



2024 ARK Panel Book

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# ABOUT US

- The Ark provides you access to more active members around the globe who are double opted-in, pre-screened and highly qualified to participate in a variety of research studies of any level of specificity.
- What makes THE ARK unique among the panel companies is our approach
- As a global aggregator of online market and social research sample sources, we create customized solutions that suit the specific research needs of each of our clients.

# WHY WORK WITH THE ARK?

- Our sample is sourced from actively managed online research panels that we vet for data quality processes and customer service and that represent a wide range of targeted areas including consumer, business-to-business, demographic groups, cultural groups, psychographic groups and industry categories.

We excel in  
delivering  
hard-to-  
reach areas

We  
use  
variety of  
techniques  
to reduce  
last minute  
scramble



We are  
transparent with  
our clients



We are on target



You receive the best  
data quality available



We are unbiased

We are  
Unique

# ACCURACY – SPEED – RELIABILITY

- ✓ We complete activities on schedule, inside financial plan and without bargaining information quality.
- ✓ Notwithstanding the sort of exploration study, we do an amazing job to guarantee that expectations are surpassed.

# OUR SERVICES

## B2C TARGETING

Our online consumer panel consists of highly active and interactive respondents.

We have a pool of adults, teens, mothers and college students ageing from 15-24. Everything from niche groups like patient specific or unique product users to wide ranging ,major media market segments are available.



# B2B TARGETING

Dedicated to quality, security and a genuine respect for the respondent experience, The Ark proudly leads Business-to-Business research in the online space.

We are strong B2B partner with highly engaged and qualified business panelists all over the globe.

Business research makes up more than half of our client accounts- our expertise and specialist is widely recognized in the industry.

We recruit the top talent and train highly specialized project managers to tend to business studies. Each study is assigned a dedicated team with end to end management solutions.



# North America

## GLOBAL INSIGHTS: NORTH AMERICA

USA  
Canada



CANADA



CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	40%	
51%	FEMALES	60%	
13%	AGES 18-24	22%	
18%	AGES 25-34	27%	
17%	AGES 35-44	19%	
19%	AGES 45-54	16%	
33%	AGES 55+	15%	

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	40%	
51%	FEMALES	60%	
13%	AGES 18-24	22%	
18%	AGES 25-34	27%	
17%	AGES 35-44	19%	
19%	AGES 45-54	16%	
33%	AGES 55+	15%	

*In North America, the universe of available sample is extensive, giving us the ability to successfully deliver even low-incidence targets. We excel at delivering broad targets such as primary grocery shoppers, but We are proud to demonstrate our unique ability to reach niche audiences such as new moms, teens, ethnic groups, construction professionals, physicians and many more.*

### CHALLENGES

*Every region, including North America, has its own challenges. Our extensive experience allows us to help you identify those challenges ahead of time and avoid potential problems.*

### FOR EXAMPLE:

- In the USA, up to 20% of residents are unacculturated Hispanics and many prefer, or can only, communicate in Spanish
- Hispanics rate products and ideas more positively than non-Hispanics and this can impact research results if not appropriately taken into consideration
- In Canada, about 20% of the population only communicates in French, primarily in the Quebec province. Their opinions are often quite different from the rest of the nation

## GLOBAL INSIGHTS: LATIN AMERICA



Argentina  
Brazil  
Chile  
Colombia  
Mexico

Peru  
Venezuela

*Surprisingly, the hottest markets for internet and social media are not North America, Europe, or Asia, but Latin America. With rapidly expanding Internet penetration and high levels of mobile adoption, research in this region has never been easier to facilitate.*

### CHALLENGES

*We can work with you to overcome the challenges of polling in this region.*

#### FOR EXAMPLE:

- Less access to people aged 50+
- Less access to people in rural areas
- Bucking the trends, more access to men than women
- Hispanics rate products and ideas more

positively than non-Hispanics and this can interact with research results if not appropriately accounted for

- People prefer to be targeted with a multi-faceted concept of social class as opposed to income

### SENSITIVE TOPICS

*In these cultures, some types of projects related to disease and sexual activity may be difficult to execute. We can help you work through potential solutions to get the information you need.*

