



Panelbook promio.research

Exploring online markets



Many opportunities and a wide range





The holistic approach of promio.research





Panels with almost limitless selectability

We reach an audience of ...

150.000
recipients

with

4.000
selectable criteria

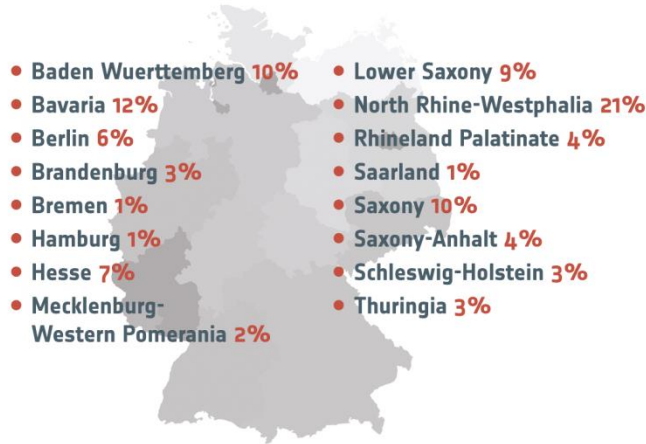
Subjects



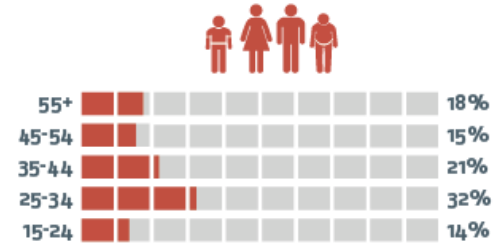


Panels with almost limitless selectability

Panel-participants by state



Age distribution



Household net income

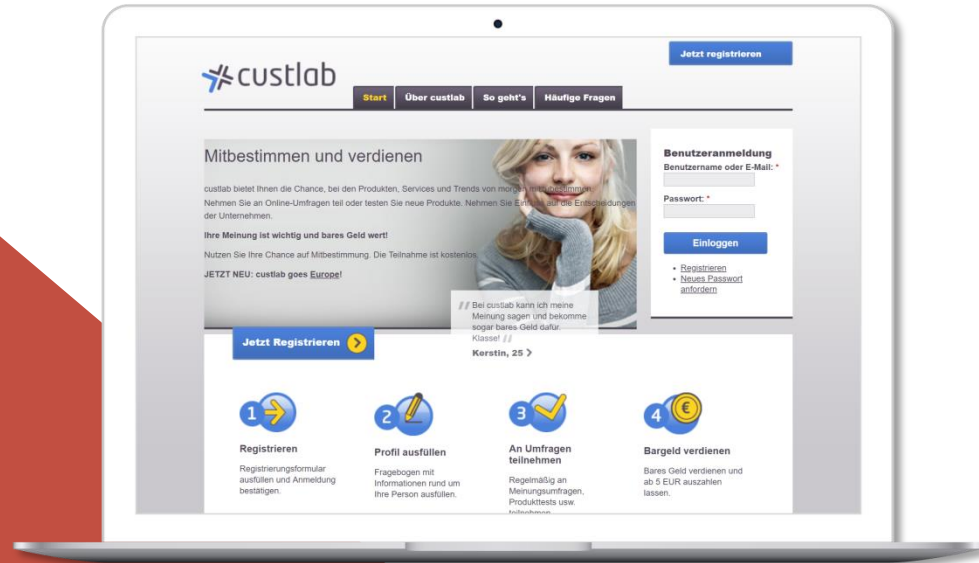




Online-Panel: custlab



- www.custlab.com
- Launch: 2012
- Member: n=44,000
 - Germany: n=41,800
 - Austria: n=1,500
 - Switzerland: n=700

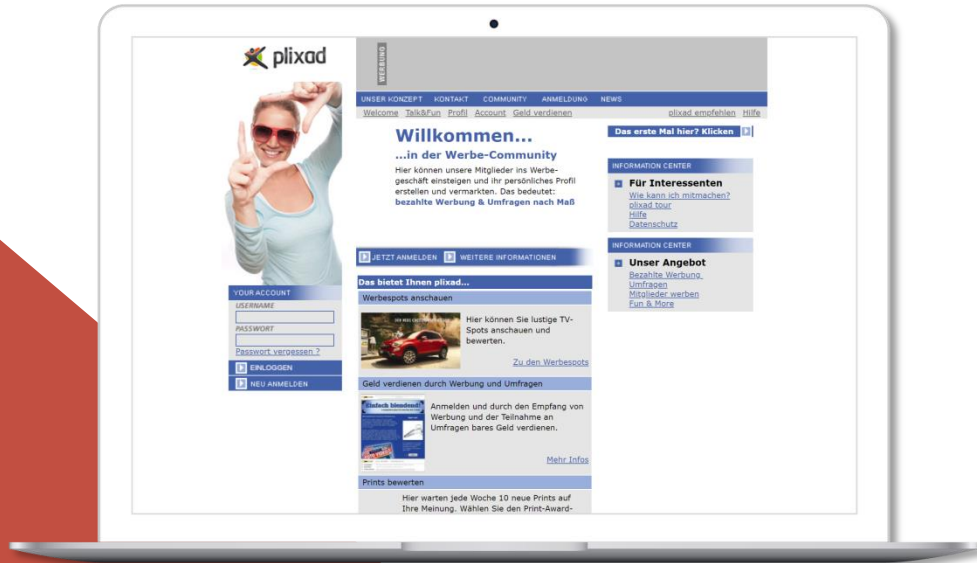




Online-Panel: plixad



- www.plixad.com
- Launch: 2000
- Member: n=106,000
 - Germany: n=99,640
 - Austria: n=4,360
 - Switzerland: n=2,000





Optimal Profiling for your target group

After the registration, the members fill the basis and profile questionnaires with up to 500 questions. This means: up to 4,000 profile information per member and almost every target group is selectable.

Our special target groups:

- ITDMs
- Software developer
- BDMs
- iWorker
- Car owner
- Smartphone owner
- Gamer





References

What our customers say:

- Access to German premium panels
- Almost every target group is available
- reliable, flexible and cost efficient Service
- Long-term and comprehensive experience
- Excellent value for money

Our customers include national and international market research institutes:



start^{up}
communication

SIMON ♦ KUCHER & PARTNERS
Strategy & Marketing Consultants

htw saar Hochschule für
Technik und Wirtschaft
des Saarlandes
University of
Applied Sciences

markengold^{PR}



Lisa Kenfenheuer
Junior Account Manager

+49 (0)228 280 77 - 194
l.kenfenheuer@promio.net



promio.net
e-marketing competence

promio.net GmbH
Giergasse 2
53113 Bonn

+49 (0)228 28077 - 00
business@promio.net
www.promio.net