TEQLUC Research

Panel Book



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Introduction

The majority of internet usage is contained within mobile apps, and Teqluc puts those users in the hands of researchers. Teqluc not only offers a new way of accessing respondents, Teqluc gives researchers access to the 95% of respondents who have not been recruitable by traditional email panels.

Teqluc uses technology to unlock this population in a scalable way, integrating with thousands of apps to reach millions of unique respondents each month. Unlike a mobile panel or rewards app, Teqluc finds respondents where they are — in the app or game they already use — providing them with relevant rewards for their time in the form of virtual currency.

Beyond reach, this approach provides industry leading quality. In addition to behavioral scoring, device fingerprinting and other industry standard controls, programmatic fraud is minimized by accessing mobile Ad ID for identity and rewarding through user-specific virtual currency that can't be converted to real world currency. Teqluc consistently performs in the top tier in all 3rd party quality benchmarking studies.





Methodology

Users from popular mobile apps and web applications see Teqluc survey offers and opt-in to complete an offer in exchange for virtual rewards in that application.

Before being allowed to enter a survey, users are required to answer a set of profiling questions, in addition to passing other quality checks including blacklist, IP and trap questions.

Users who pass all quality checks are directed into an appropriate survey in real-time.

Users are rewarded with virtual rewards once the survey is successfully completed.

20million Everyday Users
not professional panelists

Across **26** Major Markets

Quality

Respondents complete a demographic screening survey with trap questions at the beginning of every session, ensuring profile freshness and attentiveness.

We ensure your survey is only completed by unique respondents through a digital fingerprint of their mobile Ad ID, IP address, browser cookies and other characteristics.

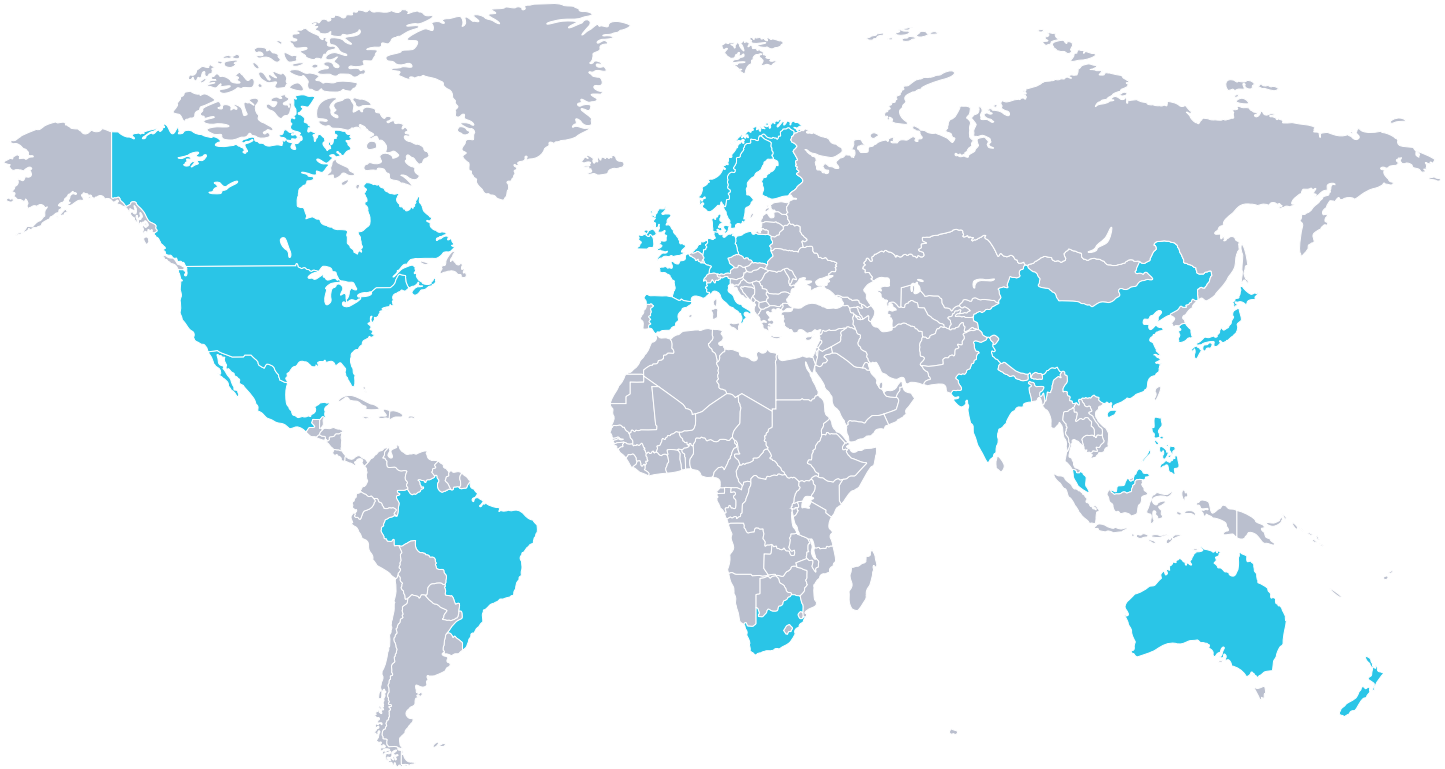
We actively analyze our network of respondents to eliminate any suspicious IP addresses - proxies, server farms, or other abnormalities.

Our users are continuously asked questions that allow us to analyze their consistency and attentiveness.



Global Reach

COUNTRY	PANEL SIZE	MONTHLY ACTIVE
United States	7M	1M
Great Britain	507K	73K
Brazil	400K	58K
France	455K	88K
India	440K	84K
Canada	375K	51K
Germany	335K	43K
Mexico	300K	51K
Australia	214K	33K
Italy	165K	29K
Spain	157K	27K
Philippines	100K	18K
China	94K	13K
South Korea	60K	10K
South Africa	55K	8K
Japan	37K	4K
Netherlands	28K	6k
Poland	29K	5K
Singapore	18K	5K
New Zealand	21K	5K
Sweden	21K	3K
Denmark	13K	2K
Norway	11K	2K
Finland	8K	2K
Hong Kong	7K	1K



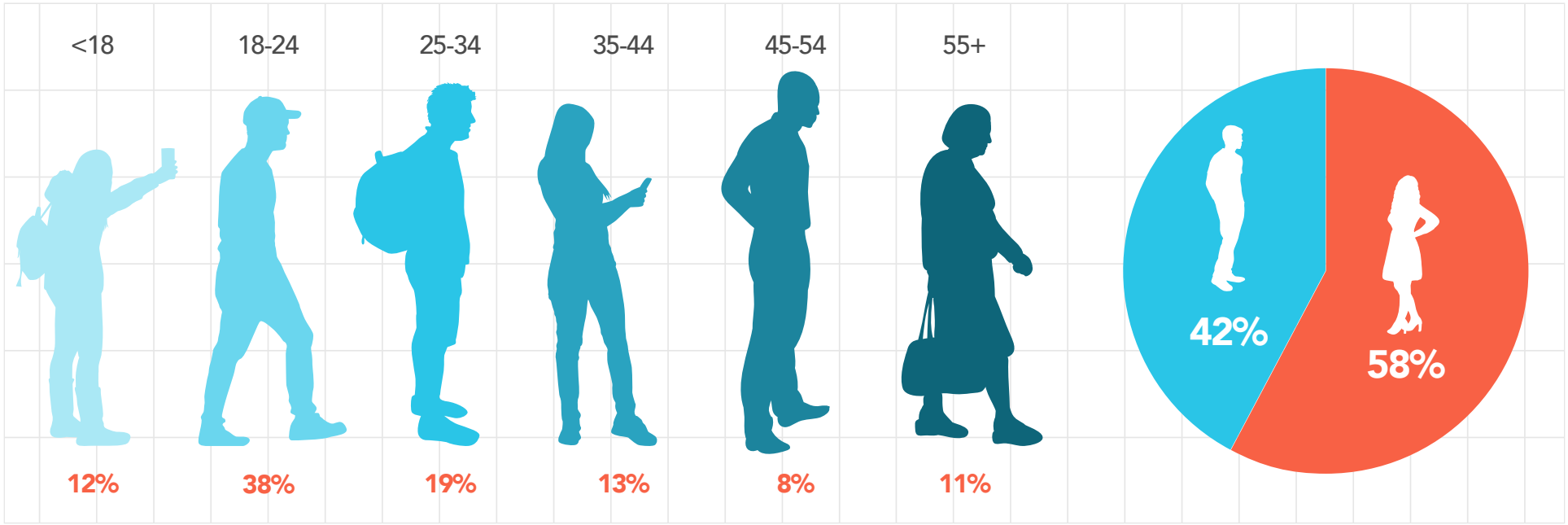
10.85m+

Global Panels Size

1.67m+

Active Monthly Consumers

Panel Demographics: USA



Age

Gender

Ethnicity	
White	51%
Black, or African American	22%
American Indian or Alaska Native	3%
Asian	5%
Pacific Islander	2%
Some other race	8%
Prefer not to answer	9%

Household Income					
Less than $10,000	32%	$50,000 to $59,999	4%	$100,000 to $149,999	4%
$10,000 to $19,999	12%	$60,000 to $69,999	3%	$150,000 to $199,999	2%
$20,000 to $29,999	10%	$70,000 to $79,999	3%	$200,000 to $249,999	1%
$30,000 to $39,999	7%	$80,000 to $89,999	2%	$250,000 +	3%
$40,000 to $49,999	5%	$90,000 to $99,999	2%	Prefer not to answer	11%

