



BioBrain

Authentic First-Party Data

The Key To Unlocking True Business Potential

Research Simplified.
Insights Amplified.



Stevie Technical Innovation
of the Year 2025 Winner
Artificial Intelligence Category



Stevie Technology Breakthrough
of the Year 2025 Winner
Artificial Intelligence Category



Forbes
Select 200
Recognized Enterprise



THE ESOMAR
AWARDS | 2025
Nominee



Global Data Quality
Pledge Champion



ISO 27001 Certified



SOC 2 Certified



GDPR Compliant



**Anticipate the future with
Predictive Analysis and
Intelligent Data**

About Company

Pioneering The Way In Advanced Technology-Driven Research

At BioBrain, we specialize in providing actionable data-driven insights and recommendations to our clients. Our extensive research and unique understanding of people allows us to comprehend behavior and trends across 38 countries in the Americas, Europe, Middle East, and Asia-Pacific.

We understand that businesses require more than just data. That's why we offer accurate, pertinent information that can be translated into actionable insights, helping our clients make informed decisions across various sectors and industries.

Our rounded and complete perspective provides valuable insights that help businesses stay ahead of the curve and make strategic decisions that are backed by evidence. ESOMAR and GDPR compliant, our commitment is to maintain exceptional quality and simplify the process for clients to reach specific demographics and gain valuable data insights.

5**Continents****38****Countries****22****Languages**

Verified First-Party Data

Highly-responsive, Engaged And Reliable Databases

Leveraging a global community of highly-responsive, engaged and reliable databases, BioBrain offers your business the ability to connect with millions of respondents with just a click, providing accurate consumer feedback and actionable insights that help you make informed decisions for your business.



Data



Analysis



Insights



Service & Quality

Driving Decision Intelligence

In addition to providing access to the largest and highest quality panel of real and engaged individuals in the industry, we ensure unparalleled flexibility and bias controls for accurate audience selection, and offer customized solutions for data insights, activation, and measurement.

Accurate Audience

01

We ensure unparalleled flexibility and bias controls for accurate audience selection.

Customized Solutions

02

We offer customized solutions for data insights, activation, and measurement.



Technology Leadership

Agile Data & Insights Enabling You For Actionable Strategy

Our platforms are powered by advanced data science and AI, and built by a team of industry veterans with deep domain and technical expertise. We leverage cutting-edge technology and best-in-class security and authentication frameworks like RelevantID, Geo-IP validation, digital fingerprinting, Max-Min fraud detection, Research Defender, DUID, and Verisoul to ensure every respondent is thoroughly screened.

-  Max-Min Fraud Detection
-  Verisoul
-  DUID
-  Relevant ID/Imperium
-  Geo IP
-  Research Defender



The Equalizer with No Bias Data

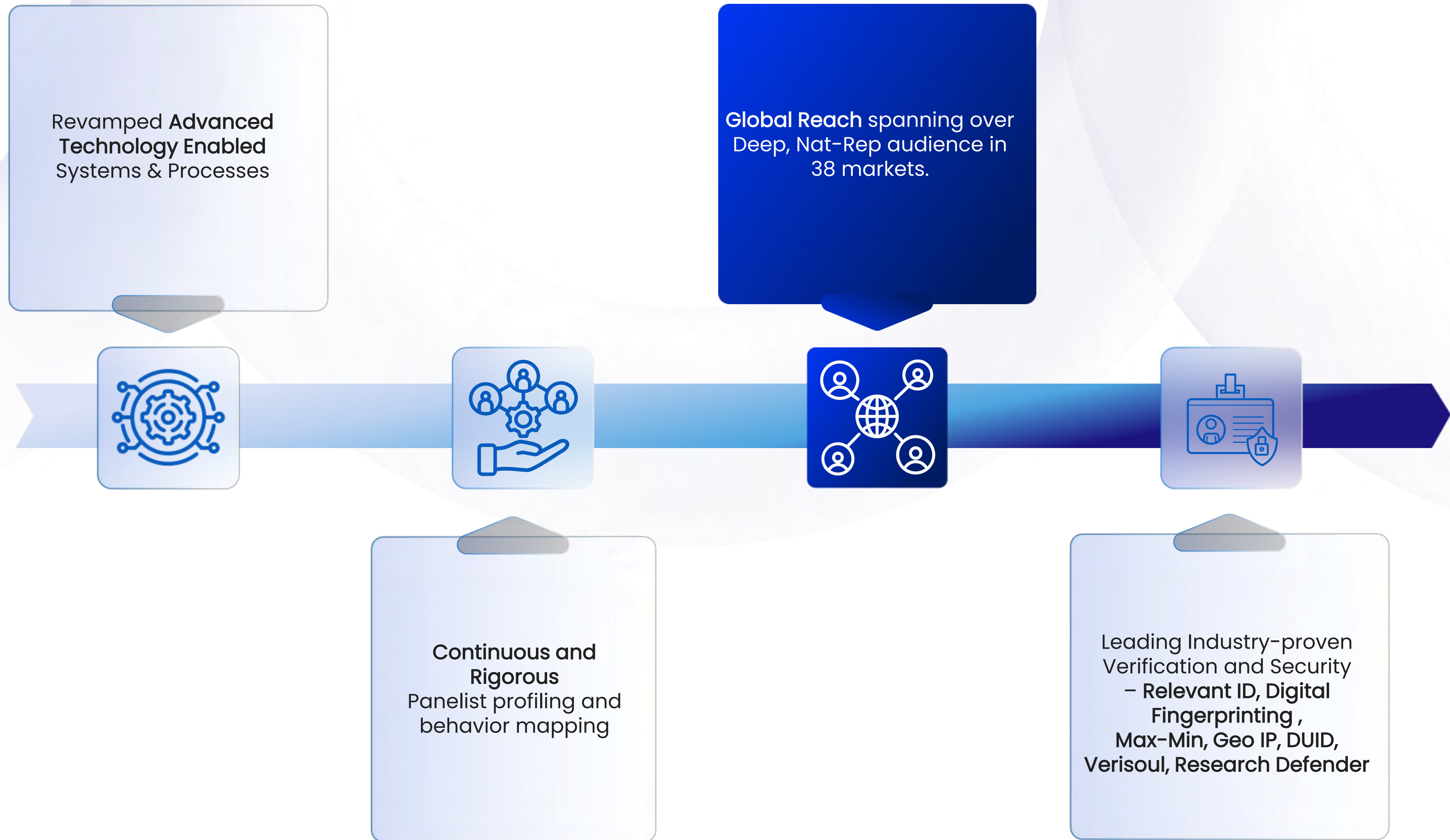
Explore the power of precision targeting through BioBrain panel. Boasting over 200 attributes and a worldwide reach in 38 international markets, our panel provides you with instant access to millions of respondents, giving you the ability to select the ideal audience for your research, right when you need it.

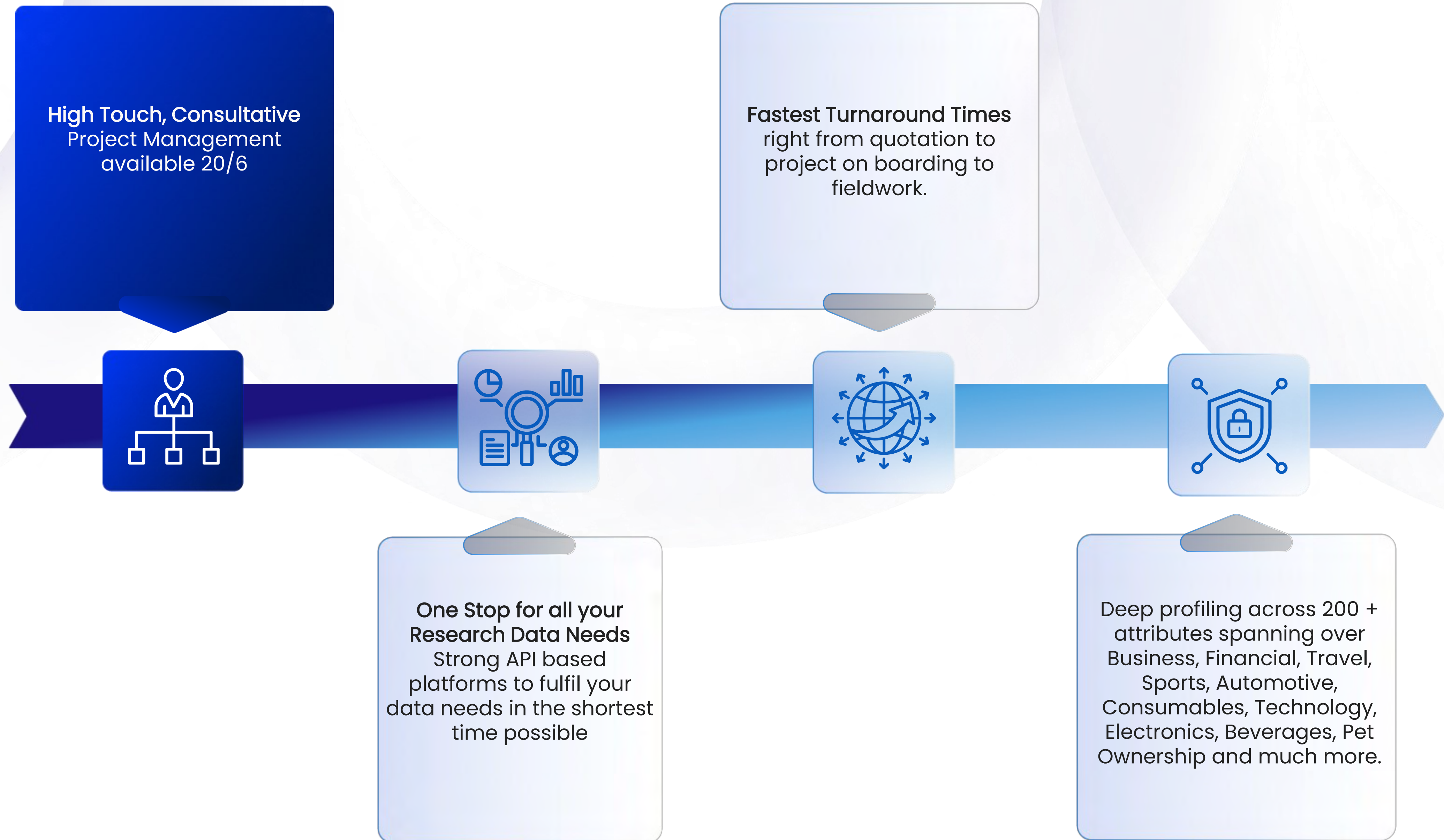
38

International Markets

Instant access to
millions of respondents







Flexible and Custom Project Management enabling
Quota Management, Click Balancing, Niche Audiences, Community Recruits, Automated Incentivization and Payouts

Tracker Studies and Associated **Respondent Base Consistency** Wave Over Wave



Highly Engaged
Respondent Base
that assures faster fill
rates and completion
times.

Wide Range of Survey
Capabilities
Covering Sample Only and
**End to End Custom Full
Service Project Management**



BioBrain

Research Simplified. Insights Amplified.



Services extending over Data Collection, Programming and Hosting, Email Management, Data Analysis, Tabulation, Reporting & Charting



GDPR and Privacy Laws Compliant

Recruitment

Our Approach Is Nimble And Technology-driven

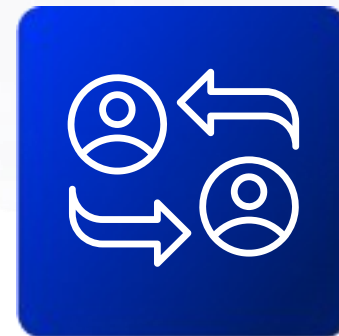
Our recruitment efforts span a wide range, from scouring the web and social media, to making calls and conducting intercept surveys. We also partner with affiliate networks and utilize trusted third-party databases, as well as leveraging the professional connections on LinkedIn and personal referrals. All of this results in a continually growing pool of millions of respondents, each of whom have undergone a thorough screening process before being considered for inclusion in our panel and eligible for participation in research surveys.



Web



Making Calls



Personal Referral



Social Media



Linkedin



Intercept Surveys



Verified First-Party Data Available On-Demand

Our databases go beyond just basic demographic profiling, they are consistently updated and enriched with a wide variety of attributes. This includes information on business, travel, electronics, automotive, gadgets, lifestyle, financial, health, gaming, FMCG, internet usage, hobbies & interests, media consumption and preferences, restaurant & store, and much more, guaranteeing that you have access to highly precise data for your research needs.

At BioBrain, we use cutting-edge technology to power every aspect of our market research. As a global full-service research operations company, we have the expertise to conduct and deliver cohesive and accurate surveys for a wide range of business goals.

Our approach is nimble and technology-driven, allowing our clients to customize the delivery process to their specific needs.

We have a vast network of carefully selected and vetted respondents from around the world, ranging from national representative communities to niche audiences from hard-to reach segments. These panelists are handpicked by our team of domain-specific recruitment experts.



WHY US ?



EXPERTISE

Our capabilities allow us to process millions of data points every year, giving us an exceptional understanding of our respondent's behavior and preferences. With the use of sophisticated machine learning algorithms on our platforms, we assure you the audience that's most suitable and relevant to your research or marketing goals.



AUTOMATION

Our automated operations, from the initial bid stage through to invoicing, guarantee exceptional results at every step of the research engagement process. With the support of advanced automation tools, our APIs and panels are able to detect fraud and anomalies in real-time, ensuring a secure and efficient experience for all parties involved.



PEOPLE

Our teams are comprised of the most experienced professionals from the industry that are trained to handle and deliver high touch client servicing every single time. Our people are our assets that carry years of experience and expertise across research and technology domains offering the best solutions. 20/6 coverage and consultative approach is what sets us apart in the industry.



Research with Zero Compromise

As your research partner, we take the responsibility of providing you with the most reliable databases in the industry. Using advanced data science methods and innovative technologies, we meticulously screen and verify each respondent not just at the panel onboarding stage, but also on a recurring basis. Trust us to deliver the data you need to make informed business decisions.



To further protect the integrity of our data, we also partner with industry-leading platforms such as MaxMind, Imperium, Verisoul and our proprietary quality algorithms to identify and remove any respondents displaying suspicious behavior. Additionally, our use of red herring and trap questions allows us to pre-detect ambiguous responses.



Ensure the accuracy and authenticity of your market research data with our advanced monitoring systems. Our smart algorithms continuously track survey taking behavior, as well as respondent profiles through IP verification, digital fingerprinting, LinkedIn verification, and overall behavior analysis.



Any deviation from our set threshold of survey scores triggers an investigation by our dedicated panel team, resulting in the elimination of fraudulent and bot behavior providing you with the most reliable research result.

Profiling Details

Our approach is nimble and technology-driven, allowing our clients to customize the delivery process to their specific needs.

We have a vast network of carefully selected and vetted respondents from around the world, ranging from nationally representative communities to niche audiences from hard-to-reach segments. These panelists are handpicked by our team of domain specific recruitment experts.

We deliver a powerhouse **research ecosystem** which combines our strengths from **proprietary global panel assets** and our position as provider of cutting-edge MR technology for industry leaders enabling them to build their own panels and communities. This unique position grants us **unrestricted operator rights and secure, authenticated access to a massive, rigorously vetted respondent pool** across proprietary, partner, and specialty channels. By leveraging advanced integrations and multi-layered security frameworks, we ensure unmatched audience diversity and precision targeting for even the most complex research needs.



Business Profiling

Industry

- Business Services
- Computer Hardware
- Computer Software
- Consulting
- Consumer Products
- Consumer Services
- Entertainment / Sports
- Energy & Utilities / Oil & Gas
- Food / Beverages / Restaurant
- Media / Publishing
- Non-Profit
- Retail
- Telecommunication
- Equipment
- Travel / Hospitality / Leisure

Business Type

- Industry Segment
- Annual Revenue
- Number of Employees at All Locations

Business Professional

- Title
- Occupation
- Functional Role
- Purchase Decision Makers
- Primary Role
- Human Resources Role

Business Profiling

Legal Services



- Legal Occupation
- Legal Role

Real Estate



- Type of Business
- Primary Real Estate Role

Banking / Financial / Insurance



- Type of Business
- Primary Role Finance, Banking and Accounting

Business Profiling

Departments



- Administration / General Staff
- Customer Service / Client Service
- Executive Leadership
- Finance & Accounting
- Human Resources
- Legal / Law
- Marketing
- Operations
- Procurement
- Sales / Business Development
- Technology Development Hardware
- Technology Development Software
- Technology Implementation

ITDM / IT Roles < >

- Types of IT Professionals
- Developer Role
- Primary IT Functions / Responsibility
- Roles in various IT Areas including
 - PCs, Tablets, or Client Devices
 - Mobile Technology / Applications
 - Servers
 - Data Center
 - Cloud Computing
 - Network / Data Technology
 - Voice Technology
 - Business Applications & Process Software
 - Virtualisation Software
 - Unified Communication

Education



- Educator Role
- Educator – Education Level
- Educator – Education institute

Consumer Profiling

Parenting

- Number/Age of Children
- Childcare
- Pregnancy
- Formula Usage
- Parenting Style

Travel

- Business vs. Leisure travel
- Travel Planning Responsibility
- Method of travel planning & booking
- Vacation Destinations
- Travel Activities
- Frequency of domestic & International Travel
- Frequency of Airline Travel
- Frequent Flyer Membership
- Car Rental Companies

Financial

- Credit card ownership
- Debit card ownership
- Method of payment
- Household payment responsibility
- Primary bank
- Financial products
- Current loan(s)
- Primary mortgage bank
- Digital banking

Consumer Profiling

Sports

- Websites
- Sports publications
- Sports networks
- Participation in sports activities
- Ownership or intent to purchase sports equipment
- Participation in fantasy sports

Cell Phones

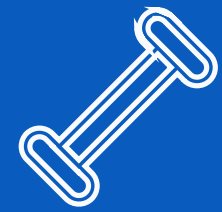
- Cell phones brand
- Cell phone service providers
- Average monthly service cost

Automotive

- Number of vehicles owned by individual and/or household
- Type of vehicle owned/leased
- Fuel type
- Purchase vs. Lease
- Type of vehicle considered
- Ownership of motorcycles, RVs, ATVs etc.

