

The logo for Aurorix Insights, featuring the word "AURORIX" in a bold, sans-serif font above the word "INSIGHTS" in a smaller, all-caps font. The text is white and set against a dark blue background with a geometric pattern of overlapping squares in shades of blue, purple, and orange.

**AURORIX**  
INSIGHTS

# Panel Book 2025

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01

# INTRODUCTION

Established in 2024, Aurorix Insights is a forward-thinking market research firm dedicated to delivering data-driven strategies and meaningful insights. Leveraging our growing proprietary panel and partnered panel network that extends globally, we empower clients to make insightful, intelligent, and informed decisions.

## BACKGROUND

Aurorix Insights clients span across various industries including Academic, Business and Healthcare.

Through this recent transition, we recognized the critical role data integrity plays for researchers. While researchers are responsible for analysis and interpretation, it is our duty to ensure the data we collect is accurate, authentic, and reliable — free from fraudulent responses. At Aurorix Insights, our team brings extensive expertise across diverse research methodologies. We manage full-service research projects, deliver in-depth analyses, and generate actionable insights. Our capabilities include qualitative research and a wide range of quantitative methods, including CAPI, CAWI, CATI, and advanced statistical studies and reporting.





## Precision Matching

Leveraging sophisticated targeting filters within your research needs, we match potential participants within our extensive proprietary and partnered panels.

We ensure that only highly qualified potential participants are identified, maximizing the relevance of your data.

## Targeted Invitations

Our intelligent email engine delivers personalized invitations to selected participants, notifying them of your project.

We streamline the screening process, enabling participants to quickly submit their profiles and complete necessary screeners.

## Strategic Campaigns

For projects with niche requirements, our dedicated recruitment team implements custom targeted campaigns.


These campaigns strategically engage relevant participants, inviting them to participate and ensuring optimal project fulfillment.

## Amplified Reach Through Referrals

We incentivize participant referrals with top-up bonuses, expanding your project's reach beyond our core panel of millions.

This strategy taps into valuable networks, ensuring access to diverse and specialized respondent pools.

### Benefits:

- **Enhanced Targeting:** Precise matching ensures you connect with the ideal respondents.
  - **Efficient Recruitment:** Streamlined invitation and screening processes save time and resources.
  - **Expanded Reach:** Referral and boost campaigns broaden your project's scope.
  - **Specialized Expertise:** Our recruitment team provides tailored support for niche research needs.
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# QUALITY PARAMETERS

## Panel Recruitment Checks and Securities

### Tiered Validation System:

- **Automated Fraud Detection:** We utilize Research Defender as our primary defence, leveraging its advanced threat scoring to identify and eliminate potentially fraudulent respondents.
- **Manual Quality Assurance:** Every potential panelist undergoes a thorough manual review by our quality assurance team, including comprehensive background checks.
- **Professional Verification:**
  - For business professionals, we require employer verification to validate their professional standing.
  - Healthcare professionals are required to provide proof of licensure (e.g., medical license/work badge).

### Advanced Anti-Fraud Technology:

- **Geolocation Validation:** We verify the geographical location of respondents using DB-IP to ensure accuracy and consistency.
- **Fraudlabs Real-Time Fraud Scoring:** We employ Fraudlabs to analyze respondent behavior and identify fraudulent patterns in real-time.
- **Activity Monitoring:** We track respondent activity across the market research ecosystem to identify professional survey takers and those with low engagement.
- **Email Validity Verification:** We verify email addresses against domain registration status to ensure authenticity.

### Multi-Layered Verification:

- **Triple Opt-in Verification:** All panelists undergo a stringent triple opt-in process to confirm their consent and participation.
- **Multi-Modal Verification:** We verify panelists across multiple channels, including email, mobile phone, and social media, to ensure comprehensive validation.
- **Affiliate Verification:** We meticulously vet our affiliates and partners, scrutinizing their authenticity and sourcing methodologies across web, social, and mobile platforms.
- **Proprietary Fraud Protection:** Our proprietary management tools detect and filter out fraudulent respondents by identifying masked IPs and proxy servers.



