

iSampling



2023

December 31, 2023

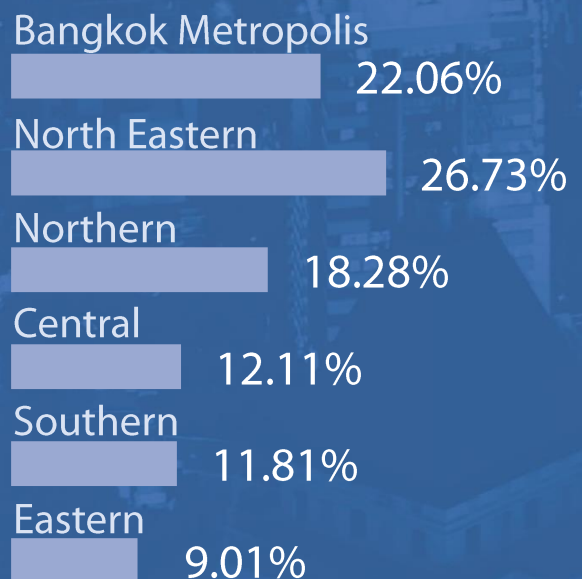
PANELBOOK

OUR PANEL STRUCTURE

More than 111,000 panelists nationwide, and still recruiting

AGE	MALE	FEMALE
18-24 years	49.49%	50.51%
25-34 years	53.42%	46.58%
35-44 years	52.12%	47.88%
45-54 years	49.90%	50.10%
55-64 years	56.42%	43.58%
65 years more than	63.46%	36.54%

WE COVER ALL REGIONS IN THAILAND



WHY USING OUR PANEL?

OUR MANTRA IS QUALITY

iSampling founded in the summer of 2019, since then constantly bringing the change of the mindset across the research and respondents in Thailand. With more than 20 years of experience in market research and business consulting background and with our passion for early adopted digital platforms. We aim to give the best experience and results.



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



In case of any questions or requests, please contact us:

panel@isampling.asia

OR VISIT US TO LEAN MORE



iSampling



iSampling