



PANEL BOOK 2025

About Information

Surventix is a global leader in online sampling and market research, with a highly engaged panel of 7.5 million users across diverse demographics and geographies. Our panel spans North America, Europe, Latin America (Latam), the Middle East and Africa (MEA), and the Asia-Pacific (APAC) regions, providing comprehensive research solutions to meet the dynamic needs of businesses worldwide.

Our expertise covers both qualitative and quantitative research, including primary and secondary data collection. We offer a full range of services, including online sampling, survey programming and hosting, data analytics solutions via SaaS, SPSS, and Quantum, API integrations, and custom technical solutions.

With extensive coverage across industries like consumer goods, healthcare, technology, and finance, Surventix delivers accurate, reliable, and actionable insights—empowering organizations to make informed, data-driven decisions.



The Surventix Journey

Building a Consumer Panel through Strategic Recruitment

Our journey began in the digital marketing industry, where we collaborated with leading clients such as Amazon, Home Depot, Walmart, eBay, HP, Nestlé, Coca-Cola, Toyota, Spotify, and Mastercard. During this time, we provided advertising services and worked as recruitment partners, helping these brands connect with their target audiences. In 2015, we took a bold step and established our own firm, focusing on building a consumer panel to deliver deeper consumer insights and more effective advertising solutions.

We kickstarted our panel-building process by leveraging our experience in digital marketing. Through influencer collaborations and targeted marketing campaigns, we invited consumers to join our panel. This hands-on experience led us to a valuable insight: building a consumer panel while offering advertising services to B2C companies is a smart, mutually beneficial approach. From that point forward, we committed ourselves to gathering high-quality consumer insights while helping brands engage with their ideal customers.

Our recruitment strategy combines online and offline channels—using social media outreach, email marketing, and strategic partnerships to attract diverse panelists. We prioritize quality through rigorous screening processes and maintain panel engagement with attractive incentives, including cash rewards and exclusive product access. Today, Surventix stands as a trusted partner for B2C brands, delivering accurate consumer insights while enhancing their advertising effectiveness through our dynamic consumer panel.

OUR RECRUITMENT METHODS

Monetization & Optimization: We maximize panel revenue through strategic monetization, including: Social Media Ads – Running targeted ad campaigns on LinkedIn, YouTube, Facebook, and gaming apps to attract both participants and research buyers.

1. Sponsored Research – Partnering with brands and research agencies to feature sponsored studies.
2. Premium Panel Access – Offering businesses paid access to highly targeted respondent segments.
3. Affiliate & Partnership Programs – Collaborating with industry networks and platforms to drive additional revenue.
4. Affiliate Marketing – Leveraging performance-based partnerships where affiliates promote studies, bringing in high-quality respondents while earning commissions.
5. Third-Party Sources – Expanding reach through trusted third-party recruitment platforms, data providers, and industry-specific databases to ensure diverse and high-quality participation.



ADDITIONAL RECRUITMENT METHODS



- **Inbox: Invitations** Our powerful email engine spreads the word. Participants receive an invitation to join your study, submit their profiles, and complete the necessary screeners—directly in their inbox.
- **Referral Power:** Good news travels fast! We incentivize referrals, extending your project's reach beyond our 3 million+ panel members- because sometimes, the best participants know other great ones.
- **Boost Mode:** Need something extra? Our recruitment team runs targeted boost campaigns for hard-to-find participants, ensuring even the most niche requirements are met—no stone left unturned.

Speed + Quality + Show Rate = Results

Panelist Performance at Surventix

At Surventix, we deliver high-quality insights through an engaged and responsive panel. Our carefully curated panelists ensure accuracy, speed, and reliability in every study.

- Show Rate: 80% of those who respond actively engage, enhancing data reliability.
- Response Rate: 25% of invited participants complete surveys, ensuring a strong and consistent data flow.
- Speed: An average Length of Interview (LOI) of 15 minutes delivers insights quickly without sacrificing quality.
- Rating: Our panelists maintain an impressive 4.2 out of 5 rating for accuracy and responsiveness.

VALIDATING B2B AUDIENCE

Our panel includes industry professionals across 200+ industries, covering over 150,000 job roles and 190,000 unique skills. We gather comprehensive details on participants' professions, skills, and job titles, enabling precise targeting for research and recruitment.