### KEY CONSIDERATIONS

- Surveys longer than 30 minutes become cost prohibitive
- Holiday schedules are quite different and can delay fielding or hinder response rates
- Cultural differences in the interpretation of deadlines and schedules can impact timing
- Dial-up internet services remain prevalent outside of Brazil
- Consumers from Latin countries (e.g., Brazil, Argentina) are more likely to use the extreme points on scales, and are more likely to register positive scores overall

# Latin America



ARGENTINA  
1,067,243

CENSUS		ARK Access	TOTAL PANELISTS
48%	MALES	48%	
52%	FEMALES	52%	
13%	AGES 18-24	15%	
20%	AGES 25-34	29%	
17%	AGES 35-44	18%	
14%	AGES 45-54	10%	
24%	AGES 55+	7%	



BRAZIL  
874,152

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	48%	
51%	FEMALES	52%	
19%	AGES 18-24	24%	
25%	AGES 25-34	32%	
21%	AGES 35-44	21%	
16%	AGES 45-54	12%	
18%	AGES 55+	7%	



CHILE  
142,236

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	47%	
51%	FEMALES	53%	
19%	AGES 18-24	19%	
26%	AGES 25-34	27%	
26%	AGES 35-44	24%	
18%	AGES 45-54	17%	
12%	AGES 55+	12%	



COLOMBIA  
136,188

CENSUS		ARK Access	TOTAL PANELISTS
48%	MALES	50%	
52%	FEMALES	50%	
19%	AGES 18-24	24%	
23%	AGES 25-34	30%	
21%	AGES 35-44	27%	
16%	AGES 45-54	14%	
20%	AGES 55+	5%	



PERU  
93,128

CENSUS		ARK Access	TOTAL PANELISTS
50%	MALES	64%	
50%	FEMALES	36%	
22%	AGES 18-24	21%	
28%	AGES 25-34	31%	
24%	AGES 35-44	21%	
16%	AGES 45-54	16%	
10%	AGES 55+	11%	



VENEZUELA  
50,140

CENSUS		ARK Access	TOTAL PANELISTS
50%	MALES	50%	
50%	FEMALES	50%	
20%	AGES 18-24	17%	
28%	AGES 25-34	33%	
20%	AGES 35-44	24%	
16%	AGES 45-54	18%	
18%	AGES 55+	10%	



MEXICO  
883,497

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	57%	
51%	FEMALES	43%	
22%	AGES 18-24	23%	
27%	AGES 25-34	33%	
21%	AGES 35-44	24%	
14%	AGES 45-54	13%	
16%	AGES 55+	6%	



# Europe

## GLOBAL INSIGHTS: EUROPE

Austria	Germany	Netherlands	Switzerland
Belgium	Greece	Norway	Sweden
Czech Republic	Hungary	Poland	Turkey
Denmark	Ireland	Portugal	UK
France	Italy	Spain	Russia

*Internet and mobile penetration continue to increase outside of the Big 5 European countries and what used to be impossible is slowly becoming possible. Ask us what we can do - it might just surprise you.*

### CHALLENGES

*With so many diverse countries in such a small space, Europe has challenges related to language, cultural norms and technology.*

### FOR EXAMPLE:

- In Austria, norms translate into men being more likely to control and have information related to purchase decision-making. On the other hand, in Sweden, women are more likely to control decision-making
- It is more difficult to field questionnaires longer than 20 minutes outside of the Big 5 (France, Germany, Italy, Spain and UK)
- Projects generating incidence rates below 5% cannot typically be fielded outside of the Big 5

# Europe



**TURKEY**

**361,806**

CENSUS		ARK Access	TOTAL PANELISTS
48%	MALES	46%	
52%	FEMALES	54%	
14%	AGES 18-24	27%	
19%	AGES 25-34	40%	
16%	AGES 35-44	18%	
20%	AGES 45-54	10%	
30%	AGES 55+	6%	



**SWITZERLAND**

**184,680**

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	39%	
51%	FEMALES	61%	
11%	AGES 18-24	25%	
16%	AGES 25-34	24%	
18%	AGES 35-44	20%	
16%	AGES 45-54	15%	
39%	AGES 55+	17%	



