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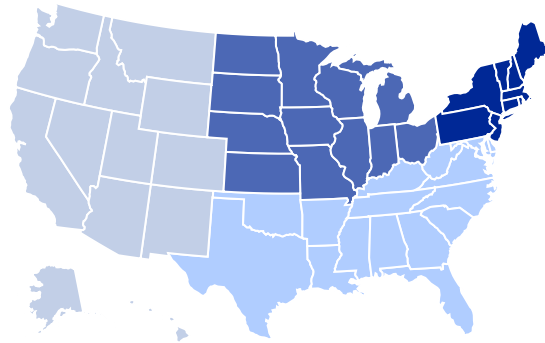
🐦 @Rakuten_Insight



United States Panel now available

Starting from January 2022, our **United States panel** is available alongside our 12 proprietary panels in key Asian markets.

Consistent quality is assured!



- ▶ Proprietary **double opt-in** research-only panel
- ▶ **Actively managed** by dedicated panel managers
- ▶ Unique **quality control** standards
- ▶ **Diverse audiences** with more than 100 profiling attributes available
- ▶ **24/7 global operation** support
- ▶ Excellent **client service**

PROPRIETARY, DOUBLE OPT-IN

We **actively manage our proprietary, double opt-in research-only** panel to provide you with credible and quality responses. To this end, river sampling and web intercept sampling are not employed.

Our dedicated panel management team are solely focused on developing and maintaining active respondents and implementing our unique quality control standards.



- ▶ **'Omotenashi' customer-service mindset**
(‘heartful hospitality’ in Japanese)

IN-DEPTH PROFILING

Responding to our clients' needs, we will precisely target respondents profiles with **over 100 variables that can save both cost and time.**

Some core areas of profiling:

- Consumer
 - Ethnicity
 - HHI
 - Parents with kids
 - City/State/DMA
- B2B
 - Division
 - Industry
 - And more!

EXCELLENT CLIENT SERVICE

Delivering nearly **10,000 projects annually to over 500 clients in 40 countries**, Rakuten Insight provides an unparalleled experience.

Our sales & project management experts will make sure your research solutions are delivered **faster than ever before**, without compromising on quality.





DATA QUALITY

Data quality is assured on every survey we run with our panels by using a combination of Rakuten Group anti-bot technology with industry-leading knowledge, skills, and experience of Rakuten Insight's in-house experts.

Automated Pre-screening

New recruits are screened before proceeding to the sign-up form by using Rakuten Group's cutting-edge bot-prevention technology, plus IP & geo-location checks.

Automated, Intelligent Examination

Before being allowed to participate in any studies, new recruits are subjected to thorough forensic examination, built upon state-of-the-art fraud prevention algorithm, crafted by in-house experts and bolstered by AI.

These checks examine every piece of data received from the new recruit, including:

- ✓ IP address and device information;
- ✓ Name and area of residence;
- ✓ Validity of mobile number and email address.

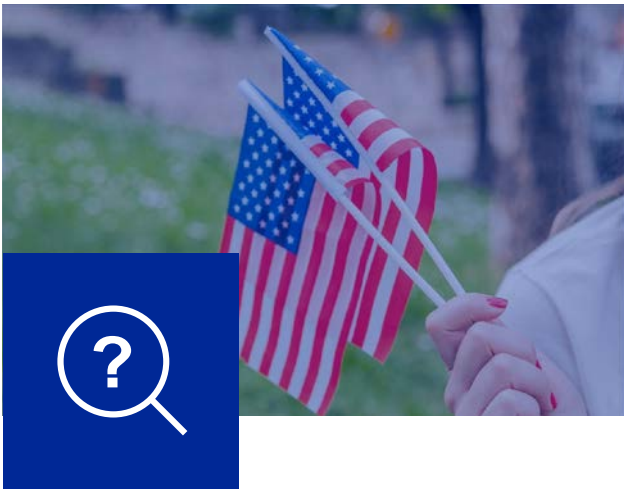
Survey fraud & poor quality detection

We examine panelists' activity each time they participate in a survey, and at numerous other stages, through various ongoing quality checks, including: introductory surveys, regular qualitative checks, internal data collection and panelist account security checks.

COMPETITIVE PRICING

We keep in-line with other US panels to serve you and also make it **cost-effective for you.**





RESEARCH TIPS

50 states - 6 different timezones

From East to West (Hawaii, Alaska, Pacific, Mountain, Central, and Eastern), there's unlikely to be a one-size-fits-all approach for America.



Each state may be different in terms of:

- Tax, regulations & law
- Economy & workforce
- Demographics
- Product
- Consumer culture



Convenient, clear & simple

- In a market prioritizing convenience:
- Keep the process short & simple
 - Avoid complicated questions
 - If a lot of data is required, break it up into smaller, more manageable tasks



Quality assurances

US leads the world in new MR technologies & platforms. Quality is as critical as ever. Rakuten Insight combines experience & latest technology to ensure the highest standard of completes

Consumers, Healthcare, IT Decision Makers, and many more! Rakuten Insight's defined localized panel targeting attributes are updated every 3 months, 6 months and 12 months depending on items.

Responding to our clients' needs, we will precisely target respondents profiles with over 100 variables that can save both cost and time.

For further information, details or any other requirement, please CONTACT US:



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