



INQUESTRA INSIGHT SOLUTION

UNVEILING INSIGHTS, POWERING DECISIONS

Panel Book





About Us

Inquestra Insight Solution is a next generation market research firm specializing in online data collection, panel management, and end to end fieldwork solutions. With a robust panel network spanning multiple regions and industries, we empower brands, agencies, and research organizations with high-quality, actionable insights.

Our mission is to bridge the gap between data and decision-making by delivering authentic responses, precision targeting, and seamless project execution. Whether it's B2B, B2C, or healthcare research, we combine advanced technologies with human intelligence to ensure every data point counts.

Our Commitment to Data Quality

At Inquestra Insight Solution, data quality isn't just a checkpoint - it's a promise. We follow a multi-layered, technology-driven approach to ensure every response is genuine, validated, and actionable.



DOUBLE OPT-IN REGISTRATION

Every panelist verifies identity before joining our research community



DIGITAL FINGERPRINTING

Prevents duplication through unique device/browser identification.



GEO-IP & DEVICE VALIDATION

Confirms accurate respondent location and method of access



TRAP & CONSISTENCY QUESTIONS

Detects inattentive or dishonest answers in real-time



CAPTCHA & MOBILE VERIFICATION

Blocks bots and confirms real human participation



REGULAR-PROFILE UPDATES

Ensures up-to-date demographic and behavioral data



THIRD-PARTY VALIDATION

Cross-verification and fraud detection ensure reliable data



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Our Service

» Quantitative Research

Structured, large scale surveys designed to deliver statistically sound insights on consumer behavior, brand performance, product usage, and satisfaction.

» Qualitative Research

In depth exploration of customer motivations and perceptions through Focus Group Discussions (FGDs), In-Depth Interviews (IDIs), and ethnographic studies

» Data Collection & Fieldwork

Robust field network with Pan India reach, experienced in both B2B and B2C data collection using CATI, CAPI, CAWI, and offline methods with real-time quality control.

» Analytics & Reporting

Advanced data processing, dashboards, and visual reporting that turn raw data into clear, actionable insights to support business decisions.



Why Choose Us



- **Expert Panel Management**

Diverse and quality-checked panels across industries and regions.

- **Tech Enabled Quality**

Advanced tools ensure genuine, verified, and fraud-free responses.

- **Tailored Research Solutions**

Custom B2B, B2C, and healthcare targeting as per client needs.

- **Ethical & Compliant**

Fully aligned with ESOMAR and global research standards.

- **Client**

Transparent communication and end-to-end project support.



B2B Survey

We specialize in B2B surveys that target professionals, decision-makers, and business owners across industries. Whether it's understanding market trends, evaluating product performance, or gathering expert opinions, our B2B panels are verified, profile-rich, and highly responsive.

Verified business professionals (CXOs, managers, decision-makers)

Industry-specific targeting (IT, Finance, Healthcare, etc.)

High response accuracy with pre-screened participants

CATI, CAWI, and hybrid methods available



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B2C Survey

Our B2C surveys capture authentic consumer opinions from a wide range of demographics. Perfect for understanding customer behavior, brand perception, lifestyle choices, and buying patterns.

Nationwide consumer panel with diverse profiles

Age, gender, income, location, and interest-based targeting

Fast turnaround with high-quality data

Supports CAWI, CAPI, mobile, and offline methods



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Healthcare Survey

Inquestra Insight Solution offers specialized healthcare surveys targeting medical professionals, patients, and healthcare decision-makers. We help clients gather insights across therapeutic areas, treatment protocols, product usage, and healthcare behaviors

Verified HCP panel: doctors, surgeons, pharmacists, nurses, etc.

Patient and caregiver panels across various conditions and age groups

Specialty targeting (by department, experience, region)

HIPAA & ESOMAR compliant data collection

Multi-mode: CATI, CAWI, online diaries, and in-depth interviews



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Online Product Testing



At Inquestra Insight Solution, we offer robust Online Product Testing solutions designed to help brands validate new concepts, improve existing products, and optimize go to market strategies. By leveraging our nationwide panel of pre-profiled and highly engaged respondents, we deliver actionable insights that reflect real consumer experiences.

Concept Testing: Evaluate new product ideas before development.