**SWEDEN**

**487,080**

CENSUS		ARK Access	TOTAL PANELISTS
50%	MALES	47%	
50%	FEMALES	53%	
19%	AGES 18-24	27%	
27%	AGES 25-34	43%	
20%	AGES 35-44	22%	
15%	AGES 45-54	5%	
18%	AGES 55+	2%	



**UK**

**487,080**

CENSUS		ARK Access	TOTAL PANELISTS
50%	MALES	47%	
50%	FEMALES	53%	
19%	AGES 18-24	27%	
27%	AGES 25-34	43%	
20%	AGES 35-44	22%	
15%	AGES 45-54	5%	
18%	AGES 55+	2%	



**BELGIUM**

**91,800**

CENSUS		ARK Access	TOTAL PANELISTS
48%	MALES	50%	
52%	FEMALES	50%	
11%	AGES 18-24	24%	
16%	AGES 25-34	34%	
19%	AGES 35-44	20%	
18%	AGES 45-54	18%	
36%	AGES 55+	13%	



**AUSTRIA**

**133,480**

CENSUS		ARK Access	TOTAL PANELISTS
48%	MALES	48%	
52%	FEMALES	52%	
14%	AGES 18-24	20%	
16%	AGES 25-34	38%	
21%	AGES 35-44	22%	
17%	AGES 45-54	14%	
35%	AGES 55+	9%	



**DENMARK**

**223,560**

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	48%	
51%	FEMALES	52%	
10%	AGES 18-24	18%	
17%	AGES 25-34	19%	
19%	AGES 35-44	19%	
17%	AGES 45-54	20%	
36%	AGES 55+	25%	



**FRANCE**

**1,287,304**

CENSUS		ARK Access	TOTAL PANELISTS
48%	MALES	38%	
52%	FEMALES	62%	
12%	AGES 18-24	11%	
17%	AGES 25-34	29%	
18%	AGES 35-44	26%	
18%	AGES 45-54	18%	
36%	AGES 55+	14%	

# Europe Cont'd



GERMANY

1,123,234

CENSUS		ARK Access	TOTAL PANELISTS
48%	MALES	49%	
52%	FEMALES	51%	
10%	AGES 18-24	15%	
15%	AGES 25-34	31%	
20%	AGES 35-44	25%	
18%	AGES 45-54	17%	
37%	AGES 55+	12%	



GREECE

60,196

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	44%	
51%	FEMALES	56%	
10%	AGES 18-24	16%	
19%	AGES 25-34	45%	
18%	AGES 35-44	27%	
16%	AGES 45-54	8%	
36%	AGES 55+	2%	



NETHERLANDS

487,080

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	43%	
51%	FEMALES	57%	
11%	AGES 18-24	25%	
17%	AGES 25-34	26%	
21%	AGES 35-44	20%	
18%	AGES 45-54	16%	
34%	AGES 55+	14%	



IRELAND

61,679

CENSUS		ARK Access	TOTAL PANELISTS
51%	MALES	37%	
49%	FEMALES	63%	
16%	AGES 18-24	23%	
21%	AGES 25-34	34%	
19%	AGES 35-44	23%	
16%	AGES 45-54	13%	
27%	AGES 55+	17%	



ITALY

1,504,602

CENSUS		ARK Access	TOTAL PANELISTS
48%	MALES	42%	
52%	FEMALES	58%	
9%	AGES 18-24	13%	
18%	AGES 25-34	30%	
19%	AGES 35-44	29%	
16%	AGES 45-54	17%	
38%	AGES 55+	11%	



NORWAY

184,680

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	41%	
51%	FEMALES	59%	
24%	AGES 18-24	21%	
18%	AGES 25-34	28%	
19%	AGES 35-44	21%	
17%	AGES 45-54	19%	
34%	AGES 55+	15%	



POLAND

361,806

CENSUS		ARK Access	TOTAL PANELISTS
48%	MALES	46%	
52%	FEMALES	54%	
14%	AGES 18-24	27%	
19%	AGES 25-34	40%	
16%	AGES 35-44	18%	
20%	AGES 45-54	10%	
30%	AGES 55+	6%	



PORTUGAL

60,674

CENSUS		ARK Access	TOTAL PANELISTS
48%	MALES	56%	
52%	FEMALES	44%	
11%	AGES 18-24	19%	
19%	AGES 25-34	35%	
18%	AGES 35-44	27%	
17%	AGES 45-54	13%	
35%	AGES 55+	6%	