Consumer Profiling

Fitness



- Frequency of exercise
- Gym Membership
- Doctors / Healthcare Professionals
- Frequency of vitamins, minerals and supplements usage
- Type of vitamins, minerals and supplements
- Insurance Companies
- Type of Insurance

Games



- Video game console/handheld
- Types of Video Games
- Games via console / handheld
- Number of games purchased / rented
- Category of video games
- Intention to buy video games in the future
- Brands of video games console / handheld

Pet Parents



- Type of pets owned and/or household
- Amount of money spent on pet(s)
- Pet products (food,grooming, etc.)
- Involvement in pet-related purchases
- Likelihood of pet ownership

Consumer Profiling

Beverages



- Frequency of non-alcoholic beverage consumption
- Frequency of regular and diet soda consumption
- Brands of regular and diet soda
- Frequency of alcohol consumption
- Frequency of beer consumption
- Frequency of wine consumption

Hobbies & Interests



- Participation in hobbies and activities
- Types of items collected as a hobby
- Sports equipment owned or intend to purchase
- Sports Participation

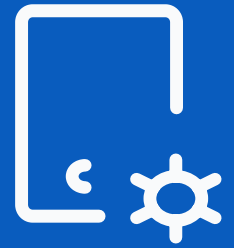
Media Consumption



- Media Consumption and/or household
- OTT Consumption and frequency
- Print & Digital Media
- Television Services
- Hours of television viewing during the week and on the weekend
- Cable Service Providers
- Satellite Service Providers

Consumer Profiling

Apps & Devices



- Hours spent on mobile phone in hours per day
- Types of apps in use
 - Gaming
 - News
 - Social Media
 - Multimedia
- Number of mobile devices being used in home
- Most used app on a daily basis
- Social Media apps in use
- No. of purchased apps

Food



- Type of food
- Frequency of dining out
- Average expenditure on dine-outs
- Preference of cooking vs dining out on occasions
- Restaurants visited
- Frequency of healthy food, snacks, fried & vegan food
- Frequency of cooking at home by self
- Aid of a professional cook

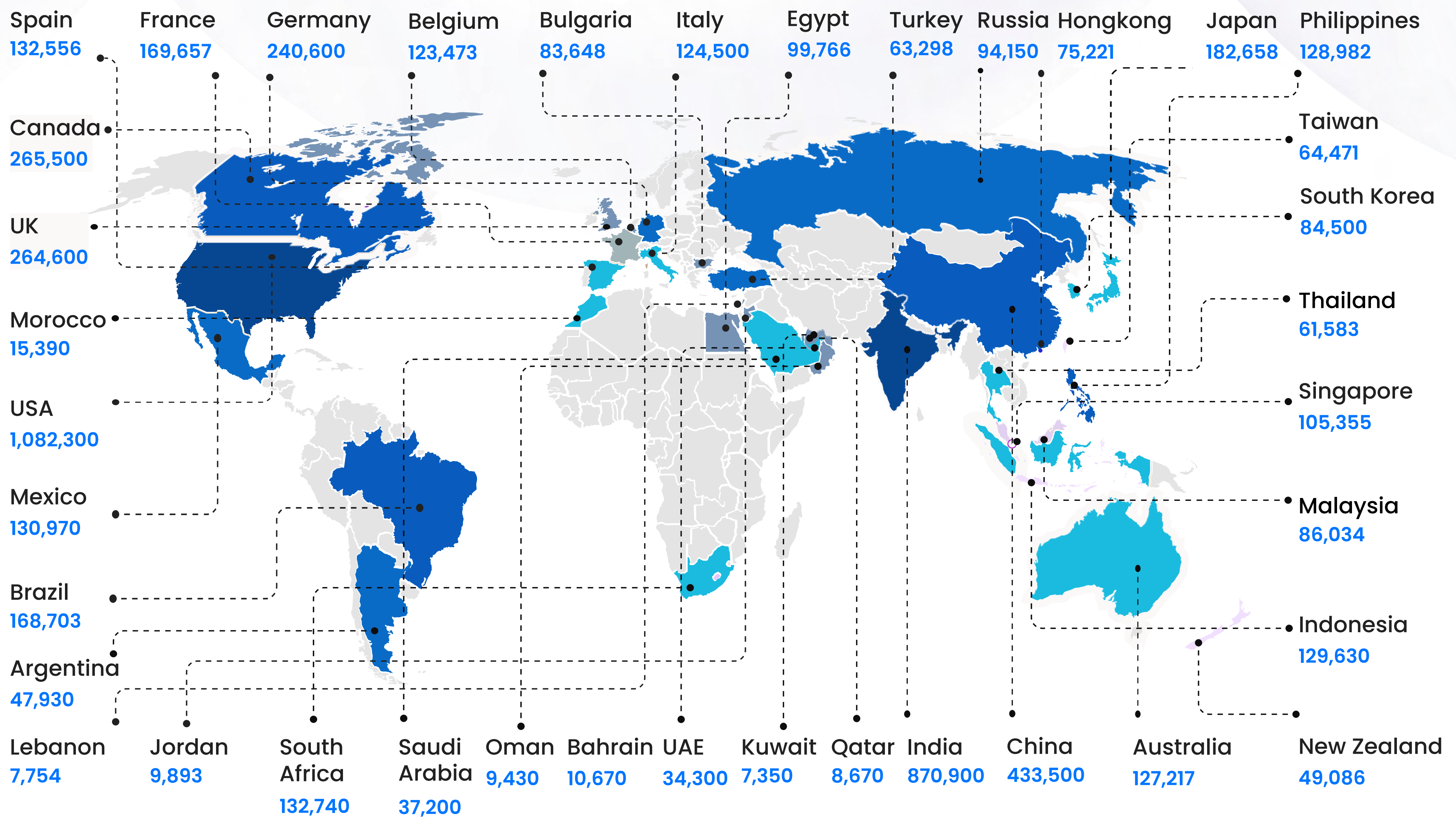
Healthcare



- Physical health
- Mental Health
- Conditions
 - Obesity
 - Skin
 - Women's health conditions
 - Vision / Eye Condition
 - Allergy
 - Pain
- Medical Devices in Use for Self / Family Member

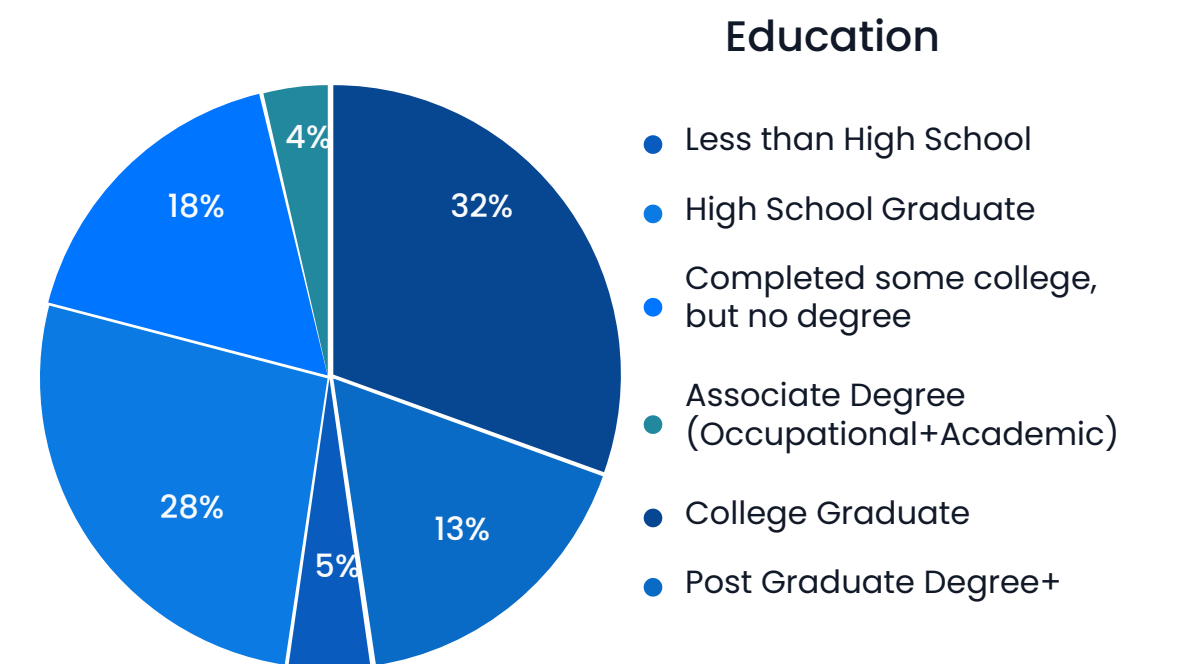
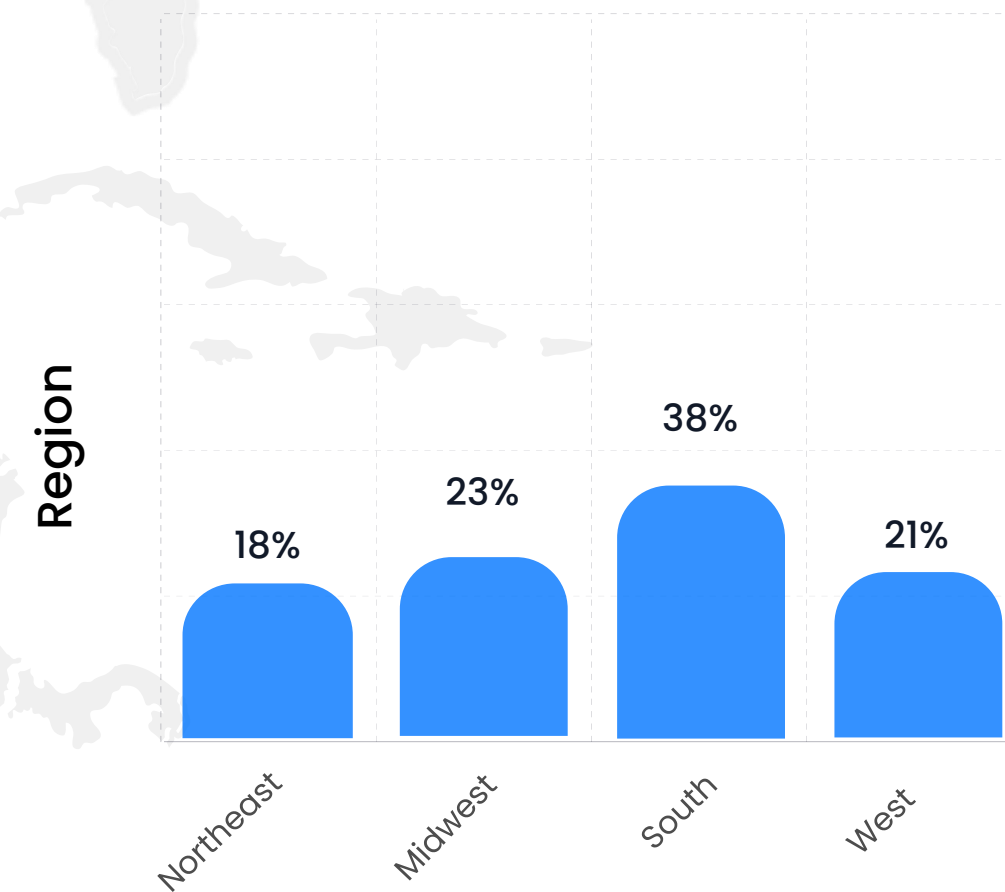
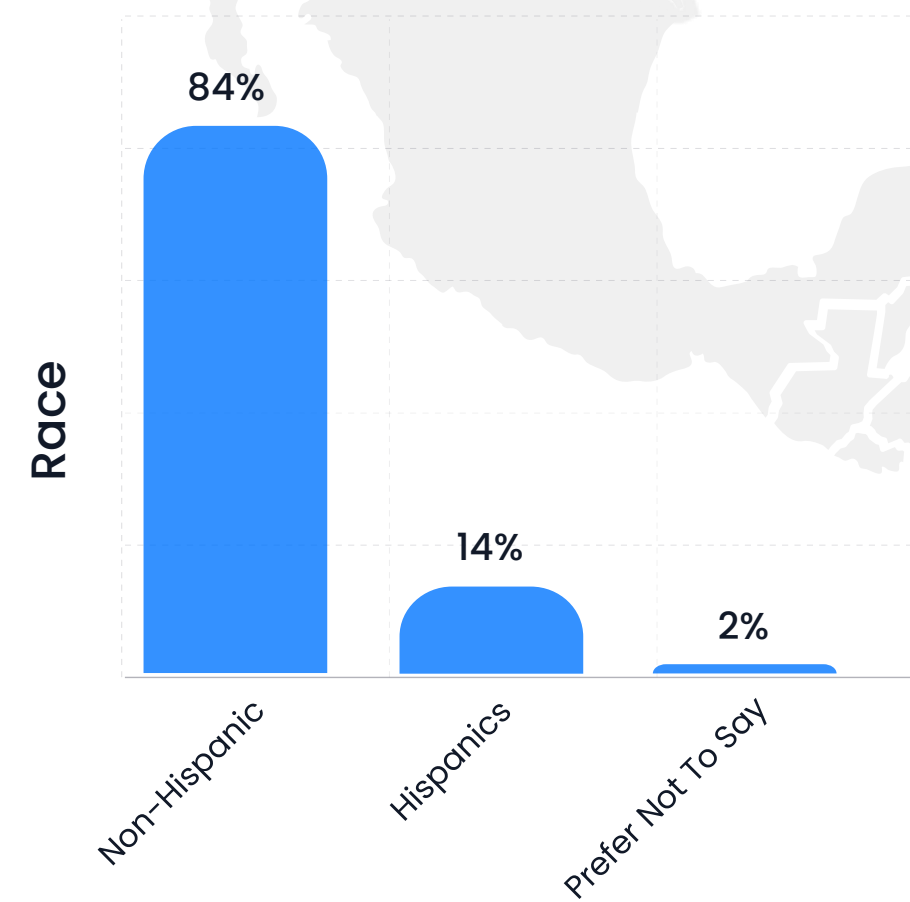
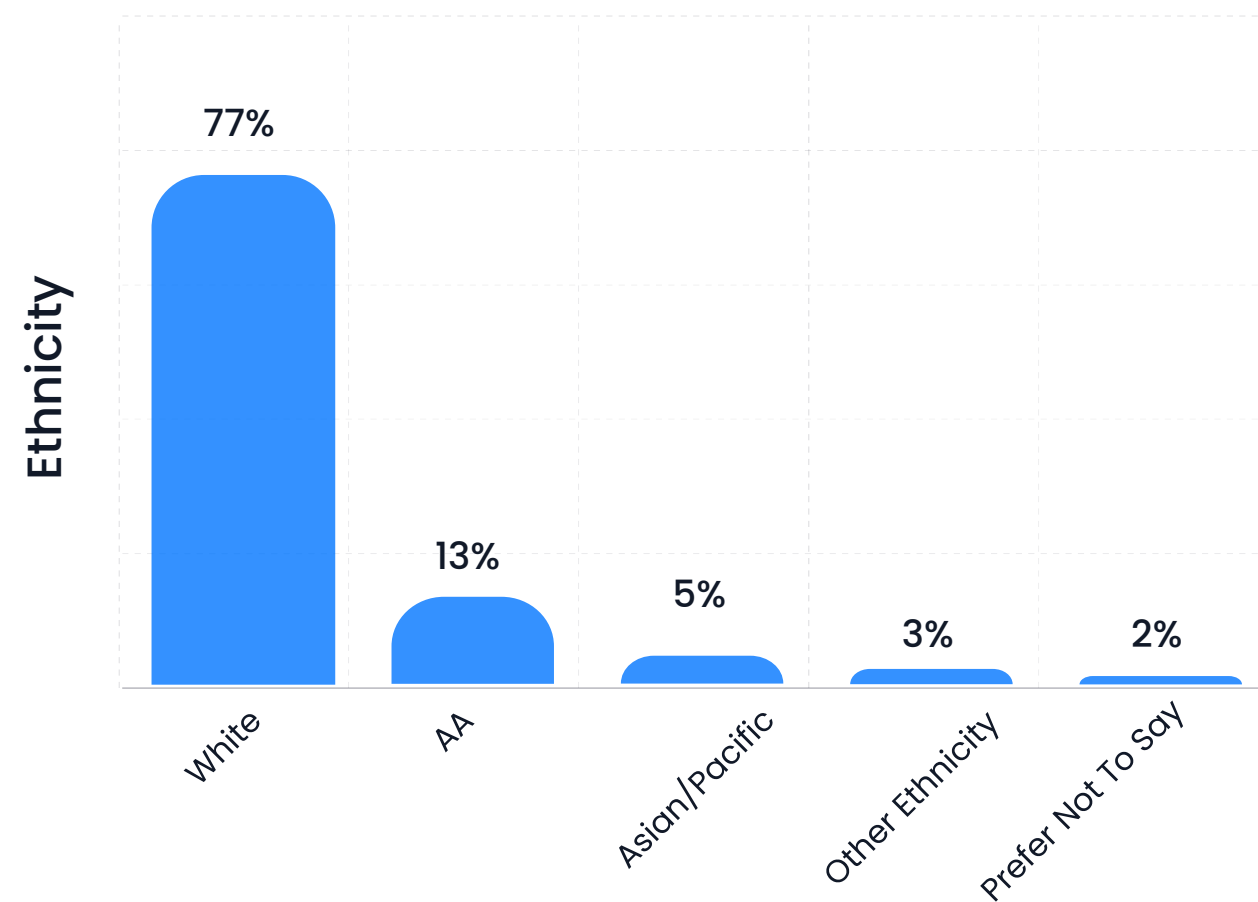
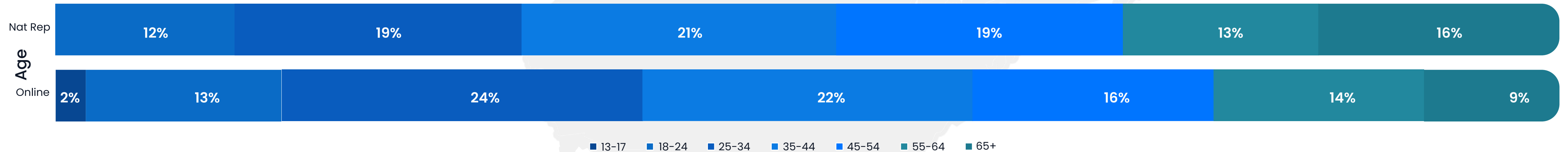
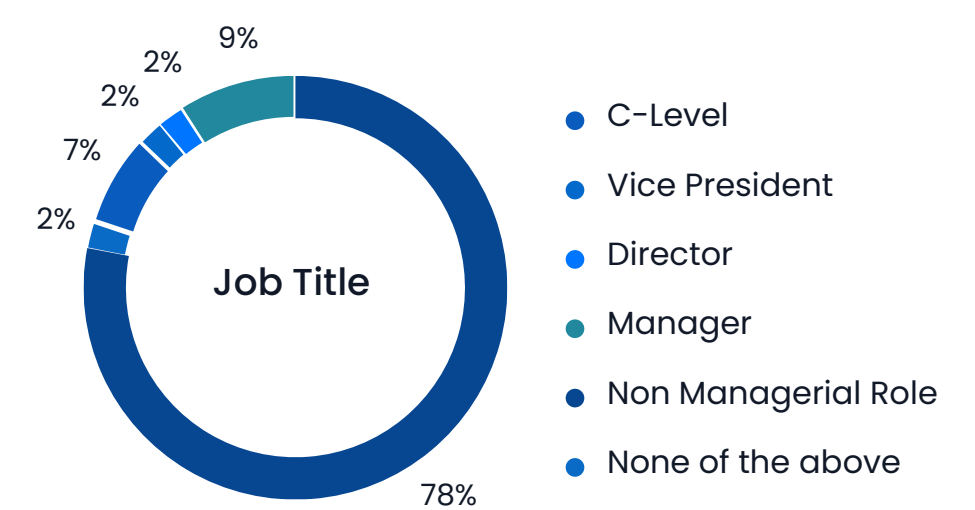
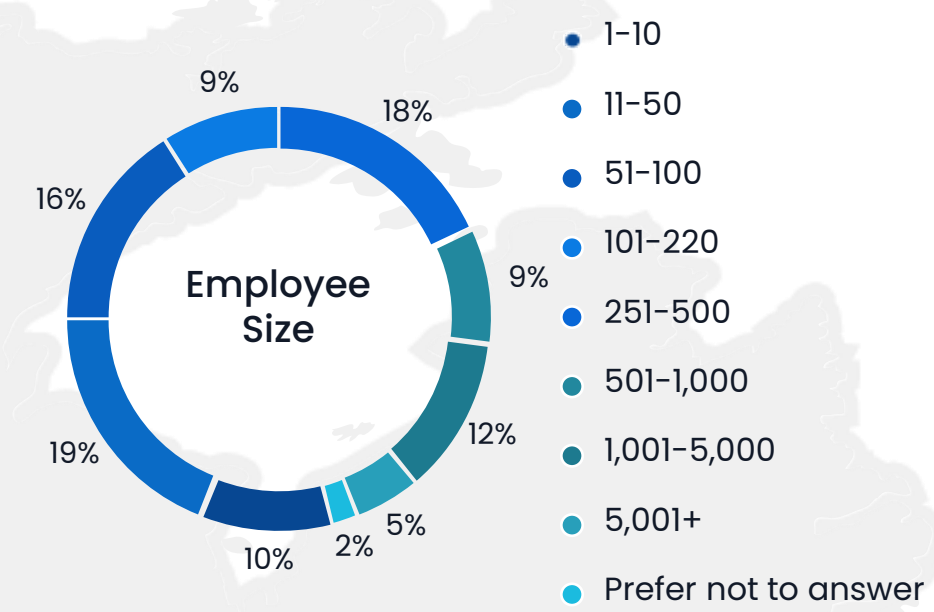
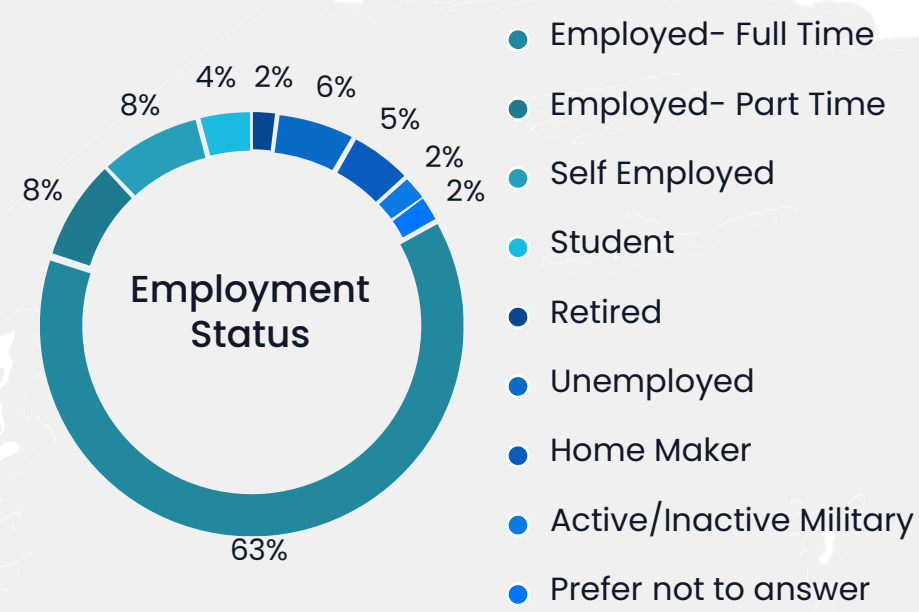
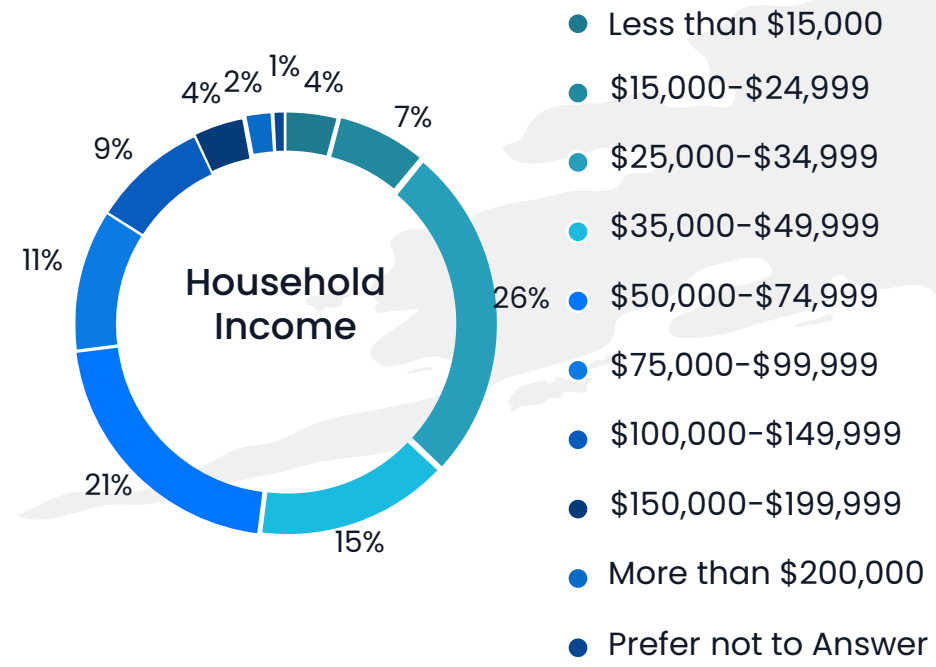
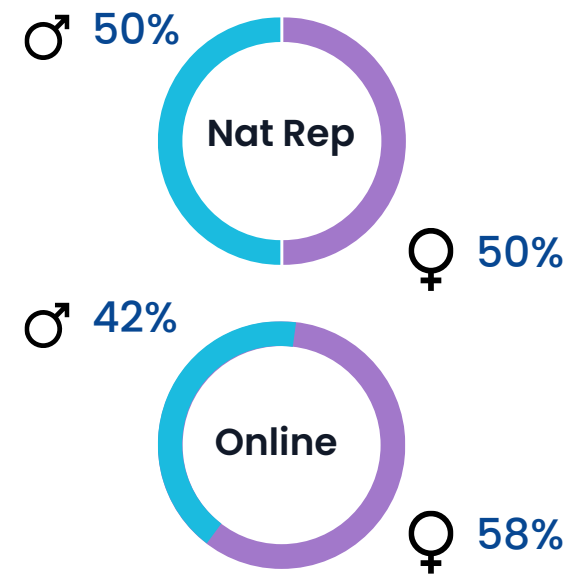
Our Presence: Major Markets

