



**US B2B Online Panel  
Information Book**

**Over 500K  
validated US  
online double  
opt-in panelists  
motivated  
to share their  
opinions in  
research!**

950 West Valley Road, Suite 2700  
Wayne, PA 19087

P: 215.367.4000 F: 610.964.0345  
[www.paneldirectonline.com](http://www.paneldirectonline.com)

## US B2B Online Panel

Since 2005, Panel Direct (Formerly Focus Forward Online) has provided superior quality, targeted, high response B2B online panelists for all types of research. Our panel is rapidly becoming the first choice for all US based studies where targeting and robust responses are a key element of the research.

Providing high value audiences, we collect hundreds of data points and get right to the perfect research participant with speed and accuracy.

### Ensuring Your Success

We offer quite a few services throughout the research lifecycle that are unique. Starting right from our call center recruiting process and ending with how we incentivize panelists, we are:

- Mixed Mode Panel Recruitment
- Our call center is the backbone of our panel building and supplemented by traditional online advertising methods
- Validated Panel – First Name, Last Name & Physical Address
- Incentive checks/rewards mailed to a physical address ensures that panelists are who they say they are; just another layer in our commitment to data quality
- Dedicated Project Management from our Research Professionals
- High Quality Sample
- Programming & Hosting

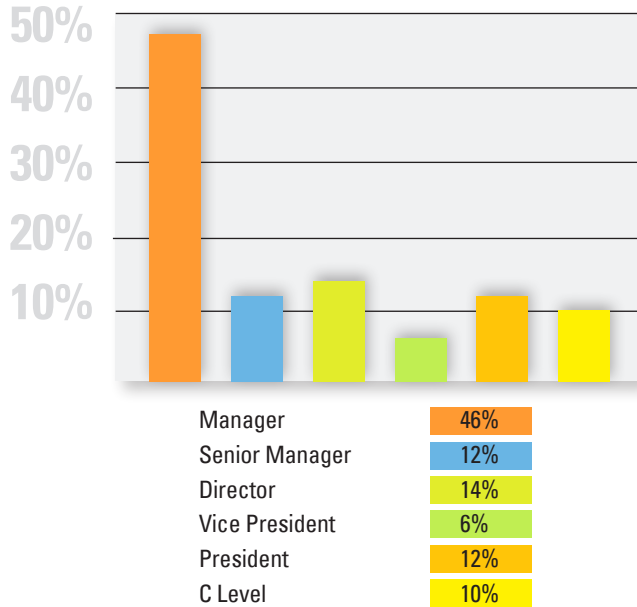
### Targeting that is second to none...

We begin with the business demographic criteria that you need to know on every panelist. Then, we start to drill down. Continuous profiling allows us immediate access to those really hard to reach audiences. Increased profiling capabilities not only decreases panel fatigue but also shortens field time on your project, when required.

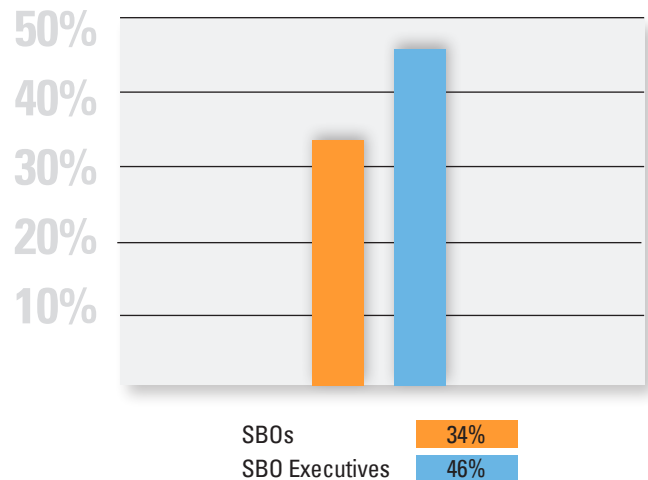
### Basic B2B Demographics

- INDUSTRY
- TITLE
- COMPANY REVENUE
- NUMBER OF EMPLOYEES
- BUSINESS TRAVEL
- DECISION MAKING AUTHORITY
- NUMBER OF PCs / WORKSTATIONS
- NUMBER OF DIRECT REPORTS
- AND MANY MORE...

