

# VISTA

## CRITIQUE SERVICES



Vista Critique Services  
Panel Capability Deck



# **Our Services**

## **How do we serve Market Research Service**

### **Consumer**

Our online consumer panel consists of highly active and interactive respondents. We have a pool of adults and teens, single mothers, college students and males 15-24. Right from the most hard-to-reach to regular respondents – we have them all. Our automated respondent management tool helps us to get whomsoever you need to target.

### **B2B**

It is not easy to have a B2B professional take surveys. At Vista Critique Services, we make sure that our business professionals are well taken care of. We engage our C-level professionals and other professional business executives through our extensive recruitment program and we have special incentive plans to keep them engaged.

### **Healthcare**

The Healthcare industry is one of the fastest growing industries and year after year healthcare companies spend millions of dollars in their research programs. We make it possible for market research companies to help their clients build useful products and services. We have healthcare professionals and their caregivers, thoroughly screened in our panel.

# Why Us?

## **Competitive Pricing**

We offer the best competitive price in industry.

## **Panel Members**

Real, Valid & Responsive Respondents. We ensure only right people are recruited in our panel.

## **Global Coverage**

We are available 24\*7, after hours or on weekends.

## **Quick Turnaround**

Quick set-up; ASAP launch. Get completes in a few minutes after launching the study.

## **Data Quality**

We ensure high quality data and responses to our clients. We have various quality checks and survey and recruitment level

## **Sample Blend**

We are experts in sampling and we make sure you get the right sample blend in your project. We ensure, we target the right audiences to get the most accurate response.

## **Technology**

We employ the latest technology with user friendly tools which provides maximum automation. Our tools help us in fetching the right audience from our panel database in no time.

# What we do

If you need data on your target niche, consumer intelligence data, B2B market research or other strategic business insights then we are here to help.

This panel book will provide you data on:

- The number of possible panelists per country.
- The average response rate of every Vista panel.
- Panel segmentation by age, gender, education status and geographic information.

The strengths we share around the world – our core standards – allow us to facilitate a deep understanding of consumer opinions and behavior. From innovation marketing research technologies to proven sampling methodologies, our consumer insights measure millions of respondents in North America, Latin America, Asia Pacific, Europe and the Middle East. [Download](#)

## **Opinion**

Gather opinions directly from real people who are engaged to share their thoughts. Use any methodology to collect reliable data in order to make confident decisions.

## **Behavior**

Discover consumers' complete digital behavior. Uncover each step, know every consideration, and identify every opportunity.

# **Getting in Touch with people !**

**Online Research Panels helps around 110 of the world's best research focused companies. These organisations are willing to enjoy the best services provided by the integrated solutions of our online research samples, our online survey software's, and various custom panel building services. Vista Critique is Asia's fastest growing online market research panels and online survey technology provider.**

**The leading world's professionals are constantly enjoying the reliable data collection and survey scripting services that are delivered through Vista Critique panel community of 1.3 Million active members over 20 countries around the world. Our panel has acquired a highly profiled and highly responsive reputation. Whatever is your online data need, Vista Critique Services will be committed that your organisation will get in touch with the people.**



# Vista Critique

**Attract and engage your customers through advance survey scripting--:**

Vista Critique has highly specialised team who can make your surveys look 3D using animation, videos and audios

## **Only sample services-**

our specialist panels allows us to immediately address the feasibility of the projects offered by you and in turn helps make quick turnaround time which leads to faster completion then any other provider

## **Online advertisement tracking :**

Test the efficiency and effectiveness of the online advertisement campaigns Receive full detailed reports and comparison tables on measured brand perception.

## **Research Technology**

Along with our research technology our clients are able to test advertisements concepts, website effectiveness, customer satisfaction, and even new product development.

## **Creating your own Quick Surveys:**

With Vista Critique, you can create your own quick online survey of 1-8 questions and can receive responses of 100- 1000, with live results within 24 hours

# Vista Critique

## INTRODUCTION



### Who We Are

Vista Critique Services offers top-notch sweeping investigation into cutting edge publicizing and e-business which gives all the information you are obligated to need, and all from a central, easily accessible source.

Vista Critique Services offer services which help the client to make path breaking business and marketing strategies and streamline to position the product, brand and create relevant platforms to explore and businesses.

Over the period 5 years, Vista Critique Services has been constantly perfecting in qualitative and quantitative data collection. We've optimized our platform to provide solutions for the unique challenges of your industry and your profession. Deploying our proprietary panels we cater more than 46 Countries around the world.



### TABLE OF CONTENTS

#### INTRODUCTION

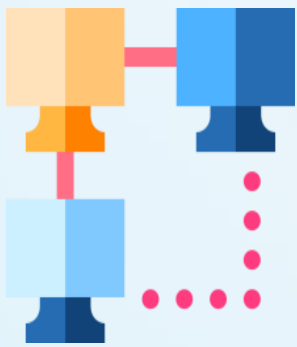
- About Us
- Methodology we Use.
- Panel Quality Policies
- Source of Recruitment
- Panel Statics
- Panel Capability



## Vista Critique uses a variety of methods to ensure the highest quality of respondent data, including:

### Proxy & Browser Detection

We make database calls at multiple points of execution, from registration through survey entries and exits, to confirm IP and browser specific identifying information.



### IP Geofencing:

Our servers locate the registrant's country location through his/her IP address and determines their eligibility for registration based on country specific rules.

### Postal Address Verification:

We verify the registrant's postal address and zip/postal code from a current local address directory.



### Email Address Verification:

This is checked through our database to ensure the email address is unique (all registrants must verify their email address through a double opt-in registration process)





Quality Policy  
Quality Policy

## Panel Quality Policies

**Vista Critique Services follows the most stringent quality policies in the industry .**

- Bounce back email and duplicates are checked every day.
- Duplicates are also checked during and after the registration process.
- Panelist with inconsistent responses are removed
- Regular checks with the registration data
- Unresponsive Panelist are purged on weekly basis.
- Panelist regularly encouraged to update their profiles.