Panel Size: 5.7Mn



North America



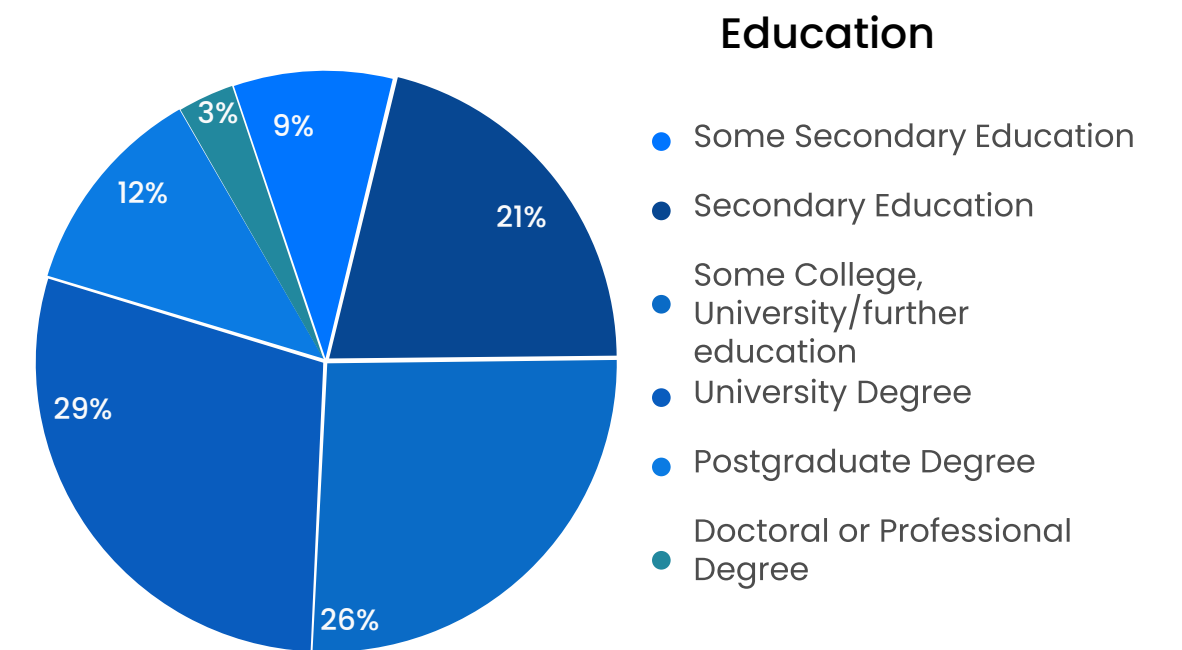
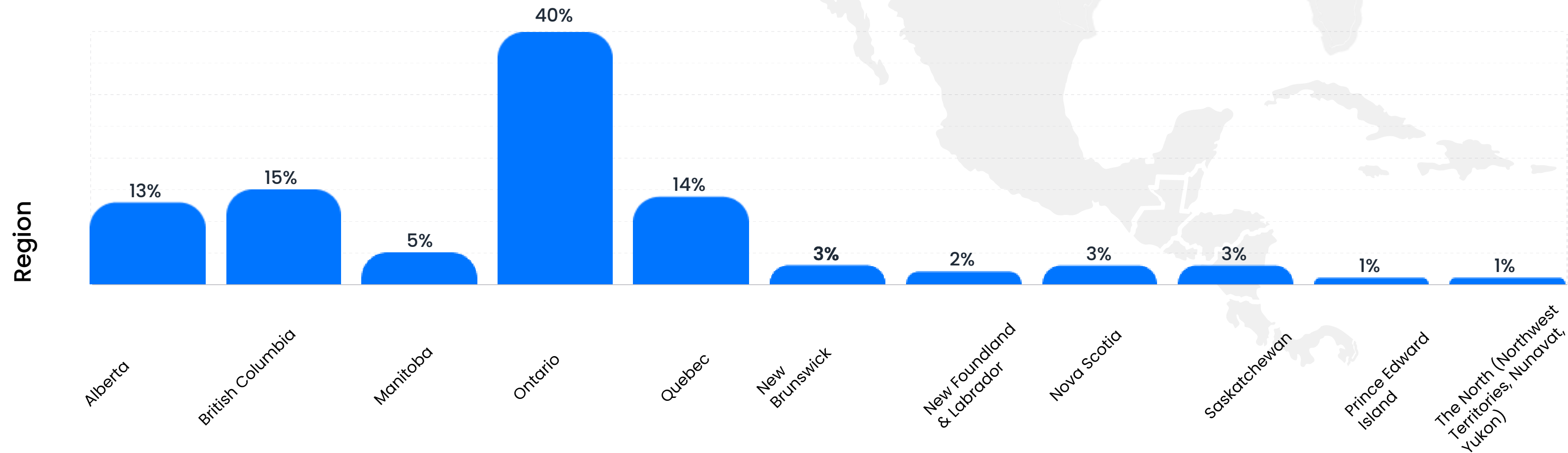
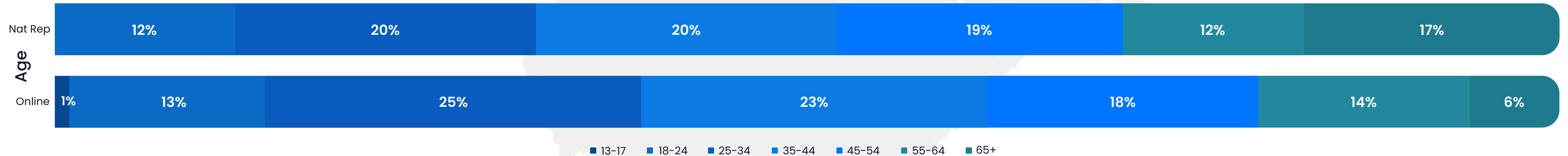
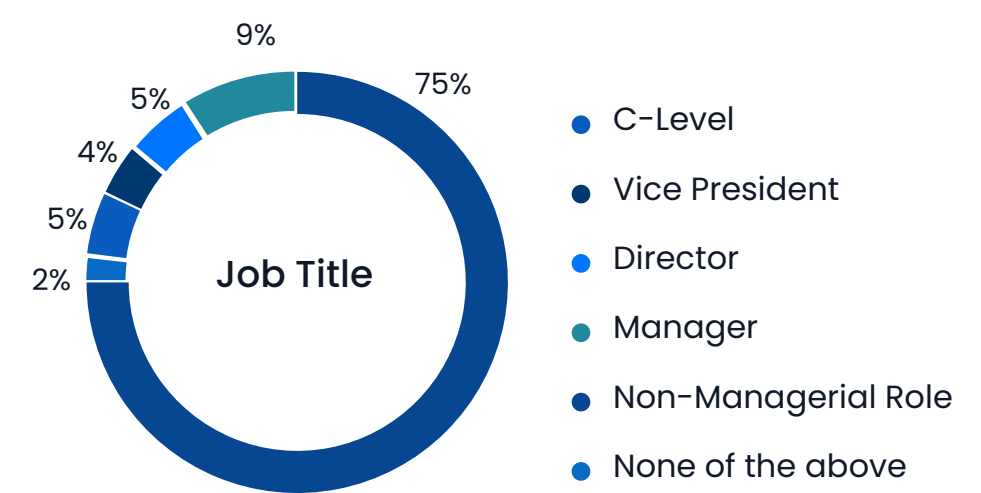
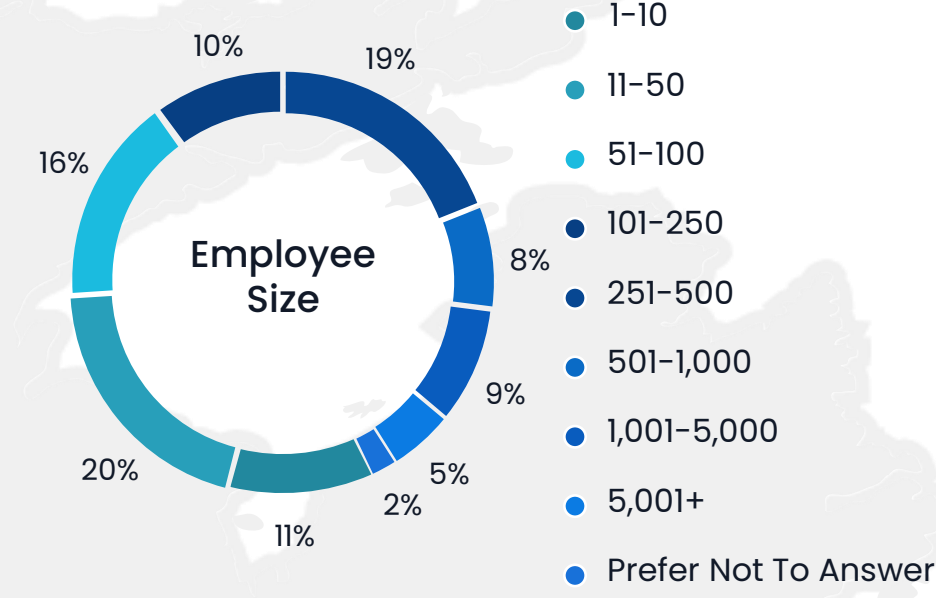
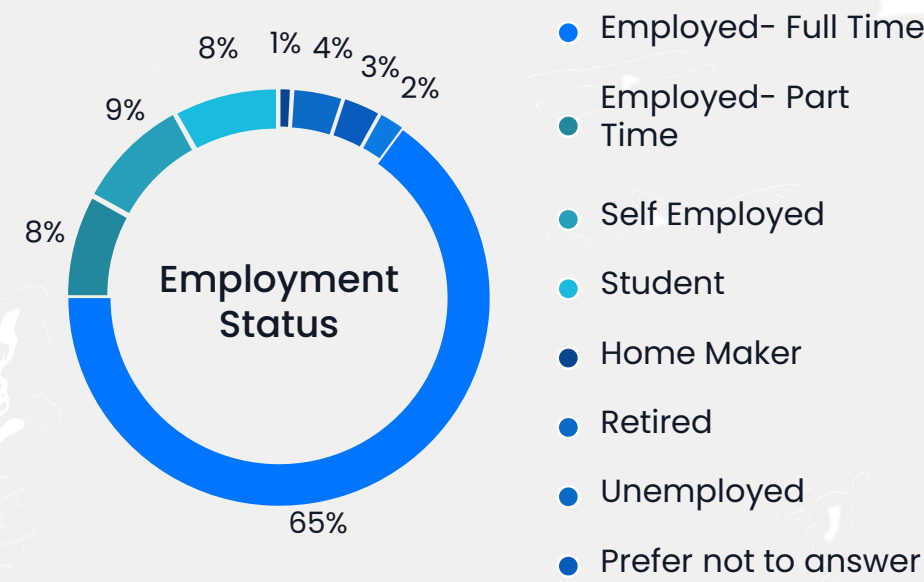
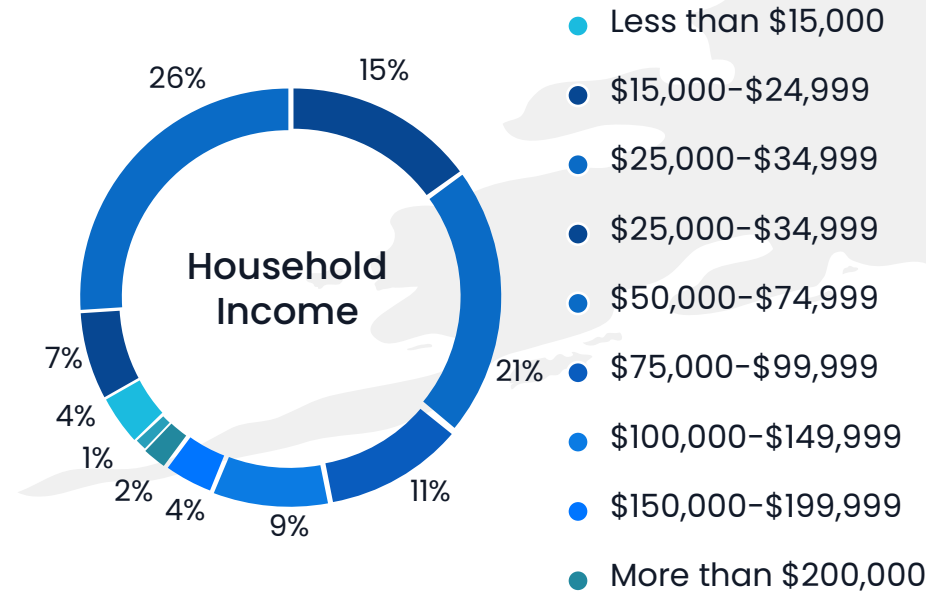
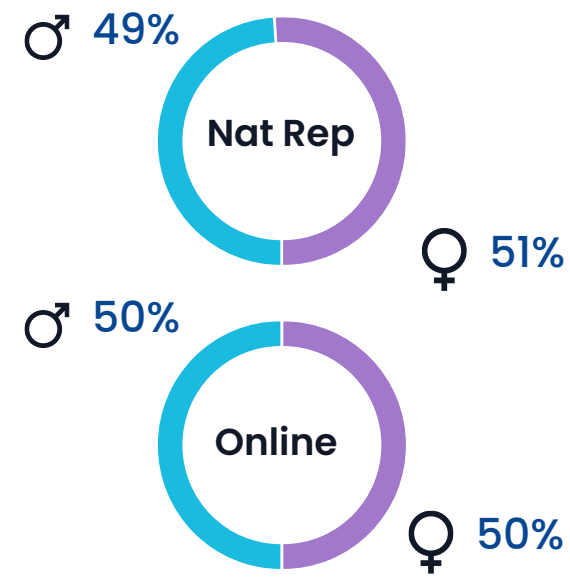