Unlike many participant recruitment solutions that focus on individual consumers (B2C), we specialize in providing access to verified industry professionals globally (B2B).

To ensure the highest quality standards, we require work email verification every three months and offer participants the option to link their LinkedIn profiles for additional authentication.

Additionally, all participants can access industry-specific (B2B) research opportunities published on Respondent, allowing them to refer colleagues, friends, or family members who may be a suitable match.

TARGETING OPTIONS

Unlock Precision Targeting with Surventix

At Surventix, we offer access to a diverse and highly profiled panel for both B2C and B2B research. Our comprehensive panel allows you to target respondents with precision, ensuring you reach the right audience for your research needs.

For B2C Audiences, you can segment panelists by:

Demographics: Age, Gender, Sexual Orientation, Ethnicity

Socioeconomic Status: Income, Purchasing Power, Assets, High-Income Elites
Lifestyle & Life Stage: Marital Status, Parental Status, Educational Qualification
Geography: Urban, Rural, Regional, and Global Reach

For B2B Audiences, we provide robust targeting options including:

Professional Profile: Employment Status, Annual Income, Industry, Department, Title

Company Attributes: Employee Size, Revenue

Specialized Skills: Contractors, Traders, Fitters, part Time Workers, Blue Collar workers, Plumbers, Electricians, Carpenters, Makeup Artists, Hair Stylists, Food Vendors, and more

With Surventix, you gain the power to pinpoint your ideal audience—whether you're exploring consumer behavior or targeting niche professional groups. Experience smarter, more effective research with our diverse panel.

7.5 Million Participants in 6 Continents and 30+ Countries Worldwide



OUR PRESENCE

United States
United Kingdom
Canada
Germany
France
India
Australia
Japan
China
Brazil
Spain
Italy
Netherlands
Mexico
South Korea
UAE
South Africa

Singapore
Sweden
Switzerland
Turkey
Argentina
Indonesia
Malaysia
Norway
Poland
Russia
Thailand
Vietnam
Egypt
Saudi Arabia
Philippines
Denmark
Finland

Chile
Portugal
Ireland
New Zealand
Hong Kong
Colombia
Czech Republic
Hungary
Greece
Romania
Belgium
Austria
Peru
Israel
Kenya
Bangladesh
Ukraine

JOB TITLES WE CAN TARGET

- Director
- Healthcare Worker
- Educator/Teacher
- Marketing Manager
- Sales Manager
- CEO & Founder
- Assistant Manager
- Consultant
- Sales Representative
- Delivery Driver
- Graphic Designer
- Supervisor
- Software Developer
- Owner/Operator
- Operations Manager
- Customer Service Engineer
- Data Analyst Administrator
- Data Analyst
- Information Technology
- Owner And Founder
- Waitress & Server
- Food Service Worker
- Business Analyst
- Special Education
- Hospitality
- Security Officer
- Director Of Operations

- Receptionist
- Real Estate Agent
- Realtor Financial Analyst
- Pharmacy Technician
- Research Assistant
- Sales
- Researcher
- Caregiver
- Crew Member
- Program Manager
- Intern
- Student Freelancer
- HR Manager
- Worker
- Team Member
- Account Executive
- Team Leader
- Bartender
- Insurance Agent
- BDM
- Student
- Retail Manager
- Server/Bartender
- Artist
- Cook
- Influencers
- Legal Consultants

- Medical Doctor
- Machine Operator
- Marketing Director
- Finance Manager
- Marketing Coordinator
- Administration
- Office Administrator
- Digital Marketing Manager
- Pharmacist
- Social Media Manager
- Entrepreneur
- Small Business Owner
- Security Guard
- Independent Contractor
- Education Specialist
- Mechanical Engineer
- Front Desk Receptionist
- Senior Consultant
- Health Care Assistant
- Lawyer
- Retail Associate
- Substitute Teacher
- Executive Director
- Home Health Aide
- Senior Manager
- Traders
- BusDrivers

- Student Worker
- Web Developer
- Realtor
- English Teacher
- Production Worker
- Coordinator
- Professor
- Data Scientist
- Creative Director
- Financial Advisor
- Government Employee
- Clerk
- Property Manager
- Part Time Employee
- Digital Marketing
- Store Manager
- Technical Support
- Electrical Engineer
- Office Assistant
- Barista/Cashier
- Service/Shift Supervisor
- Architect
- Fitters
- Carpainters
- Electricians
- Plumbers
- Mechanics