**In the course of the most recent 5 years, 99.5% of our customers have been happy with the nature of our test. We convey 60,000 finished studies each month and we are completely straightforward with our customers as we structure the most fitting example mix in an purposeful and controlled way. This serves to guarantee customers get the objective gatherings they expected to get just as high caliber information for each investigation.**

# Panel Recruitment Process



- **Emails**
- **Referrals**
- **Banner Advertising**
- **Pay per clicks advertising**
- **Face to face**
- **Research the audience**



The Panelist are effectively and actively enlisted through various stations, for example, telephone campaigns, online and print advertisements, recommendations, PR, etc.

When they have enrolled for the board they are getting fitting overviews by means of email or portable application straightforwardly on their cell phone.

The panelist profiles are updated regularly. On the one hand, participants are asked to update existing data. On the other hand, new attributes are always added to the profile section to ensure the widest and deepest sample selection.

Participants who have not responded to surveys in several months or who have not updated their data are deleted from our database. That we can accurately estimate the extent to which we can assist our clients with very specific requests.



# Our Global Coverage

## Creating Actively Engaged Panel Communities 2018

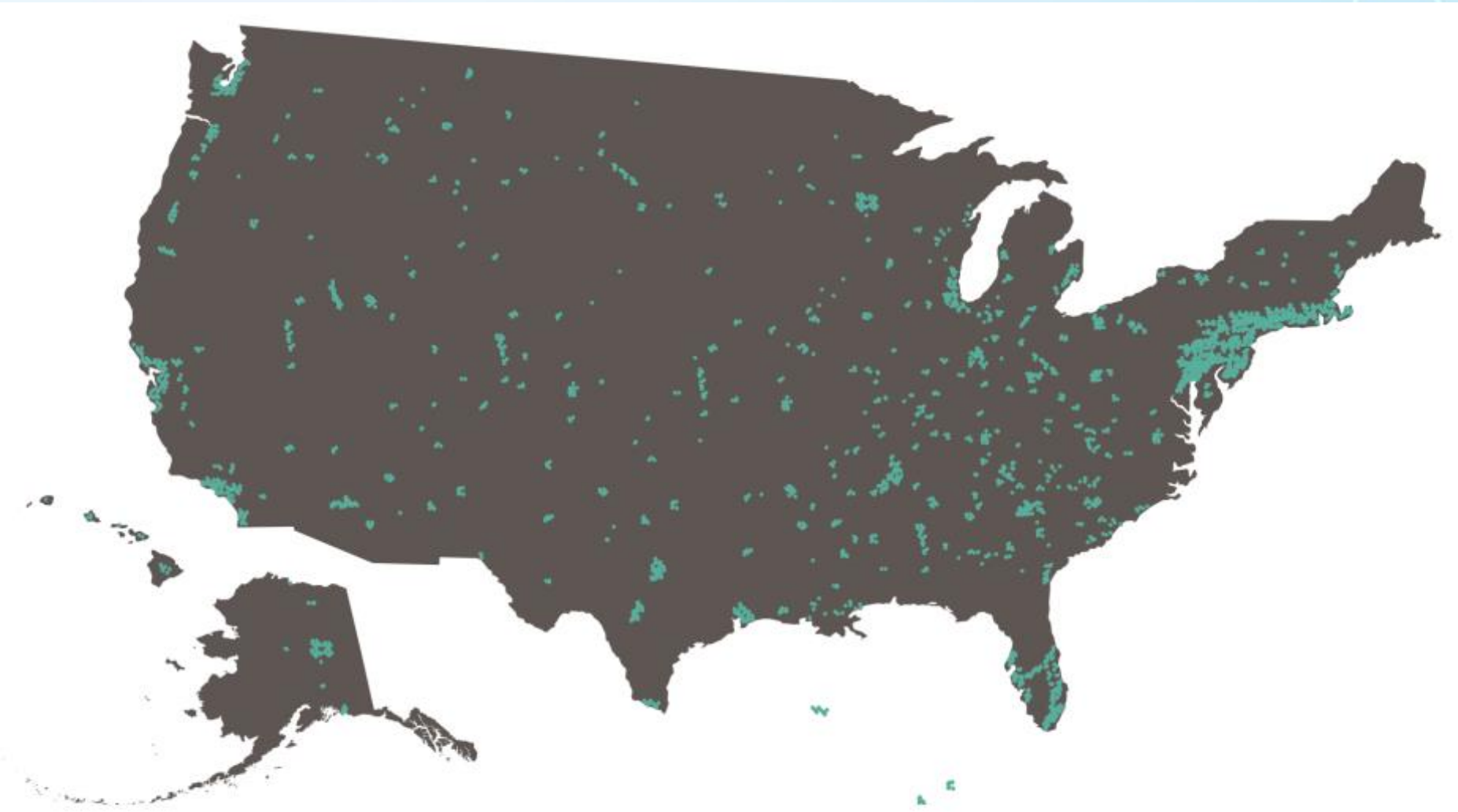


**OVER 20 COUNTRIES AND 1.1 M SURVEY  
RESPONDENTS OUR SAMPLE VITALS**



**Vista Critique  
World Wide Panels**

# U.S. Panel Statics



Panel Size:675,000

Census Population Size:374,710,000+

INTERNET PENETRATION RATE:85%

SMARTPHONE PENETRATION RATE:75%

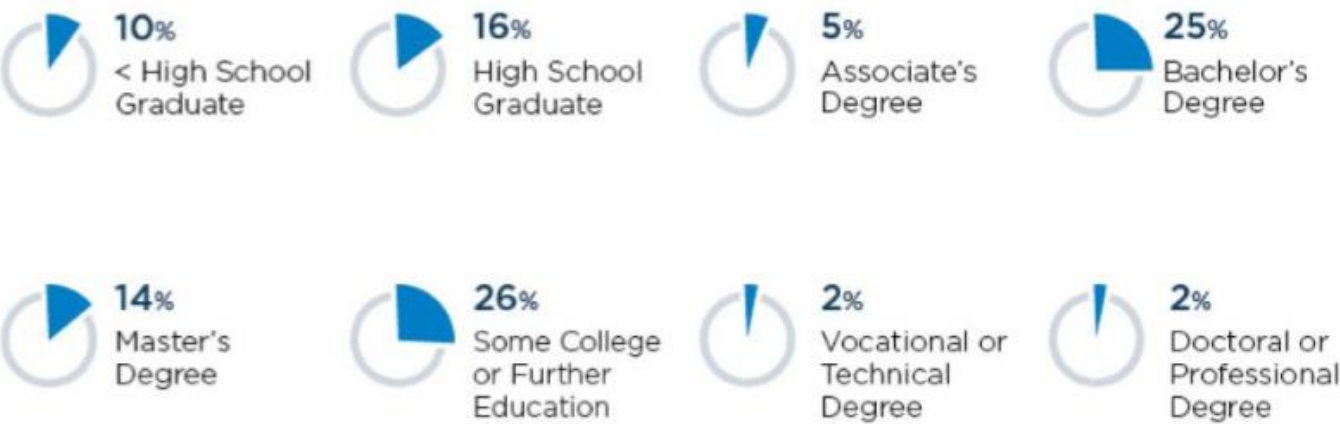
# U.S. PROFILING PARAMETERS

## United States

### Gender



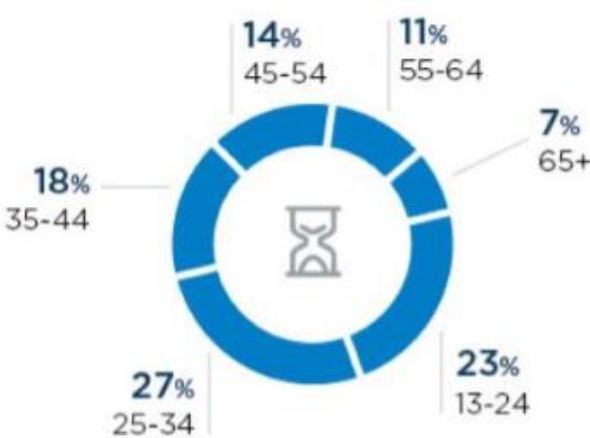
### Education



### Income



### Age

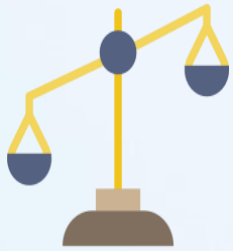


In North America, the universe of accessible example is broad, enabling us to effectively convey even low-rate targets. We exceed expectations at conveying expansive targets, for example, essential basic need customers, however we are glad to show our one of a kind capacity to achieve specialty crowds, for example, new mothers, teenagers, ethnic gatherings, development experts, doctors and some more.