Canada
265,500

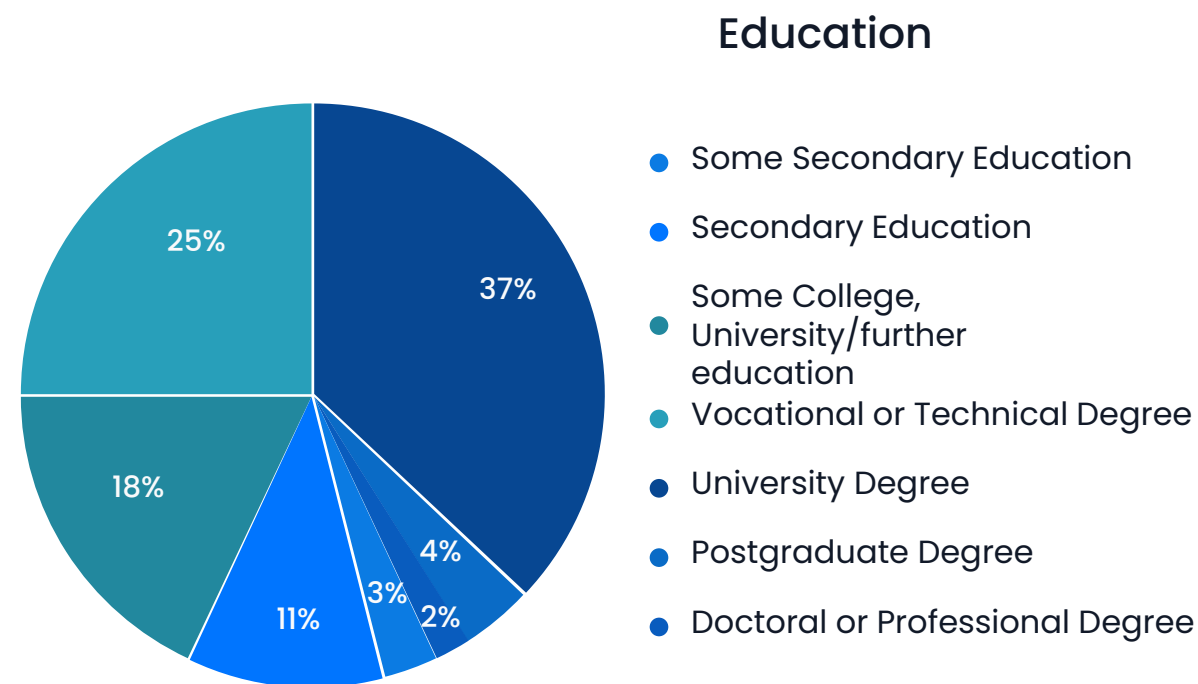
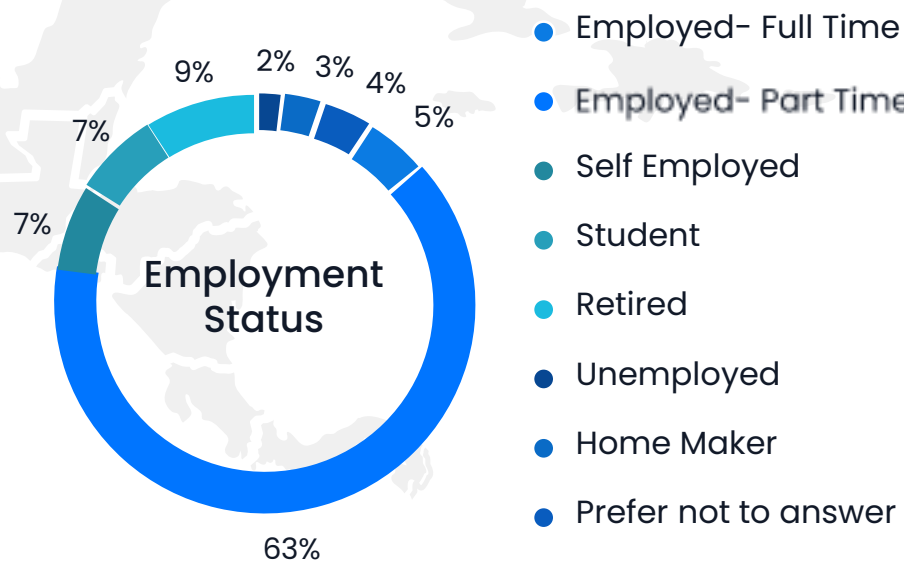
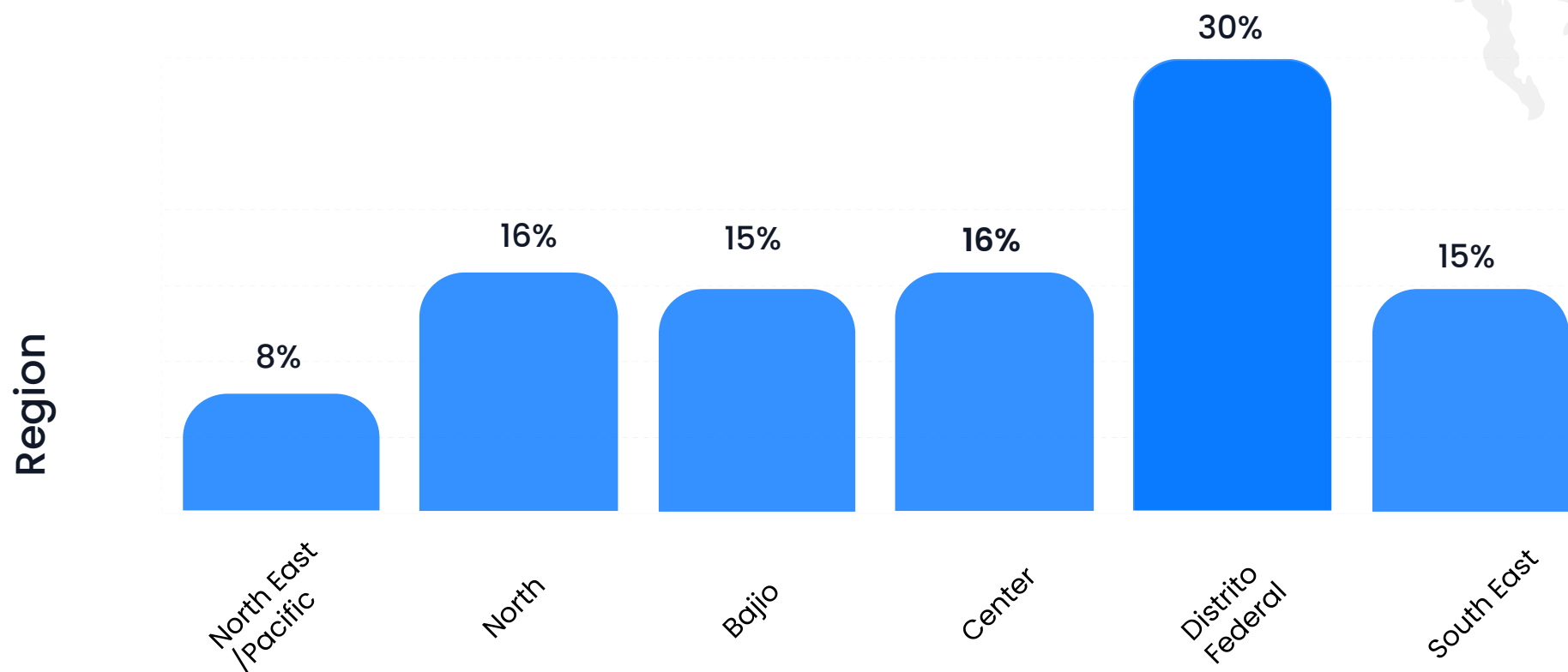
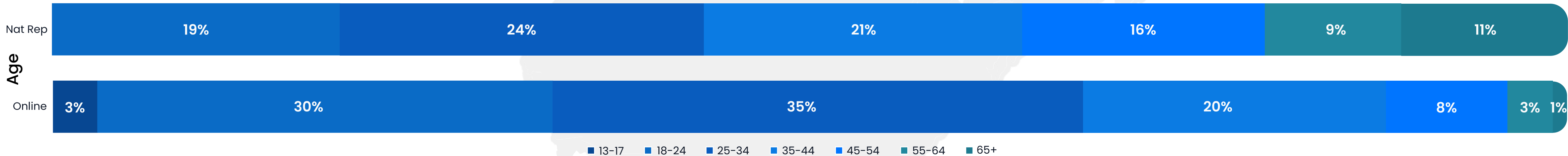
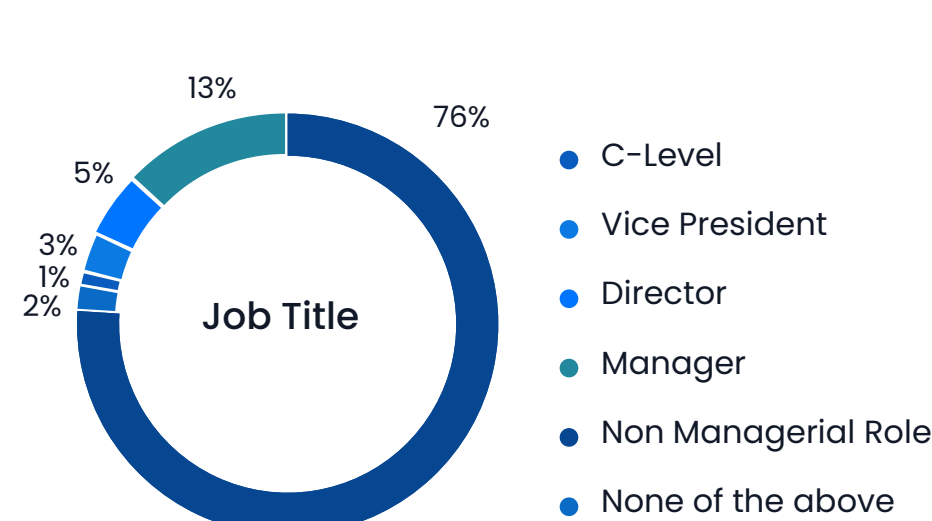
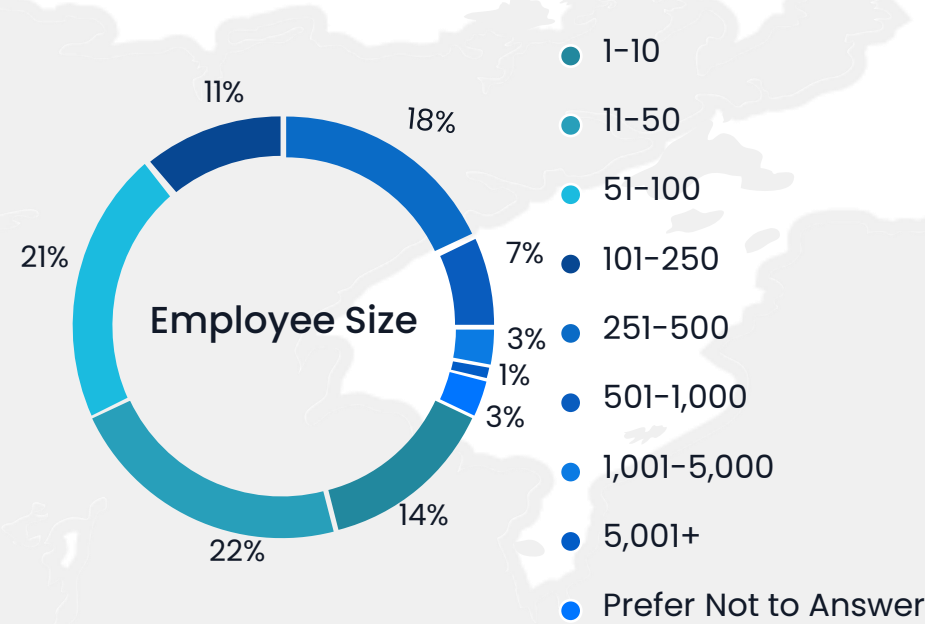
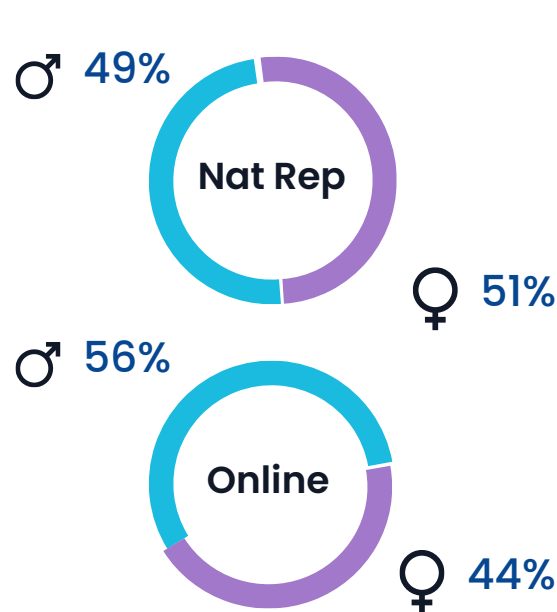


