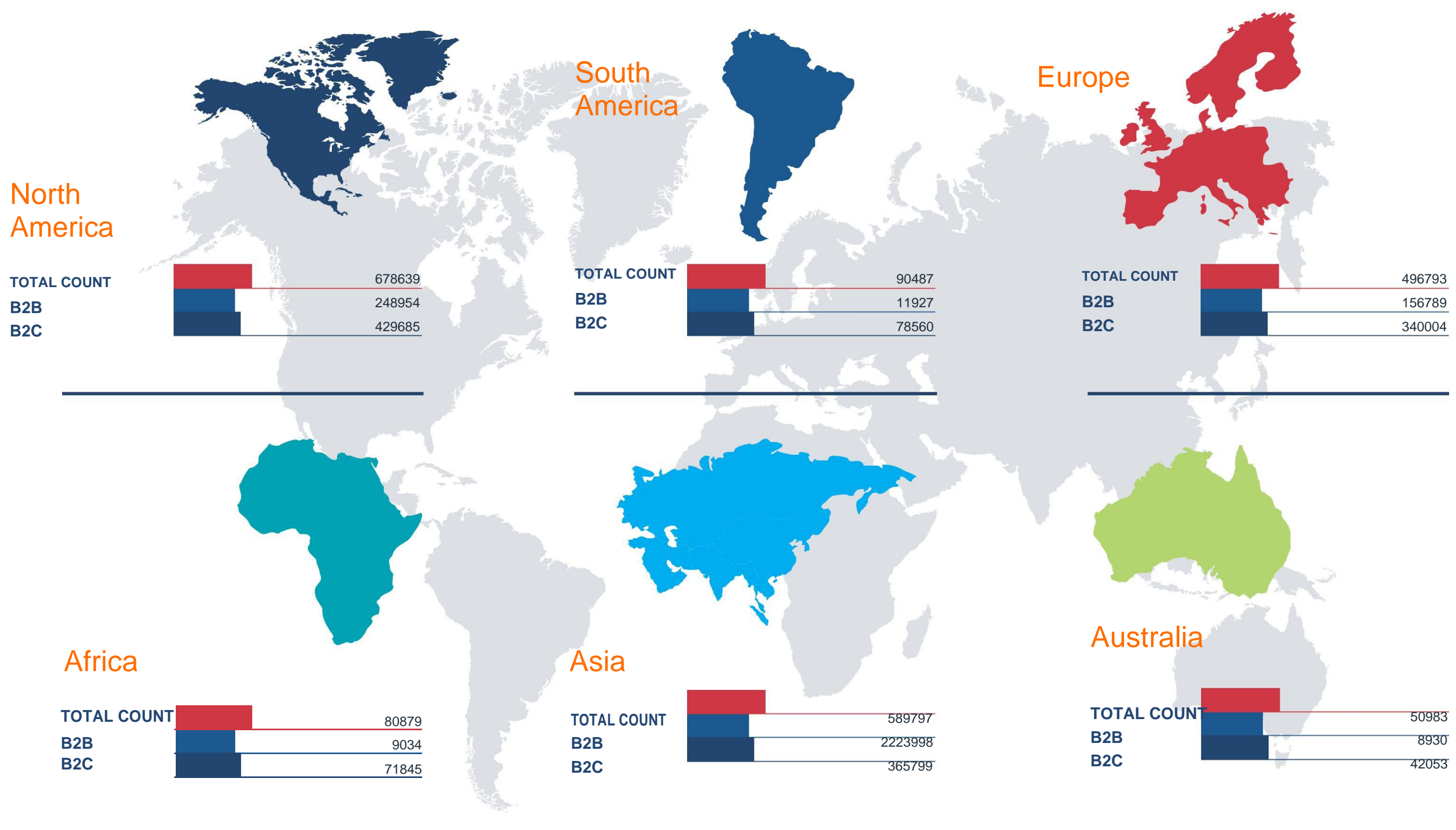


Panel Book

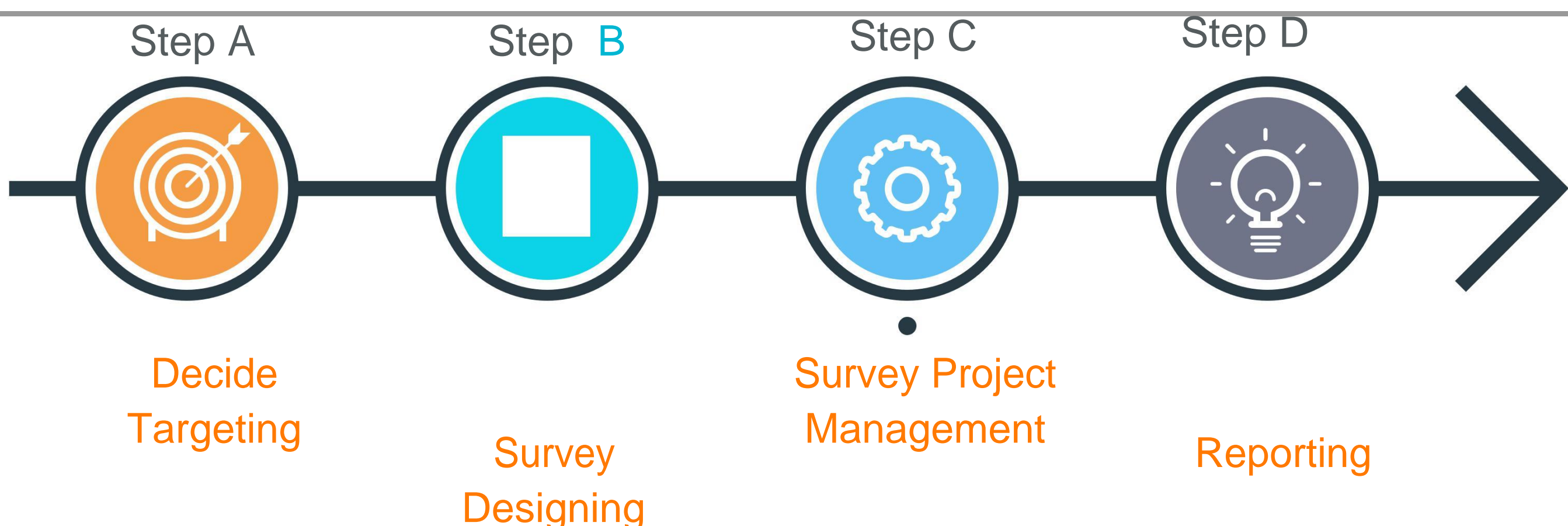


International Panel Statistics

To serve our researchers our extensive Panel Platform gives access to millions of profiled and well classified panellists which are spread over almost 22 different countries. We allow you to target consumers based on over 20 demographics, geographic to ensure the highest levels of satisfaction. Besides our own panellist, through our partner network, we also have wide reach through the rest of Europe, the Baltics and Asia Pacific regions to server researchers.