Panel Demographics: USA



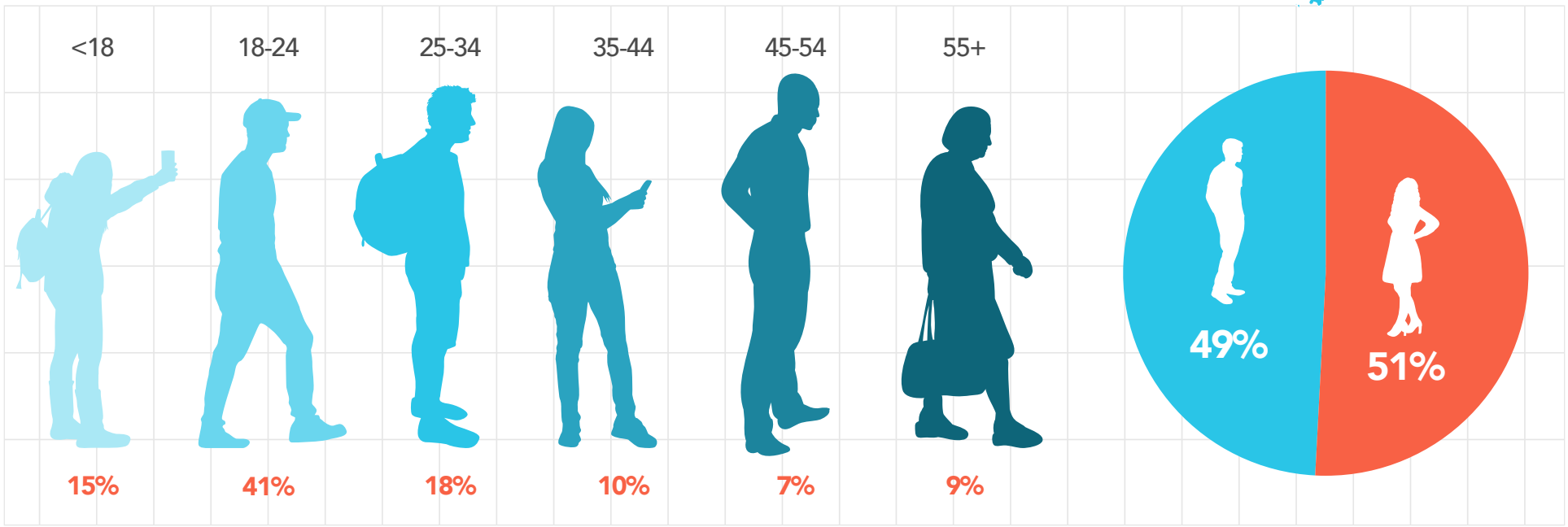
Education Level

Less than high school	16%
High school graduate	30%
Other post high school vocational training	5%
Some college - no degree	16%
Associates degree (AA, AS, AB)	8%
Bachelor's degree (BA, BS)	11%
Master's degree (MA, MS, MEng, MEd, MSW, MBA)	6%
Professional degree (MD, DDS, DVM, LLB, JD)	2%
Doctorate degree (PhD, EdD)	3%
None of the above	3%

Employment Status

Employed full-time	32%
Employed part-time	14%
Self-employed full-time	5%
Self-employed part-time	4%
Temporarily unemployed	9%
Full-time homemaker	4%
Retired	5%
Student	14%
Disabled	5%
Prefer not to answer	8%

Panel Demographics: United Kingdom

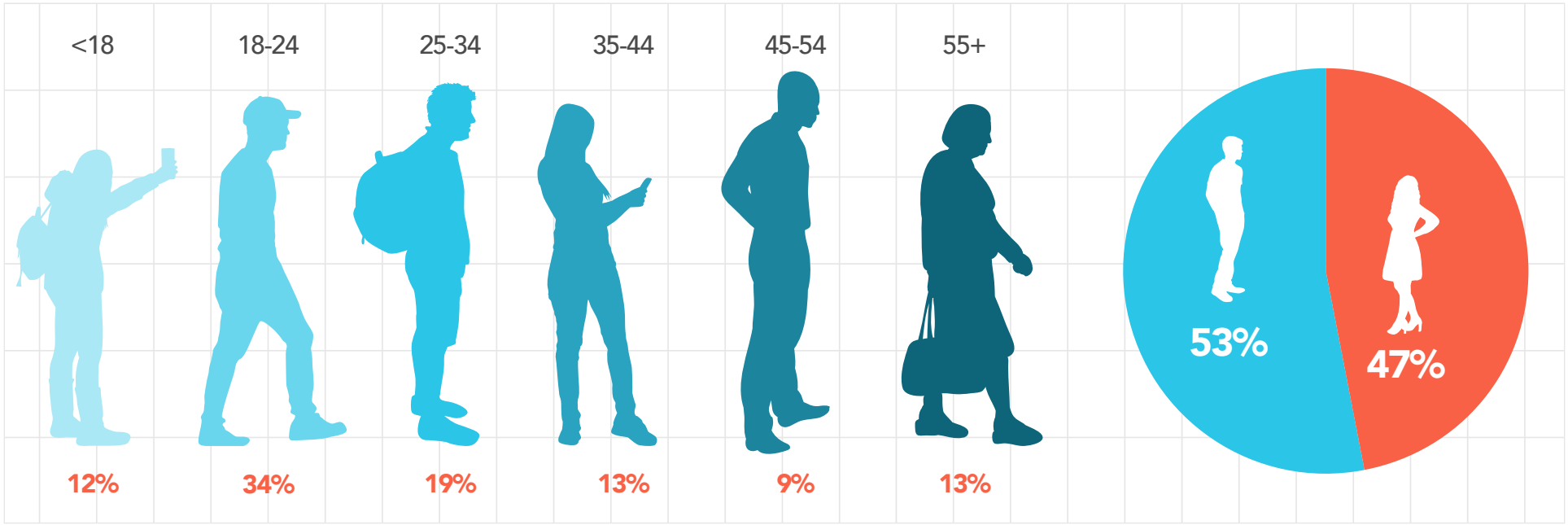


Age

Gender

Household Income					
Less than $15,000	**27%**	$45,000 to $59,999	**6%**	$150,000 to $174,999	**1%**
$15,000 to $24,999	**21%**	$60,000 to $84,999	**4%**	$175,000 and above	**3%**
$25,000 to $34,999	**12%**	$85,000 to $124,999	**3%**	Prefer not to answer	**14%**
$35,000 to $44,999	**8**	$125,000 to $149,999	**1%**		

Panel Demographics: Canada

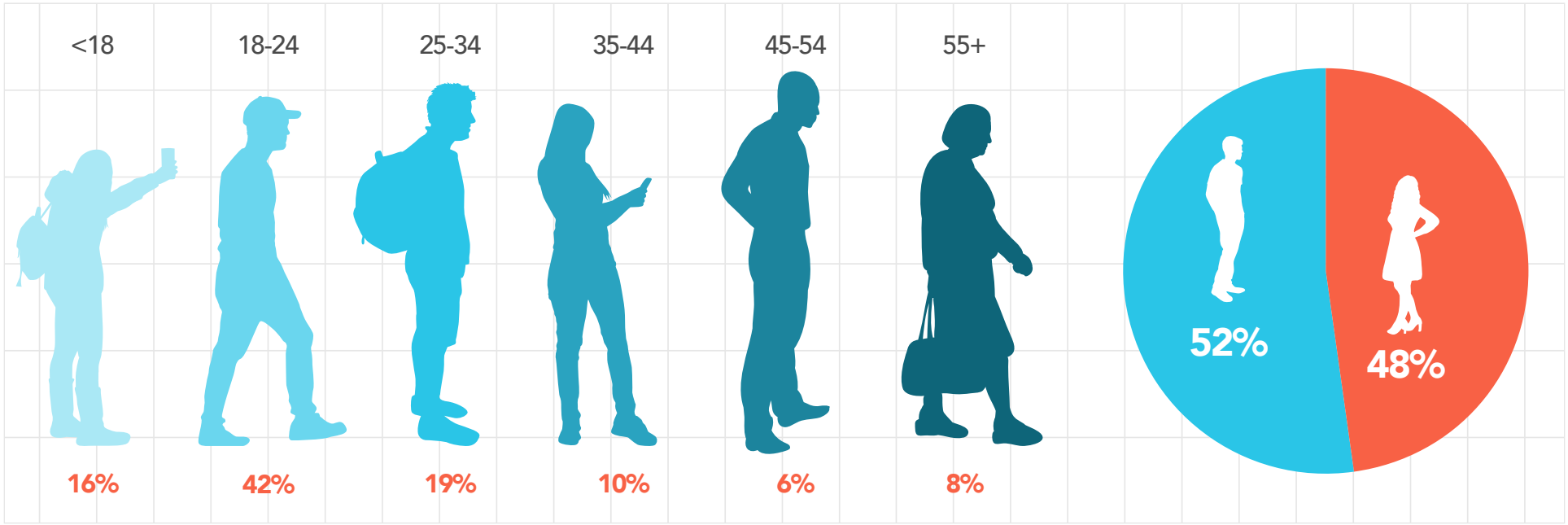


Age

Gender

Household Income					
Less than C$15,000	**21%**	C$45,000 to C$59,999	**8%**	C$150,000 to C$174,999	**1%**
C$15,000 to C$24,999	**14%**	C$60,000 to C$84,999	**8%**	C$175,000 and above	**4%**
C$25,000 to C$34,999	**9%**	C$85,000 to C$124,999	**8%**	Prefer not to answer	**16%**
C$35,000 to C$44,999	**7%**	C$125,000 to C$149,999	**2%**		