# QUALITY PARAMETERS

## Comprehensive Respondent Validation:

- **Email and Phone Verification:** We verify respondent contact information to ensure accuracy and legitimacy.
- **IP Address and Researcher Ratings:** We track IP addresses and incorporate researcher ratings to identify and address potential quality issues.
- **Screeners Consistency Checks:** We implement rigorous screener consistency checks to ensure respondents meet specific criteria.
- **Profile Change Locks:** We implement profile change locks to prevent manipulation of respondent data.
- **90-Day Work Email Verification:** For applicable studies, we conduct 90-day work email verification to confirm employment status.
- **Social Media Profile Links:** We collect and verify social media profile links to enhance respondent validation.
- **No-Show Intolerance:** We enforce a strict no-show policy to ensure respondent commitment.
- **Messaging Enabled:** We utilize messaging platforms for efficient communication and follow-up.

## Panel Management and Engagement:

- **Incentivization:** We provide fair and consistent incentives to maintain panelist engagement and longevity.
- **Multi-Survey Frequency Controls:** We implement controls to limit survey frequency based on individual panelist history and other relevant parameters.
- **Ongoing Monitoring:** We utilize advanced tools and predictive algorithms to continuously monitor panelist behavior and identify potential quality issues.
- **Privacy Protection:** We prioritize panelist privacy and confidentiality, adhering to strict data protection policies.



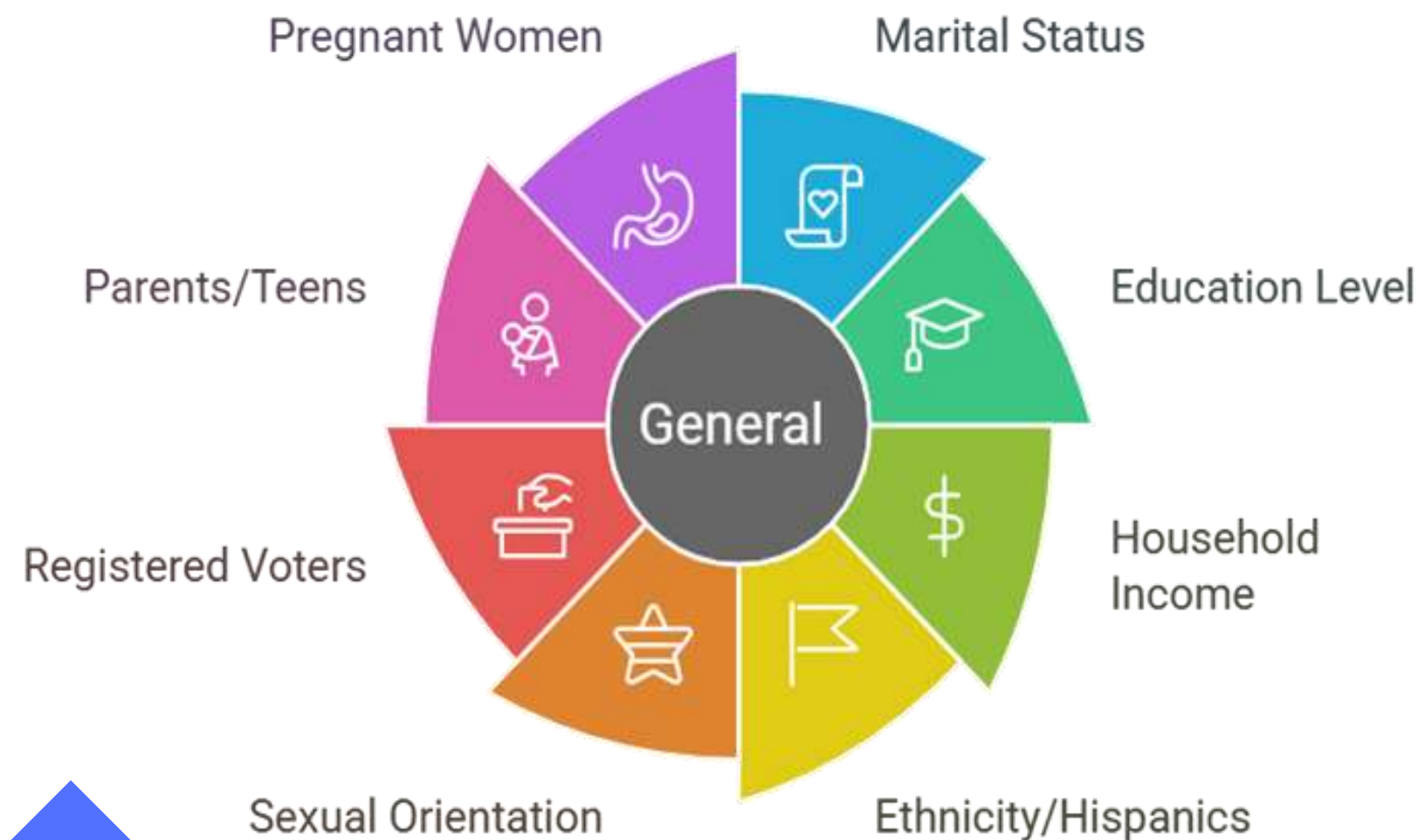
We abide by the ESOMAR International Code.