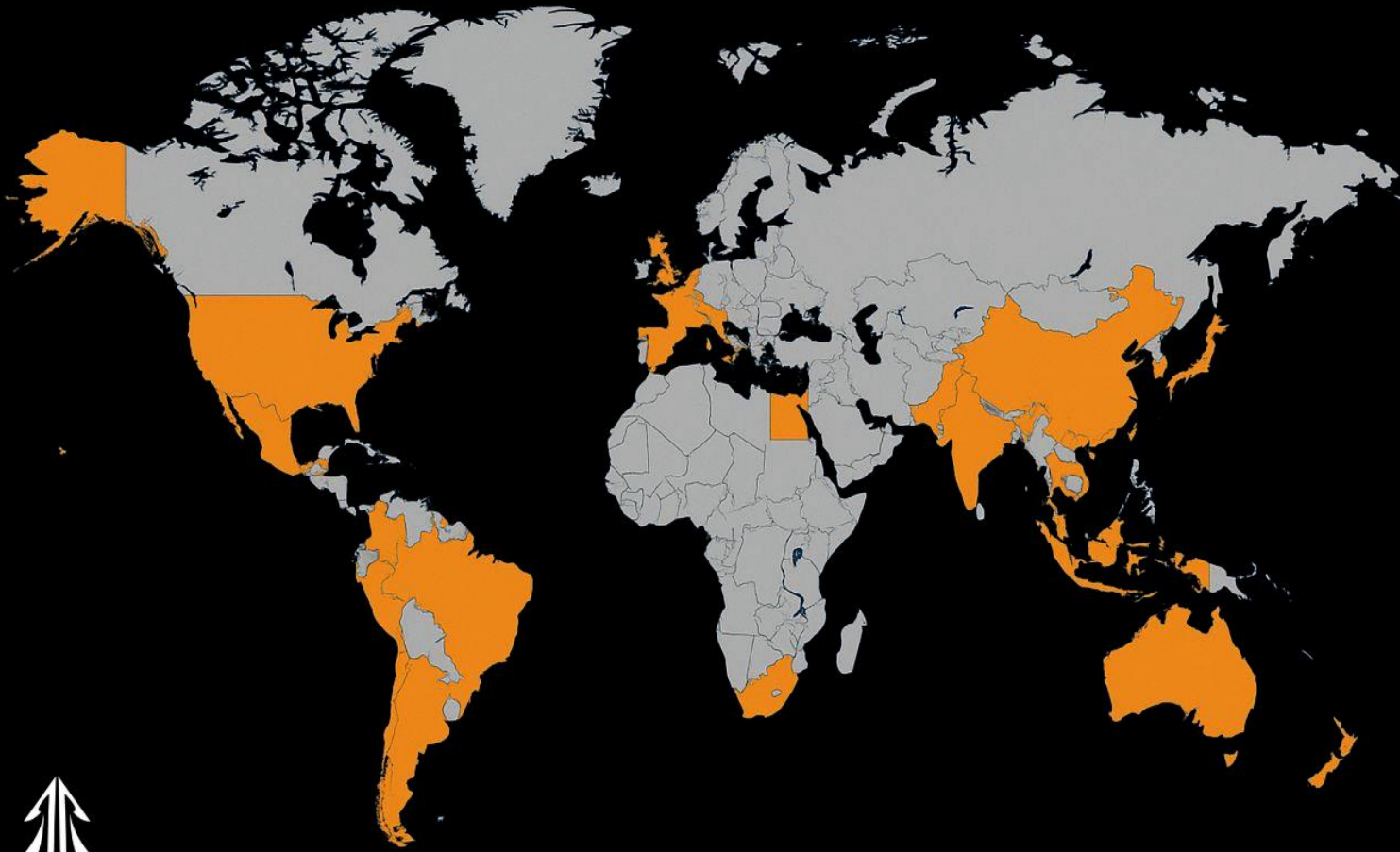
Prototype Testing: Get real-time feedback on product samples or mockups.

Usability Testing: Assess ease of use, functionality, and design.

Comparison Testing: Compare your product against competitors in a controlled environment.

Packaging & Label Evaluation: Test packaging design and messaging for clarity, appeal, and impact.