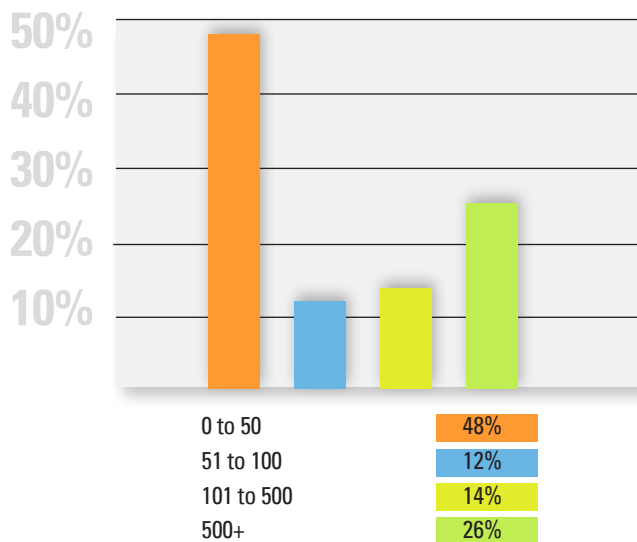
## Executives



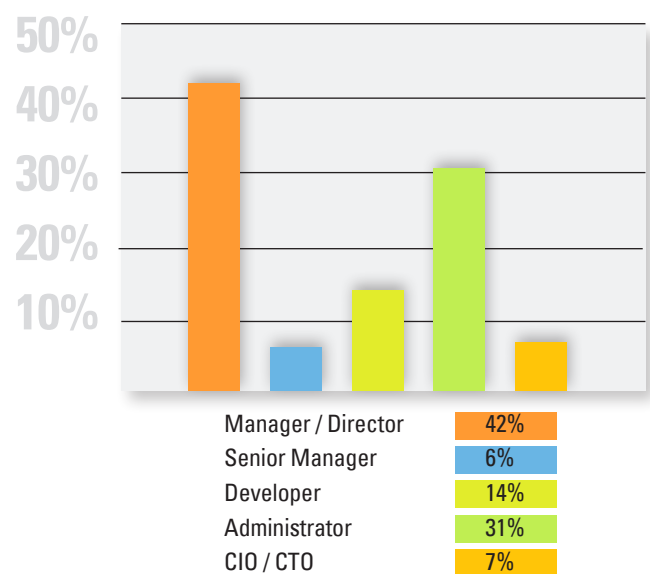
## Small Business Owners



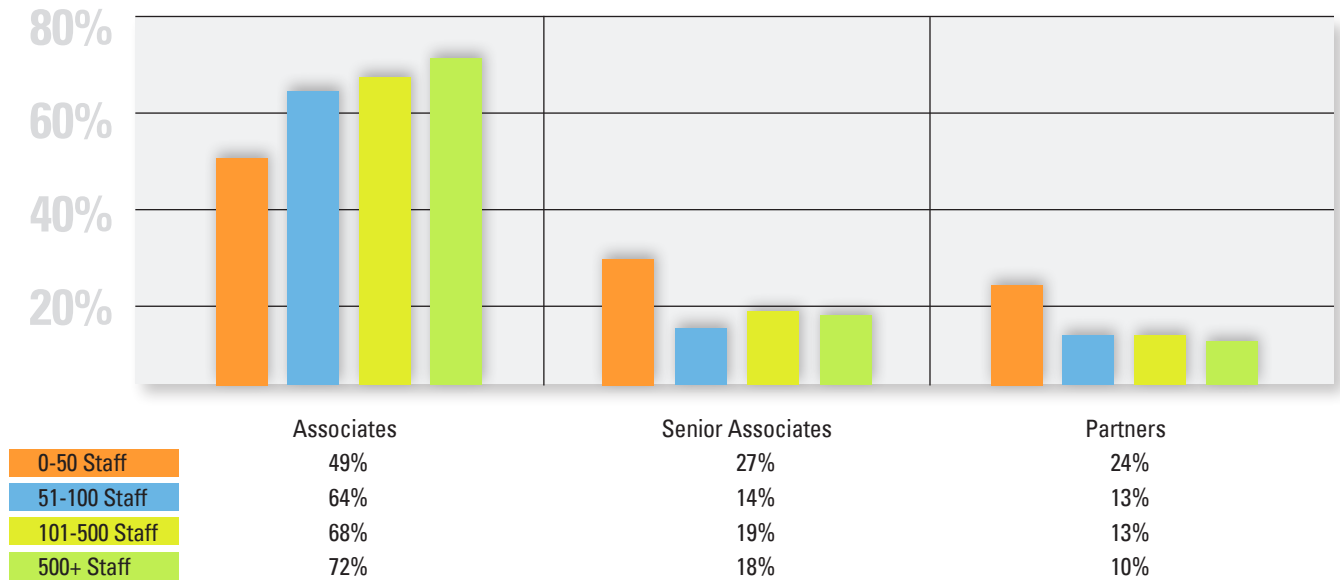
## Number of Employees



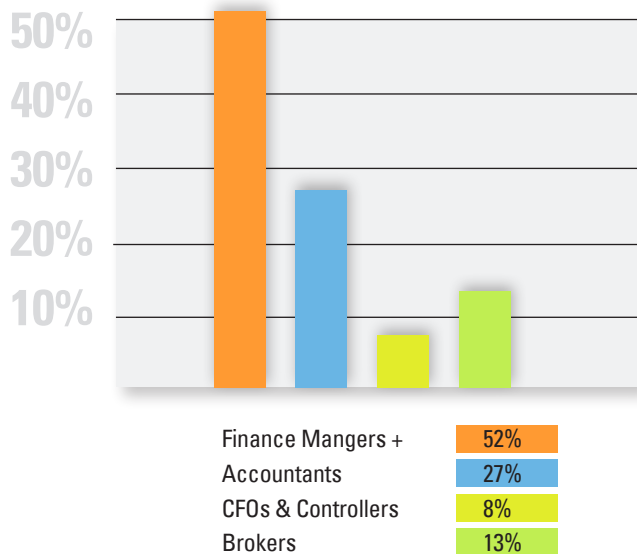
## IT Professionals



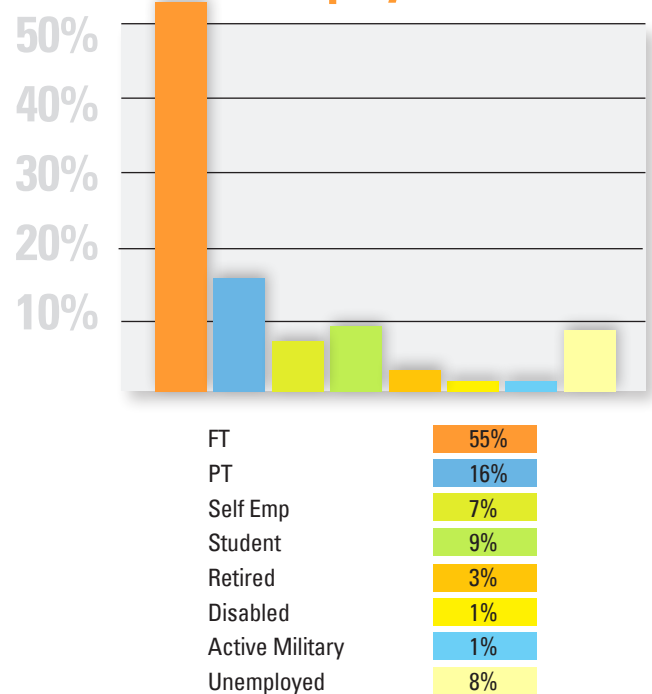
## Attorneys



## Financial Professionals



## Employment



SBO-Small Business Owner  
 C Level Executive  
 CEO  
 CFO/ Controller  
 CIO  
 CMO  
 COO  
 CTO  
 President  
 Controller  
 Treasurer  
 EVP  
 Vice President  
 VP of Acquisitions  
 VP of Finance  
 VP of HR  
 VP of Investor Relations  
 VP of IT  
 VP of Managed Care  
 VP of Manufacturing  
 VP of Marketing  
 VP of Media Relations  
 VP of Operations  
 VP of Production  
 VP of Public Relations  
 VP of Purchasing  
 VP of Sales  
 VP of Telecomm  
 VP – OTHER  
 Director  
 Director of Accounting  
 Director of Advertising  
 Director of e- Commerce  
 Director of Finance  
 Director of HR  
 Director of Health Services  
 Director IS/ IT  
 Director of Investor Relations  
 Director of Marketing  
 Director of Material Management  
 Director of Operations  
 Director of Purchasing  
 Director of Sales  
 Director of Telecomm  
 Director – OTHER