# PROFILE ATTRIBUTES

CONSUMER

Overview of Demographic Segments



## OTHER SEGMENTS:

- Age
- Region
- Own or Rent
- Language
- Number in Household
- Interest / Hobbies
- Electronics /Devices Use
- Insurance Providers
- Primary Shopper
- Beverage Consumption





# PROFILE ATTRIBUTES

BUSINESS

B2B Targeting: Key Criteria and Relationships



## OTHER SEGMENTS:

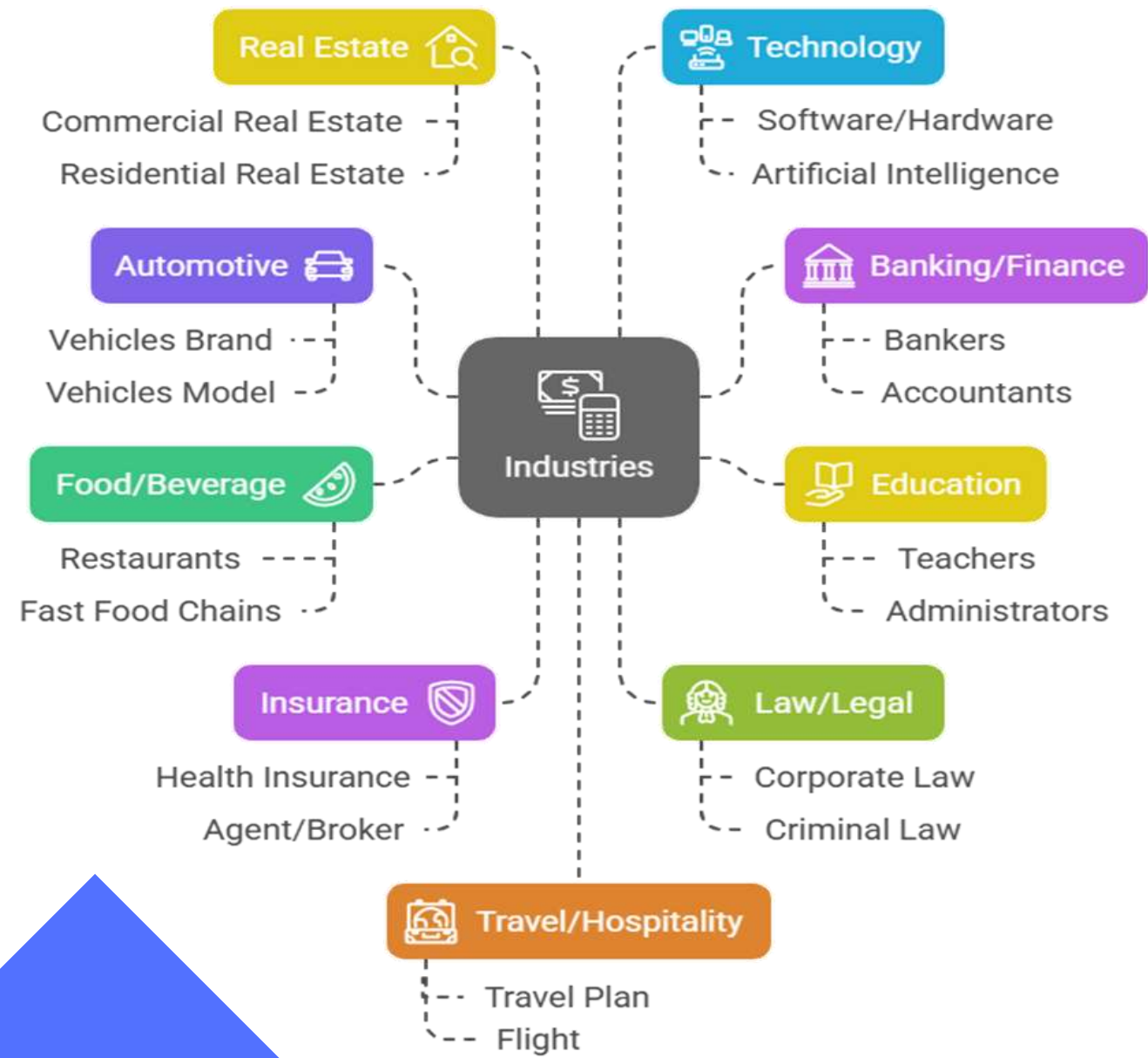
- Business Type
- Occupation
- Functional Role
- Primary Role
- Business Services
- Legal Services
- Educator Role
- Education Type
- Medical Professionals
- ITDM / IT Roles