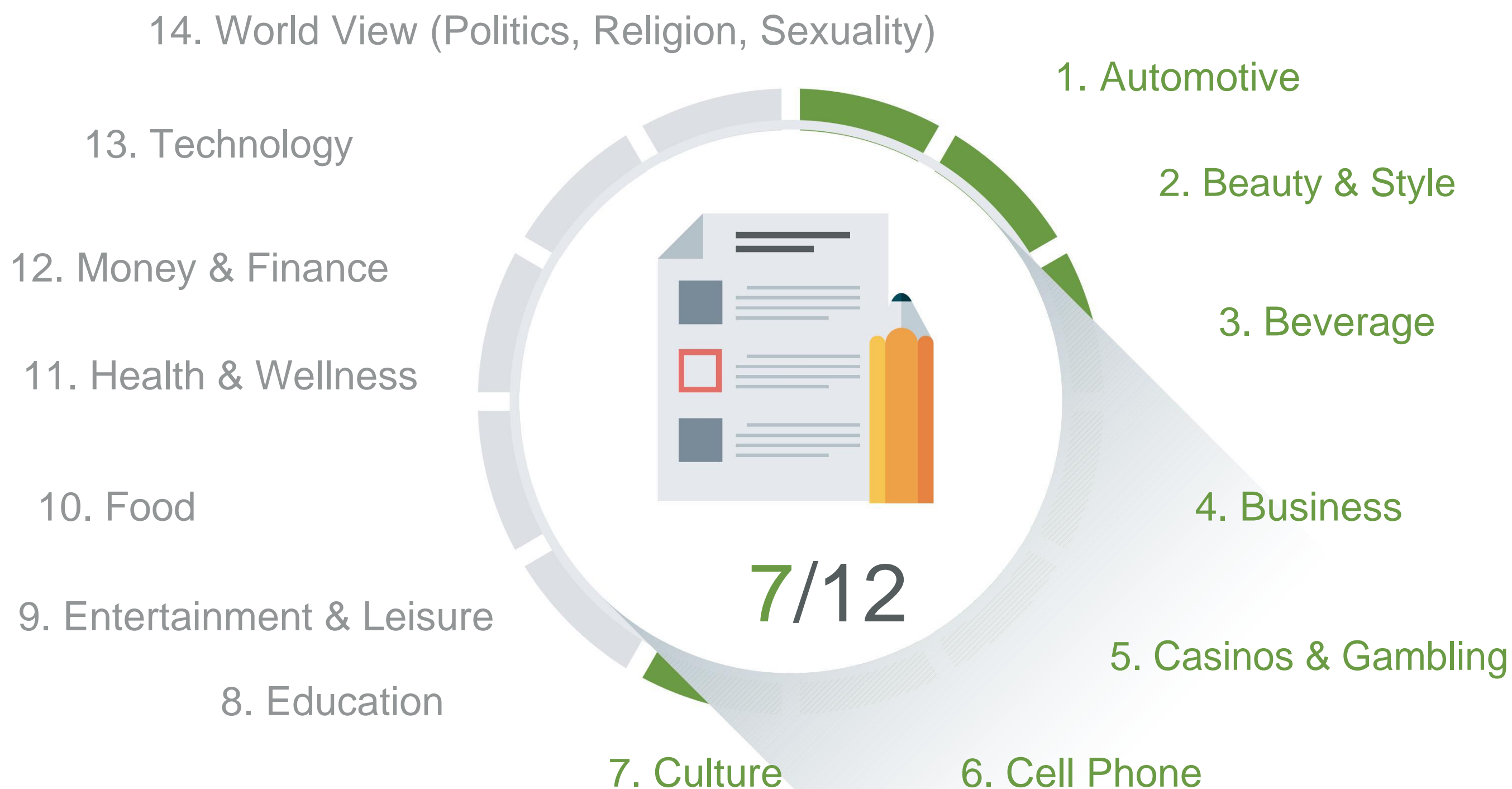
Easy Process



1. Before we start your research, we get a clear picture in your mind of the expected outcome by clearly defining the purpose of your survey.
2. Open questions, Closed questions, Matrix table questions, and single- or multi-response questions which are relevant in simple language
3. Deploy survey by inviting only relevant respondents to research requirement. We have segregated respondents' data matching to research requirements for correct results.
4. Using our survey tools, we make visual representations of the data by presenting the results in tables and graphs. Data is always available, which can then be used for further analysis and reports

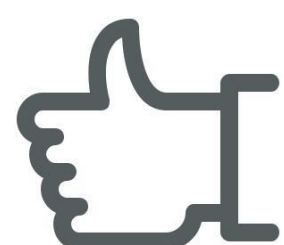
Profiling at AptZion

At AptZion we follow a unique method of registration and profiling of Panellist so that researchers can target exact respondents as per study requirements. Our wide range of profiling enables researcher to get valid and true data for analysis. Only few profiles are listed below.