Panel Demographics: Australia

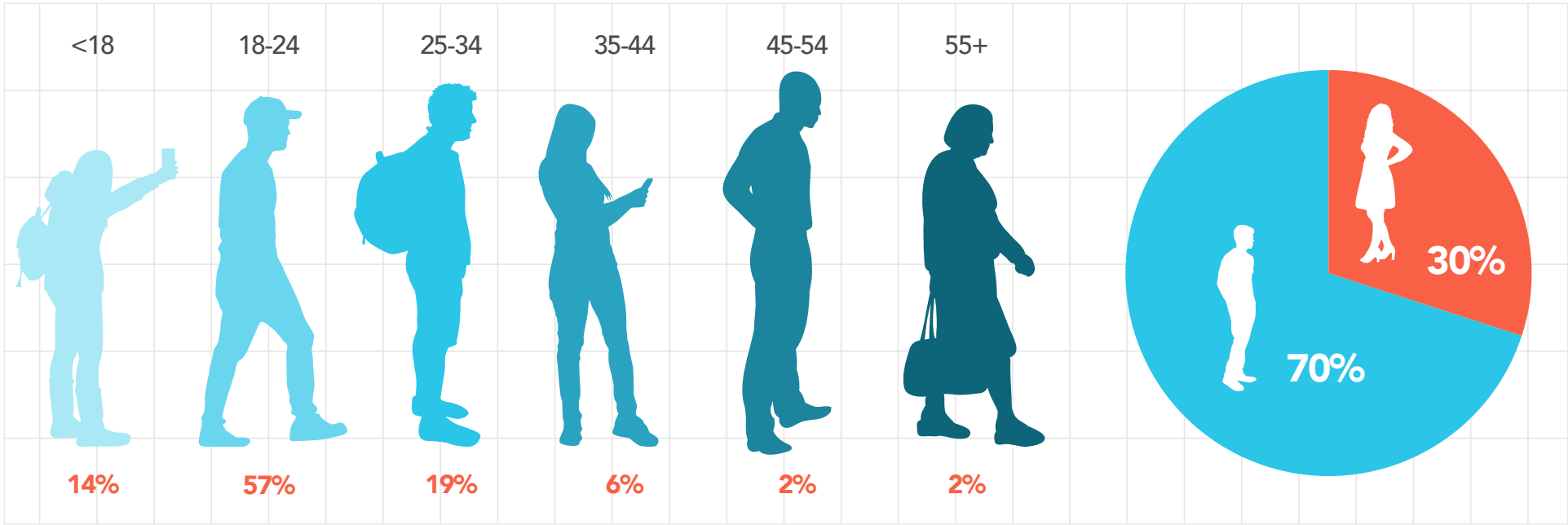


Age

Gender

Household Income					
Less than A$15,000	**30%**	A$45,000 to A$59,999	**6%**	A$150,000 to A$174,999	**2%**
A$15,000 to A$24,999	**14%**	A$60,000 to AC$84,999	**5%**	A$175,000 and above	**5%**
A$25,000 to A$34,999	**7%**	A$85,000 to A$124,999	**6%**	Prefer not to answer	**18%**
A$35,000 to A$44,999	**5%**	A$125,000 to A$149,999	**2%**		