# Selected B2B And B2C Panel Attributes

Vista Critique maintains over 250 panel attributes collected across our B2B and B2C panels.



## Legal Services

- Legal Occupation
- Legal Role



## Real Estate

- Type of Business
- Primary Real Estate Role



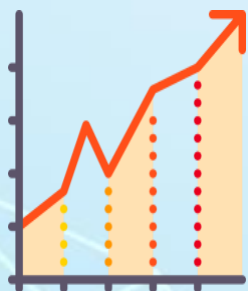
## Basic Attributes

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



## Healthcare

- Healthcare/Medical Professionals
- Nursing
- Physician Primary Specialty



## Business Owner

- Type of Business Owned/Operated
- Type of Personal Services



## Business Professional

- Occupation  
Functional Role
- Purchase Decision Makers
- Primary Role
- Human Resources Role



## Education

- Educator Role
- Educator - Education Level Type
  - Educator - Educational Institute



## 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



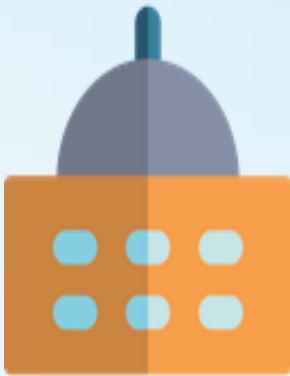
## Banking/Financial Services/Insurance

- Type of Business
- Primary Role



## Transport & Logistics

- Type of Business
- Professional Driver Work Type



## 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



## ITDM/IT Roles

- 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

Consumer



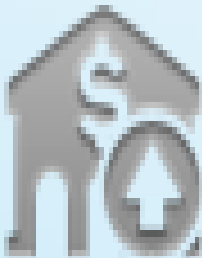
Basic Demographics

- 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



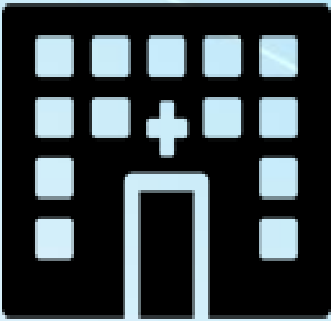
Department Stores

- Shopping Frequency
- Items Purchased



Consumer Banking

- Type of 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) use
- Primary Role



Ailments and Health Conditions

- Type of Business
- Allergy/Asthma/Respiratory
- Arthritis/Joint Ailments
- Autoimmune/Blood
- Cancer
- Cardiovascular/Heart
- Diabetes/Thyroid/Obesity
- Gastric/Digestive/Urinary
- Male/Female Health
- Mental Health
- Neurologic/Nervous
- Pain
- Skin/Dermatologic
- Sleep Disorders
- Vision/Hearing Impairments Professional Driver Work Type



General Household

- Pets or Animals
- Recreational Vehicles



Utilities

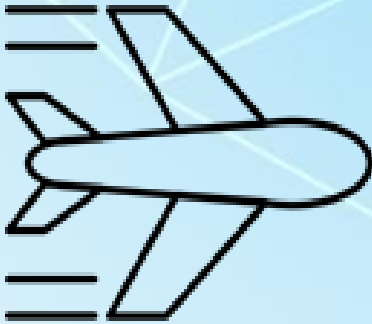
- Service Provider
- Role in Decision





Home Features/Improvements

- Home Improvement/Upkeep/Repair.
- Role in Decision Making.
- Lawn Equipment Used.