Panellist Profiling and Survey Pre-screening

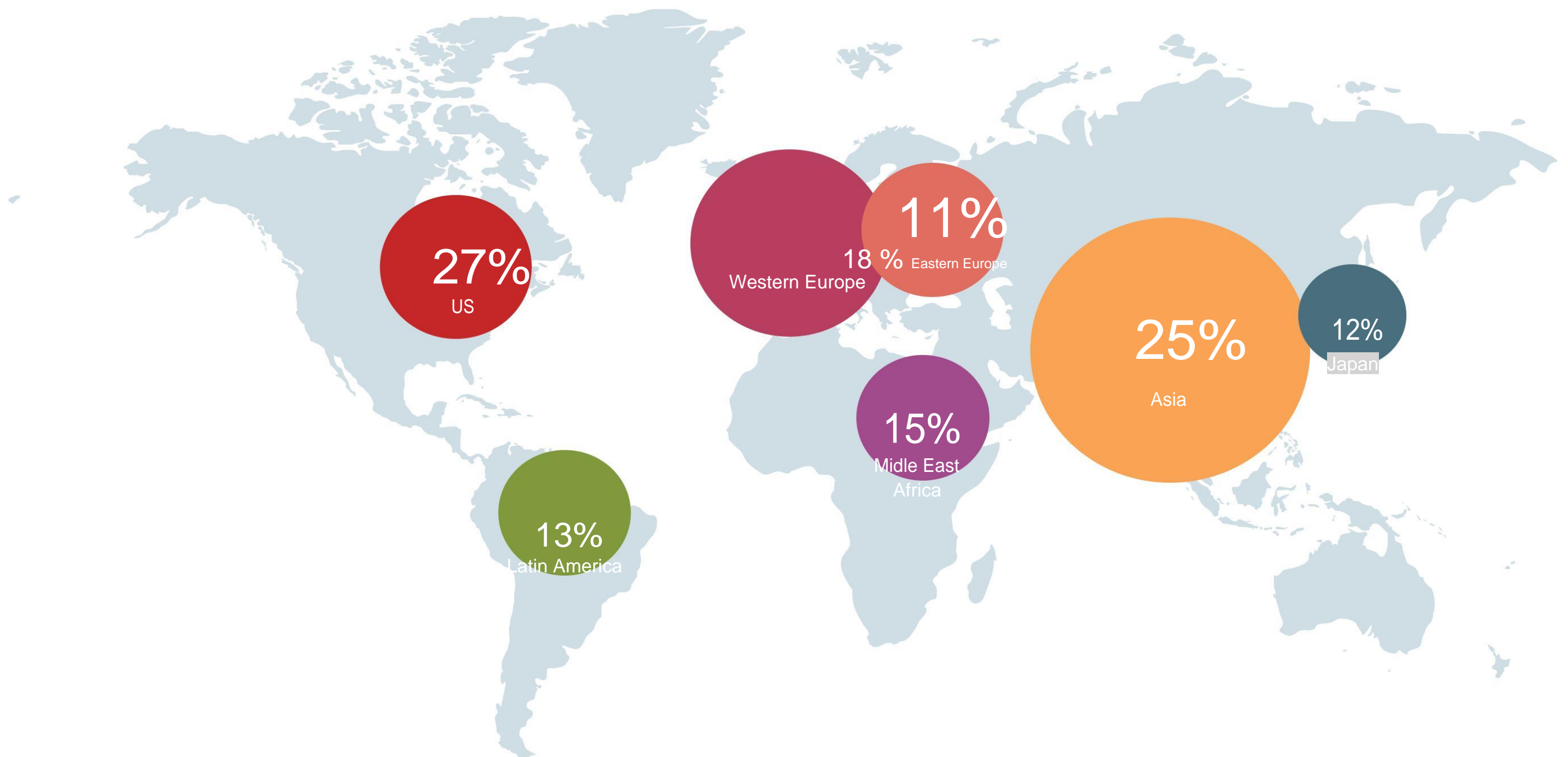
While registering any panellist we ask them to go through our profiling surveys by which we categorize them through our wide profiling filters. This unique process validates the data provided by panellist and only finalized panellists are available to researchers for study responses.



5/10 Complete

After registration profiling whenever a survey is sent to targeted respondent our pre-screened process again filters the respondent by asking basic profiling questions related to study of researcher. Only verified panellist with screening passed are allowed to conduct the survey. This ensures that survey completes can be trusted to analyse the responses and researchers can get correct data for further analysis.