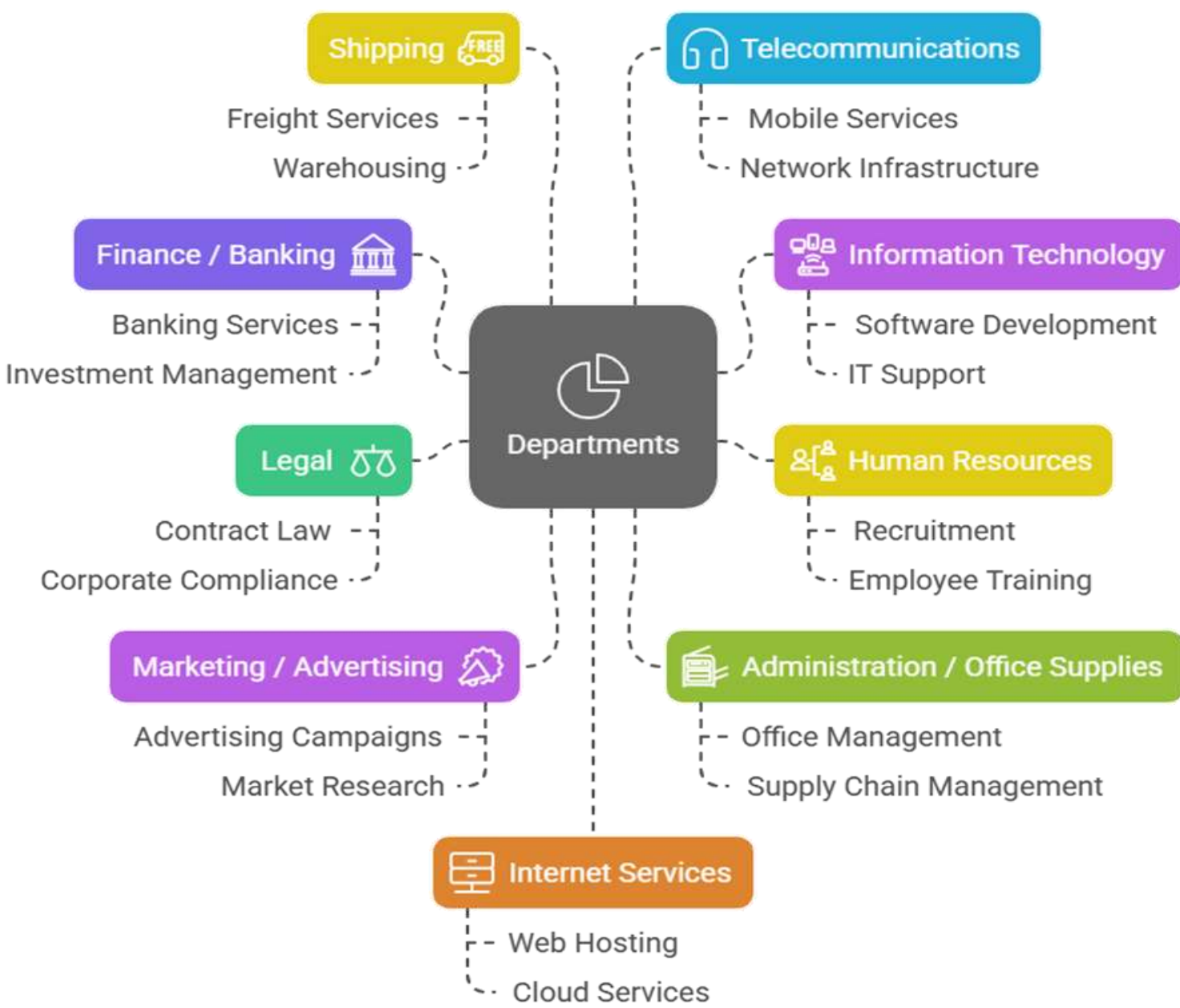
# PROFILE ATTRIBUTES

## KEY INDUSTRIES & DEPARTMENTS

Overview of Key Industries



Business Industries and Their Roles







# PROFILE ATTRIBUTES

## KEY JOB TITLES

- Accountant
- Architect
- C-Level Executive
- Customer Service / Support
- Designer
- Department Head
- Director
- Engineer
- Electrician
- Plumber
- Doctor / Nurse
- Business Owner / Partner
- Teacher / Principal
- Vice President
- Web / Software Developer
- Financial Advisor

