



our sample, your research

IRB SPECIAL OFFER:
20% off quoted rate for first project for all
ICG MEMBERS until end 2024

B2B Research Myths

Prepared by IRB for

ICG/Insight Consultants Group

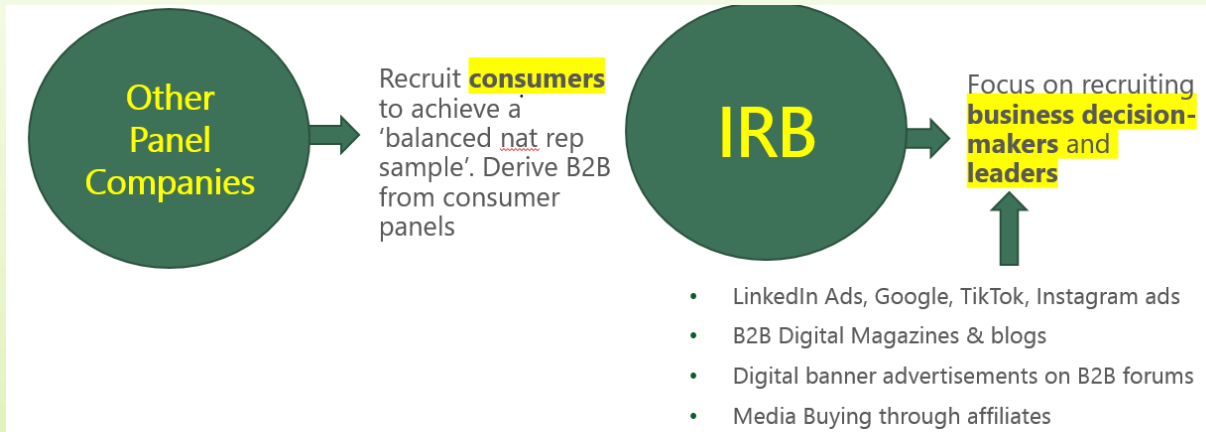
‘Lunch & Learn’ July 31st, 2024



Myth #1:

B2B online data quality is too poor particularly given the cost

IRB bad data is 10-14% for B2B sample vs 30-40% industry average. CPIs average c£16



WHAT MAKES US DIFFERENT? IRB Quality Score



Identity Verification Score

We have developed a unique methodology to identify and verify users to ensure their authenticity. We verify the following identity information and calculate an IVS (Identity Verification Score) for each user. The higher the score, the higher the confidence in their authenticity and the higher the quality



Survey Behaviour Score

We calculate a behaviour score of each user based on their responses in panel profiling, red-herring questions, trap questions, consistency of answers in profile and screening questions, rejection on quality checks, time they spend in surveys, login frequency, qualifying rate in surveys, rejection rate in surveys and more

* Email verification • mobile phone verification • profile picture verification • social media profile verification • mailing address verification • KYR verification
A premium verification technology during fieldwork on the client's request. For this a premium charge is applied for sample.

IRB - SME 3 Management Consultancy projects: average bad data rate less than 10% - much lower than in the industry

Management Consultancy – IRB Case Study: social media platforms usage by SMEs

Problem

Do the full-service study with analytics within 1 week with £5k max budget. To understand more about how SMEs use social media platforms to promote their business & sell the products

Solution

160 online 5 min interviews with Small Business Owners and Senior Decision-Makers across SMEs < 250 EE

Fixed Cost Items	Qty	Cost	Total
Questionnaire consultancy	1	£250	£250
Project Setup & Management	1	£400	£400
Survey Programming/Scripting	1	£400	£400
Hosting (per complete)	160	£0.50	£80
Sampling/ Data Collection (US, UK and Canada)	160	£18	£2,880
Data Cleaning	1	£200	£200
Data Delivery SPSS and Excel	1	£350	£350
Analysis	1	£750	£750
			£5,310

Output

Data requested on 2021/11/24 and delivered on 2021/12/01.

