

# Panel Junction: Your Gateway to Global Insights



# Company Overview

Welcome to Panel Junction, operated by MedPanel Junction Technology LLP. We unlock global market insights, connecting businesses with verified B2B and B2C audiences across 16 core countries.

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## Chapter 1

# B2B Panel: Business Research, Reimagined

### Targeting Decision-Makers

Access C-level executives, mid-to-senior management, and business owners across key industries like Tech, Finance, and Pharma.

### Detailed Profiling

Includes business type, company revenue, team size, decision-making role, tools used, and years in role/industry.

### Security & Validation

Corporate email/LinkedIn verification, IP/Geolocation, GDPR, CCPA, ISO 27001 compliant, and AES-256 secure storage.

### Panel Strengths

16 verified countries, micro-panels (CFOs, Cloud Users), real-time multilingual support, high recontact readiness.



## Chapter 2

# B2C Panel: True Voice of the Global Consumer

### Demographic & Behavioral Segments

- Age, Gender, Income, Occupation, Location
- Marital Status, Education, Home Ownership
- Online Shopping, Streaming, Financial Habits
- Social Media Usage, Dietary Preferences

### Technology & Quality

- Two-step verified opt-in
- Real-time fraud detection
- In-survey quality flags
- Mobile-first experience (70% via smartphones)
- Privacy by Design implementation

Our core B2C panel covers 16 countries, ensuring comprehensive global reach. We also offer gamification and global rewards (PayPal, Amazon, Flipkart, Paytm, Crypto) for retention and loyalty.

## Chapter 3

# Universal Strengths Across Panels



### Granular Profiling

120+ profiling fields for precise audience targeting.



### Longitudinal Support

Tracker-ready with advanced matching logic for ongoing studies.



### Real-Time Dashboard

Monitor quota tracking, IR, and dropout analytics instantly.



### Programmatic Delivery

APIs, XML feeds, and automated pulls for seamless data integration.



### Advanced Analytics

Conjoint, Segmentation, TURF, Forecasting, Cluster & Simulation Modeling.



## Chapter 4

# Why Clients Trust Panel Junction

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

— Global Director, Tech Consultancy

"We needed real-time B2C feedback in 6 countries within 72 hours. Panel Junction delivered 98% clean data and exceptional support."

— Insights Head, Retail Chain

## Chapter 5

# Case Studies

### Tech Expansion in APAC

SaaS firm surveyed 450 ITDMs in India, Malaysia, Japan.

**Insight:** 78% planned cloud migration within 6 months.

### Pharma B2B Insights in Europe

Global Pharma surveyed 250 HRDMs/Procurement Heads in Germany, France, UK. **Result:** Shift to faster diagnostics increased product appeal by 37%.

### Consumer Habits Post-Pandemic

International CPG brand surveyed 2,000 B2C respondents in USA, Canada, Brazil, India. **Outcome:** 62% shifted to plant-based alternatives.

# Global Market Coverage & Strength

## Top Performing Markets

- USA: 450,000+
- UK: 300,000+
- India: 275,000+
- Germany: 150,000+
- Canada: 125,000+
- France: 100,000+
- Japan: 95,000+
- Australia: 85,000+
- Malaysia: 70,000+
- UAE: 60,000+

## Key Figures

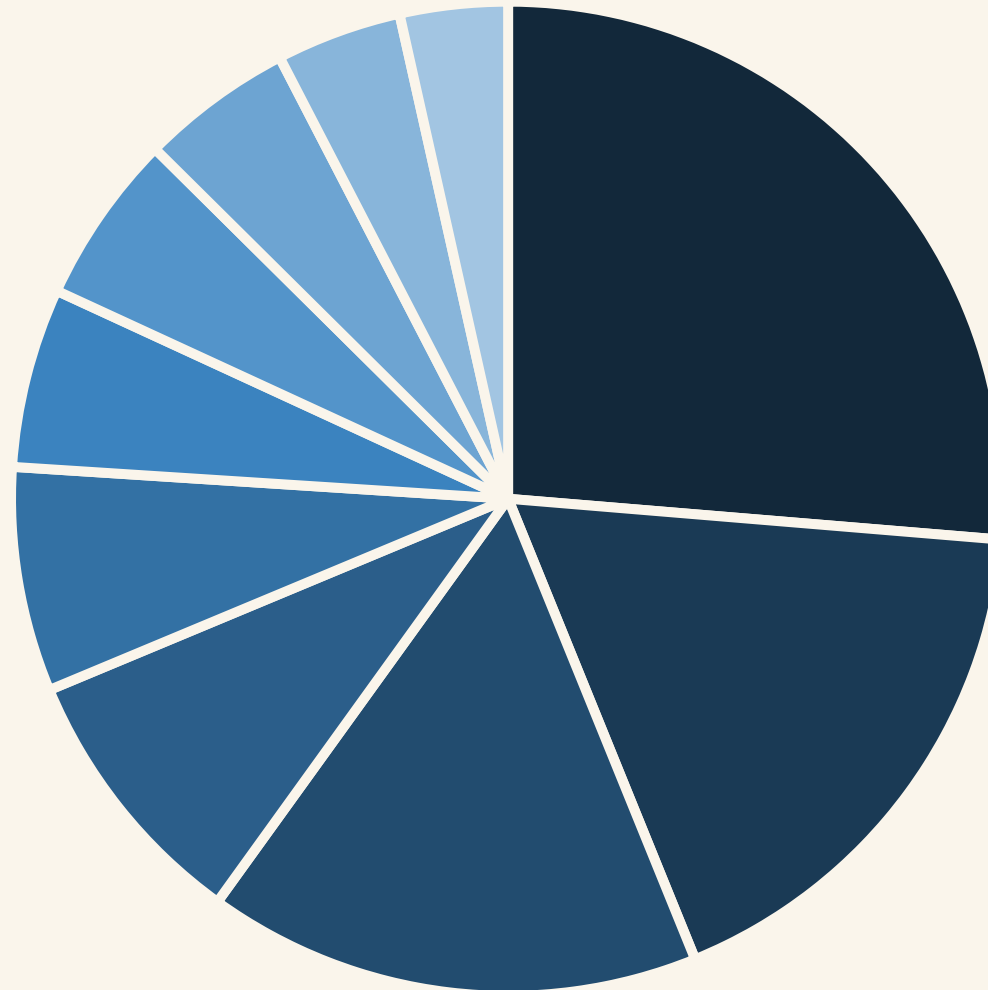
**Total Global Panelists: 3.5M+**

**Verified B2B Professionals: 1.4M+**

**Average Response Rate: 15-20%**



# Panelist Distribution by Country



■ USA    ■ UK    ■ India    ■ Germany    ■ Canada    ■ France    ■ Japan    ■ Australia  
■ Malaysia    ■ UAE

This chart illustrates the distribution of Panel Junction's panelists across its top 10 performing markets, showcasing the significant concentration in the USA, UK, and India.

# Contact Panel Junction

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