BUSINESS PANEL

REAL OPINIONS INFORMED DECISIONS

Sample Strategies understands that concise and accurate market research data is vital in making critical business decisions. We provide direct access to a high quality online community of B2B professionals across the US, UK, Germany, China, Japan, Korea, India and the Netherlands. Our B2B panel is profiled on over 100 variables including title, industry, company size, and many more. We find exactly what you are looking for and can engage a wide range of business audiences, providing insights, so you can make critical decisions with confidence.

Better profiling leads to better results and has positive impact on your project timeframes

Sample Strategies Advantages

- Validated physical addresses of respondents
- In depth profiling , targeted surveys and fair incentive structure
- High level B2B and IT decision makers
- Multi sourced, controlled recruitment

B2B PROFILING EXAMPLES

EMPLOYMENT STATUS

Full time employed
Part time employed
Self-employed
Unemployed
Student
Homemaker
Retired

EMPLOYEE SIZE

1 - 4
5 - 9
10 - 24
25 - 49
50 - 99
100 - 249
250 - 499
500 - 999
1000 - 4999
5000 +

COMPANY REVENUE

Less than $25,000
$25,000 - $49,999
$50,000 - $99,999
$100,000 - $499,999
$500,000 - $999,999
$1 million - $5 million
$5 million - $10 million
$10 million - $25 million
$25 million - $50 million
$50 million - $ 100 million
$100 million - $499 million
$500 million - $1 billion
$1 billion +

POSITION

Senior Executive (C level,
President, Owner, Chairman)
Upper Management (EVP,
SVP, Director level)
Middle Management
Clerical
Skilled labor (Plumber, electri-
cian etc.)
Manual labor
Other

TITLE

Account/ project manager
Accountant
Artisan/Craftsperson
Business owner
Caregiver
CEO/ CFO/ CTO/ CIO/ COO
Consultant/analyst
Designer
Developer/ IT architects/
programmers
Engineer
Lawyer
Office manager
Sales
manager/representative/clerk
Skilled labor/tradesperson
Supervisor
Teacher
VP/ EVP/ President
Retired
Student
Others

IT INVOLVEMENT

Hardware
Software
Network
Telecommunication

TYPE OF FIRM

Public sector
Private sector
Partnership
non-profit

INDUSTRY

Accounting
Advertising/ public relations
Aerospace/ aviation
Agriculture
Architecture
Arts - painting, photography
etc.
Automotive
Business services - general
Call center/ telemarketing
Charity/ non-profit
Communication
Computers/ IT
Construction
Education
Engineering
Entertainment
Finance/ banking
Fitness
Gaming
Government
Healthcare
Insurance
Manufacturing
Market research
Media
Medical
Mining
Personal care
Pharmaceuticals
Restaurant/ food services
Retail
Staffing

DECISION MAKING AUTHORITY

COMPUTERS

Decision maker
Influencer
None

FINANCE/BANKING

Decision maker
Influencer
None

OFFICE SUPPLIES

Decision maker
Influencer
None

EMPLOYEE BENEFITS

Decision maker
Influencer
None

MANUFACTURING

Decision maker
Influencer
None

TELECOMMUNICATIONS/MOBILES

Decision maker
Influencer
None