Panellists at AptZion



8%

Smartphone Panellist



19%

Tablet Panellists

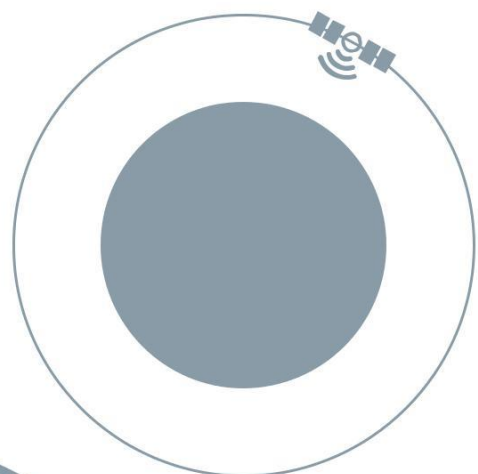


42%

Laptop/PC Panellist

North America

2013 Revenues
\$24.8B
Annual growth rate
4,5%
Revenues by 2016
\$27.1B



Africa



S. America



N. America



Eurasia



Australia

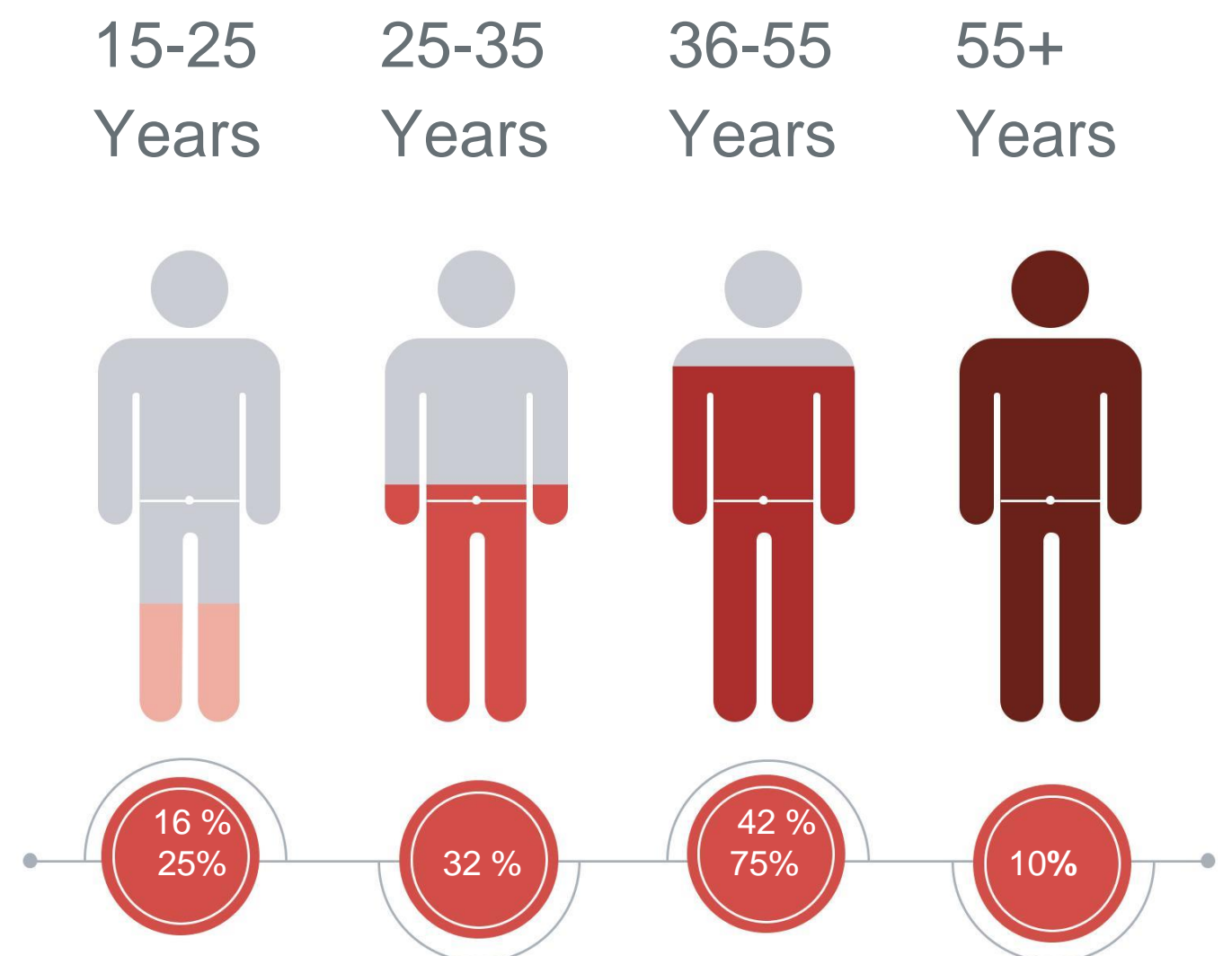
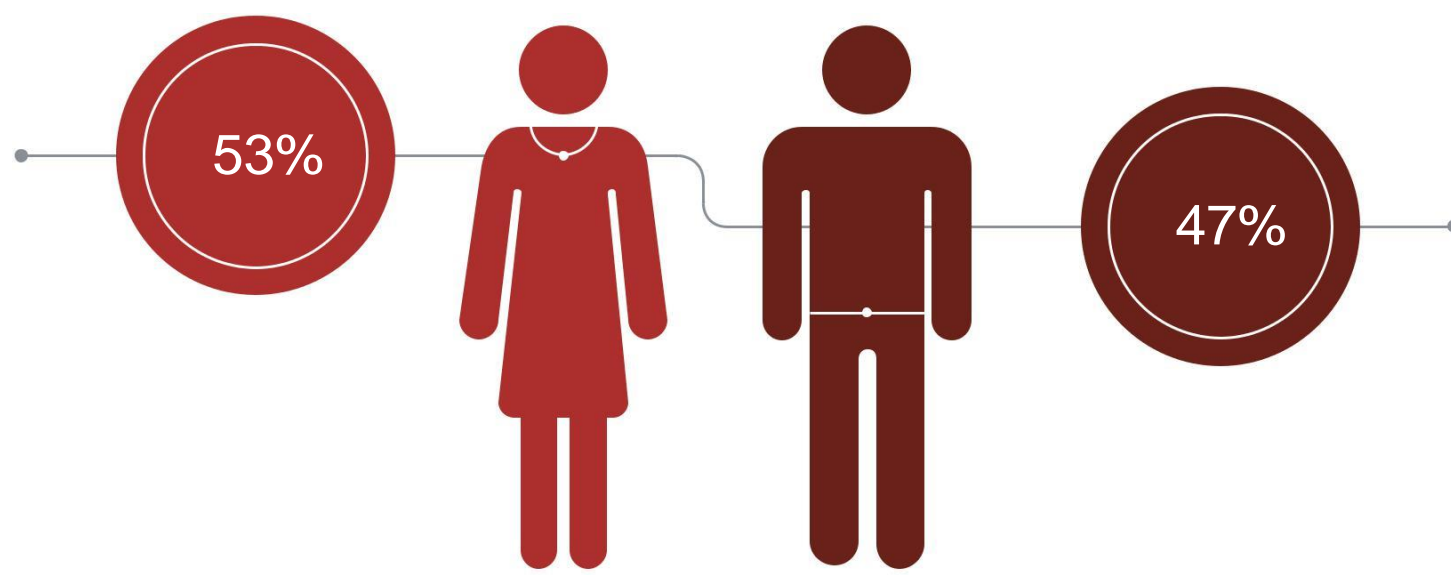
We are one of the largest online sample provider and purchaser. We have specialists who have 8+ years of experience in online market research. Our focus is to provide online market research surveys and online sample in emerging markets.