Date	Amount	Billed from	Completes Delivered(CD)	Completes Approved(CA)	Completes Rejected(CR)	Bad data/ Rejection Rate(RR = (CR/CD)*100)
May 18, 2021	EUR 3,400.00	IRBUK	525	500	19	3.66%
Dec 31, 2021	EUR 5,738.03	IRBUK	188	152	36	19.15%
May 5, 2022	EUR 2,238.94	IRBUK	134	90	19	17.43%
Average						9.07%

Myth #2:

B2B questionnaires must be in the mother tongue



Insight Engineers - Jeff Deighton- IRB Study: Mechanical Car Care 2022



Problem

Get a comprehensive view (both the supply and demand sides) of the car care products market for workshops in Europe including market sizing, competitive landscape with top vendors, overall value chain, market dynamics etc.

Solution

250 online 12-15 min interviews in DE, ES, PL, SE
With Independent Workshops mechanics.

Output

Completed project in 10 days (20-30 June'22).

"I decided to try IRB after their first ICG Lunch 'n' Learn. A positive first experience on a new market opportunity, the category had no name at this time, so clarity of descriptions was key in the questionnaire. Good communication from IRB throughout, including outside of core UK hours with the wider PM team in India. Final numbers surpassed expectations, by allowing participants to choose the language of completion. A new learning at the time. An initial open-ended question verified English capability".

Jeff Deighton, Insight Engineers

Country	Interviews in Total	Conducted in English	Conducted in native tongue
DE	98	61	35
ES	79	41	38
PL	42	21	21
SE	35	31	4
	254	154	98

We use Jeff's trap questions to ensure people are not pretending and knows the topic



Typically, what colour is new car engine oil?

Black Close Caramel Continue Grey Close Milky Brown Close

How many mechanics work at your garage/workshop, including yourself?

Please type in # Max two integers Quota watch on single man workshops

On average, how many oil changes would you estimate your workshop does a day?

Over 50
40-49 Continue
30-39 Continue
20-29 Continue
15-19 Continue
10-14 Continue
6-9 Continue
3-5 Continue
1-2 Continue
0 Close

=An oil change takes 45 minutes per mechanic. If average number of mechanics is 8 and they do 4-5 a day each, then their answer should be >30



Myth #3:

B2B research projects should be either offline or online

Myth #4:

**B2B surveys should be no longer than
15-20 mins**

Myth #5:

Panel companies have fixed approach to incentives



Myth #6:

B2B = Boring2Boring

IRB: global online B2B data collection specialist



IRB online B2B Panels: 1.5M+DMs

North America – 302,156	Europe – 297,815	Latin America & Africa – 209,756	APAC – 426,963
United States 242,334	United Kingdom 69,421	Brazil 169,685	India 289,317
Canada 6,957	France 45,076	Argentina 9,320	Australia 21,883
Mexico 52,865	Germany 36,413	South Africa 25,025	Singapore 35,143
	Italy 49,688	Nigeria 5,726	Malaysia 14,683
	Spain 54,051		Hong Kong 8,015
	Netherlands 9,927		Philippines 6,688
	Portugal 16,628		Taiwan 6,378
	Switzerland 9,299		Indonesia 14,547
	Poland 7,334		Thailand 9,168
			Vietnam 9,734
			Japan 8,640
			South Korea 5,027

WHAT MAKES US DIFFERENT?