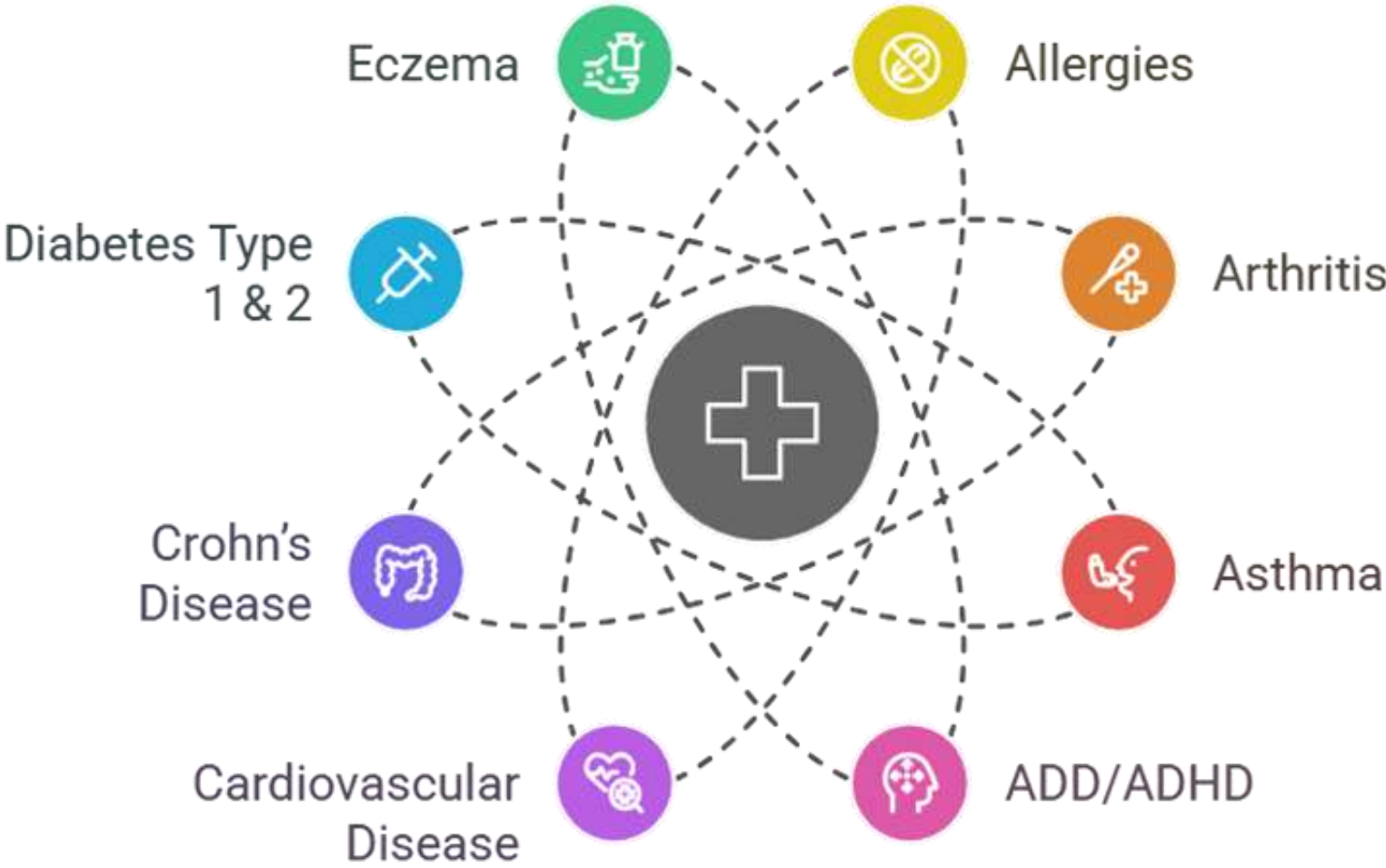




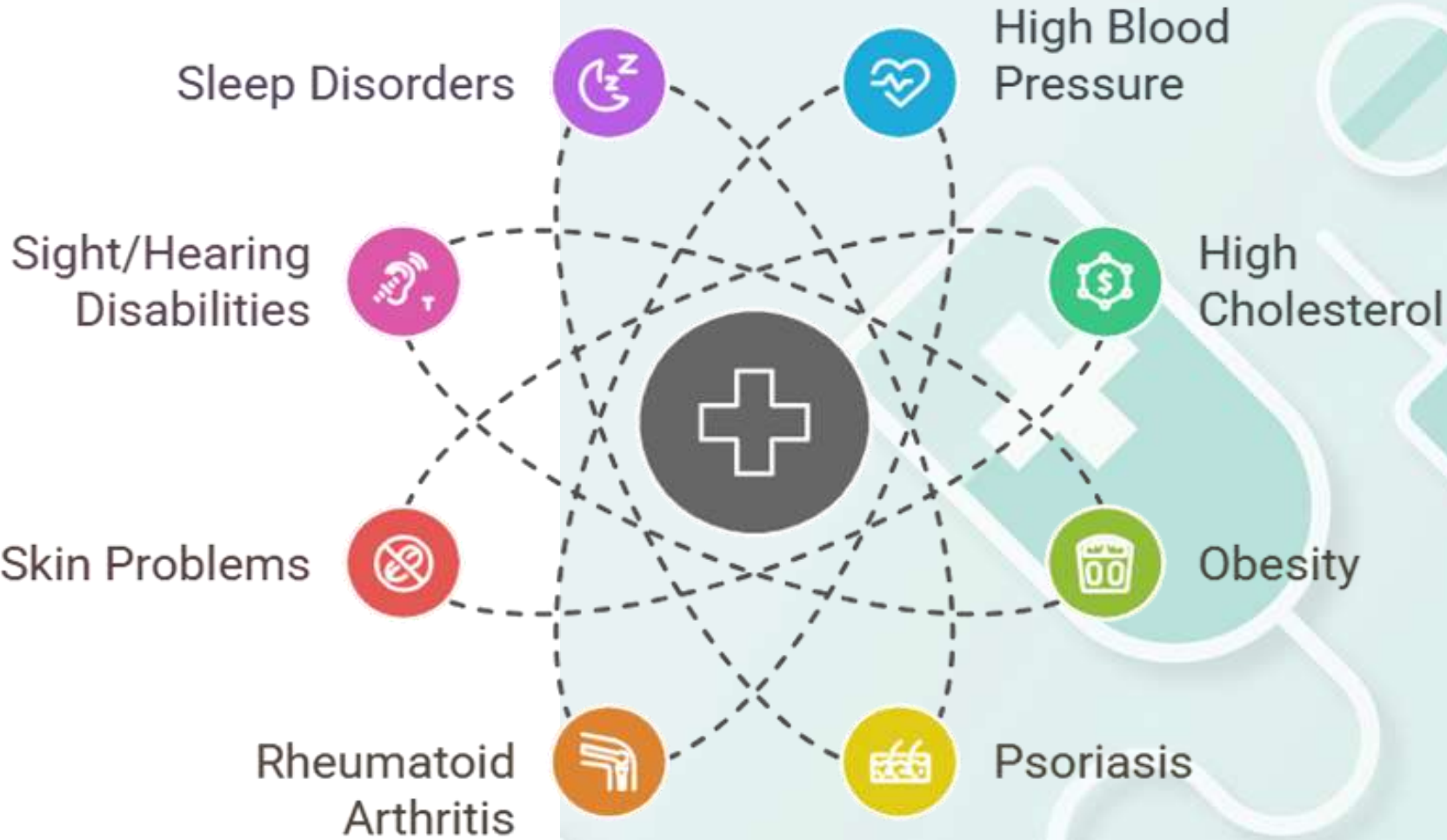
# PROFILE ATTRIBUTES

## HEALTHCARE CONDITIONS

Health Challenges Overview



Health Challenges Overview



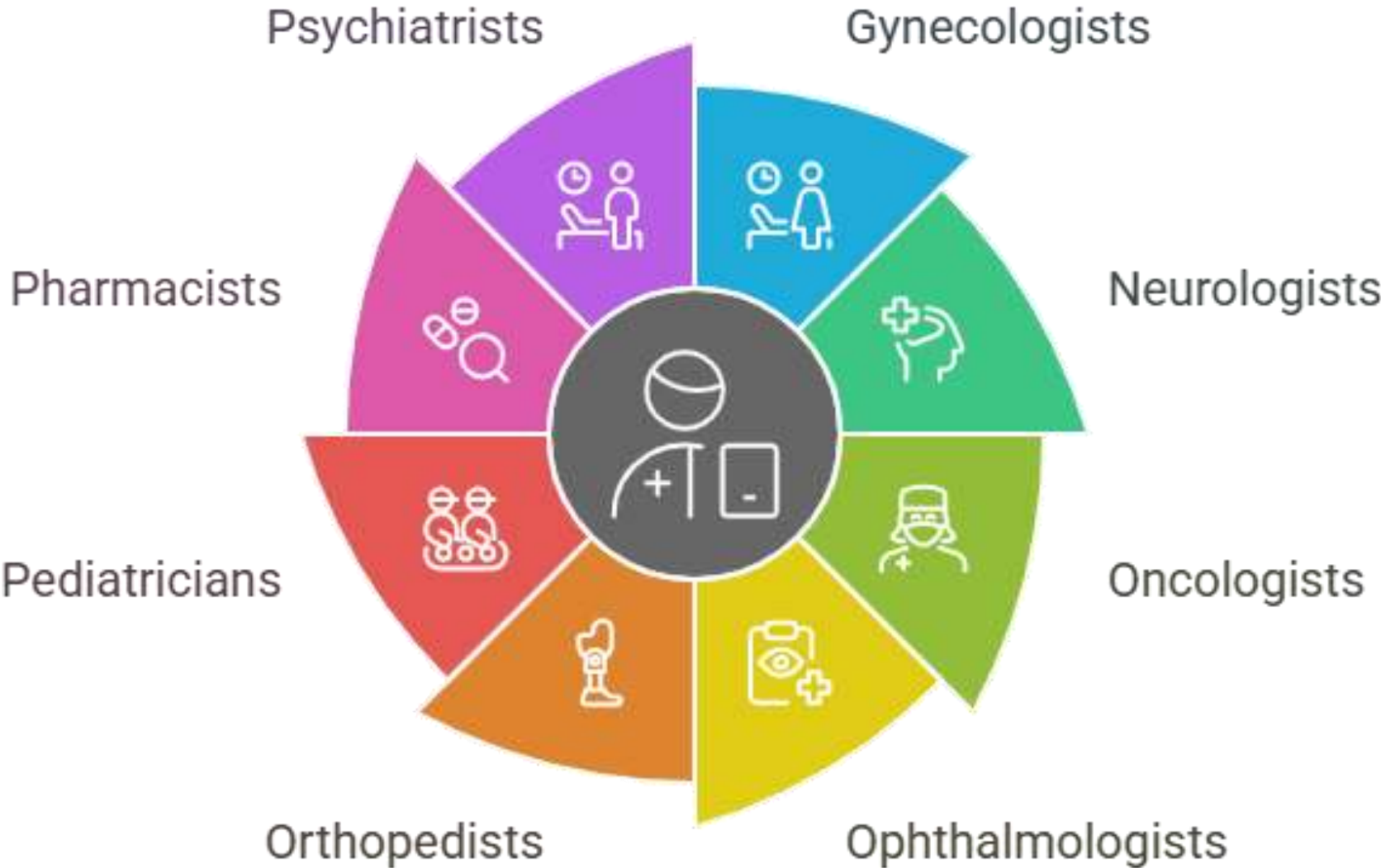




# PROFILE ATTRIBUTES

HEALTHCARE PROFESSIONALS

Medical Specialties Overview







# OUR REACH

Aurorix Insights has a growing presence across key markets, delivering high-quality market research solutions to clients worldwide. With a network of expert analysts, strategic partners, and local collaborators, we provide in-depth insights that are globally informed and locally relevant.

Our reach spans multiple industries and regions, ensuring that no matter where your business operates, we bring clarity to your decisions.