BioBrain



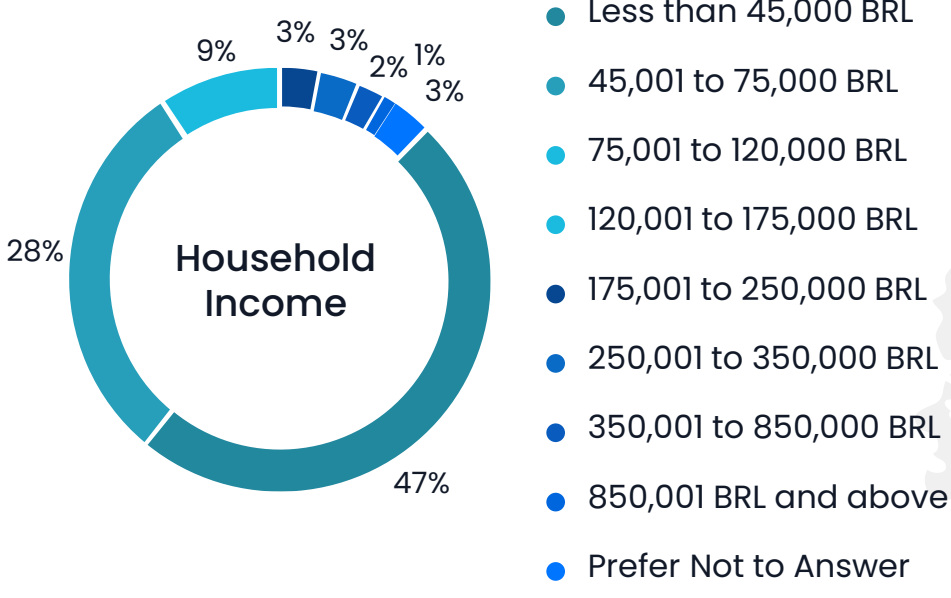
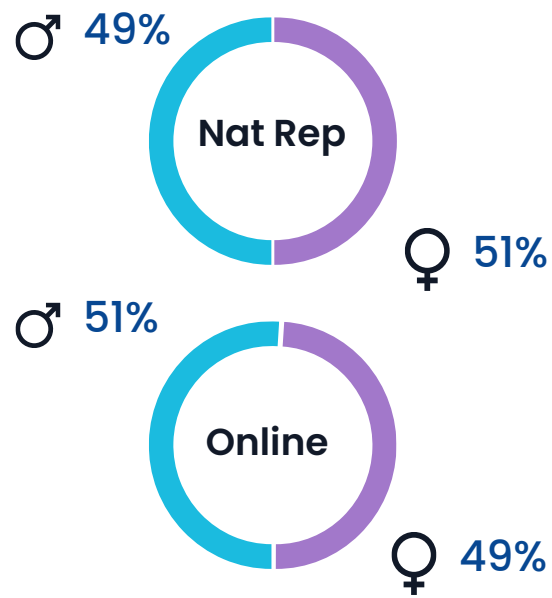


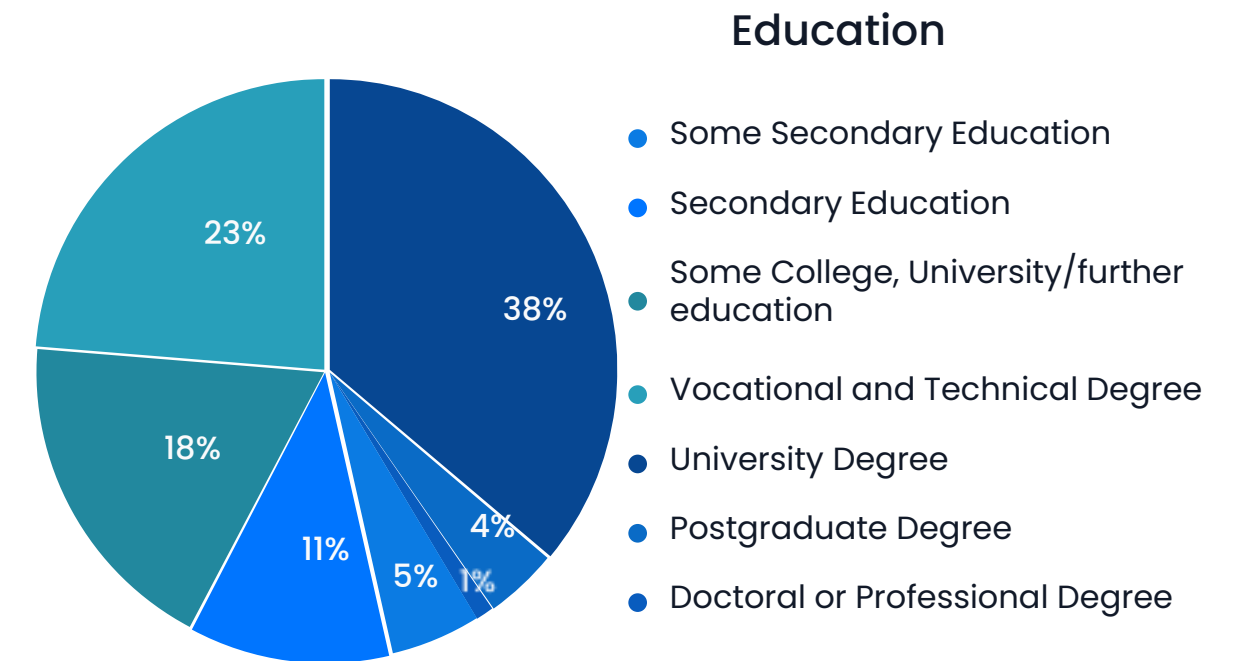
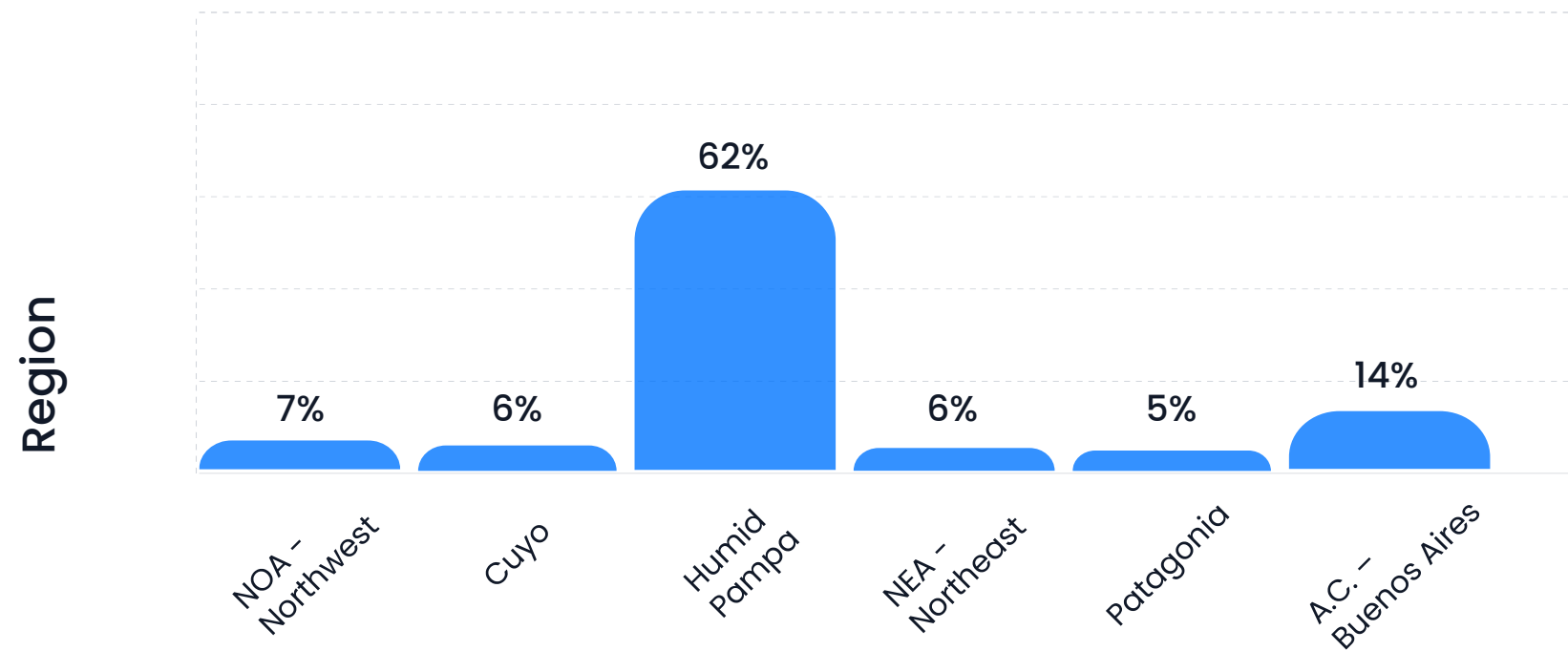
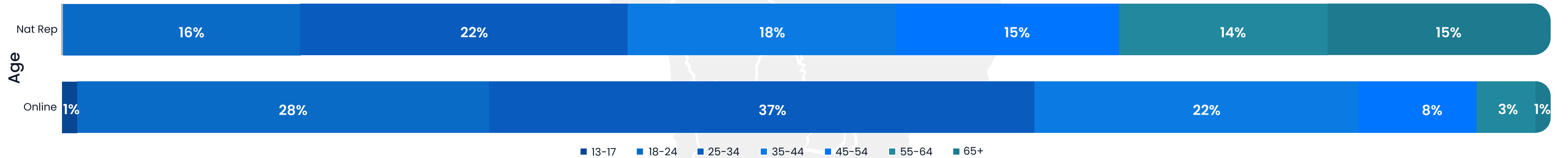
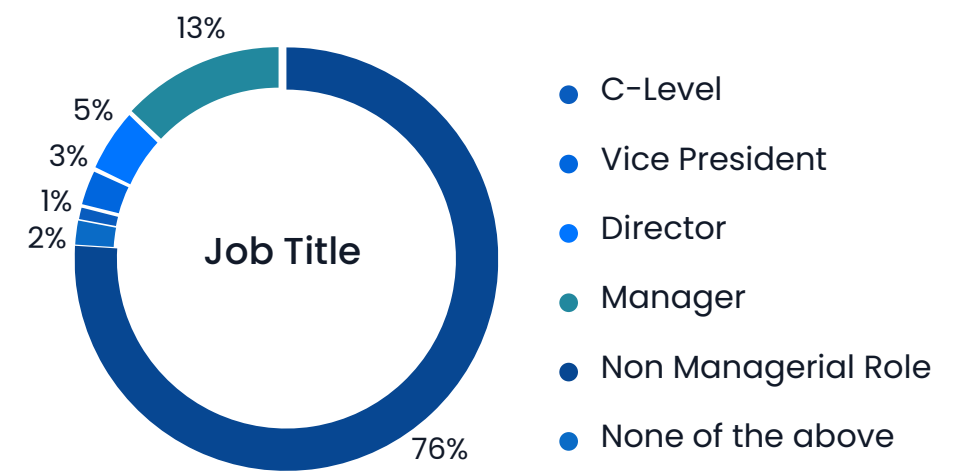
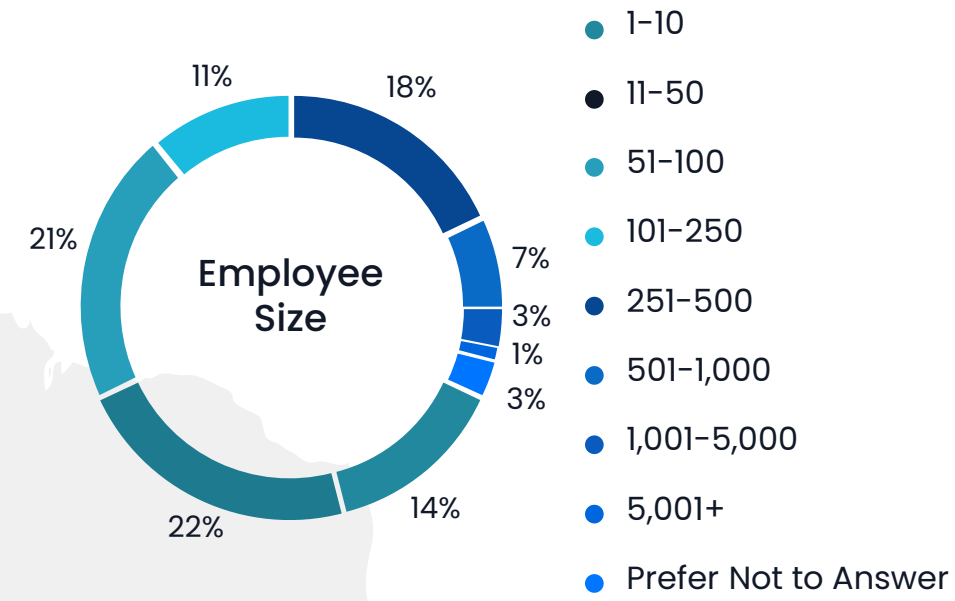
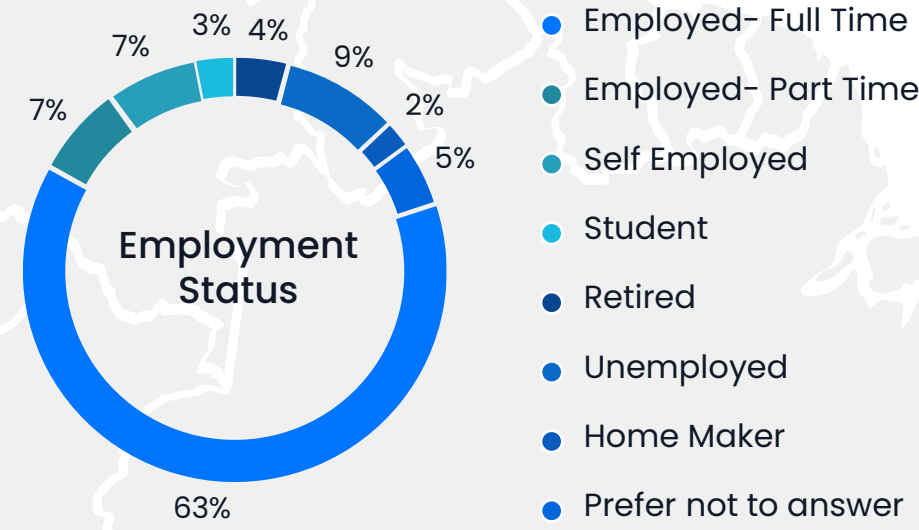
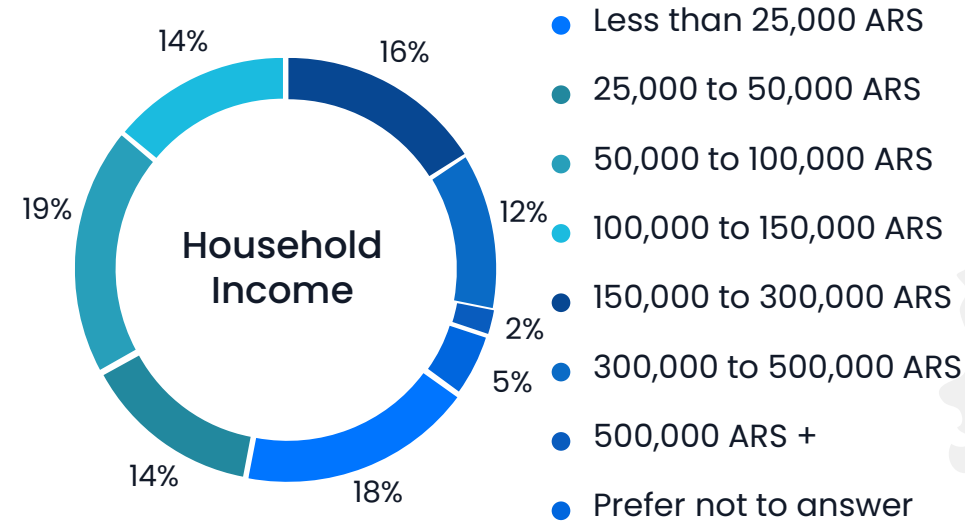
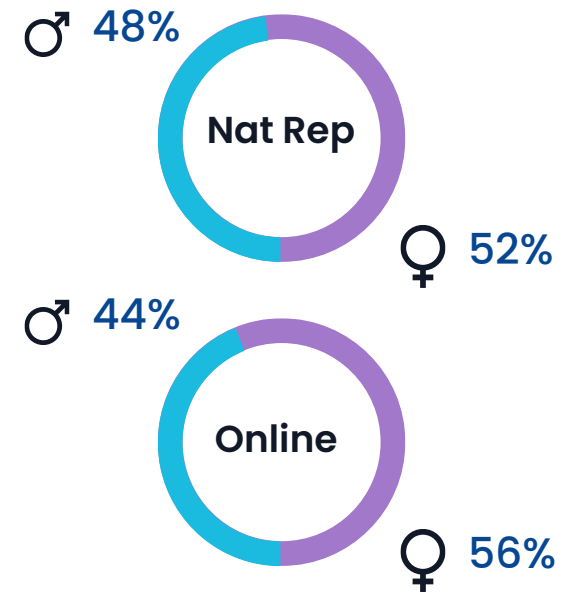
Mexico
130,970