OUR GLOBAL COVERAGE



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UNITED STATES OF AMERICA



Panelists: **3,550,201**

Average Response Rate: **15-20%**

B2B Identified: **1,498.711**

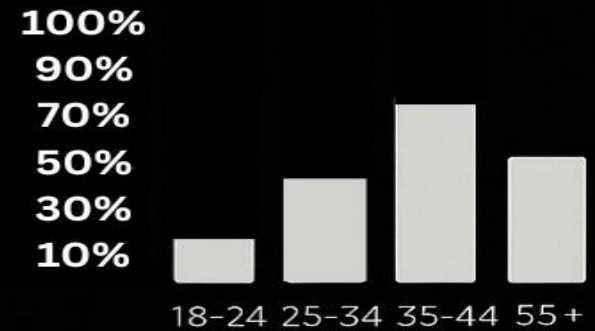
Regions

East North Central **16%**
East South Central **8%**
Mountain **7%**
Pacific **12%**
New England **4%**

Begions

Middle Atlantic **11%**
South Atlantic **22%**
West North Central **7%**
West South Central **13%**

AGE



UNITED KINGDOM



Panelists: **761,102**

Average Response Rate: **15-20%**

B2B Identified: **156,653**

Regions

London **19%**

Eastern **9%**

Scotland **12%**

South East **12%**

South West **6%**

Begions

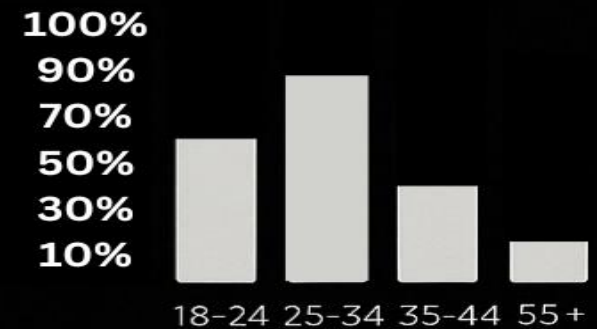
Northern Ireland **4%**

Yorkshire and the Humber **11%**

East Midlands **7%**

West Midlands **4%**

AGE



ITDM



BDM

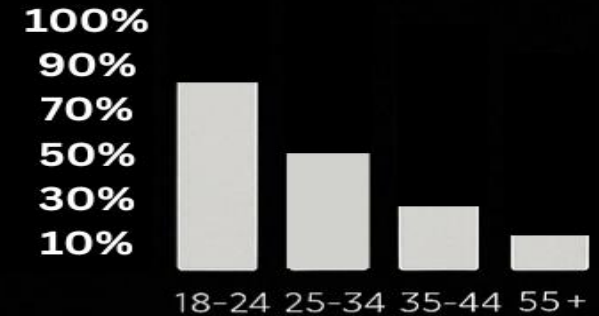


HRDM

AUSTRALIA



AGE



Panelists: **287,907**

Average Response Rate: **15-20%**

B2B Identified: **56,476**

Regions

Queensland **22%**

Victoria **27%**

Tasmania **4%**

South Australia **9%**

Begions

Australia Capital Territory **4%**

New South Wales **34%**

Western Australia **13%**

Northern Territory **2%**



ITDM



BDM



HRDM



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CANADA



Panelists: **506,266**

Average Response Rate: **15%**

B2B Identified: **405,148**

Regions

Ontario 47%

Prairies 18%

Maritimes 3%

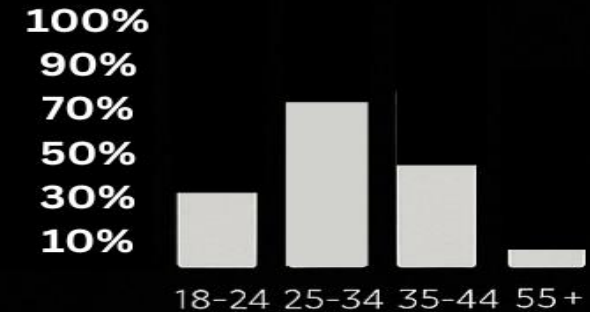
Quebec 16%

BC 14%

Begions

Atlantic 12%

AGE



ITDM



BDM

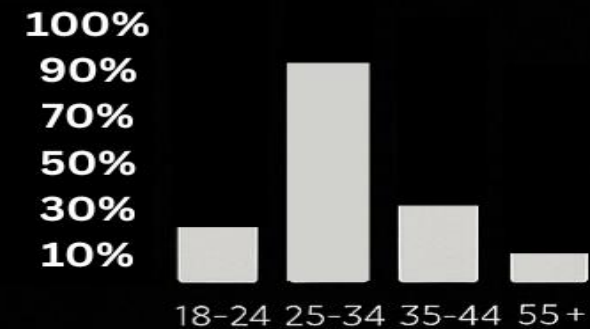


HRDM

FRANCE



AGE