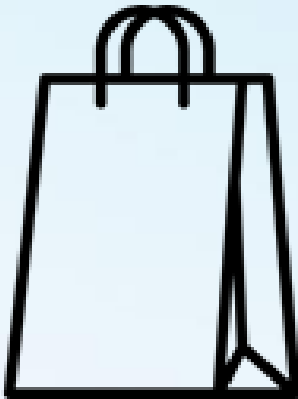
Travel for Leisure

- Travel Websites Used
- Car Rentals
- Airlines
- Hotels



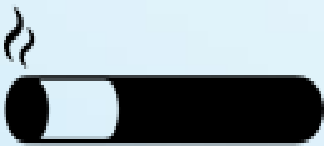
Interests/Hobbies

- General
- Health/Fitness/Wellness
- Hobbies/Leisure
- Outdoor Activities
- Sports Activities



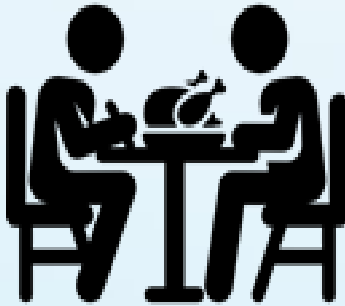
Groceries

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



Tobacco Products

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



Dining Out

- Frequency
- Amount Spent per person
- Type of Restaurant
- Considerations



Entertainment

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



Beer, Wine, Liquor

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



Electronics/Gadgets

- General Electronic Devices Owned (32 type)
- 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)
- Health/Fitness/Wellness
- Hobbies/Leisure
- Outdoor Activities
- Sports Activities



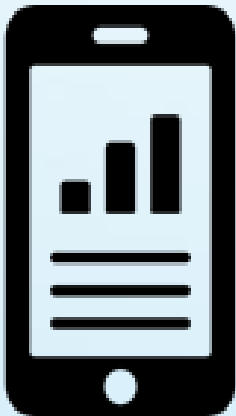
Insurance

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



Automotive

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



Mobile Phone

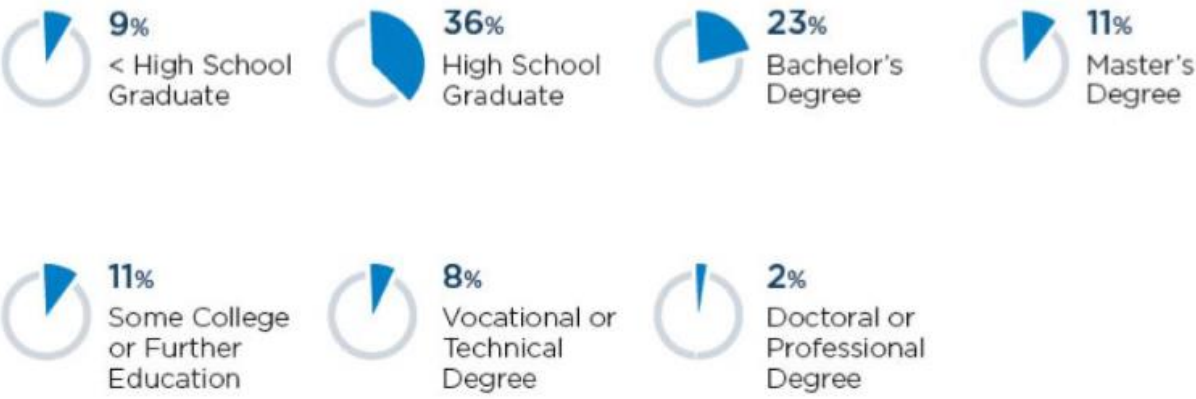
- Mobile Phone Use
- Type of Mobile Phone
- Mobile Only Phone User
- Operating Systems
- Network Providers (16 providers)
- Average Monthly Billing
- Contract Type
- Plan Type
- Role in Decision
- Phone Brand (22 brands)