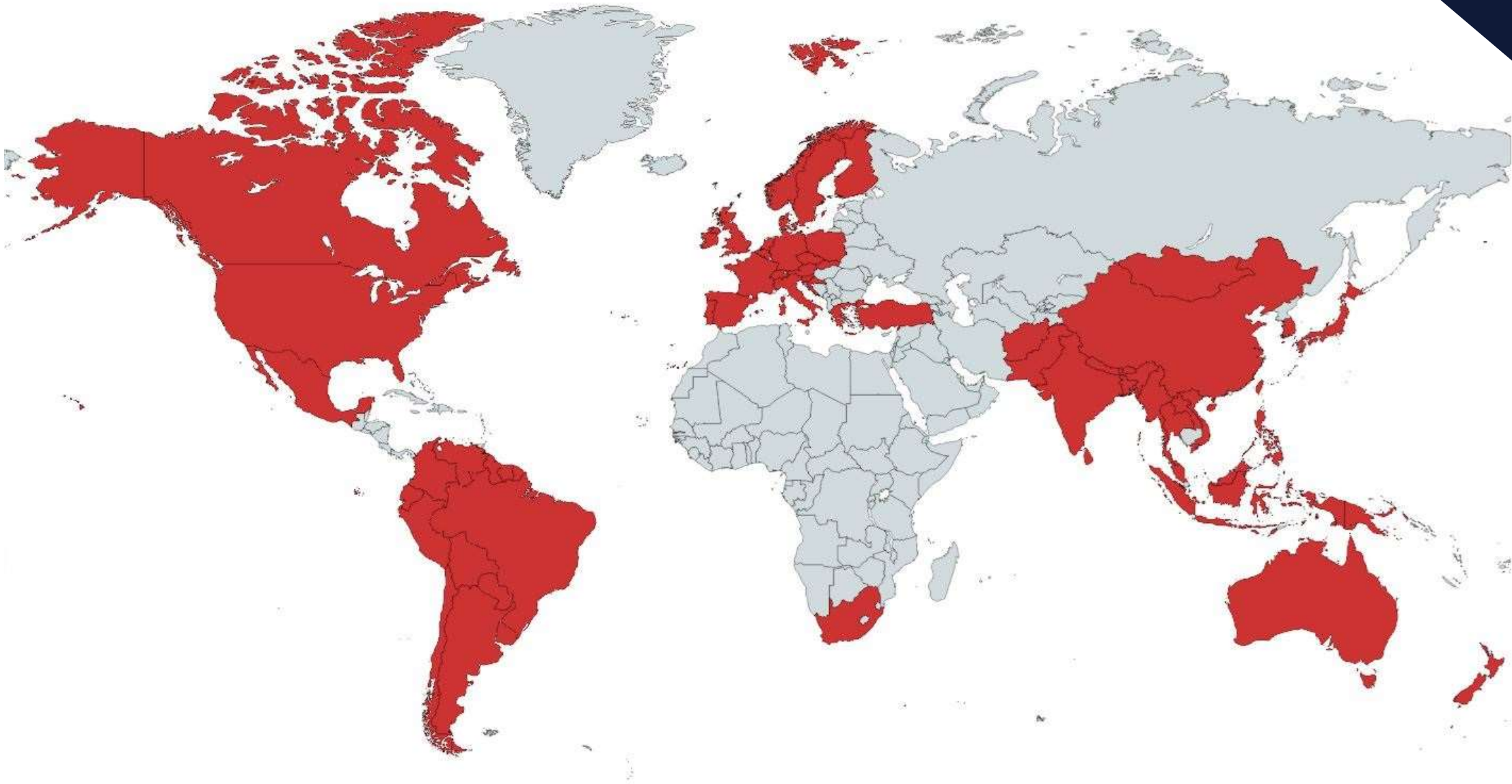


MARKET	PANEL SIZE
NORTH AMERICA	113,505+
SOUTH AMERICA	85,500+
EUROPE	50,115+
ASIA PACIFIC (APAC)	127,000+
MIDDLE EAST/ SOUTH AFRICA	69,500+



# KEY MARKETS

COUNTRY
• United States of America
• Great Britain
• Brazil
• France
• India
• Canada
• Germany
• Mexico
• Australia
• Italy
• Spain
• Philippines
• China
• South Korea
• South Africa
• Japan





# FINAL THOUGHTS - WHY US?

- **Unbiased Sampling & Research Expertise** – Our independence from proprietary panels ensures objectivity and flexibility in respondent recruitment
- **Customized Data Solutions** – We tailor our methodologies to align with your research objectives, maximizing both quality and efficiency
- **Global Reach, Local Expertise** – With coverage across major international markets, we provide insights that are both globally relevant and locally nuanced
- **Commitment to Transparency** – We prioritize research integrity over panel-based constraints, ensuring the highest quality insights without hidden biases

*For more information about our panel capabilities, speak to your Aurorix contact or get in touch at [sales@aurorixinsights.com](mailto:sales@aurorixinsights.com).*








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