# Europe Cont'd



SPAIN

598,588

CENSUS		ARK Access
49%	MALES	45%
51%	FEMALES	55%
10%	AGES 18-24	16%
21%	AGES 25-34	30%
20%	AGES 35-44	29%
16%	AGES 45-54	16%
33%	AGES 55+	9%
		TOTAL PANELISTS



RUSSIA

2,293,986

CENSUS		ARK Access
45%	MALES	51%
55%	FEMALES	49%
15%	AGES 18-24	33%
16%	AGES 25-34	40%
18%	AGES 35-44	16%
20%	AGES 45-54	6%
28%	AGES 55+	2%
		TOTAL PANELISTS



NETHERLANDS

487,080

CENSUS		ARK Access
49%	MALES	43%
51%	FEMALES	57%
11%	AGES 18-24	25%
17%	AGES 25-34	26%
21%	AGES 35-44	20%
18%	AGES 45-54	16%
34%	AGES 55+	14%
		TOTAL PANELISTS

# Asia-Pacific



## GLOBAL INSIGHTS: ASIA PACIFIC

Australia  
China  
India  
Japan  
South Korea

*Because of excellent internet penetration, we have had much success reaching respondents in these more established countries. The recent growth of mobile devices and internet technology has given us the ability to deliver a much broader view of the population than ever before.*

## CHALLENGES

*We can work with you to overcome the challenges of polling in this region.*

### FOR EXAMPLE:

- Less access to people aged 55+
- Greater access to men
- Less access to people in rural areas (labeled as Tier 3 and 4 cities in China)
- Extreme cultural gaps between low and high income groups necessitate extra care in questionnaire design
- Questionnaires must be translated into the appropriate local language, though sometimes English may be accepted
- Due to cultural factors, across Asia and especially in countries such as Malaysia, India, China, Hong Kong and Japan, consumers are more likely to use the middle of a questionnaire scale rather than the extremes

# Asia-Pacific

## GLOBAL INSIGHTS: ASIA PACIFIC

Hong Kong  
Indonesia  
Malaysia  
Philippines  
Singapore

Taiwan Thailand  
Vietnam New  
Zealand

*Though they are some of the most populous areas in the world, many residents do not have regular internet access, which further emphasizes the importance of mobile compatibility.*

### CHALLENGES

*We can work with you to overcome the challenges of polling in this region.*

### FOR EXAMPLE:

- Less access to people aged 55+
- Less access to people in rural areas

### SENSITIVE TOPICS

*Our experience has taught us that the following topics are difficult to execute. Please contact us to discuss potential solutions and to get the information you need.*

- Sexual Activity
- Disease
- Politics
- Gambling

### KEY CONSIDERATIONS

- Questionnaires must be less than 30 seconds to complete and use minimal bandwidth as dial-up usage
- Questionnaires must be low-tech and is still significant
- Questionnaires must be translated into local languages

*We can advise as to which regions may accept English language questionnaires.*



# Asia Pacific



AUSTRALIA

2,441,733

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	40%	
51%	FEMALES	60%	
13%	AGES 18-24	13%	
20%	AGES 25-34	32%	
20%	AGES 35-44	25%	
18%	AGES 45-54	16%	
28%	AGES 55+	14%	



CHINA

5,362,101

CENSUS		ARK Access	TOTAL PANELISTS
50%	MALES	54%	
50%	FEMALES	46%	
14%	AGES 18-24	27%	
23%	AGES 25-34	33%	
23%	AGES 35-44	13%	
22%	AGES 45-54	4%	
10%	AGES 55+	3%	



INDIA

1,976,793

CENSUS		ARK Access	TOTAL PANELISTS
52%	MALES	60%	
48%	FEMALES	40%	
24%	AGES 18-24	25%	
25%	AGES 25-34	47%	
20%	AGES 35-44	17%	
14%	AGES 45-54	7%	
17%	AGES 55+	3%	



JAPAN

4,517,195

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	52%	
51%	FEMALES	48%	
9%	AGES 18-24	13%	
18%	AGES 25-34	24%	
16%	AGES 35-44	28%	
16%	AGES 45-54	22%	
41%	AGES 55+	14%	