Panel Demographics: Mexico

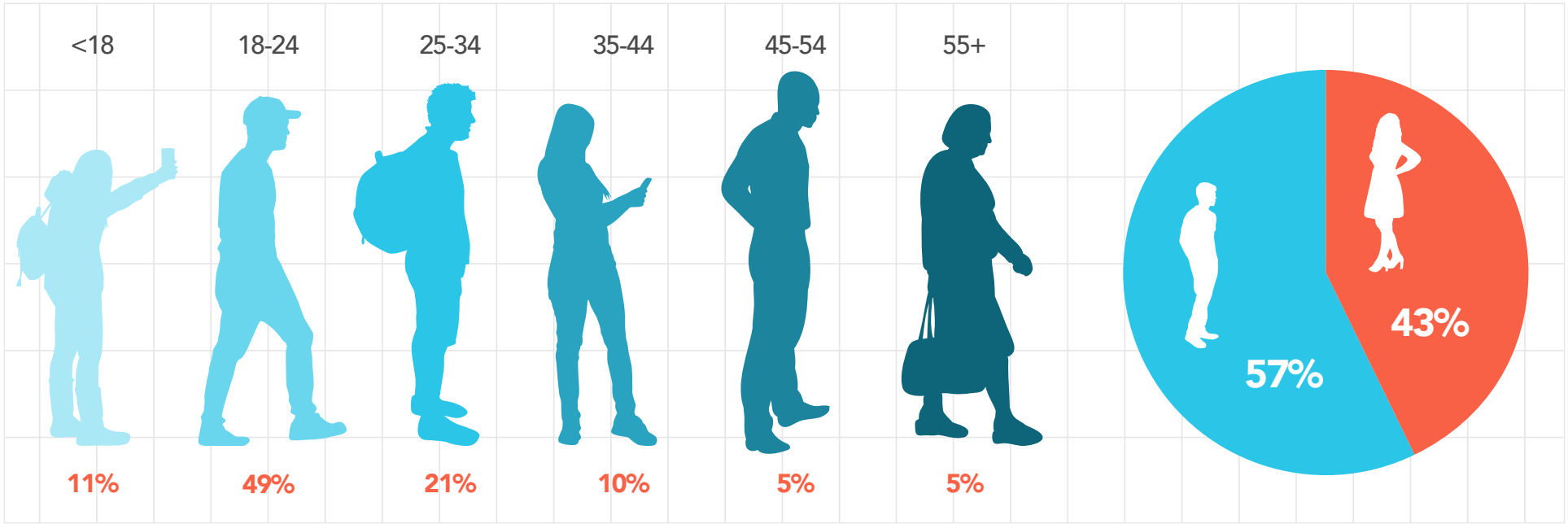


Age

Gender

Panel Demographics: Germany

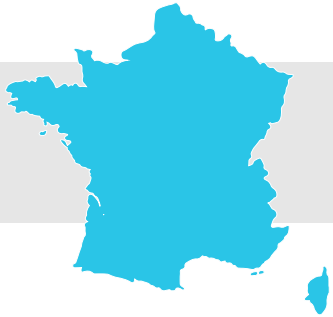


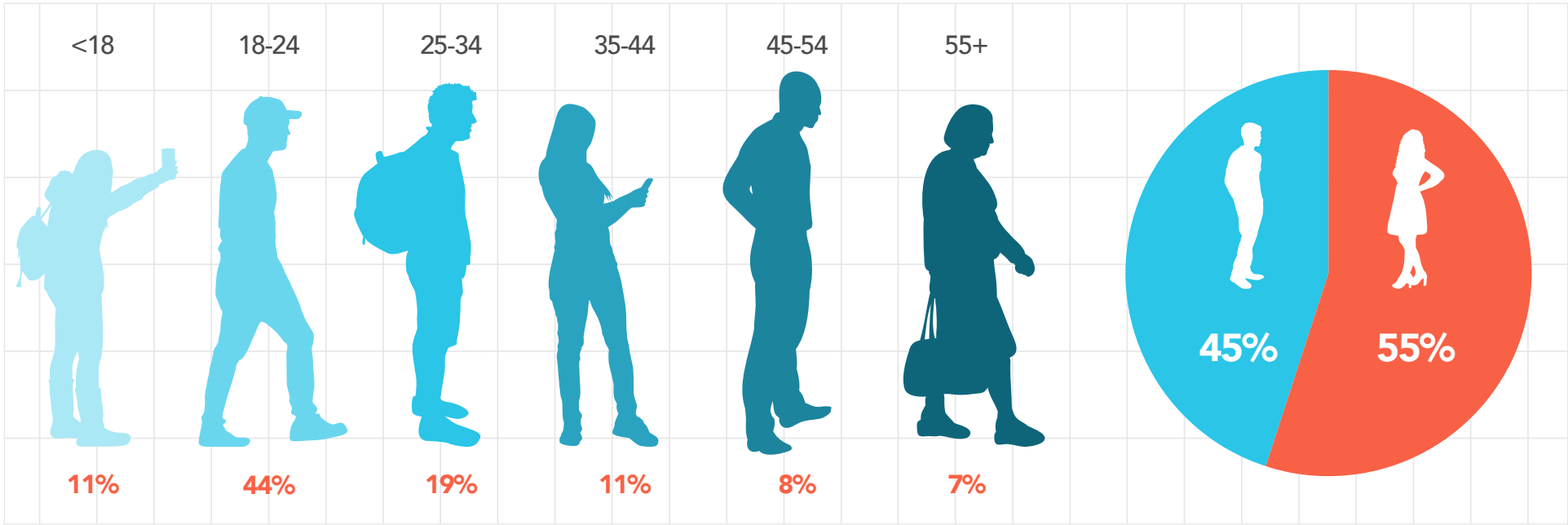


Age

Gender

Panel Demographics: France



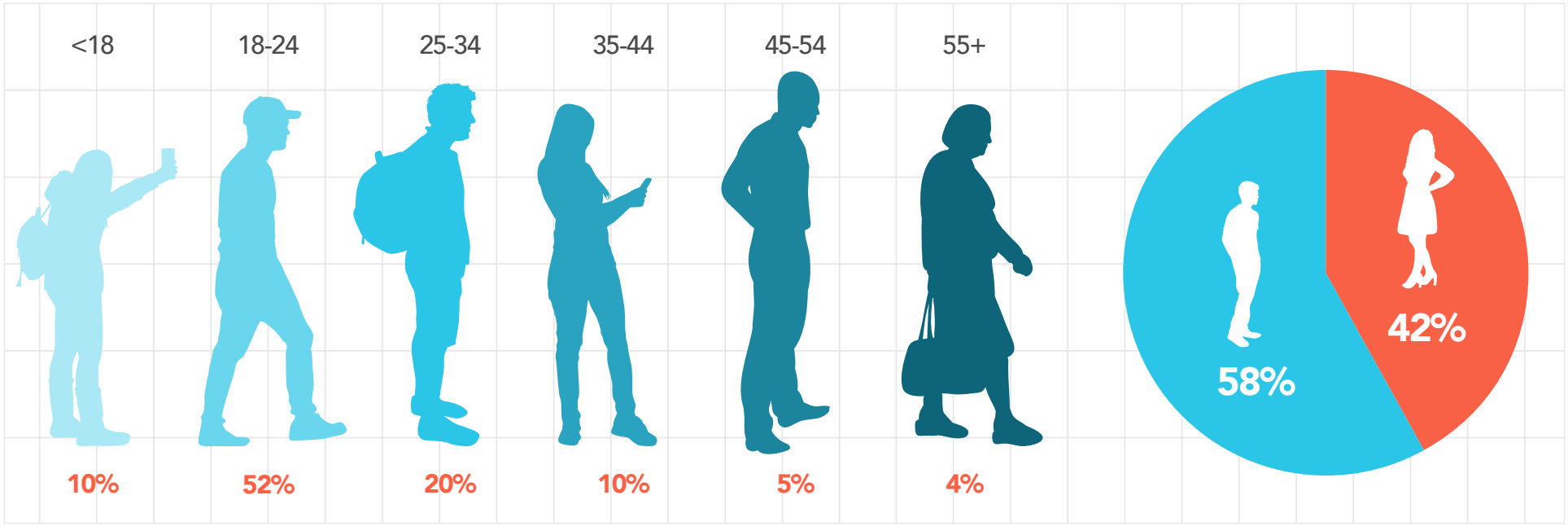


Age

Gender

Panel Demographics: Spain



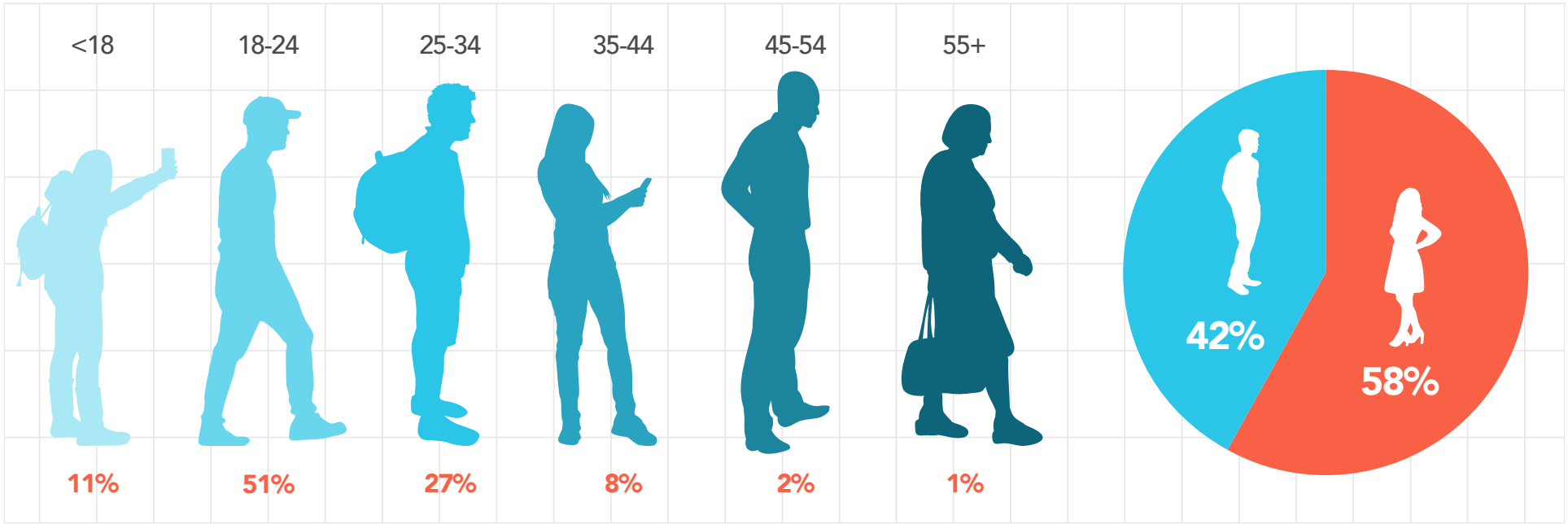


Age

Gender

Panel Demographics: Philippines

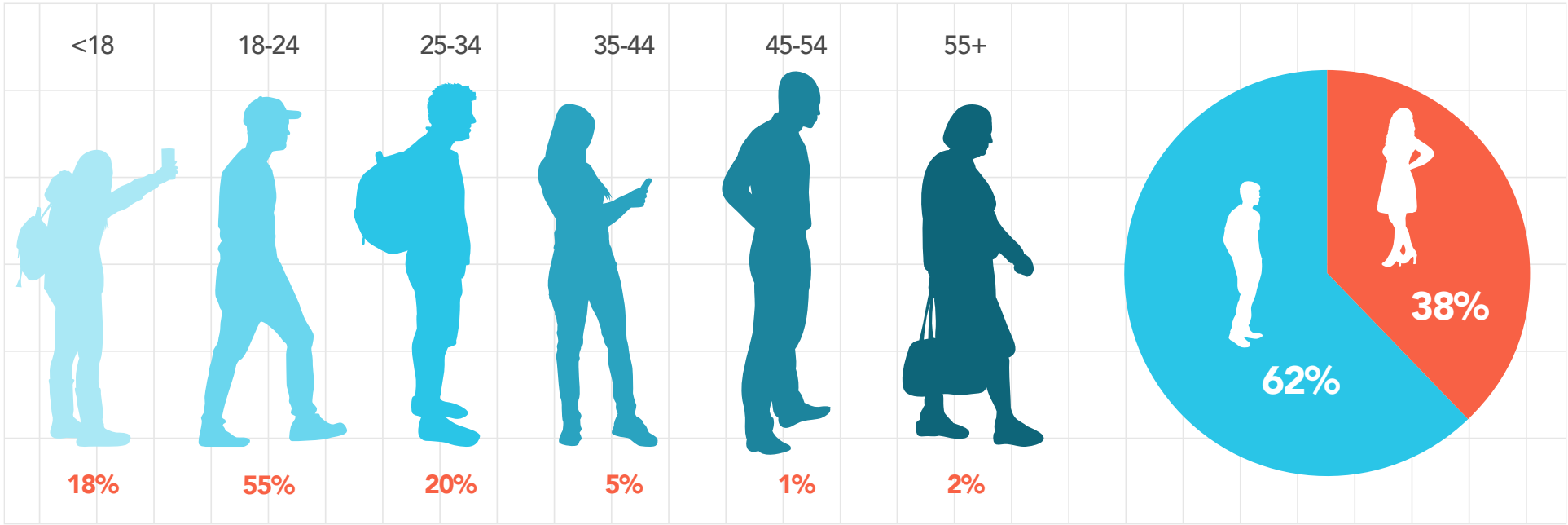




Age

Gender

Panel Demographics: China

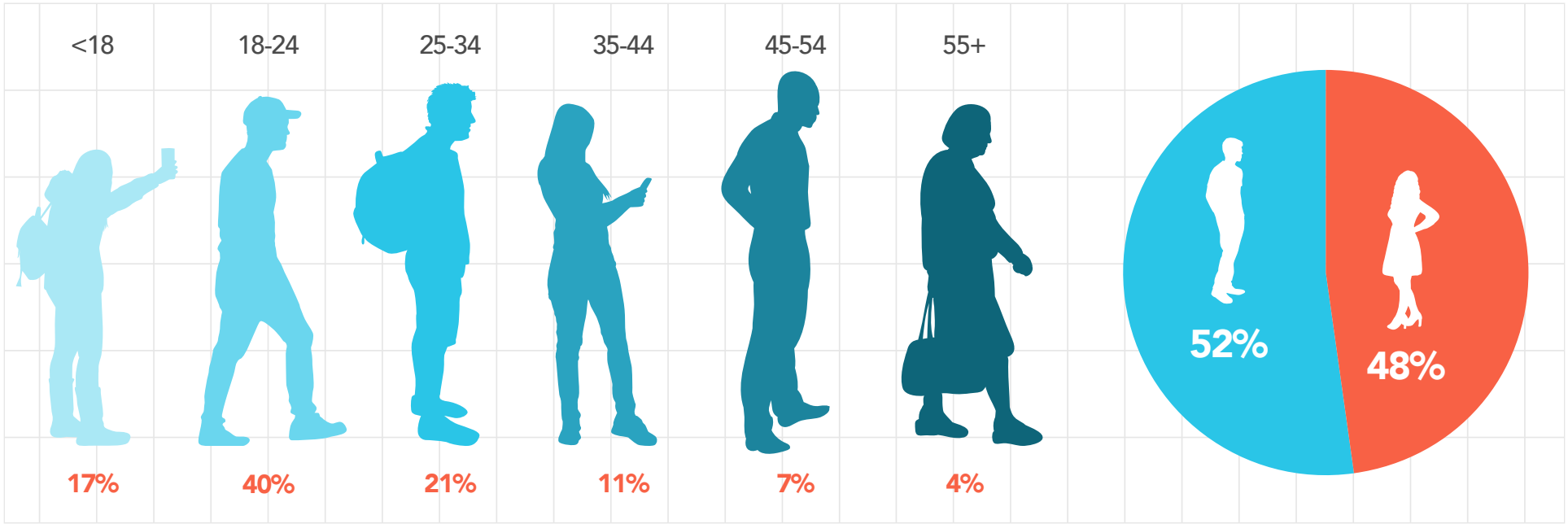


Age

Gender