United Kingdom

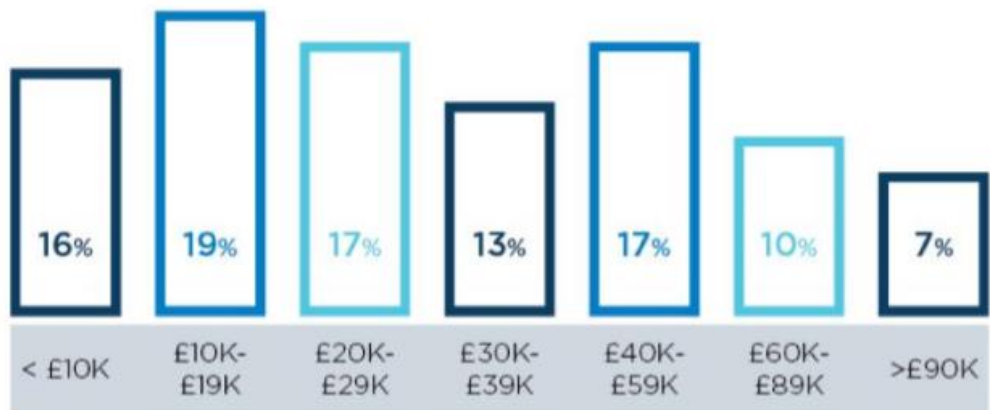
Gender



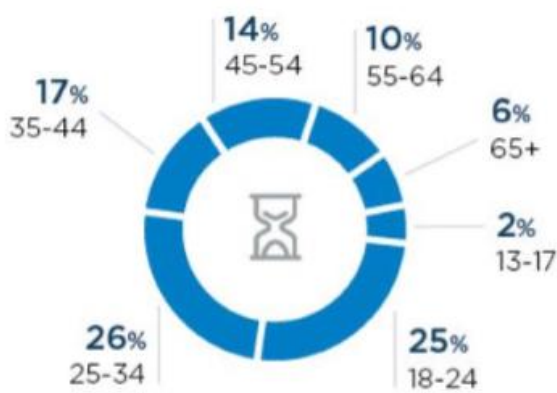
Education<sup>1</sup>



Income

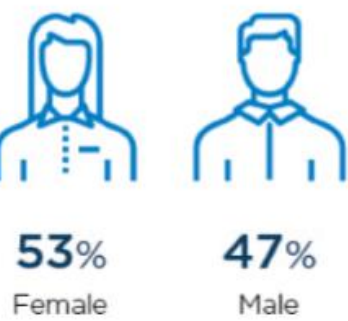


Age

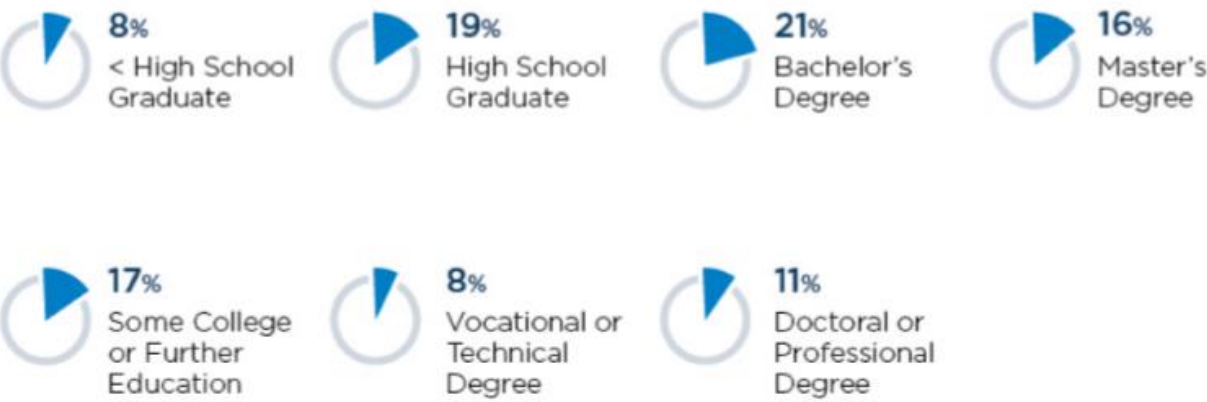


France

Gender



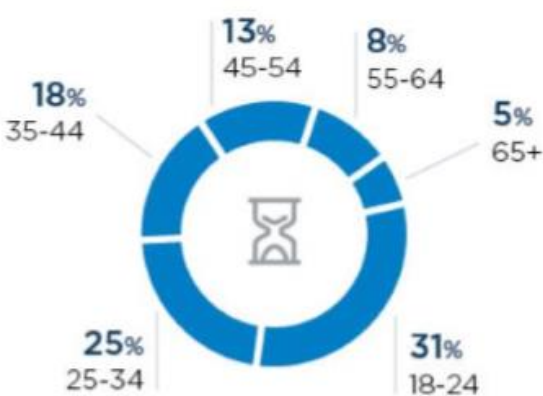
Education<sup>1</sup>



Income



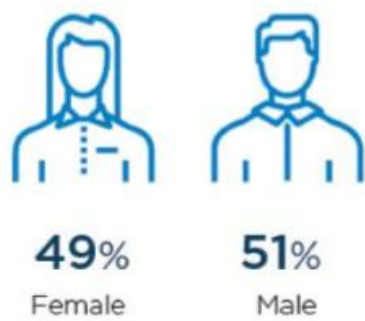
Age



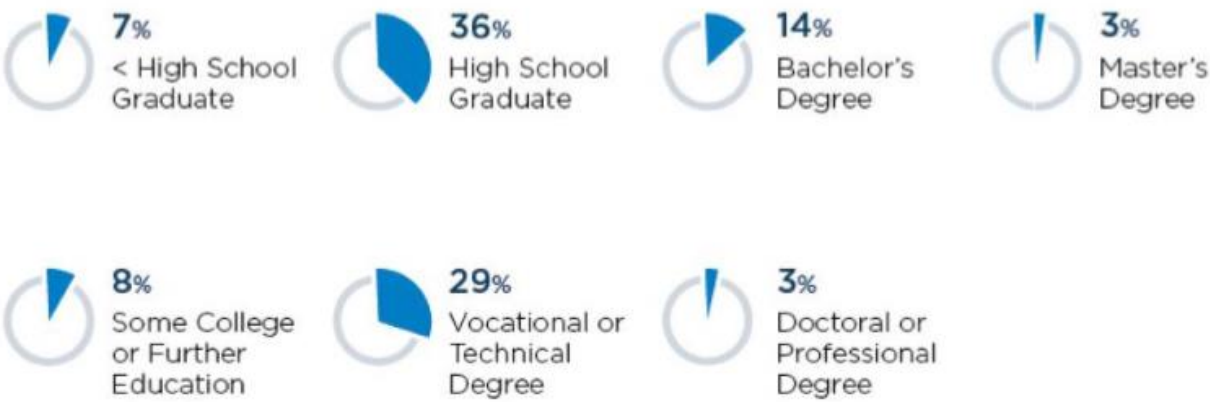


Germany

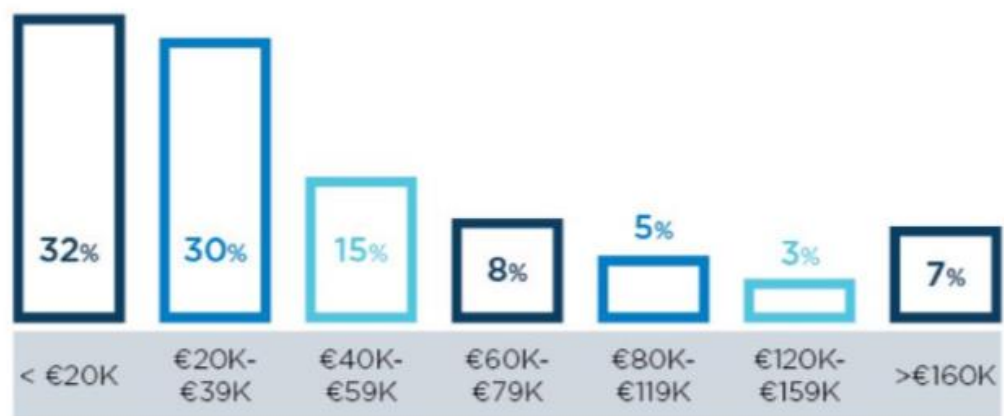
Gender



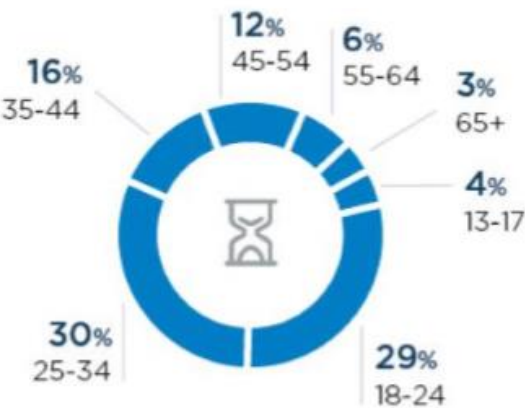
Education¹



Income

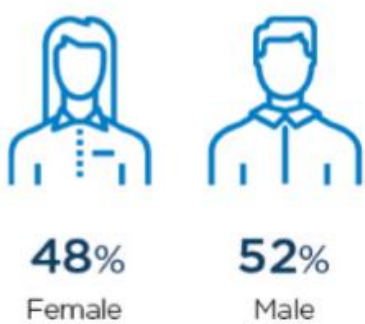


Age

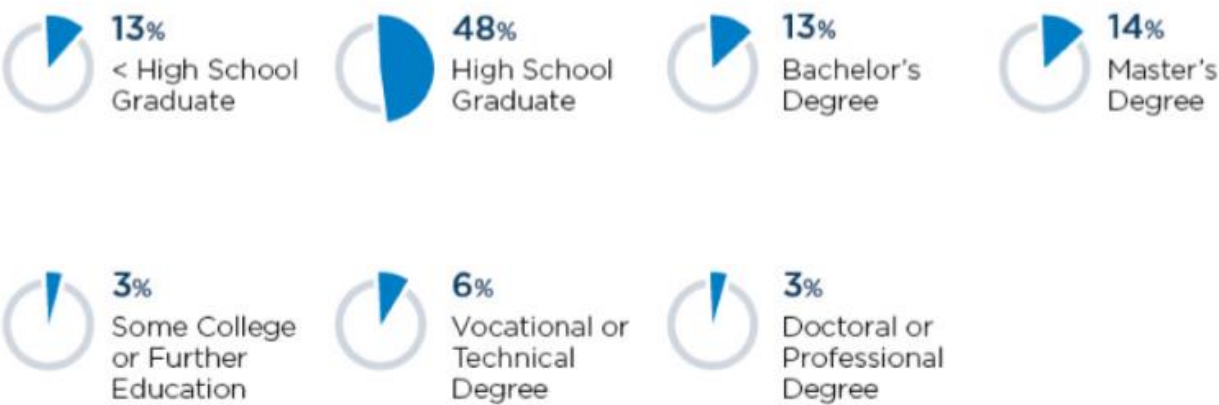


Italy

Gender



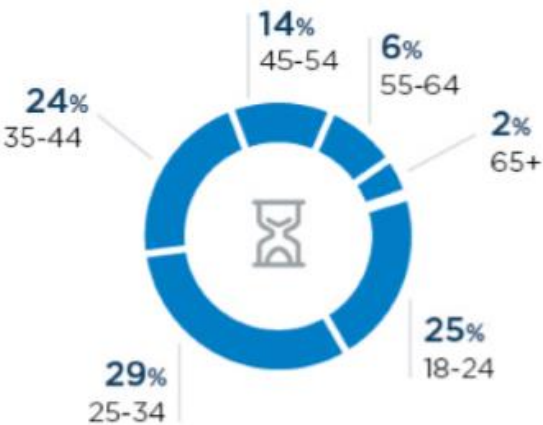
Education¹



Income

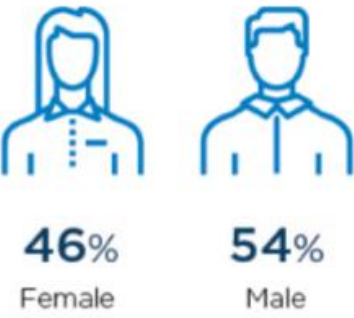


Age

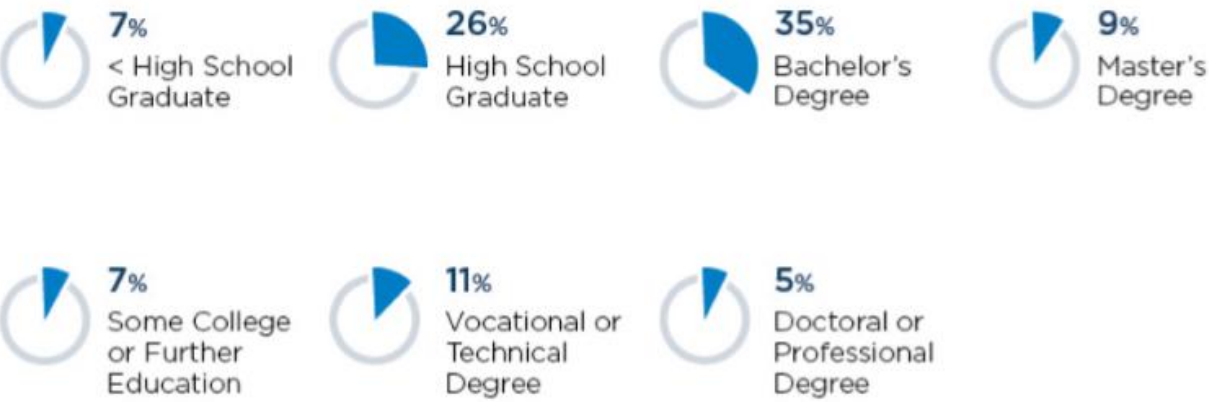


Spain

Gender



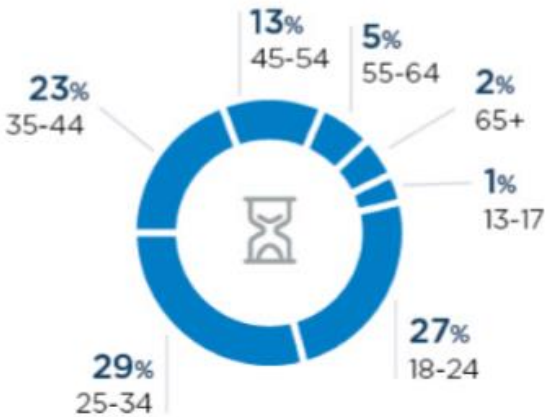
Education¹



Income

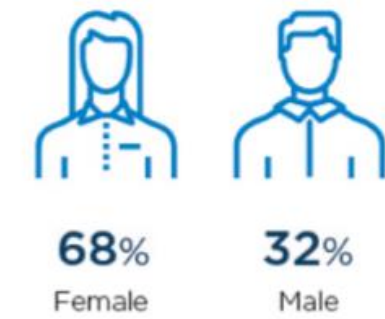


Age

