

Panelbook 2018 - Exploring online markets

promio.research

Many opportunities and a wide range



The holistic approach of promio.research



Panels with almost limitless selectability

We reach an audience of ...

150.000
recipients

with

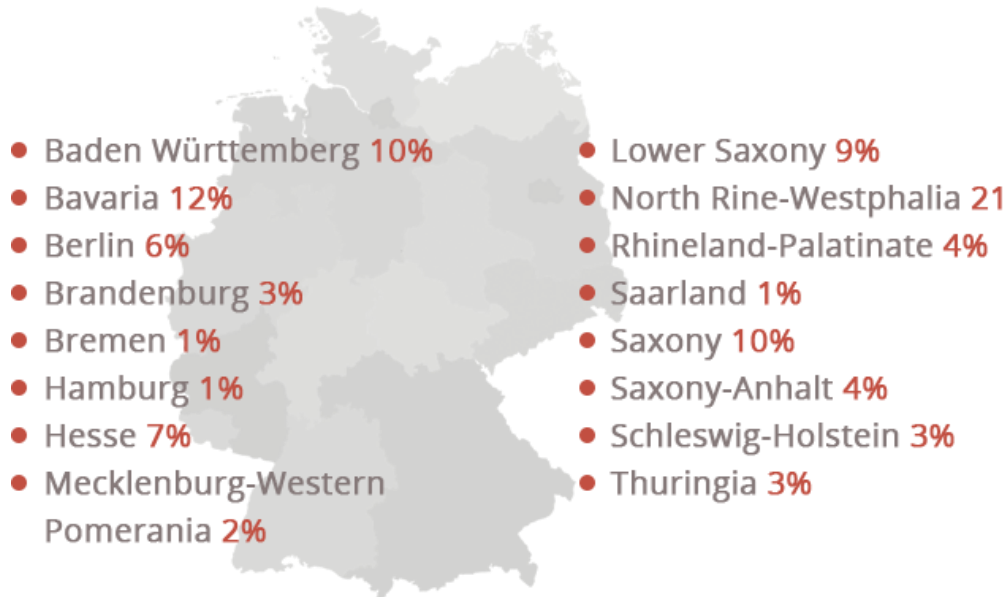
4.000
selectable criteria

Subjects:

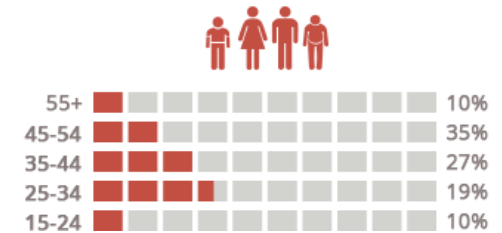


Panels with almost limitless selectability

Panel-participants by state



Age distribution



Household net income



Online-Panel: plixad



- www.plixad.de
- Launch: 2000
- Member: n=106,000
 - Germany: n=99,640
 - Austria: n=4,360
 - Switzerland: n=2,000

Online-Panel: custlab



- www.custlab.com

- Launch: 2012

- Member: n=44,000
 - Germany: n=41,800
 - Austria: n=1,500
 - Switzerland: n=700

Optimal Profiling for your target group

After the registration, the members fill the basis and profile questionnaires with up to 500 questions. This means: up to 4,000 profile information per member and almost every target group is selectable.

Our special target groups:

- ITDMs
- Software developer
- BDMs
- iWorker
- Car owner
- Smartphone owner
- Gamer



References

Our customers include national and international market research institutes:



What our customers say:

- Access to German premium panels
- Almost every target group is available
- reliable, flexible and cost efficient Service
- Long-term and comprehensive experience
- Excellent value for money



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