Panel Demographics: Japan



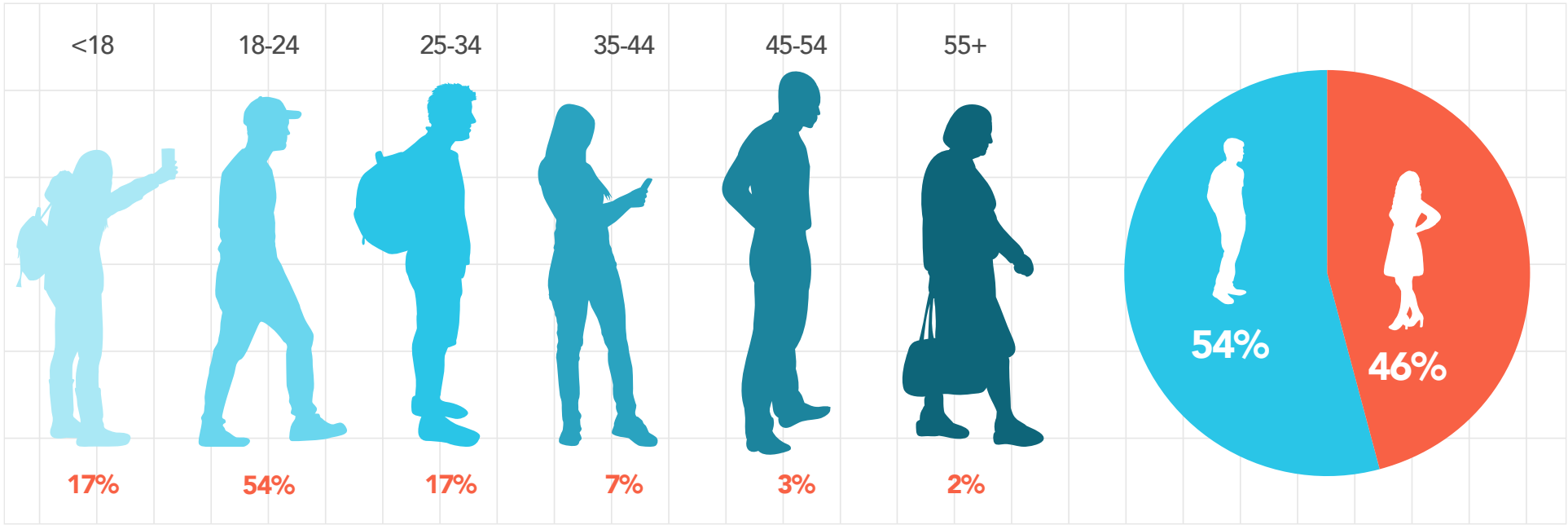


Age

Gender

Panel Demographics: Brazil



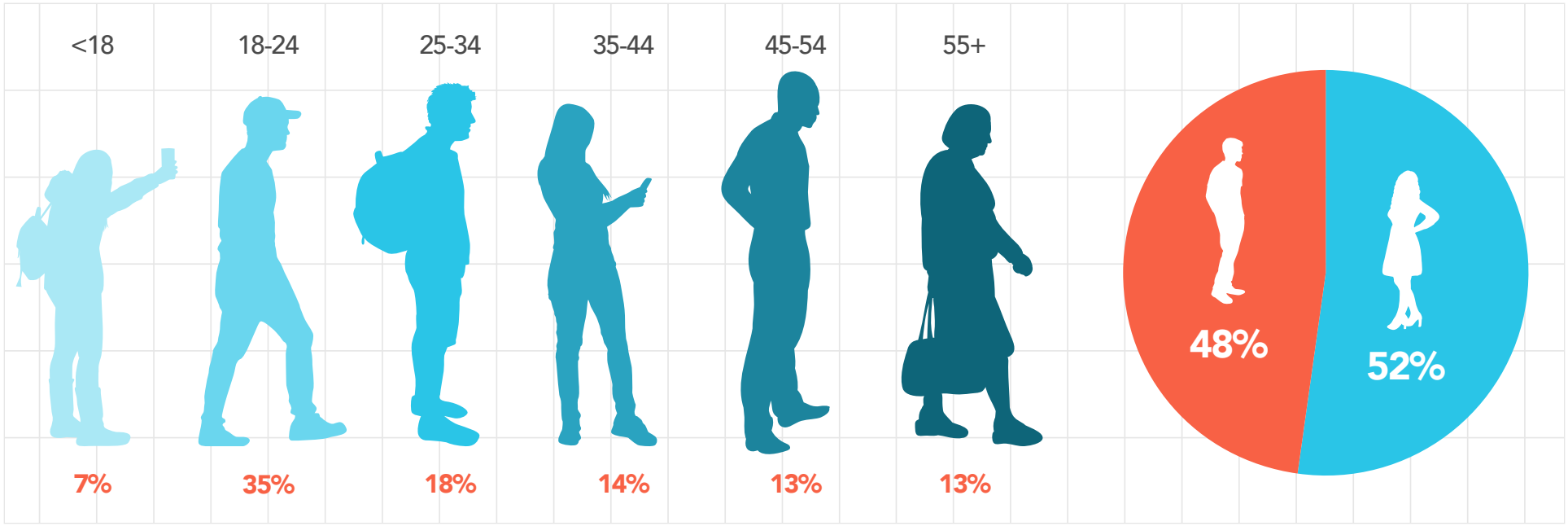


Age

Gender

Panel Demographics: Italy



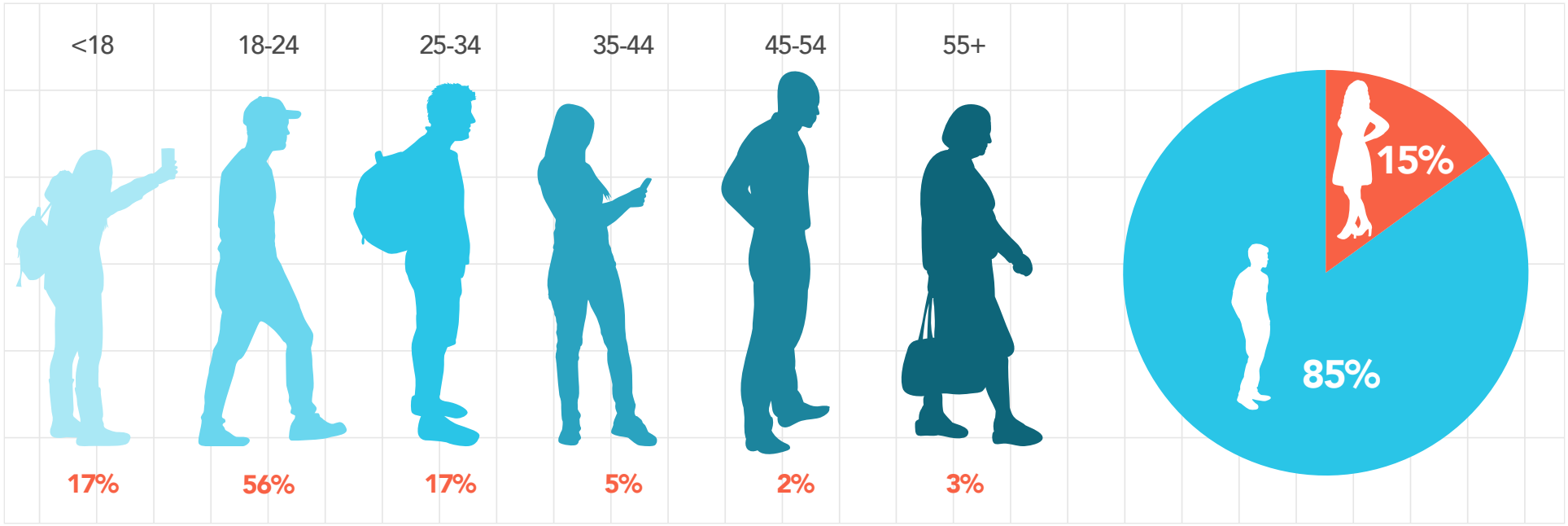


Age

Gender

Panel Demographics: India



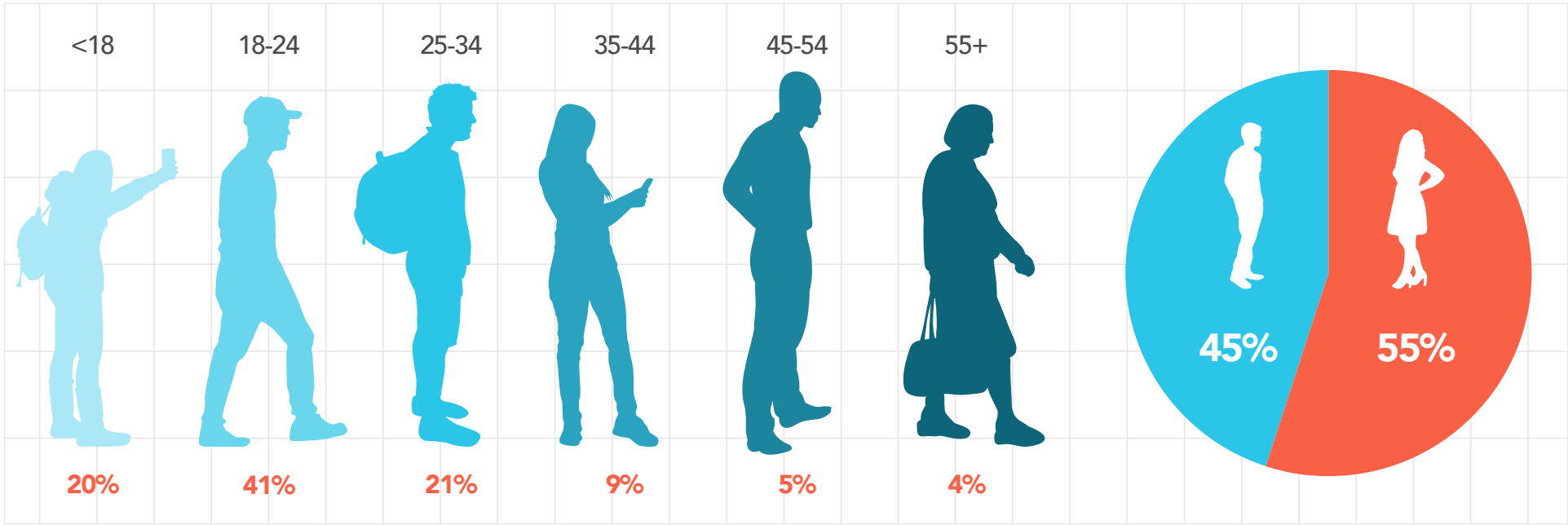


Age

Gender

Panel Demographics: South Korea

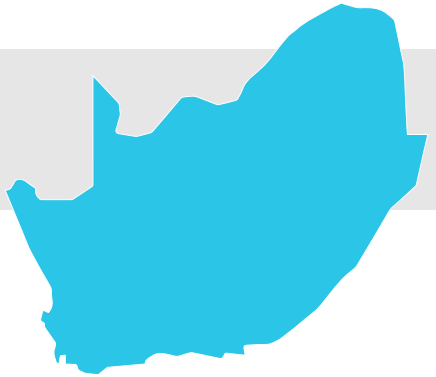


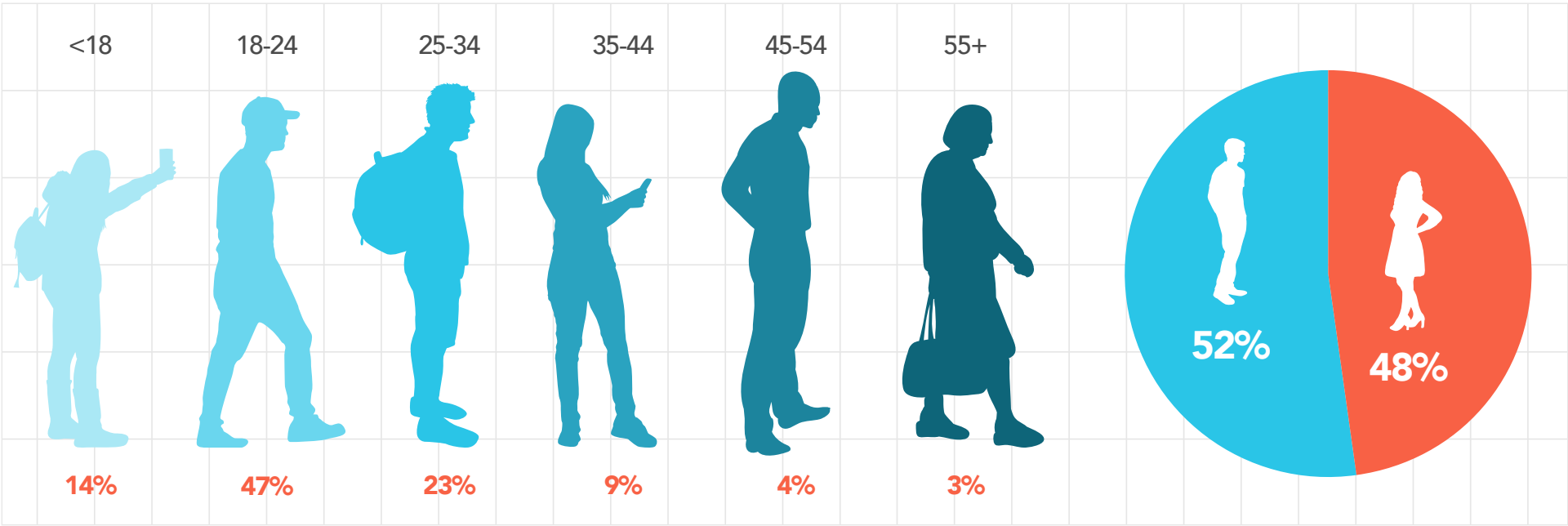


Age

Gender

Panel Demographics: South Africa



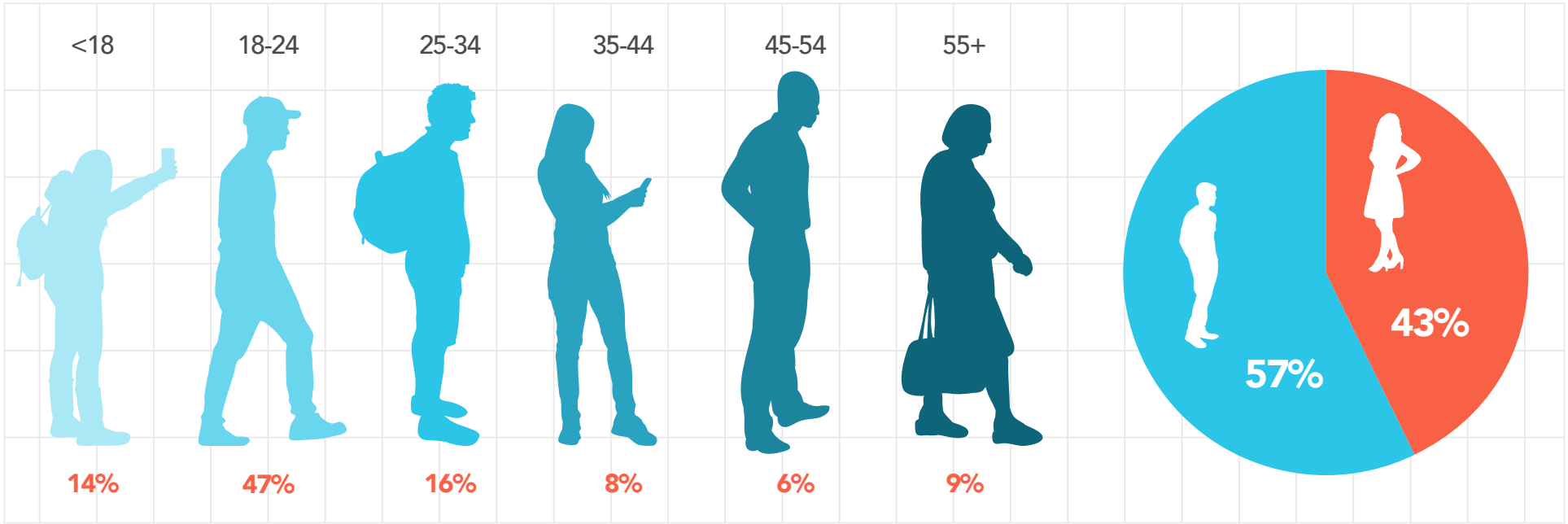


Age

Gender