SOUTH KOREA

1,504,602

CENSUS		ARK Access	TOTAL PANELISTS
50%	MALES	50%	
50%	FEMALES	50%	
13%	AGES 18-24	18%	
22%	AGES 25-34	30%	
23%	AGES 35-44	29%	
19%	AGES 45-54	15%	
23%	AGES 55+	7%	



HONG KONG

185,895

CENSUS		ARK Access	TOTAL PANELISTS
47%	MALES	48%	
53%	FEMALES	52%	
24%	AGES 18-24	37%	
19%	AGES 25-34	36%	
23%	AGES 35-44	19%	
21%	AGES 45-54	8%	
26%	AGES 55+	3%	



INDONESIA

250,152

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	72%	
51%	FEMALES	28%	
20%	AGES 18-24	27%	
27%	AGES 25-34	45%	
21%	AGES 35-44	19%	
15%	AGES 45-54	7%	
17%	AGES 55+	1%	



MALAYSIA

161, 641

CENSUS		ARK Access	TOTAL PANELISTS
50%	MALES	51%	
50%	FEMALES	49%	
21%	AGES 18-24	30%	
25%	AGES 25-34	44%	
21%	AGES 35-44	16%	
16%	AGES 45-54	7%	
17%	AGES 55+	3%	

# Asia Pacific Cont'd



**PHILIPPINES**  
170,264

CENSUS		ARK Access	TOTAL PANELISTS
50%	MALES	48%	
50%	FEMALES	52%	
23%	AGES 18-24	29%	
36%	AGES 25-34	45%	
20%	AGES 35-44	17%	
14%	AGES 45-54	7%	
16%	AGES 55+	2%	



**SINGAPORE**  
108,732

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	52%	
51%	FEMALES	48%	
12%	AGES 18-24	23%	
21%	AGES 25-34	44%	
26%	AGES 35-44	23%	
21%	AGES 45-54	7%	
22%	AGES 55+	3%	



**TAIWAN**  
430,098

CENSUS		ARK Access	TOTAL PANELISTS
50%	MALES	59%	
50%	FEMALES	41%	
14%	AGES 18-24	27%	
22%	AGES 25-34	40%	
22%	AGES 35-44	20%	
19%	AGES 45-54	8%	
23%	AGES 55+	4%	



**THAILAND**  
50,140

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	46%	
51%	FEMALES	54%	
16%	AGES 18-24	32%	
24%	AGES 25-34	44%	
21%	AGES 35-44	19%	
17%	AGES 45-54	4%	
21%	AGES 55+	2%	



**VIETNAM**  
436,925

CENSUS		ARK Access	TOTAL PANELISTS
51%	MALES	67%	
49%	FEMALES	39%	
22%	AGES 18-24	37%	
27%	AGES 25-34	46%	
22%	AGES 35-44	12%	
14%	AGES 45-54	3%	
15%	AGES 55+	1%	



**NEW ZEALAND**  
64,860

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	36%	
52%	FEMALES	64%	
18%	AGES 18-24	18%	
20%	AGES 25-34	28%	
21%	AGES 35-44	21%	
18%	AGES 45-54	15%	
28%	AGES 55+	15%	

# Middle East/Africa

## GLOBAL INSIGHTS: MIDDLE EAST/AFRICA

*Egypt  
Jordan  
Kuwait  
Lebanon  
Morocco*

*Saudi  
Arabia  
South Africa  
UAE*



### CHALLENGES

*We can work with you to overcome the challenges of polling in this region.*

### FOR EXAMPLE:

- Income and social status are not targetable and respondents prefer not to respond to those questions
- Political environment does not lend itself to predictable response rates in most of the Middle East or Africa
- In many Middle Eastern countries, women cannot be interviewed by men
- In many Middle Eastern countries, it is offensive to talk about grooming or personal care products
- Translation costs are much higher because 4 or more languages are common in many regions (4 in South Africa, 7 in Zambia, 8 in Kenya)

### SENSITIVE TOPICS

*Our experience has taught us that the following topics are difficult to execute. Please contact us to discuss potential solutions and to get the information you need.*

- Alcohol
- Sexual Activity
- Religion
- Politics (Israel)
- Gambling
- Grooming
- Personal Care