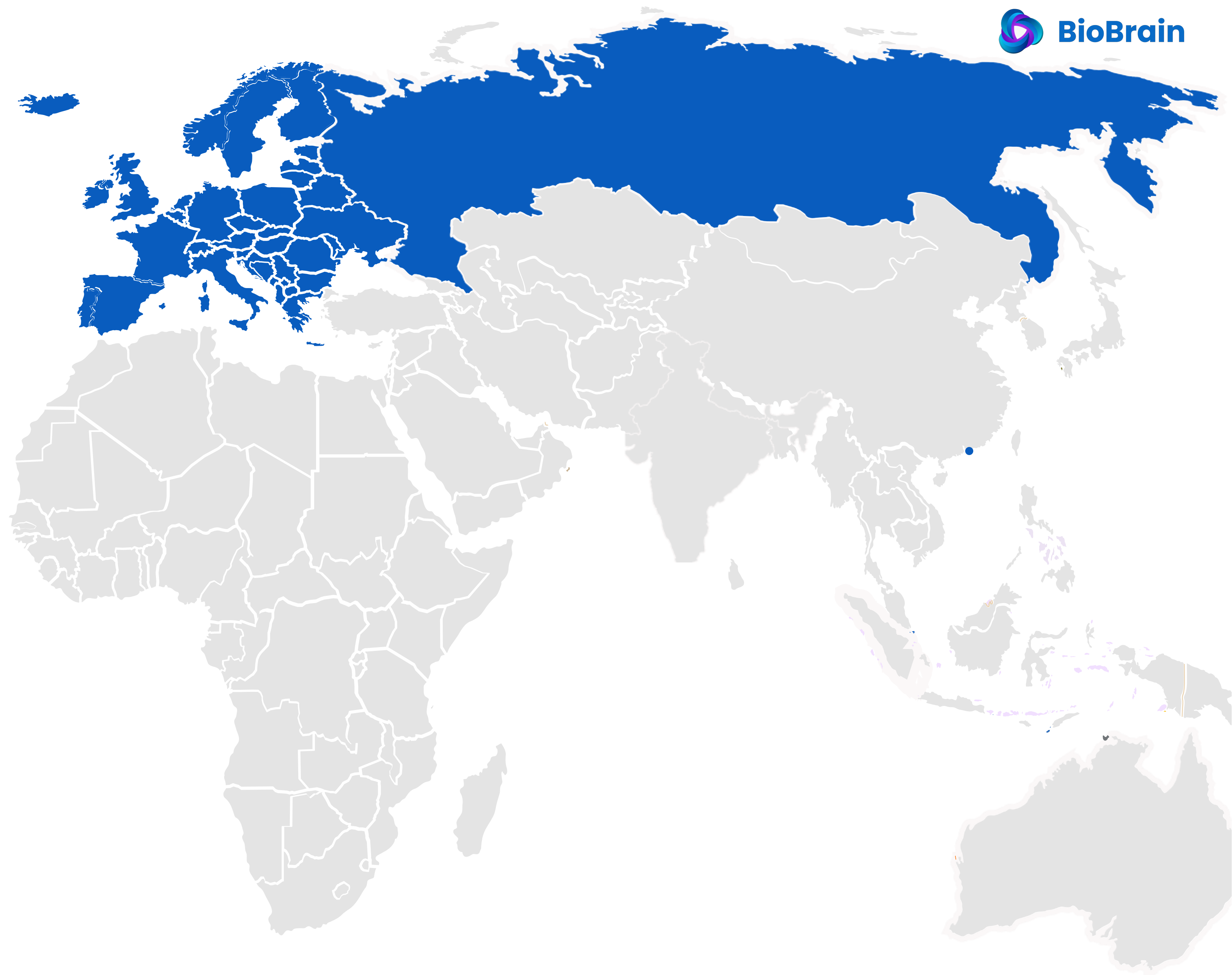
South America







Europe



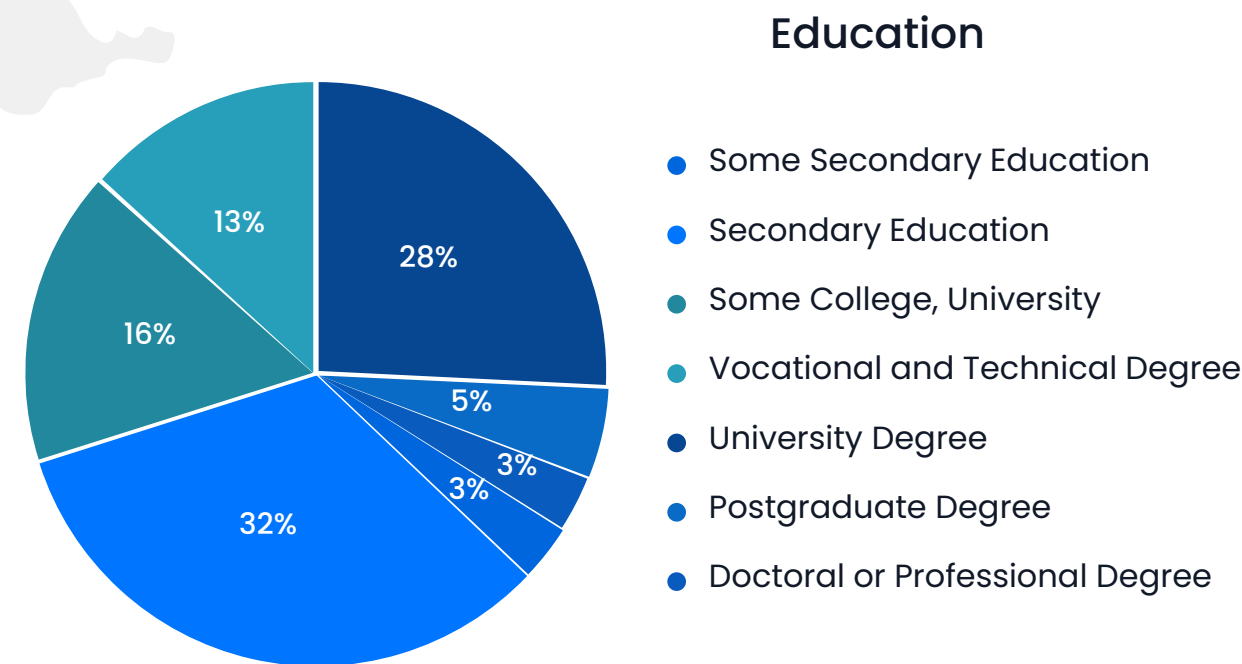
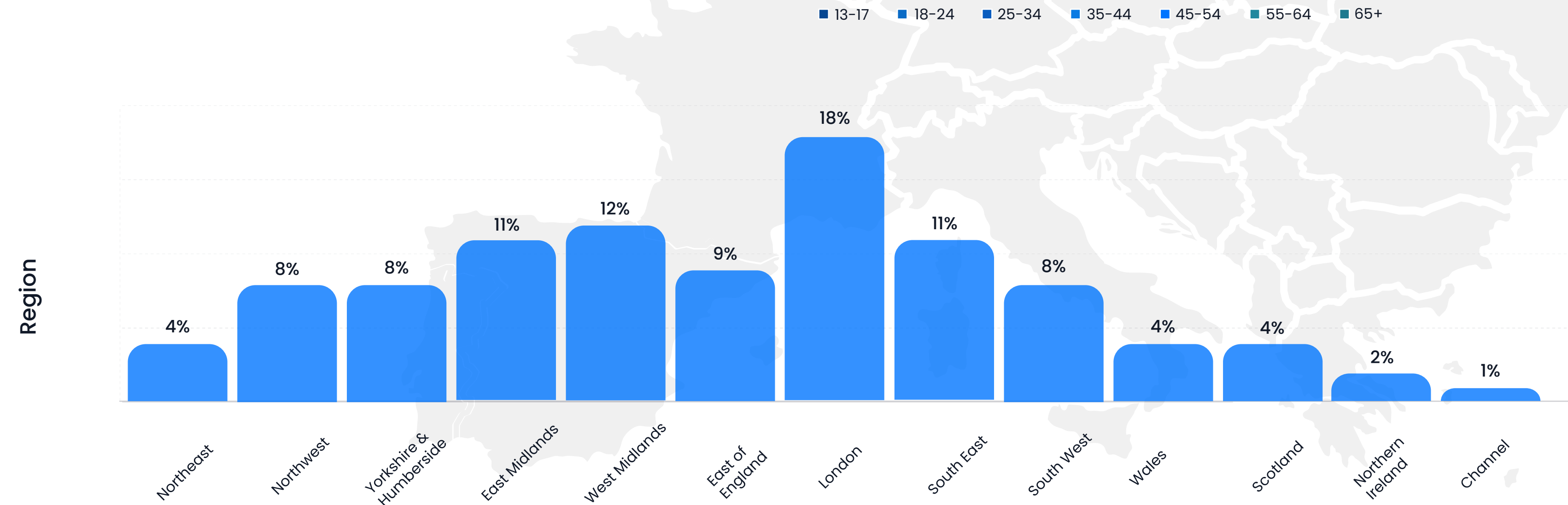
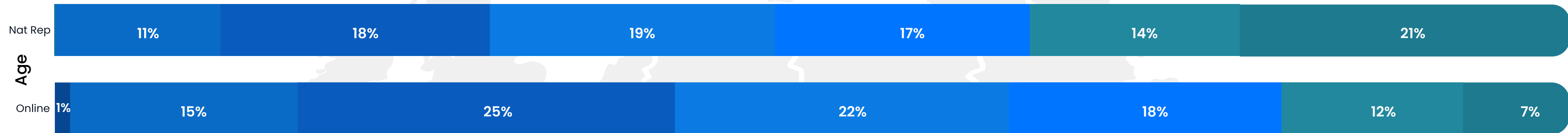
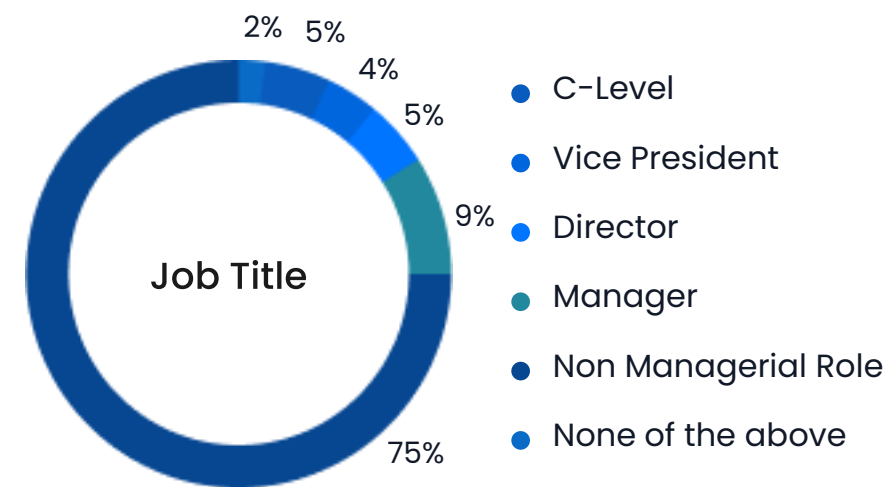
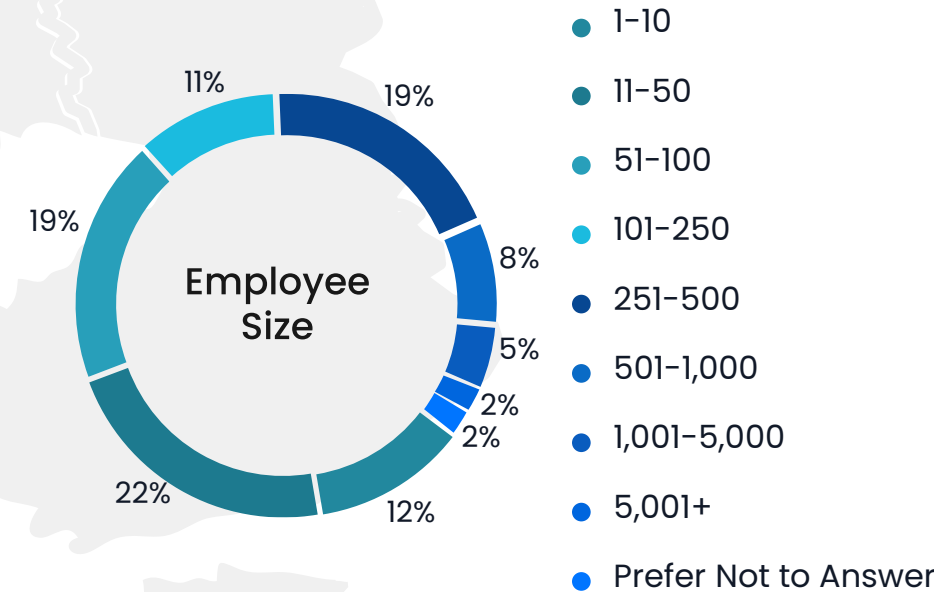
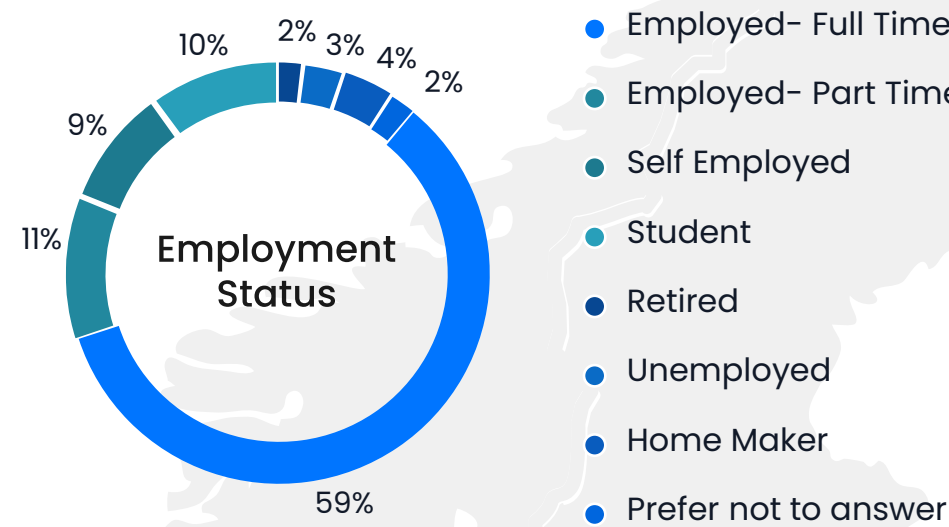
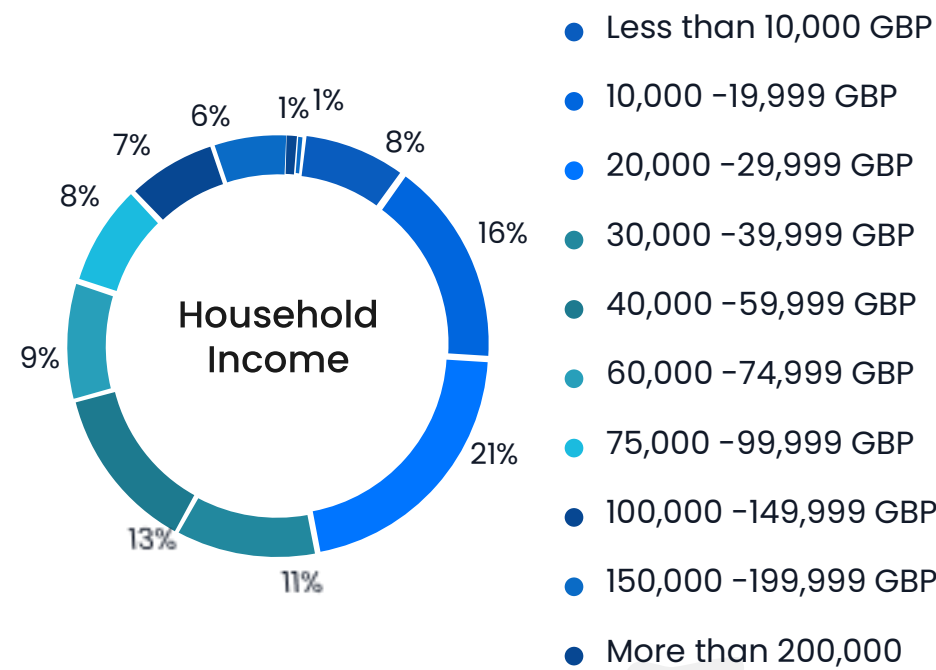
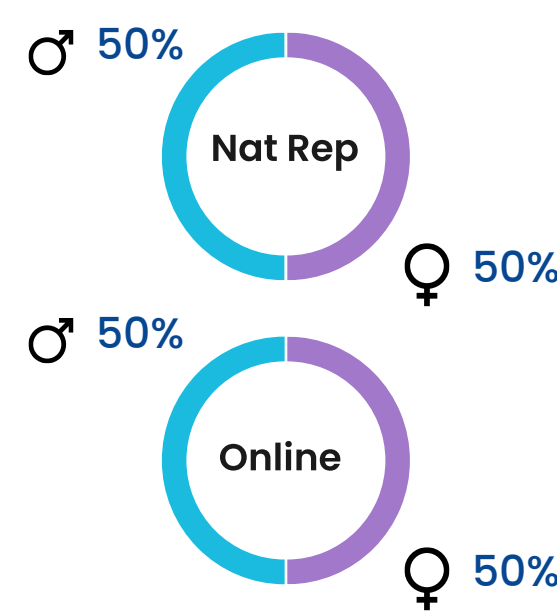