Panel Demographics: Netherlands



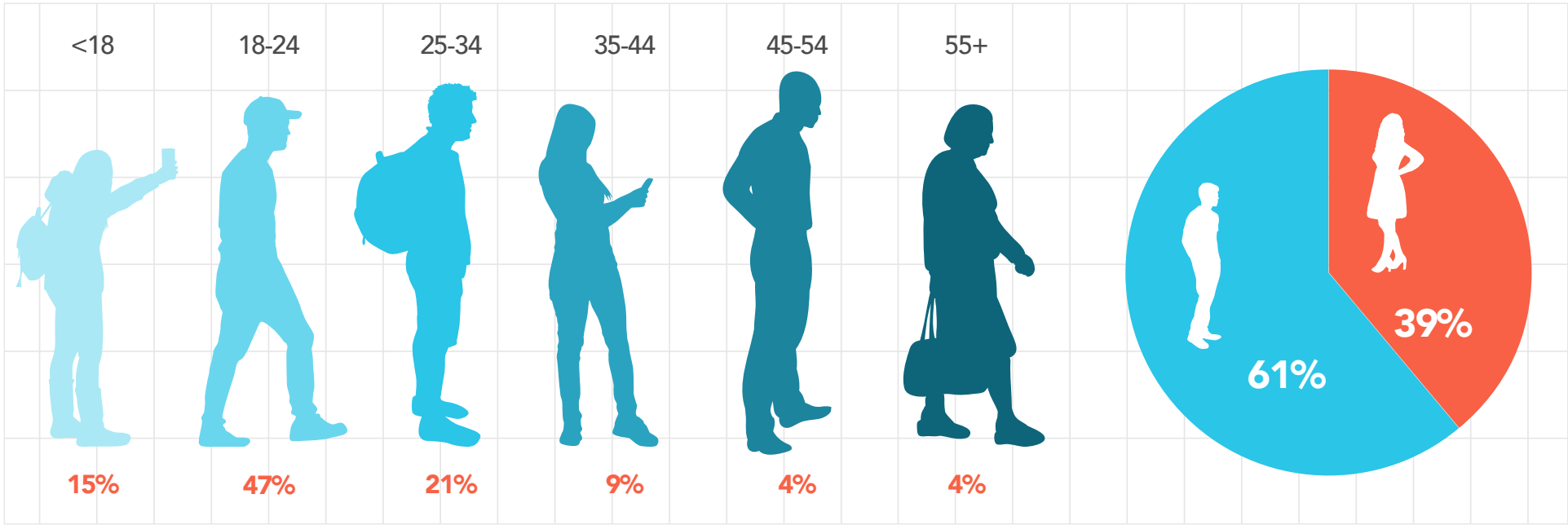


Age

Gender

Panel Demographics: Singapore



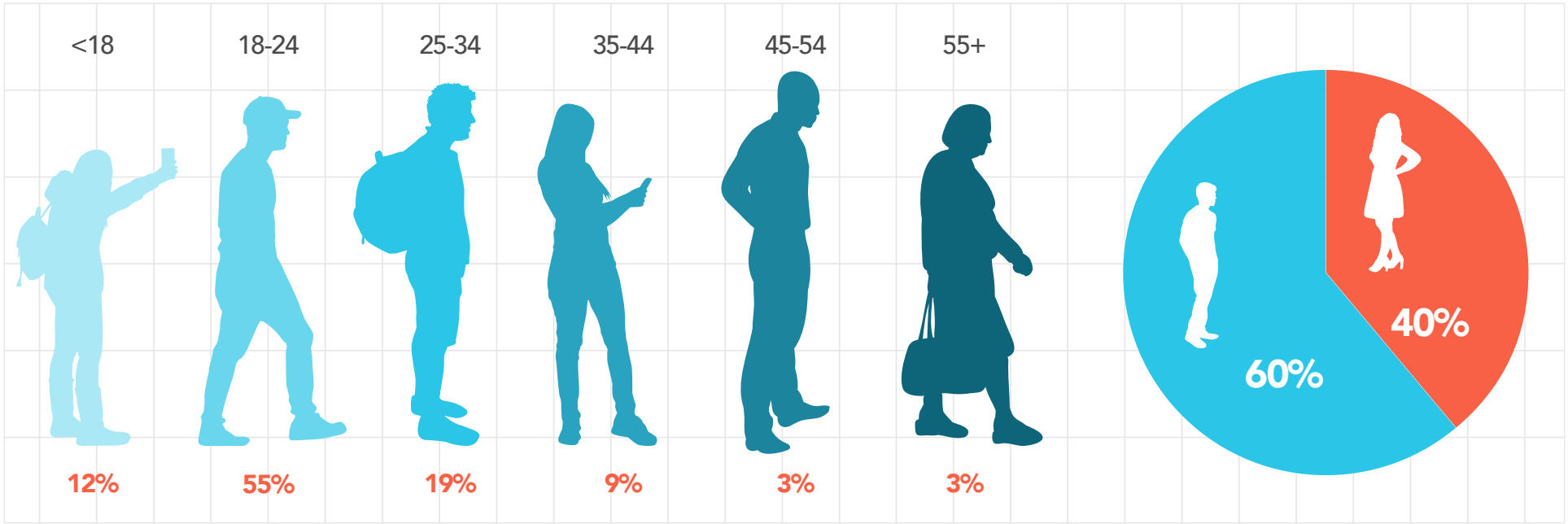


Age

Gender

Panel Demographics: Poland

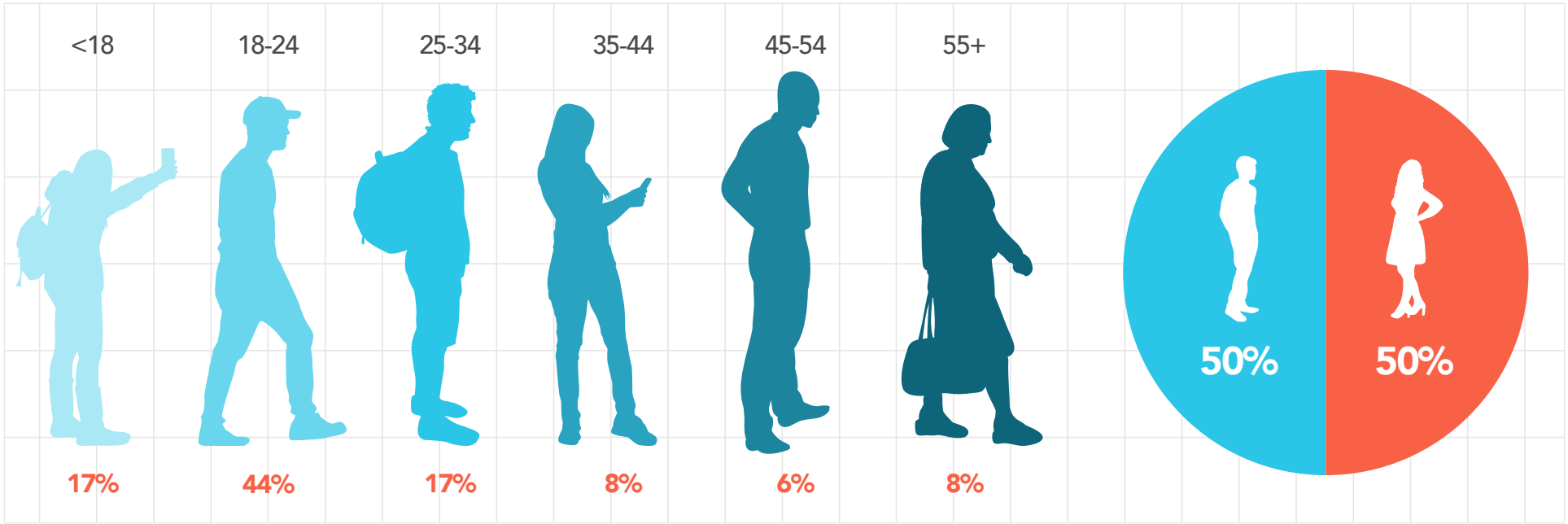




Age

Gender

Panel Demographics: New Zealand

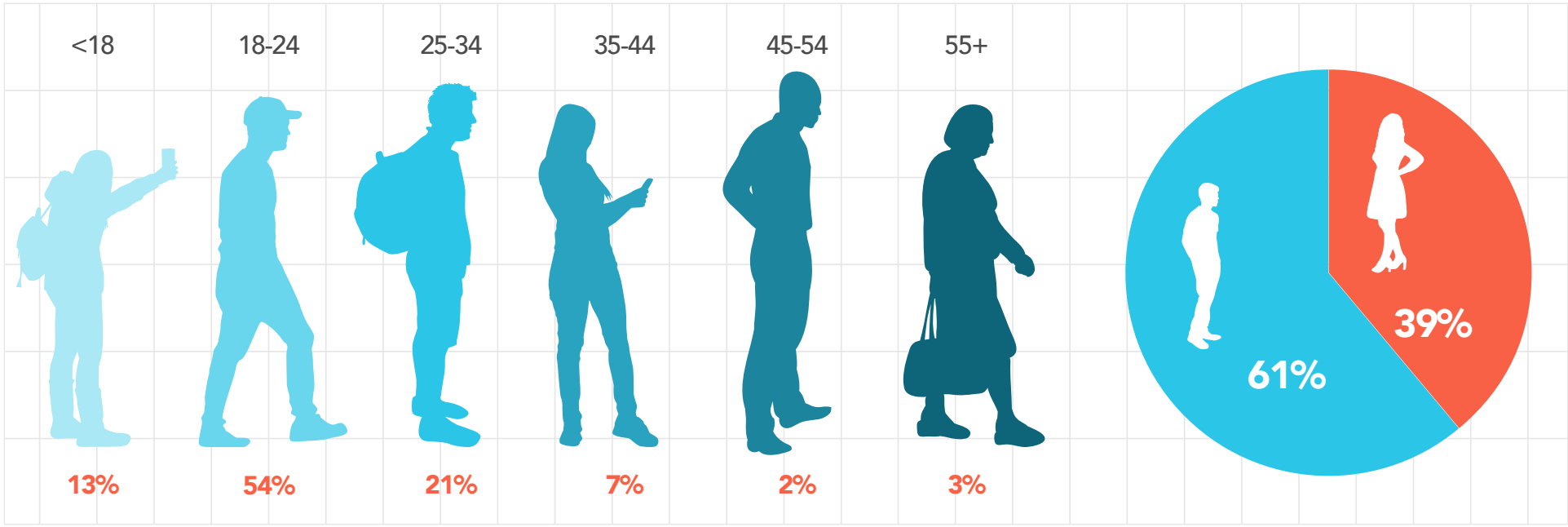


Age

Gender

Panel Demographics: Hong Kong

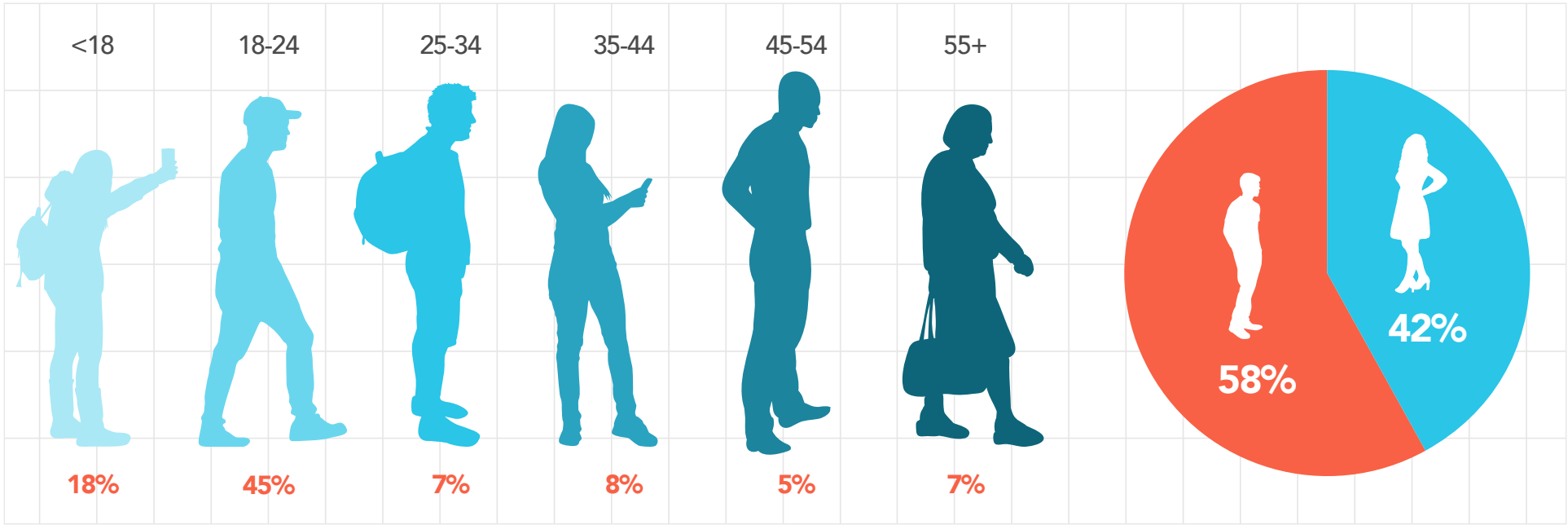




Age

Gender

Panel Demographics: Sweden

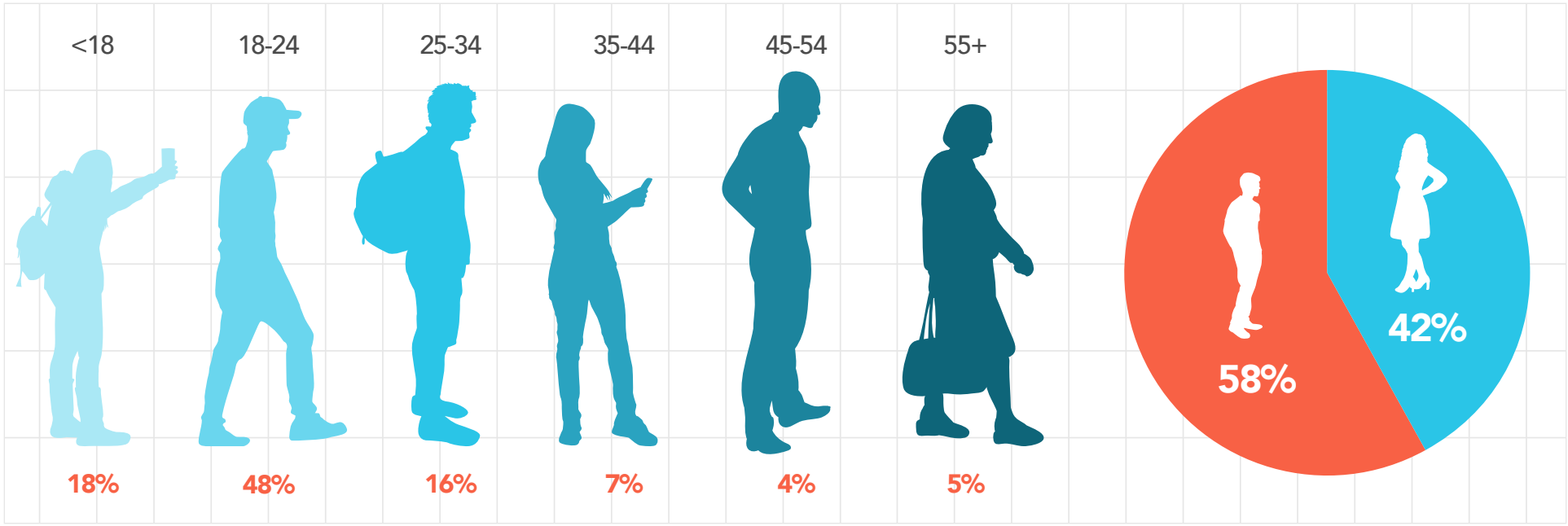


Age

Gender

Panel Demographics: Denmark