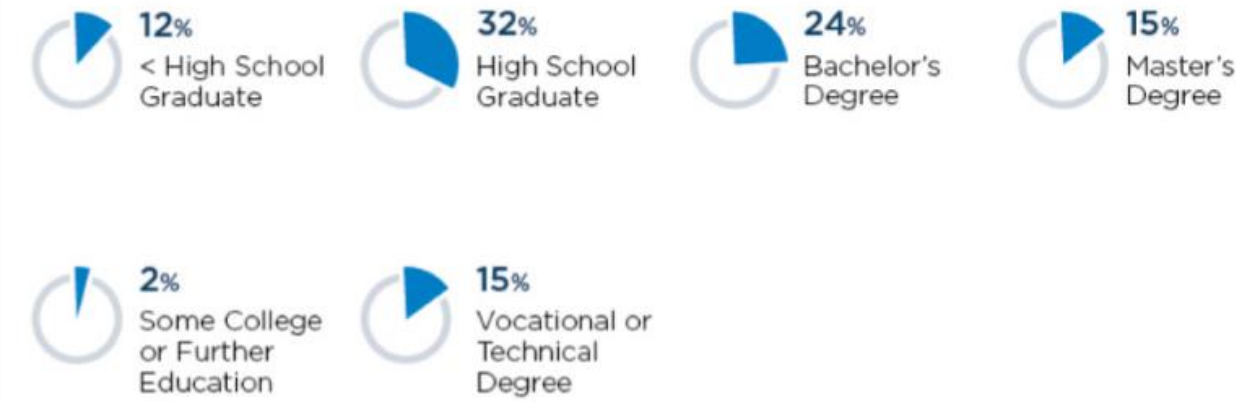


Ireland

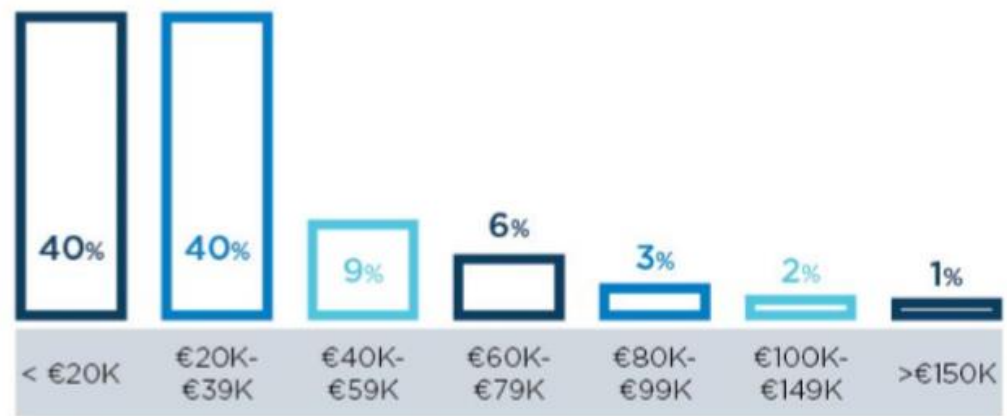
Gender



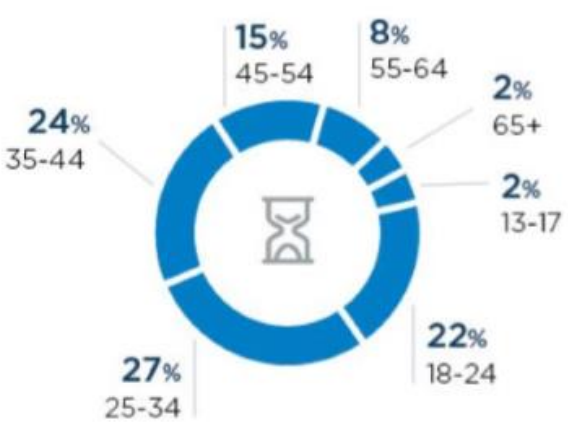
Education¹



Income



Age



Canada

Gender



56%

Female



44%

Male

Education



18%  
< High School Graduate



22%  
High School Graduate



1%  
Incomplete Postgraduate



17%  
Bachelor's Degree



12%  
Master's Degree



27%  
Some College or Further Education

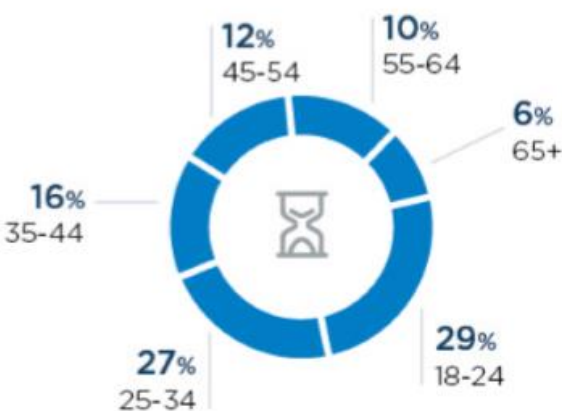


3%  
Doctoral or Professional Degree

Income



Age



Australia

Gender



60%

Female



40%

Male

Education<sup>1</sup>



15%  
< High School Graduate



23%  
High School Graduate



21%  
Bachelor's Degree



13%  
Master's Degree

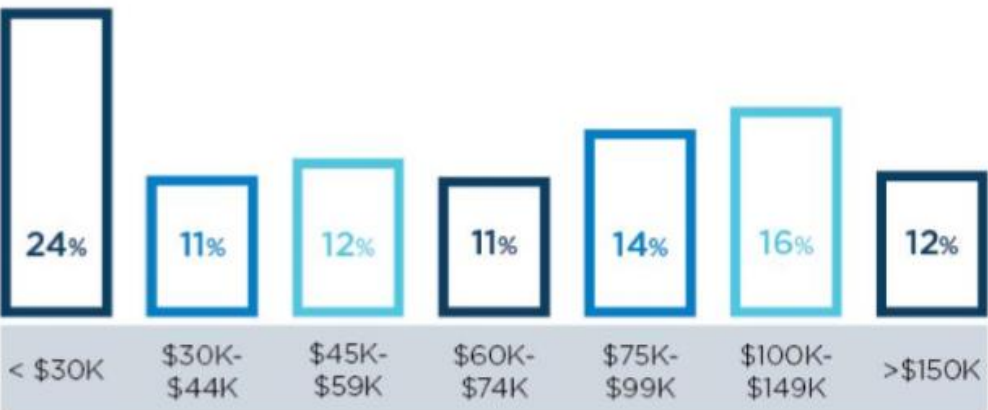


6%  
Some College or Further Education

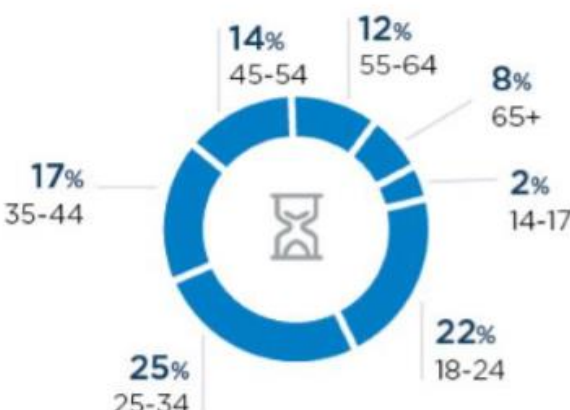


22%  
Vocational or Technical Degree

Income

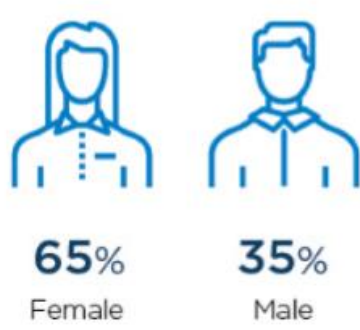


Age

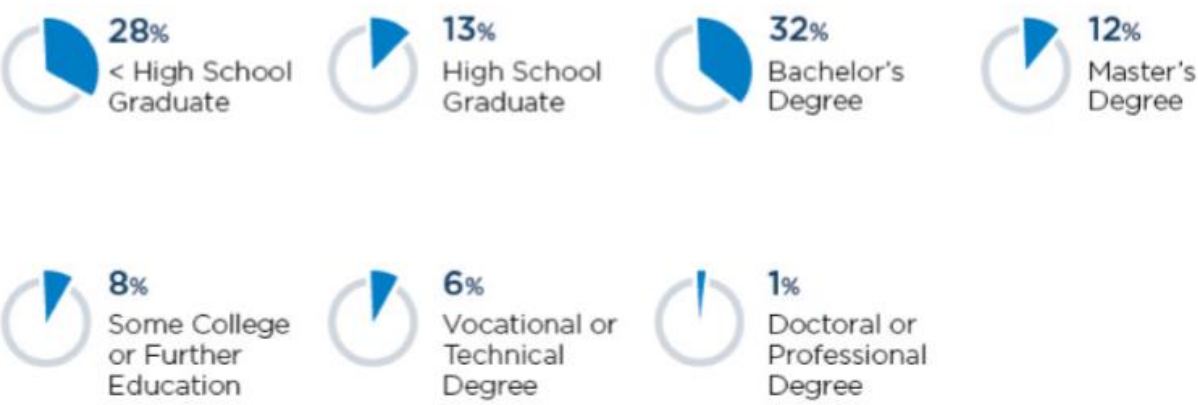