Panelists: **319,493**

Average Response Rate: **15-20%**

B2B Identified: **62,664**



ITDM



BDM



HRDM

Regions

Est **11%**

Sud-Quest **7%**

Cantre-est **13%**

Quest **6%**

Begions

Lie De France **18%**

Mediterranee **24%**

Bassin Parisien **9%**



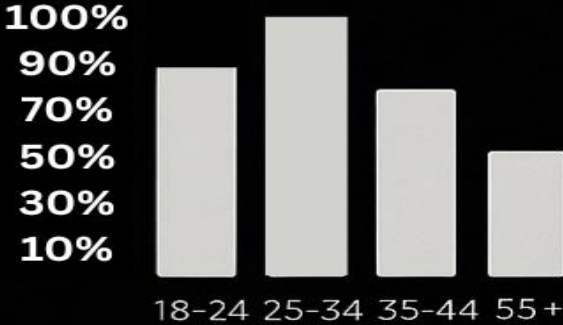
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GERMANY



AGE



Panelists: 293,266
Average Response Rate: 20%
B2B Identified: 74,867



Regions

- Bayern 8%
- Brandenburg 7%
- Baden-Wurttember 16%
- Berlin 11%
- Hassen-Thuringen 6%

Begions

- Niedersachsen-Bremen 12%
- Nordrhein-Westfalen 22%

SPAIN



AGE

100%
90%
70%
50%
30%
10%



18-24 25-34 35-44 55+



44%



32%

Panelists: **435,241**

Average Response Rate: **15-20%**

B2B Identified: **93,452**

Regions

Madrid **29%**

North West **18%**

North Central **8%**

Barcelona **12%**

Begions

North East **6%**

Central East **15%**

South **17%**

Central **7%**



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ITALY



Panelists: **476,679**

Average Response Rate: **10-15%**

B2B Identified: **92,647**

Regions

Central 18%

Southern 24%

Islands 16%

Begions

Northwestern 29%

Northeastern 16%

AGE

100%
90%
70%
50%
30%
10%



31%



62%



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INDIA



Panelists: **674,358**
Average Response Rate: **15-20%**
B2B Identified: **142,436**

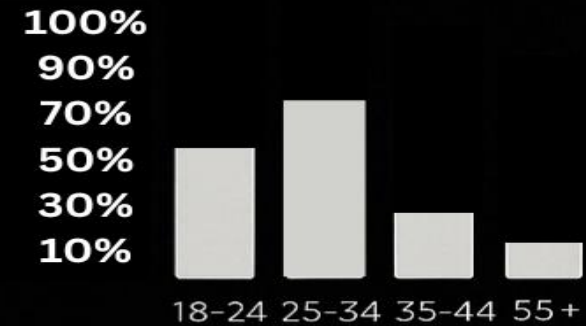
Regions

North 29%
East 13%
West 23%
South 31%

Begions

Northeast 5%
Central 7%

AGE



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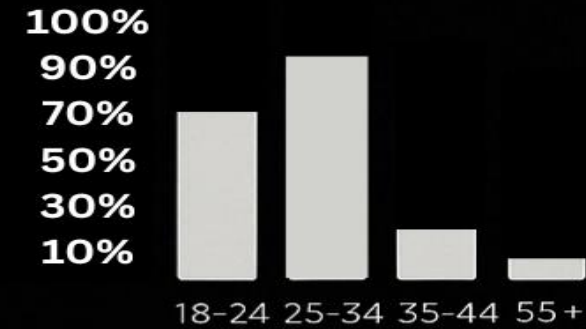


