

# iSampling



2023

September 30, 2023

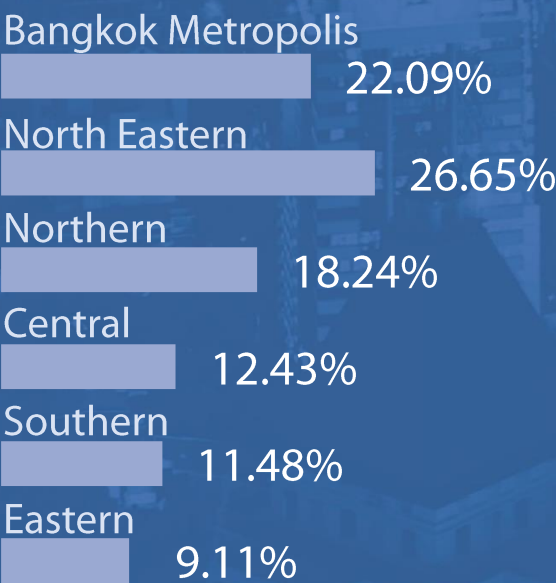
# PANELBOOK

# OUR PANEL STRUCTURE

More than 111,000 panelists nationwide, and still recruiting

AGE	MALE	FEMALE
18-24 years	48.73%	51.27%
25-34 years	53.06%	46.94%
35-44 years	51.64%	48.36%
45-54 years	52.29%	47.71%
55-64 years	56.99%	43.01%
65 years more than	63.51%	36.49%

## WE COVER ALL REGIONS IN THAILAND



# WHY USING OUR PANEL?

## OUR MANTRA IS QUALITY

Founded in summer of 2019 by iNMS, based in Bangkok, Thailand, owned by Thai and Czech well-established market research agencies with more than 15 years of experience operating the leading online panels in Central Europe and more than 10 years of market expertise in Asia.



### 100% TELEPHONE VERIFICATION

We make sure there are NO ghost respondents

- We verify all respondents by a phone call. We know that they truly are who they claim to be.



### COVER HARD-TO-GET TARGETS

We recruit from different channels

- We tap those hard-to-get targets through offline recruitment and attractive snowballing campaigns.
- Also pulling in better quality respondents through our upcoming "Charity Rewards" system



### HIGHER RESPONSE RATE

We create a better online community environment

- We focus on creating an exciting panel experience to keep our panelists active!
- We make the panel experience enjoyable and meaningful for the respondents, to get their truthful opinion



# ABOUT OUR COMPANY

A Thai full-service market research and business consulting firm. Their key objectives are to generate solutions and identify opportunities by using creative research approaches and ability to place senior-level experience directly against each challenge.

A Czech market research company providing complex services across various research methods and technology. NMS conduct quantitative, qualitative and mixed methods research, excel in Mystery Shopping, and is enthusiastic about developing tailored solutions.



Met in 2017, started to partner up to expand In-Touch's technological competencies and develop an exciting new product. On March 15th 2019 a new company was successfully founded together. 'In-Touch & NMS' or 'iNMS' was born.

## **MIX CUTTING-EDGE TECH FROM EUROPE WITH MARKETING INSIGHTS FROM ASIA**

Fresh brand, based in Bangkok, Thailand, owned by Thai and Czech well-established market research agencies. iNMS puts together best of the two continents.

## **20+ YEARS OF EXPERIENCE FROM BOTH MOTHER COMPANIES**

We do research. We deliver insights. We provide you with information and ideas from the people across the world. In our every step, you can find a mix of high professionalism, true and honest skills.

## **MARKET WISDOM IN TOURISM AND VARIOUS FIELDS**

Our products have been constantly bringing the change of the mindset across the research and respondents. Great ideas among our communities directly donate charity projects which make our environment better place for living.



# WE ARE OPEN FOR RFQs!

## Contact Us



Chutima Yodmanee (Chu)

+66 85 793 5721

chutima@intouchresearch.co.th

***OR VISIT US TO LEAN MORE***



## iSampling



**iSampling**