Gender



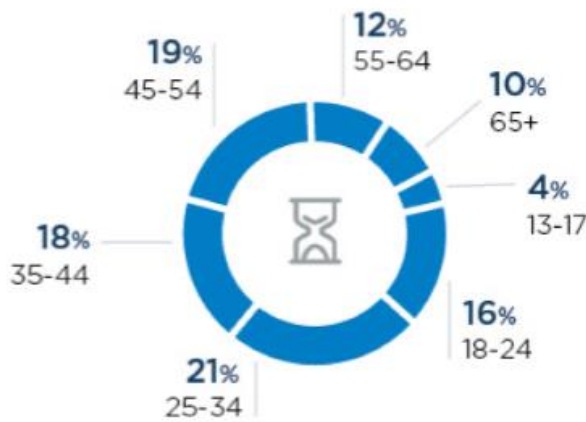
Education<sup>1</sup>



Income



Age



We have backup plans for our backup plans, which means we will find a way to reach the promised targets, in the right numbers, at the right time. When leveraging multiple sources, we personally plan and control the sample blend so that you get what we promise you'll get.



# **Vista Critique Services Power Marketing Research**

# Marketing Research Power

- Based in the largest online research panel infra, Vista Critique develops various qualitative and quantitative research methods.
- Capable to conduct any type of marketing research.

**Qualitative** • FGI/FGD/Delphi/Shadowing/Home visiting/Shop along? Web-board(DDI)/Ethnography/Workshop

**Quantitative** • Interview/Telephone/Online/Intercept/Gang/CLT/HUT/Mystery shopping

**Social opinion** • Public policy/Election/Social issue/Academic or index research

**Online research** • Web survey/Mobile research  
• On-line quantitative/On-line focus-group

## Secondary Research

- Our team is highly specialized to conduct secondary research across various areas which primarily include: Healthcare, Industrial. Consumer lifestyle and behavior, rare earth compositions, information technology, and consumer electronics.
- Our secondary research involves summary, collation and synthesis of the existing research.
- It includes and overall systematic review through usage of meta analytic statistical techniques





EMAIL: [info@vistacrit.com](mailto:info@vistacrit.com)

: [shubhamsaxena@vistacrit.com](mailto:shubhamsaxena@vistacrit.com)

## **GET IN TOUCH & FEEL FREE TO CONTACT US**



### **Head Office**

**G -27, R G Tower, Netaji Subash Place,  
Pitampura, Delhi North**



### **Branch Office**

**402 FOX Hill, Woodbridge, NJ,  
U.S.A, 07095**

# **Thank You**

**VISTA**  
**VISTA**  
**CRITIQUE SERVICES**