Senior Manager  
 Sr. Manager of Advertising  
 Sr. Manger of Investor Relt  
 Sr. Manager of Accounting  
 Sr. Manager of E-Commerce  
 Sr. Manger of Finance  
 Sr. Manager of HR  
 Sr. Manager of Health Services  
 Sr. Manager of IS/ IT  
 Sr. Manager of Marketing  
 Sr. Manager of Material Mgmt  
 Sr. Manager of Operations  
 Sr. Manager of Purchasing  
 Sr. Manager of Sales  
 Sr. Manager - OTHER  
 Manager  
 Manager of Advertising  
 Manager of Investor Relt  
 Manager of Accounting  
 Manager of E- Commerce  
 Manager of Finance  
 Manager of HR  
 Manager of Health Services  
 Manager of IS/ IT  
 Manager of Marketing  
 MIS Manager  
 Manager of Material Mgmt  
 Manager of Operations  
 Manager of Purchasing  
 Manager of Sales  
 Manager of Telecomm  
 Manager - OTHER  
 Attorney  
 Partner  
 Senior Associate  
 Associate  
 Private Practice  
 Corporate Attorney  
 Hospital Attorney  
 General Counsel  
 Banker  
 Investment Banker  
 Managing Director  
 Director  
 Vice President  
 Associate  
 Analyst  
 Retail Banker

Computers and IT  
 Computer Analyst  
 Computer Consultant  
 Computer Programmer  
 Administrator  
 Developer  
 Database Manager  
 IT Consultant  
 Tech Support  
 Network Analyst  
