



PANEL & AUDIENCE CAPABILITIES

Real people, verified at every **step**

InnoventIQ Research gives you access to verified, well-profiled respondents across consumer, business and healthcare audiences. This overview explains where our respondents come from, who we can reach, and how we keep the data trustworthy.

1M+

Respondents

Across our own panel and partner network

30+

Countries

Respondent access with multi-language support

3

Audiences

Consumer (B2C), business (B2B) and healthcare

IN THIS OVERVIEW

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Our panel

Where our respondents come from and how we build your sample

02

Who we reach

Consumer, business and healthcare audiences, and how they are profiled

03

Quality and access

Verification checks, country access and data handling

OUR PANEL

Our own panel, backed by trusted partners

Respondents come from our own panel and a vetted network of partners. Whichever source they come from, the same verification and fraud checks apply.

Own panel

Members recruited and managed by us, with profiles kept up to date.

Good for Consumer and business studies across our core markets.

Vetted partner networks

Trusted panel partners extend our reach into more countries and low-incidence groups.

Good for Multi-country projects and hard-to-reach niches.

Professional outreach

B2B audiences reached through professional networks and telephone recruitment.

Good for Decision-makers, specialists and senior audiences.

Client databases

We can field to your own customer or prospect list, handled securely.

Good for Customer satisfaction and loyalty studies.

SAMPLING

Relevance over volume

Every sample follows the same four steps, so the people who answer are the people you actually need.

1

Define

Agree who we need to hear from

Target audience, countries, sample size and quotas are agreed with you before anything is sent.

YOU GET

A clear audience definition

2

Check feasibility

Confirm what is realistic

Reach, incidence and timeline are confirmed for each country before the project is committed.

YOU GET

Confirmed reach, incidence and timeline

3

Invite and screen

Only eligible respondents get through

Matching members receive an invitation and pass your screening criteria. Invitation-only, never open to all.

YOU GET

A relevant, eligible sample

4

Monitor and deliver

Keep quality and quotas on track

Quotas and quality are tracked live during fieldwork, then clean, validated data is delivered.

YOU GET

Clean data, delivered on plan

WHO WE REACH

Consumer, business and healthcare audiences

From the general population to senior decision-makers, we match your question to the right people.

Consumer (B2C)

General population and targeted consumer segments.

Targeted by age, location, income, household, lifestyle and category usage.

Business (B2B)

Decision-makers and professionals.

Targeted by seniority, job function, industry, company size and buying role.

Healthcare

Healthcare professionals, patients and caregivers.

Targeted by specialty, conditions and treatments, and care setting.

PROFILING

Profiled in depth, so targeting is precise

Detailed profile data lets us find narrow audiences without screening out large numbers of people.

Consumer profile

- Demographics and household
- Income and employment
- Devices and technology
- Lifestyle, travel and shopping
- Finance and insurance
- Health and wellness habits

Business profile

- Role and seniority
- Industry and sector
- Company size
- Decision-making role
- Budget authority
- Technology and tools used

Healthcare profile

- Professional specialty
- Care setting
- Conditions and treatments
- Healthcare providers
- Health insurance
- Patient and caregiver status

INDUSTRIES

Experience across industries

- Consumer goods, retail, fashion, food and beverage
- Financial services: acquisition, digital adoption, trust
- Technology and SaaS: product-market fit, churn, feature adoption
- Pharmaceutical: physician adoption, patient education, access

DATA QUALITY

Every respondent is checked before they count

Checks run at entry, during fieldwork and after it, so by the time you see the data it has already been through several layers of scrutiny.

Entry	Double opt-in registration, plus identity and profile verification.
Fieldwork	Bot, duplicate and fraud detection, logic and attention checks, and live monitoring.
AI answers	Screening for AI-generated and copy-pasted responses.
After field	Data review and cleaning, with low-quality respondents removed.
Over time	Respondent quality scoring, with exclusion thresholds applied.

RESPONDENT ACCESS AND DATA HANDLING

Reach, with responsibility

- Respondent access across **30+ countries**, with native-speaker linguists and cultural adaptation where needed
- Country-level availability, incidence and timeline are confirmed in a feasibility check before a project is committed
- Participants are adults (18+) who agree to give honest, complete answers
- Results are shared with clients in anonymised or aggregated form unless respondents have consented otherwise
- Respondent data-source information and a country availability sheet are available on request

Tell us who you need to reach

Share your audience, countries and timeline. We will confirm what is feasible and the most credible way to get there. Typical response time: within 24 business hours.

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Respondent access and methods are subject to country and project feasibility.