- Singers
- House Help
- Baby Sitters
- Store Owners
- Veterans
- Data Scientist
- Account Managers
- Consultant
- Patients
- Cab Drivers
- Stock Managers
- Investors
- Food Catering Services
- Gardeners
- Omachine Operators
- Truck Drivers
- Pioletts
- Admin Staff
- Painters
- Cleaning Staff
- Jenitors
- Food Service Worker
- Police
- Bouncers
- Front Desk
- Security Guards
- VPS
- C level Employees

INDUSTRIES WE CAN TARGET

- Consumer Services
- Health Care
- Marketing
- Advertising
- Consumer Goods
- Design
- Retail
- Information Technology
- Animation
- Sports
- Banking
- E-Learning
- Hospitality
- Financial Services
- Computer Hardware
- Graphic Design
- Construction
- Online Media
- Restaurants
- Computer & Network Security
- Computer Networking
- Education Management
- Human Resources
- Leisure, Travel & Tourism
- Research
- Mental Health Care
- Photography
- Consumer Electronics
- Alternative Medicine
- Architecture & Planning
- Airlines/Aviation
- Higher Education
- Food Production

- Market Research
- Real Estate
- Farming
- Broadcast Media
- Building Materials
- Events Services
- Motion Pictures and Film
- Business Supplies and Equipment
- Primary/Secondary Education
- Gambling & Casinos
- Fine Art
- Telecommunications
- Insurance
- Real Estate
- Individual & Family Services
- Luxury Goods & Jewelry
- Management Consulting
- Environmental Services
- Biotechnology
- Logistics and Supply Chain
- Supermarkets
- Executive Office
- Civil Engineering
- Capital Markets
- Warehousing
- Electrical/Electronic
- Manufacturing
- Government
- Non-Profit Organization
- Media Production
- Performing Arts
- Information Services
- Furniture
- Railroad Manufacture

- Wine and Spirits
- Professional Training & Coaching
- Military
- Public Relations
- Communications
- Pharmaceuticals
- Civic & Social Organization
- Chemicals
- Transportation/Trucking/Railroad
- Mechanical or Industrial
- Engineering
- Dairy
- Wholesale
- Legal Services
- Sporting Goods
- Aviation & Aerospace
- Medical Devices
- Investment Banking
- Investment Management
- Program Development
- Import and Export
- Law Practice
- Law Enforcement
- Machinery
- Religious Institutions
- Package/Freight Delivery
- Tobacco
- Oil & Energy
- Facilities Services
- Government Relations
- Veterinary
- Fund-Raising

- Security and Investigations
- Public Safety
- Renewables & Environment
- Wireless
- Defense & Space
- Packaging and Containers
- Fishery
- Utilities
- Printing
- Publishing
- International Affairs
- Industrial Automation
- Public Policy
- International Trade and Development P
- Political Organization
- Recreational Facilities and Services Newspapers
- Judiciary
- Textiles
- Outsourcing/Offshoring
- Museums and Institutions
- Mining & Metals
- Philanthropy
- Think Tanks
- Glass, Ceramics & Concrete
- Maritime
- Ranching
- Venture Capital & Private Equity
- Nanotechnology
- Plastics
- Legislative Office
- Semiconductors
- Paper & Forest Products

DISEASE OR AILMENTS WE CAN TARGET

- Asthma
- Arthritis
- Anemia
- Anxiety
- Multiple Disorder
- Acne
- Autoimmune Disorders
- Brain Tumor
- Bronchitis
- Bloating
- Chronic Disease
- Cancer
- Diabetes (Type 1 & Type 2)
- Depression
- Dandruff
- Eye Infections

- Muscle Cramps
- Osteoarthritis
- Osteoporosis
- Obesity
- Psoriasis
- Pancreatitis
- Pneumonia
- Peptic Ulcers
- Rheumatoid Arthritis
- Tuberculosis
- Thyroid
- Vitiligo
- Covid 19
- Cough and Cold
- Urinary Tract Infection (UTI)
- Migraine

- Food Poisoning
- Fungal Infections
- Fever
- Flu
- Hypertension
- High Blood Pressure
- Hepatitis
- Hernia
- Insomnia
- Iron Deficiency
- Anemia
- Jaundice
- Joint Pain
- Kidney Disease
- Liver Disease



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