We have over 10 million+ consumer and business audience across global. 50+ projects on monthly basis in different verticals – IT, Finance, Telecommunication, Automotive, FMCG, Construction, Manufacturing, Retail, Banking, Health care, Pharmaceuticals, Travel and Mobile. We

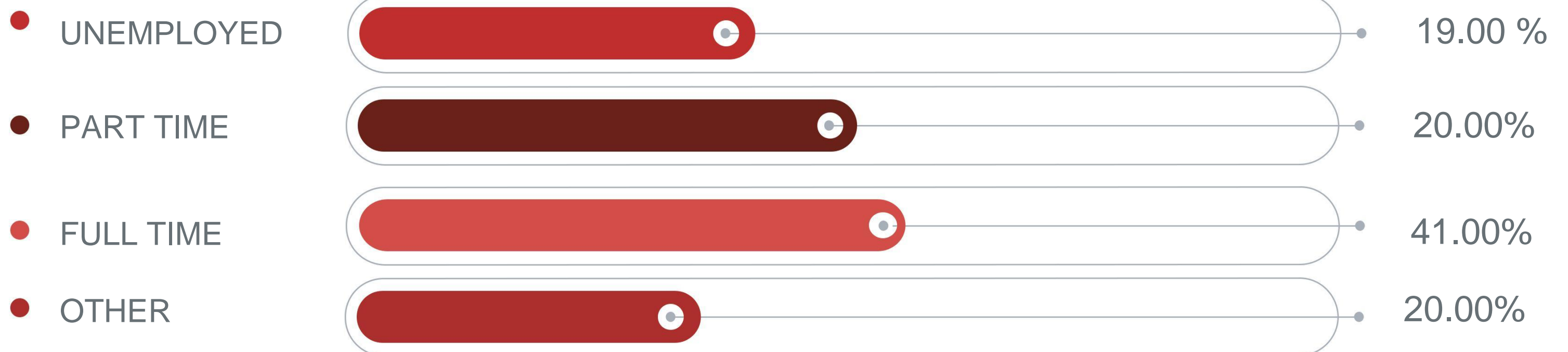
have developed strong specialist panels in both B2B & B2C category and in various sectors such as IT and healthcare. We also have partners who help us to reach over 10+ millions of respondents across 65 countries. Our research technologies make our way easy to reach these audience/end users from different verticals. This will help us to deliver accuracy and response unmatched in the industry.

Profiling

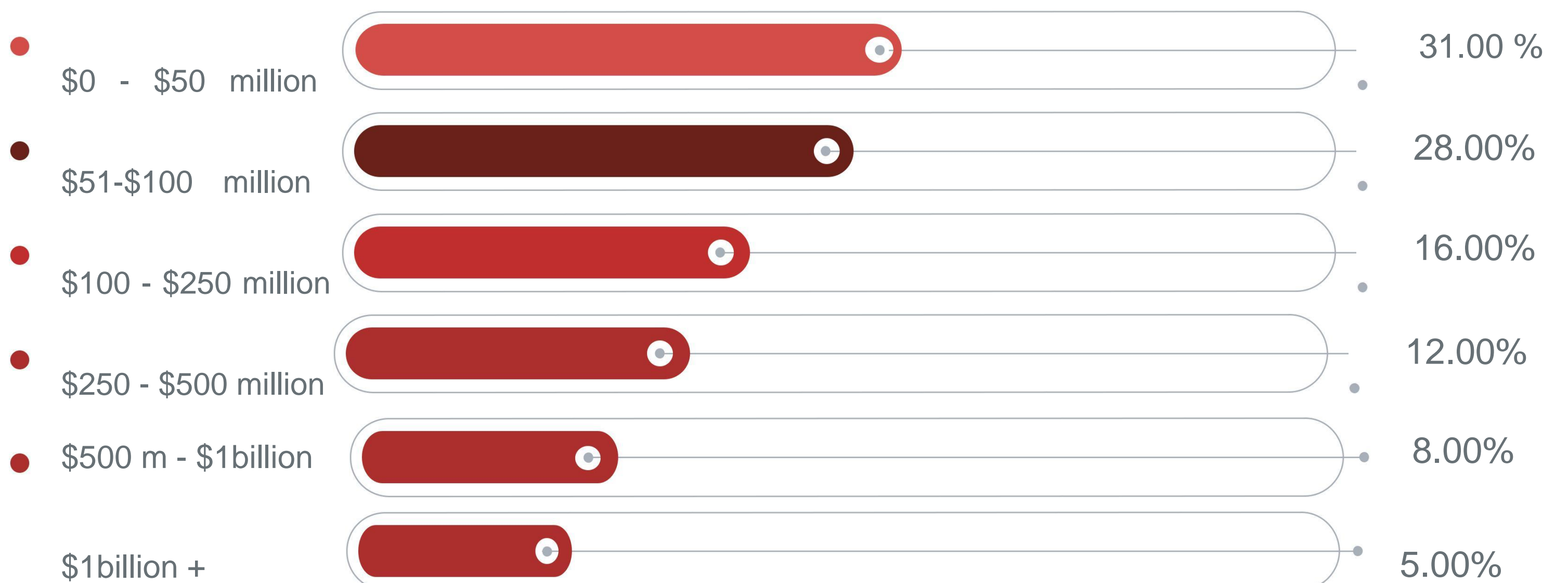
TOTAL PANEL AGE



EMPLOYMENT



Revenue



Thank You!

Reach Globally Through Technology

Email

business@aptzion.com

Visit Us At

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