 Network Engineer  
 Network Manager  
 Network System Administrator  
 Software Architect  
 Software Engineer  
 Systems Analyst  
 Systems Engineer  
 Systems Integrator  
 VAR  
 IT – OTHER  
 Nursing  
 Critical Care Nurse  
 Operating Room Nurse  
 ER Nurse  
 Nurse Practitioner  
 Medical Assistant  
 Physicians Assistant  
 RN  
 Hospital Based  
 Oncology  
 Pediatrics  
 Aide  
 Therapist  
 Physical  
 Occupational  
 Recreational  
 Repertory

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Accounting Firm  
Advertising Firm  
Aerospace  
Agriculture  
Airlines  
Antiques  
Apparel/ Clothing  
Appliance  
Architecture Firm  
Art  
Athletics  
Auto Dealer  
Auto Service  
Banking  
Beauty/ Hair Salon  
Boating  
Broadcast  
Business Development/ Serv  
Cable and Television  
Casino  
Catering  
Charity Services  
Chemical  
Child / Daycare  
Cleaning Services  
Computer-Hardware  
Computer-Software  
Construction  
Consulting Firm  
Consumer Packaged Goods  
Dental  
Distribution  
E-Commerce  
Education  
Elderly Care  
Electronics  
Employment  
Energy  
Engineering Firm  
Emergency Services (Fire, Police,  
EMT)  
Entertainment/ TV/ Film  
Event Planning  
Fashions/ Clothing  
Financial Services