United Kingdom

264,600

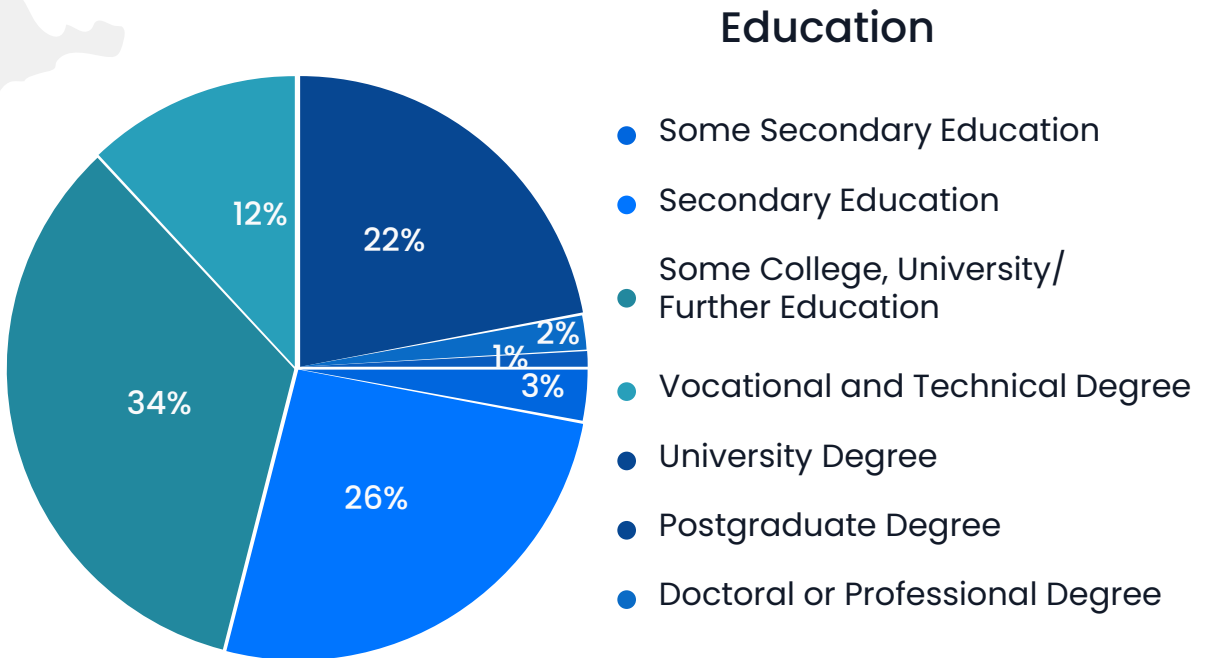
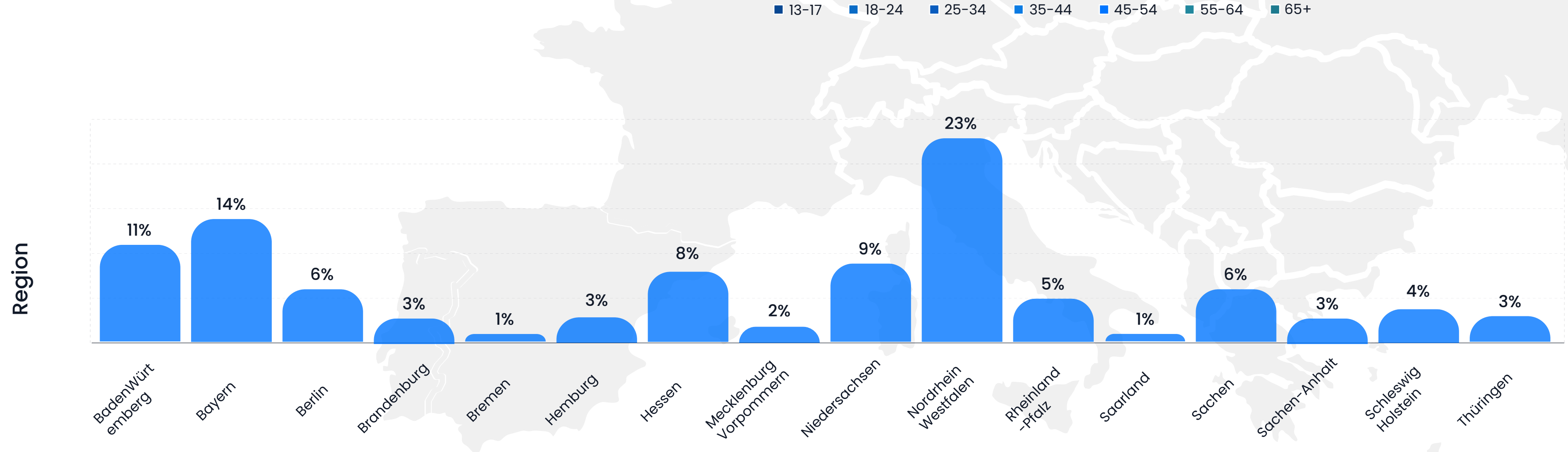
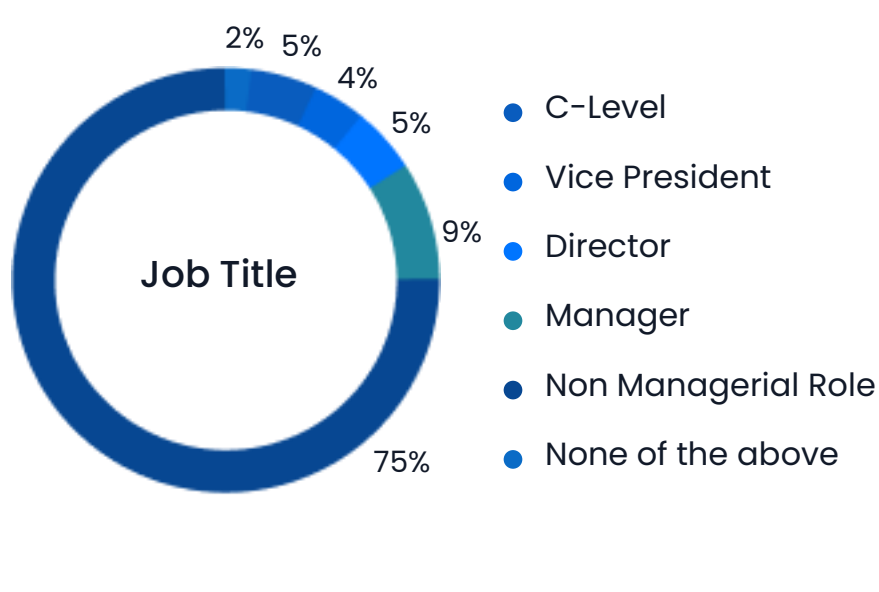
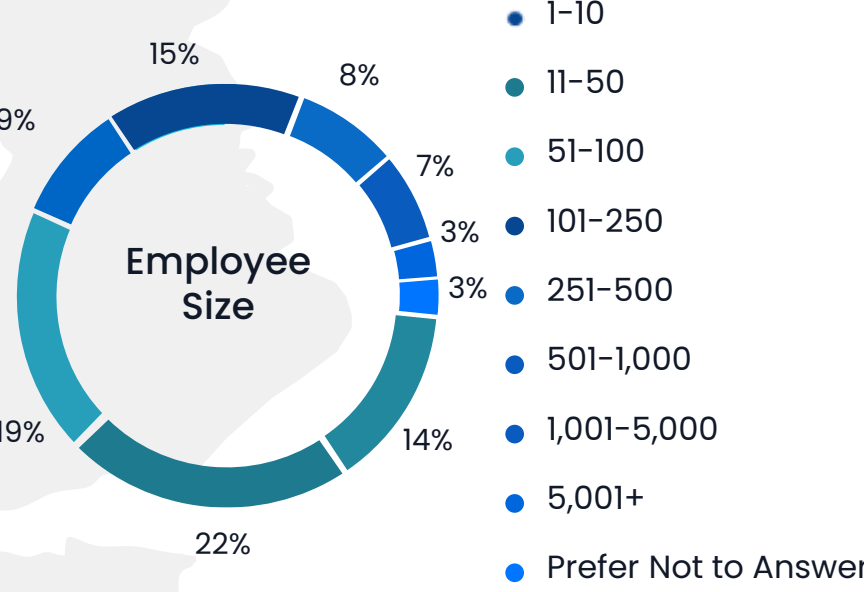
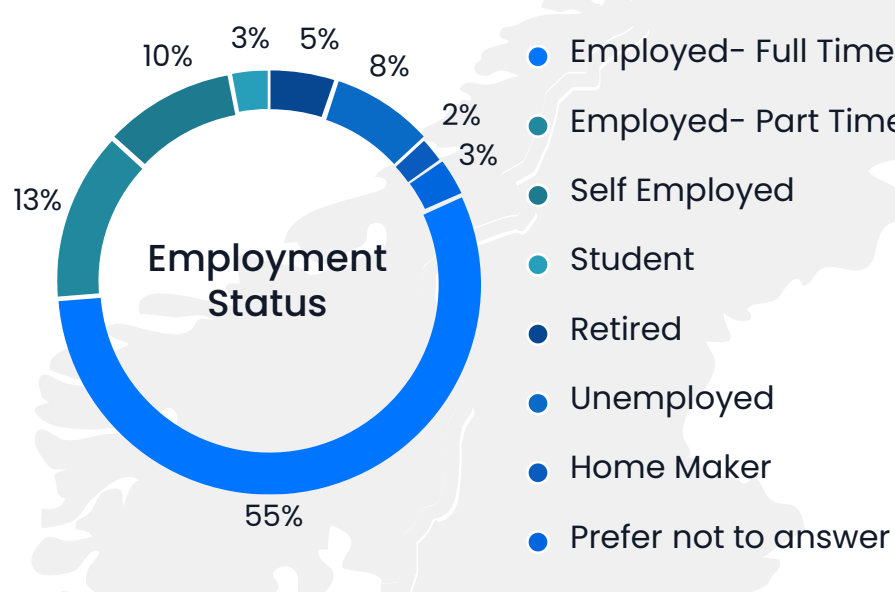
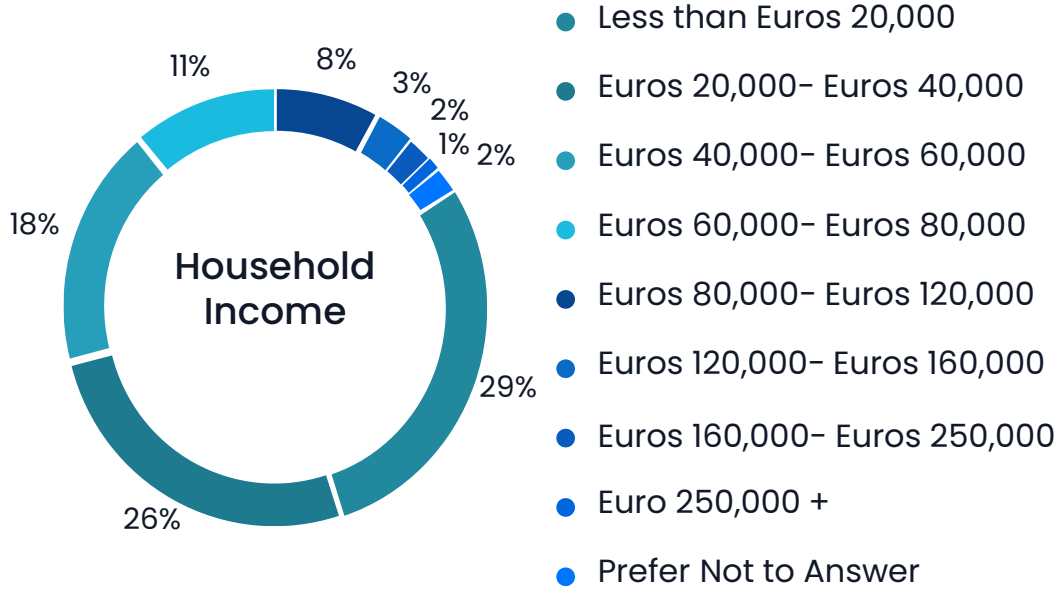
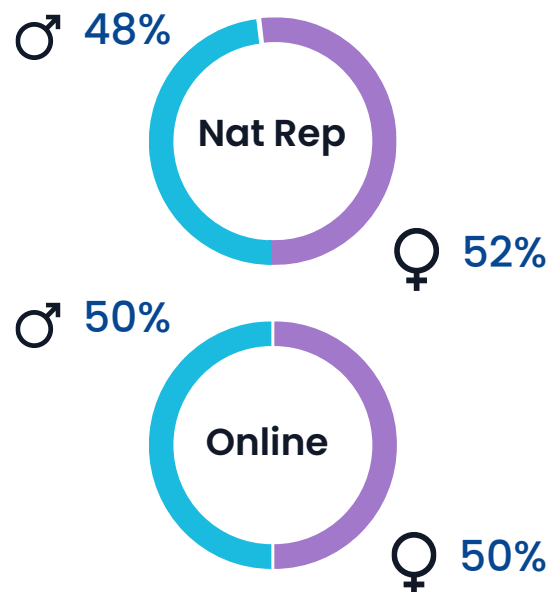