### KEY CONSIDERATIONS

- Questionnaires must be translated into Arabic and the local language, although English may be accepted in India
- Regardless of the incentive, questionnaires must be less than 20 minutes in UAE and Kuwait, and less than 30 minutes in KSA, Egypt, Morocco and Jordan. Questionnaires must be designed to accommodate for a much younger population



# Middle East/Africa



**EGYPT**  
196,021

CENSUS		ARK Access	TOTAL PANELISTS
49%	MALES	76%	
51%	FEMALES	24%	
32%	AGES 18-24	26%	
22%	AGES 25-34	34%	
17%	AGES 35-44	22%	
29%	AGES 45-54	18%	
0%	AGES 55+	0%	



**SAUDI ARABIA**  
77,760

CENSUS		ARK Access	TOTAL PANELISTS
58%	MALES	70%	
42%	FEMALES	30%	
27%	AGES 18-24	28%	
29%	AGES 25-34	42%	
23%	AGES 35-44	20%	
22%	AGES 45-54	10%	
0%	AGES 55+	0%	



**SOUTH AFRICA**  
287,814

CENSUS		ARK Access	TOTAL PANELISTS
48%	MALES	45%	
52%	FEMALES	55%	
23%	AGES 18-24	19%	
27%	AGES 25-34	35%	
20%	AGES 35-44	24%	
15%	AGES 45-54	14%	
15%	AGES 55+	8%	



**UAE**  
120,314

CENSUS		ARK Access	TOTAL PANELISTS
51%	MALES	65%	
49%	FEMALES	35%	
15%	AGES 18-24	18%	
39%	AGES 25-34	47%	
30%	AGES 35-44	22%	
12%	AGES 45-54	9%	
4%	AGES 55+	3%	

# HEALTHCARE TARGETING

- Finding a needle in a haystack is much easier when you know exactly where that needle is. When conducting patient research, we use the most highly target consumer panels in the industry to ensure we can deliver the correct ailment groups from the very start.
- We have on board numerous healthcare professionals and their associates, thoroughly screened in our panel, bringing high value to the diversity of our enriched panel.

# PROFILING PARAMETERS

EDUCATION  
INCOME  
HOME OWNERSHIP  
MARITAL STATUS  
EMPLOYMENT  
GENDER ETHNICITY  
LANGUAGE  
INDUSTRY SEGMENT  
HEALTHCARE

BASIC PROFILE  
TRAVEL  
VEHICLE INFORMATION  
OCCUPATION INTEREST  
ELECTRONIC DEVICES  
ONLINE ACTIVITIES  
TELEVISION  
PROGRAMMES  
OFFICE SUPPLIES



# QUALITIES OF THE ARK

- Finding a needle in a haystack is much easier when you know exactly where that needle is. When conducting patient research, we use the most highly target consumer panels in the industry to ensure we can deliver the correct ailment groups from the very start.
- We have on board numerous healthcare professionals and their associates, thoroughly screened in our panel, bringing high value to the diversity of our enriched panel.

# PANEL QUALITY POLICY

We follow the most stringent quality policies in the industry

Trust in The Ark's primary objective: providing quality sample and data, with an un-rivaled, customer service experience. We understand that quality management is an ever changing challenge. We take an industry leading role in understanding quality issues that arise and pivoting quickly to address them.

- Bounce back email and duplicates are checked every day to ensure comprehensive coverage of communications with clients
- Duplicates are also checked during and after the registration process
- Panelist with inconsistent responses are removed are motivated to work better, lack of improvement results in their termination
- Regular checks with the registration data to ensure smooth processing with accuracy
- Weekly meetups and motivational sessions with Panelists
- Panelist regularly encouraged to update their profiles



# THE ARK INSIGHTS AND STATISTICS

We're proud of our extensive international reach.

From consumer to B2B to healthcare and more, we deliver in many market that has significant internet penetration.

We have completed thousands of studies and this experience has given us unique regional insights that we use to your advantage.

Even when you are dealing with a multi-country study, you'll appreciate the ease of working with a single experienced researcher who will make the complex seem simple.

Whether it's consumers in large markets or business-to-business targets in smaller markets, we will make accessing the right international sample quick and painless.





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