Unique Quality Score



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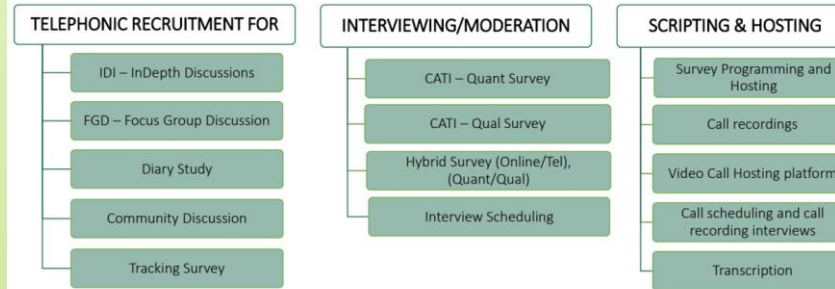
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IRB online B2C Panels: 2.7M Consumers

North America	Europe	Latin America & Africa	APAC
United States 485,417	United Kingdom 168,011	Brazil 401,265	India 526,669
Canada 24,933	France 124,231	Argentina 35,943	Singapore 67,019
Mexico 97,371	Germany 77,244	South Africa 49,628	Australia 60,360
	Italy 134,881	Nigeria 20,858	Malaysia 31,846
	Spain 106,247		Hong Kong 30,941
	Netherlands 28,728		Philippines 14,110
	Portugal 37,892		Taiwan 21,247
	Switzerland 26,721		Indonesia 50,074
	Poland 17,608		Thailand 29,058
			Vietnam 40,278
			Japan 20,311
			South Korea 5,027

Extended Offline services: CATI, IDIs, Qual Recruitment



Patients & Carers

Arthritis	Cancer	Diabetes	Hepatitis	Stroke
Brain Injury	Kidneys	Waterborne Diseases	Other Medical Conditions	

Some of our clients

Industries that we are covering



Accounting, auditing, payroll, tax	Aerospace	Agribusiness	Agriculture/ Forestry/ Fishing	Airlines	Automotive	Banking	Beauty/ Spa/ Personal Care	Biotechnology/ Life Sciences
Broadcasting & Cable	Business Services/ Consulting	Chemicals & Plastics	Computer Hardware	Computer Software/Services	Construction	Defence, Military Services	Distribution & Delivery	Education, Training, Library
Electronics	Engineering	Entertainment, Movies & Media	Financial services (other than banking)	Food, Beverages & Tobacco	Governmental organization, agency or bureau	Graphic Arts/ Commercial Arts/ Product Design/ Production Design	Healthcare: Facilities	Healthcare: Pharmaceuticals
Healthcare: Product & Supplies	Hospitality/ Hotels/ Restaurants	Industrial & Architecture Design/ Interior Design	Information Technology	Insurance	Internet/E-Commerce	Law enforcement or security	Legal Services	Manufacturing/ Production
Market Research	Marketing/ Advertising	Mining & Quarrying	Natural Resources & Mining	Non-profit, charities, social services	Personal Services: Barber, Photographers, Security, etc.	Printing & Publishing/ Journalism	Real Estate/ Maintenance	Retail (General)
Retail (Specialty)	Sales	Science	Sports and Recreation	Storage Networking	Telecommunications	Telemarketing/ Call Centres	Transportation, Logistics	Travel and Tourism
			Utilities, Energy, Water	Veterinary services	Wholesale/ Trade			

IRB B2B SWOT vs Marketplaces*



Strengths

- IRB B2B panels were built as B2B and not derived from B2C
- Low rejection/bad data rate (5-15%)
- Loyal respondents - high re-contact rate
- Own B2B panels in 28 markets

Weakness

- Don't have automated platform/marketplace for buying & selling sample
- Relay on own panels and partners
- More expensive but cheaper in the end since provide higher quality data and lower rejection rate

- Expand B2B panels to other markets
- Offer clients mix mode for cost & time optimisation due to having both online panels & CATI capabilities

Opportunities

Threats

- Sample aggregators* are recruiting B2B panel players to join marketplaces. Although none of serious B2B players would accept it.

*Panel aggregators like Cint, PureSpectrum using automated platform - marketplace - where companies can buy & sell sample.

IRB 'B2B Myths' for ICG Lunch & Learn. elena.speer@irbureau.com & david.winter@irbureau.com 20240731



Thank You

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