HRDM

CHINA



AGE



Panelists: **494,289**

Average Response Rate: **15-20%**

B2B Identified: **95,332**

Regions

South 14%

North 9%

Mid 8%

East 13%

Beigions

Southwest 11%

Northwest 3%

Northeast 18%



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BDM



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Singapore



Panelists: **653,762**

Average Response Rate: **15-20%**

B2B Identified: **87,283**

Regions

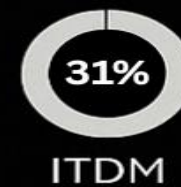
South 17%

North 10%

Mid 4%

East 16%

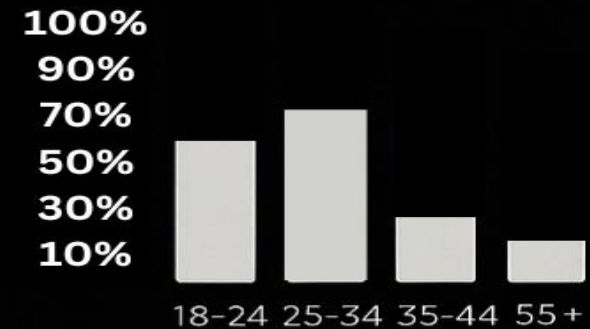
AGE



UNITED ARAB EMIRATES



AGE



Panelists: 45,125

Average Response Rate: 10-15%

B2B Identified: 36,572



ITDM



BDM



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Regions

Abu Dhabi 29%

Sharjah 9%

Dubai 47%

Ajman 14%

Begions

Umm ai-Quwain in 26%

Ras ai Khaimah 7%

Fujairah 16%



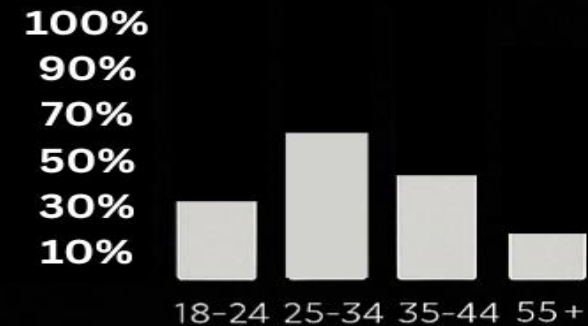
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MEXICO



AGE



Panelists: 253,754

Average Response Rate: 15-20%

B2B Identified: 50,532

Regions

DF 6%

Bajio 13%

Centre 9%

North 11%

Northeast 18%



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JAPAN

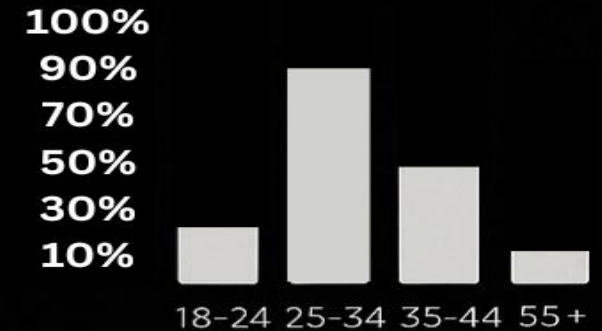


Panelists: **265,547**
Average Response Rate: **12%**
B2B Identified: **45,678**

Regions

Chugoku 3%
Chuba 8%
Kanto 9%
Tohoku 6%

AGE



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BRAZIL

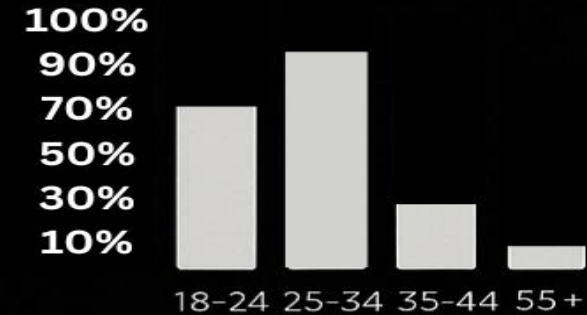


Panelists: **204,645**
Average Response Rate: **10-15%**
B2B Identified: **38,543**

Regions

Centre West **7%**
North **8%**
South **20%**
Northeast **39%**
Southeast **33%**

AGE



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SOUTH AFRICA



Panelists: **367,764**

Average Response Rate: **15-20%**

B2B Identified: **34,575**

Regions

Eastern Cape **7%**

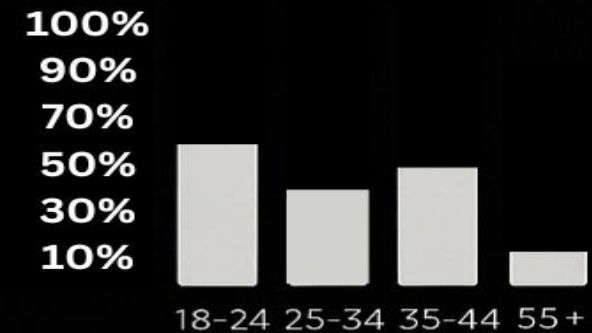
Western Cape **12%**

Northern Cape **8%**

Gauteng **14%**

KwaZulu-Natal **10%**

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Contact us

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