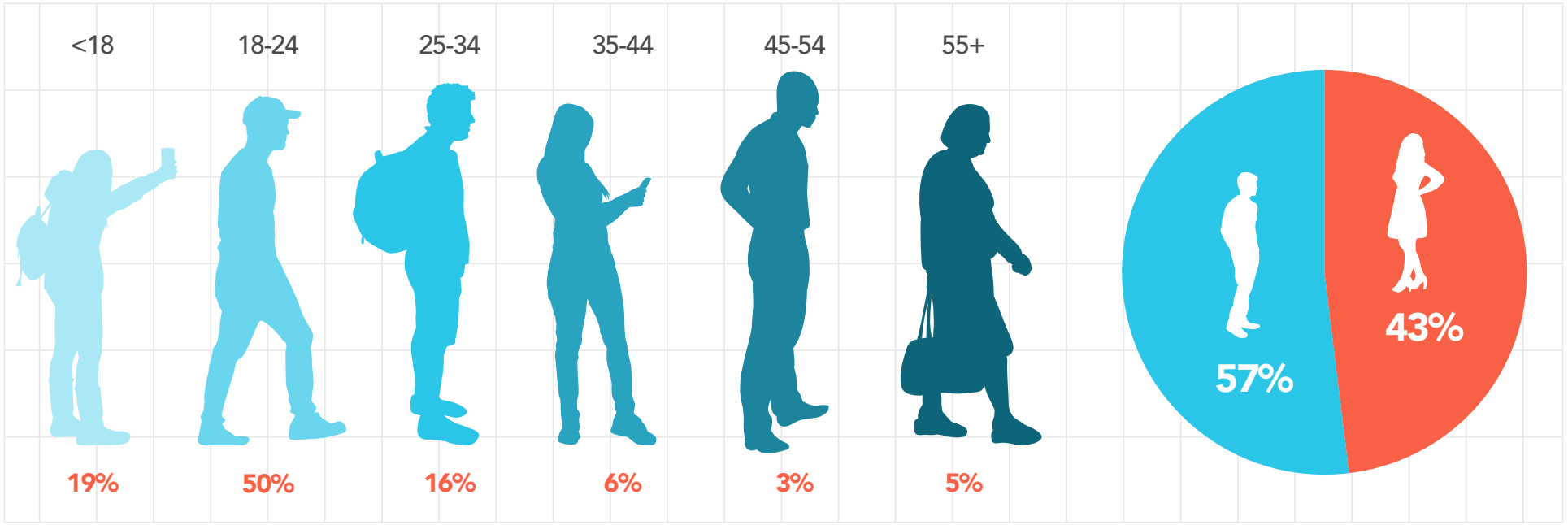


Age

Gender

Panel Demographics: Norway



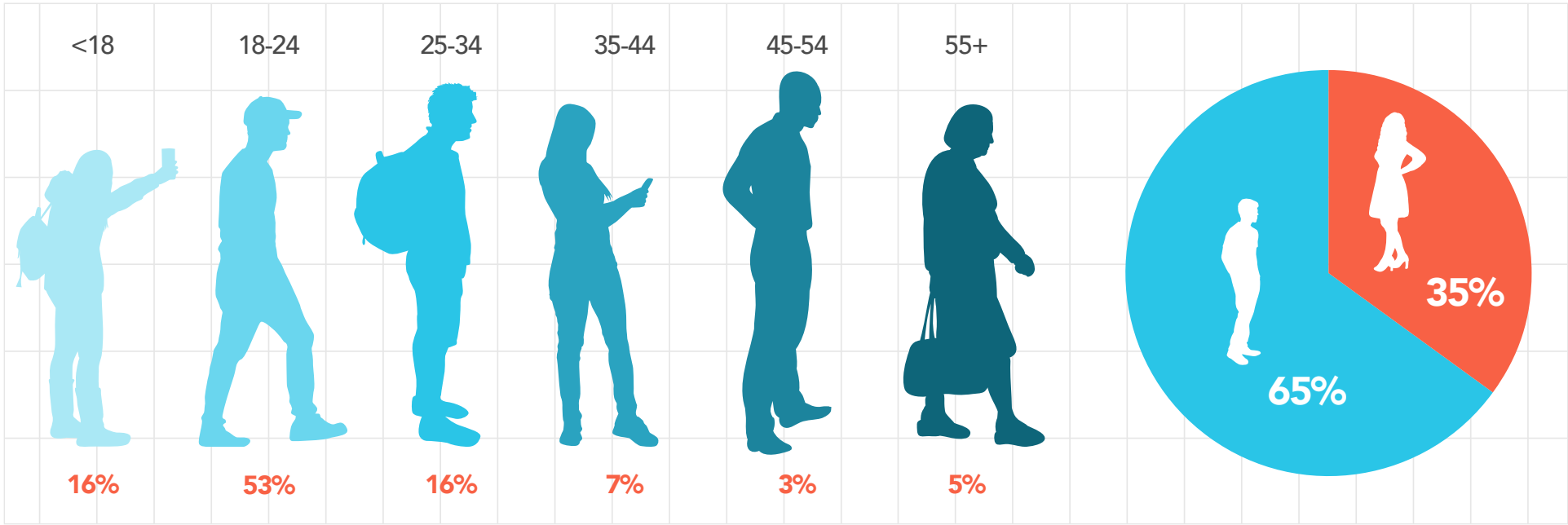


Age

Gender

Panel Demographics: Finland





Age

Gender

Profiling Data Points

Respondents are profiled on a range of standard characteristics.
Additional screening and and feasibility data may be available in certain locales.

- Age Gender Zip
- Race / Ethnicity State
- DMA
- Region
- Relationship Education
- Voter Registration
- Purchasing Decision Maker
- Sexual Orientation
- Industry
- Company # of Employees
- Company Revenue
- Company Department
- Auto Decision Maker
- Auto Brands
- Auto Purchase Date
- Auto Purchase Intent
- Fast Food Frequency
- Beverage Frequency
- Alcohol Frequency
- Movie Frequency
- Movie Home Watching
- Exercise Hours
- Sports
- Electronics Ownership
- Early Adopter
- Cell Carrier
- Cell Plan
- Gaming Hours
- Gaming Device
- Gaming Online
- Radio Frequency
- Flight Purpose
- Hotel Type
- Smoking
- Eyewear
- Hearing Aid
- Age and Gender of Child
- Employment
- Car Model Us Standard
- Diagnosed Ailments
- Household Income County
- Race/Ethnicity