Fitness  
Food and Beverage  
Games  
Government (City)  
Government (Federal)  
Government (State)  
Graphic Design  
Healthcare  
Home Improvement  
Hotel  
Human Resources  
Import/ Export  
Information Technology  
Hardware  
Mobile  
Networking  
Security  
Software  
VAR  
Insurance  
IRS  
Janitorial Services  
Jewelry  
Journalism  
Laboratory  
Law Enforcement  
Law Firm  
Library  
Mail Services  
Maintenance  
Management  
Manufacturing  
Marking Firm  
Marketing Research  
Media  
Medical  
Military  
Mortgage  
News  
Non-Profit  
Office Equipment  
Office Supplies  
Pay Roll Services  
Pet/ Animal Care  
Pharmaceutical/ Biotech  
Photography  
Plumbing  
Politics

Property Management  
Public Relations  
Publishing  
Radio  
Real-estate  
Religion  
Research  
Restaurant  
Retail  
Science  
Security Systems  
Shipping/ Freight  
Skilled Trade  
Social Services  
Super Market  
Technology  
Telecomm/ Communications  
Wireless  
Wire line  
Internet  
Trading  
Transportation  
Travel  
Trucking  
Utilities (Gas, Water, etc.)  
Veterinary Medicine  
Vitamin Supplement  
Waste Disposal  
Web Design / Development  
Wholesale  
Wine

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## Company Revenue

Under \$100k  
\$100k-\$499k  
\$500k-\$999k  
\$1m-\$5m  
\$6m-\$25m  
\$26m-\$500m  
\$501m-\$1B  
\$1B+

## Business Travel

Domestic  
International  
Frequent Flyer Member  
Number of Trips Annually

## Number of PCs/Workstations

0 computers  
1 computers  
2-10 computers  
11-49 computers  
50-99 computers  
100-499 computers  
500+ computers

## Direct Reports

0 employees  
1-5 employees  
6-10 employees  
11-25 employees  
26-50 employees  
51-100 employees  
101-500 employees  
501+ employees

## Purchasing Responsibilities

Cleaning Products  
Computer Hardware  
Computer Software  
Copier/Fax Machines  
Employee Insurance Benefits  
Employee Financial Benefits  
Employee Healthcare Benefits  
Physical Plant Improvements  
Computer Hardware  
Computer Software  
Office Equipment and Supplies  
Office Furniture  
Telephone Network

**Panel Direct offers  
custom profiling for your  
future research needs**

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### Customer Quotes

*" I wanted to drop a quick note to say how thrilled we were in the quality of respondents and the data that was compiled through the use of Panel Direct on our last project. Because of the outstanding data, we're excited to bring to market a new service for which we've now identified an absolute and immediate need. We're anxiously awaiting the opportunity to partner together on an upcoming project."*

*" Thanks to your detailed targeting and profiling, we've been able to close all projects that other panel companies passed on. You're team is truly the best!"*

*" I'm not sure how you were able to turn this project around so quickly, but your team really helped me out of a bind on our last project. From having your quote to me within half an hour to the project being tested and in field within the hour, allowed me to deliver my project to our client on time. You're a real life saver."*

*" Panel Direct has been an absolute pleasure to work with. Everyone has always been able to answer any questions that I have and their pricing is extremely competitive. I'm always confident in referring my colleagues to Panel Direct."*

Our dedicated experienced research professionals are excited to work with you on your next project for the best possible results!

Contact our team at [RFP@paneldirectonline.com](mailto:RFP@paneldirectonline.com).

You can anticipate a confirmation of your bid request in less than one hour. We have a companywide goal of feasibility and pricing available with same day turnaround whenever possible to ensure the highest probability of you submitting the winning bid to your client.

Once entrusted with your project, our dedicated team members who are well versed in project management will be a valued asset throughout the process.

We are excited to be working with you!

*Panel Direct*