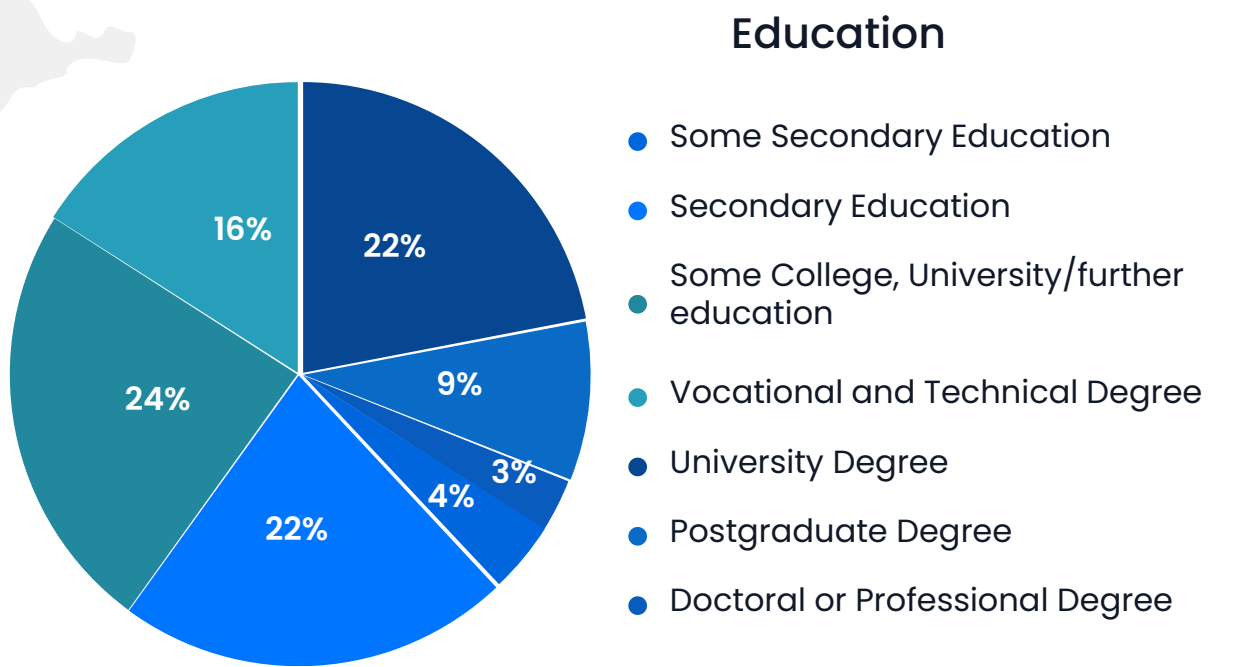
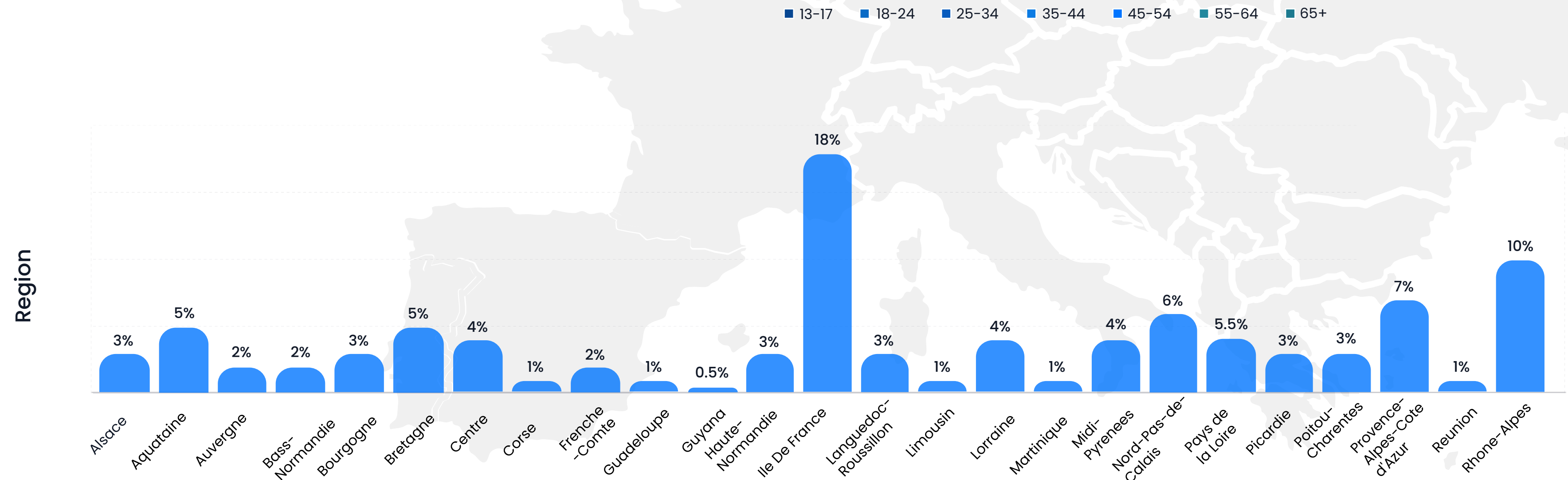
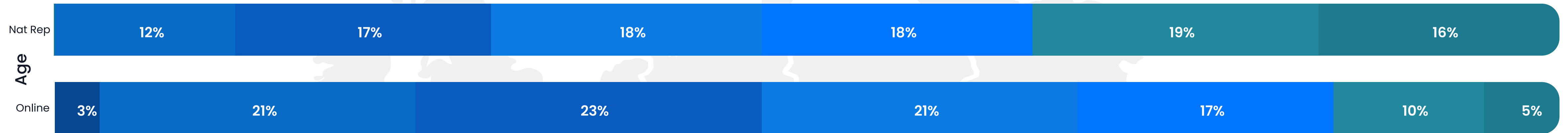
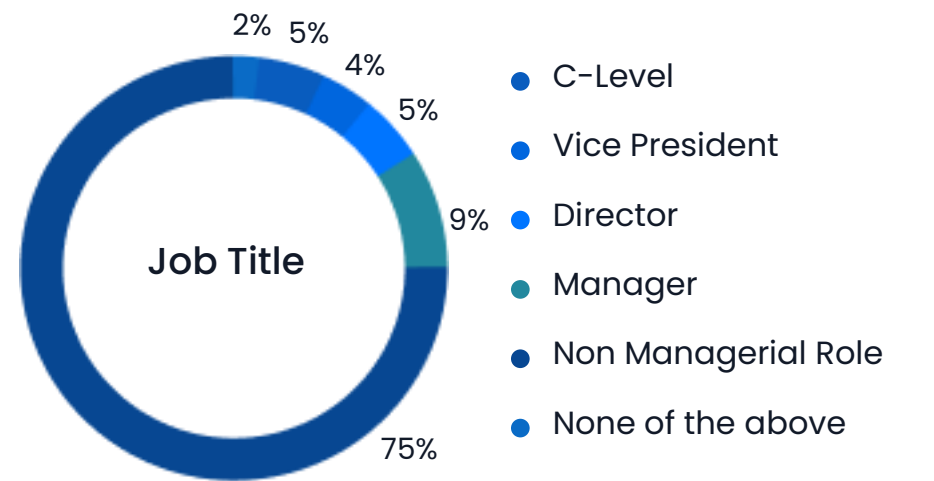
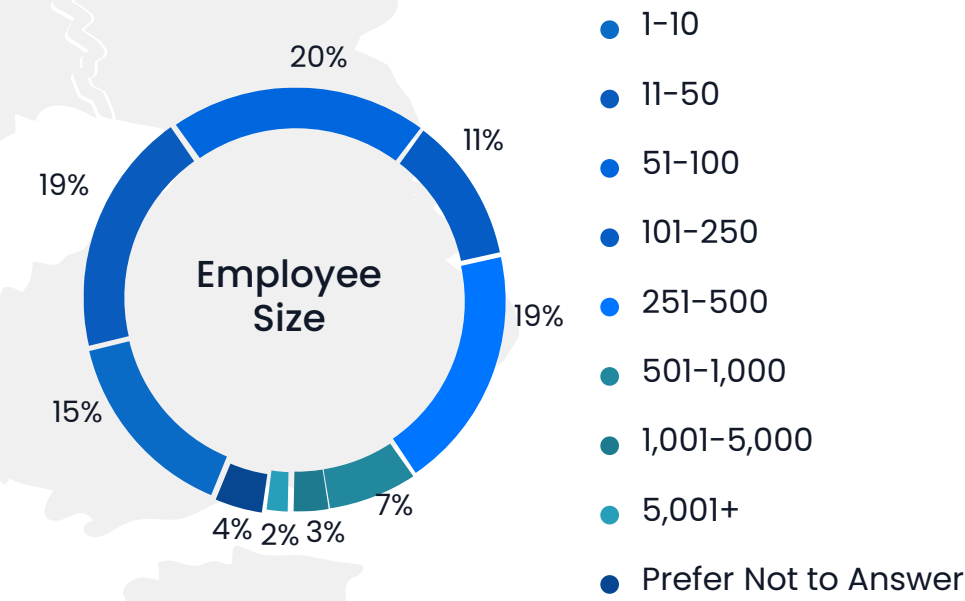
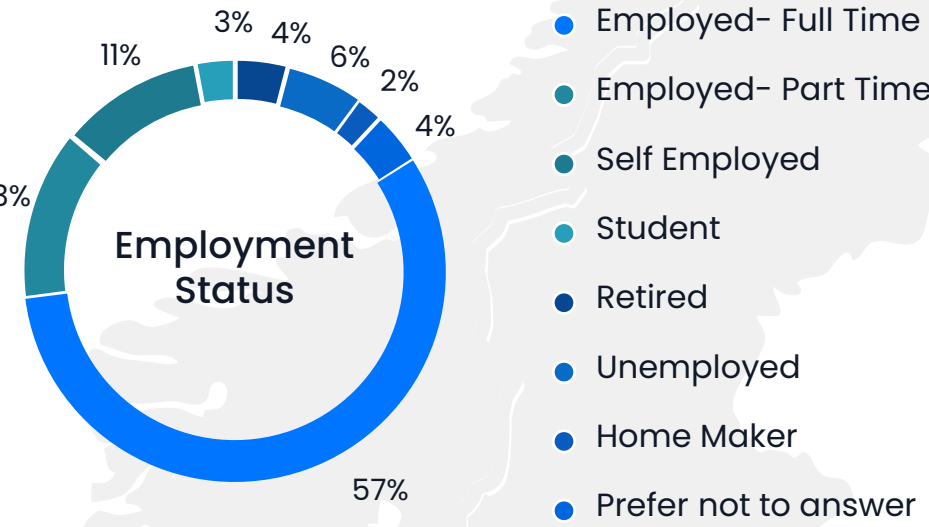
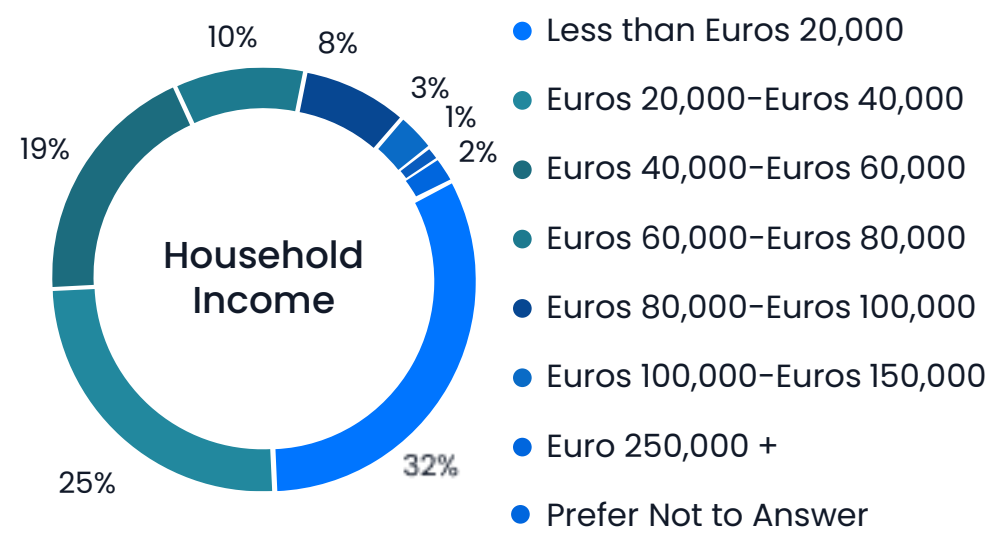
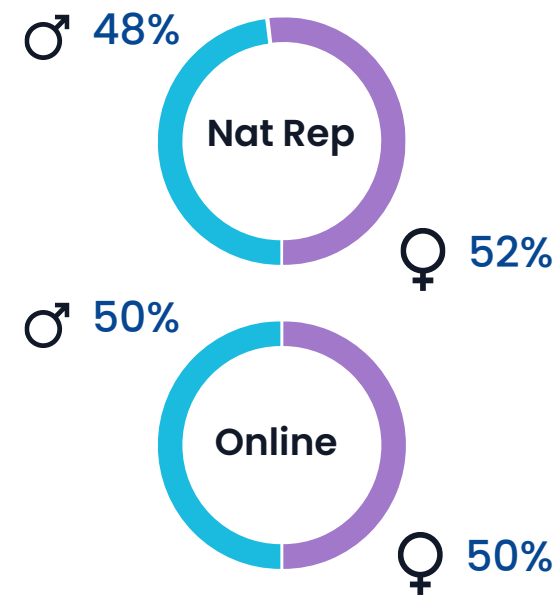
BioBrain





Germany
240,600



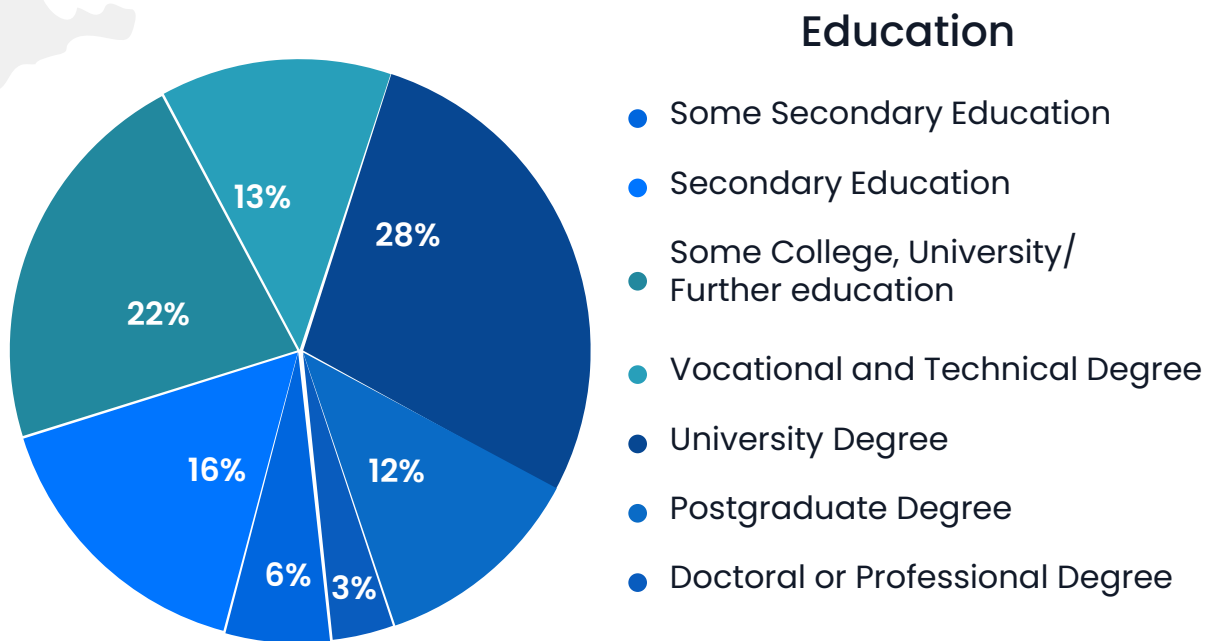
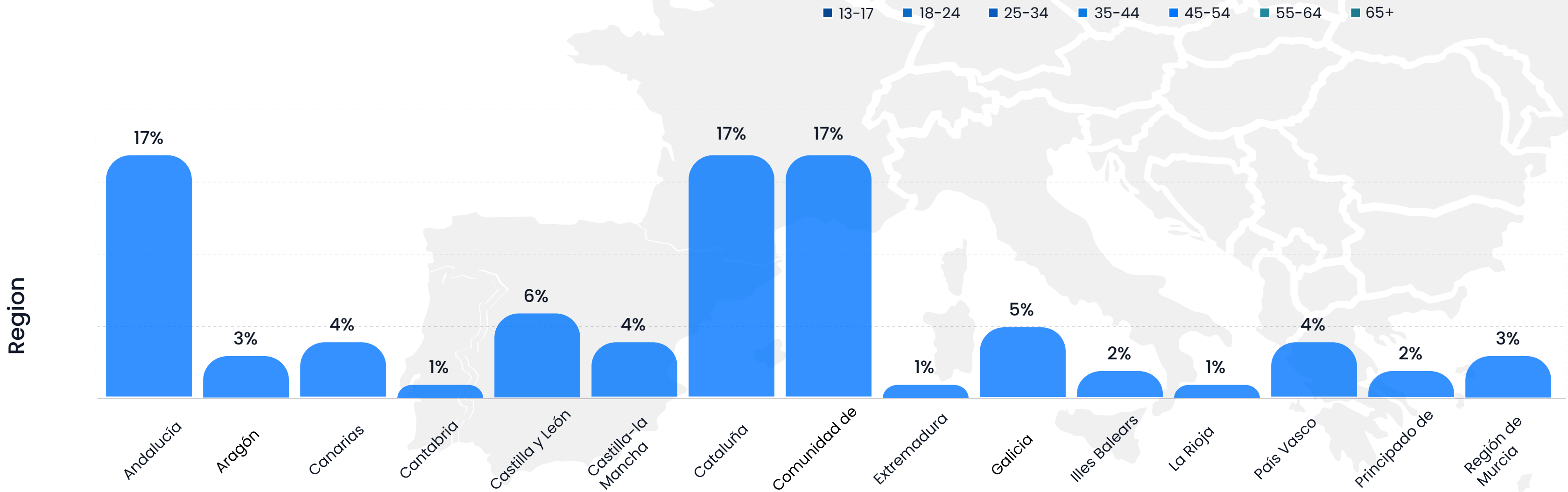
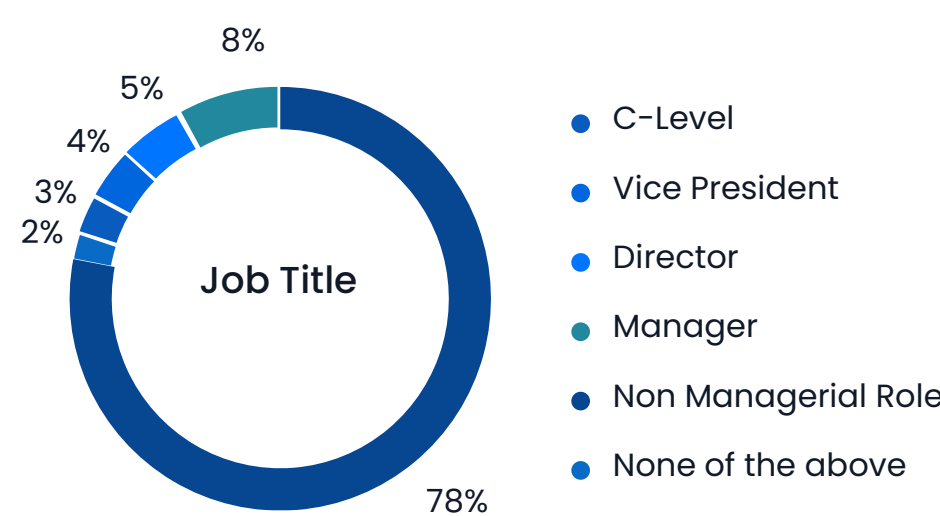
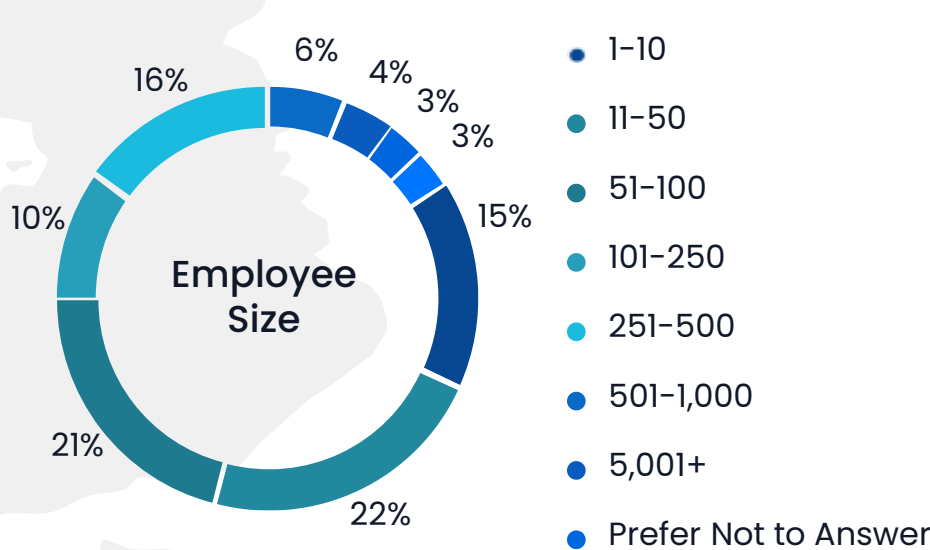
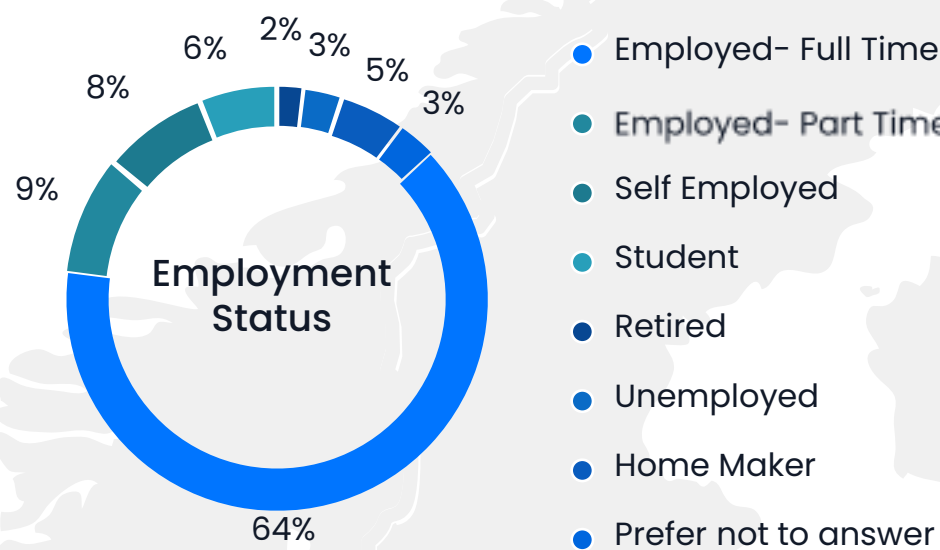
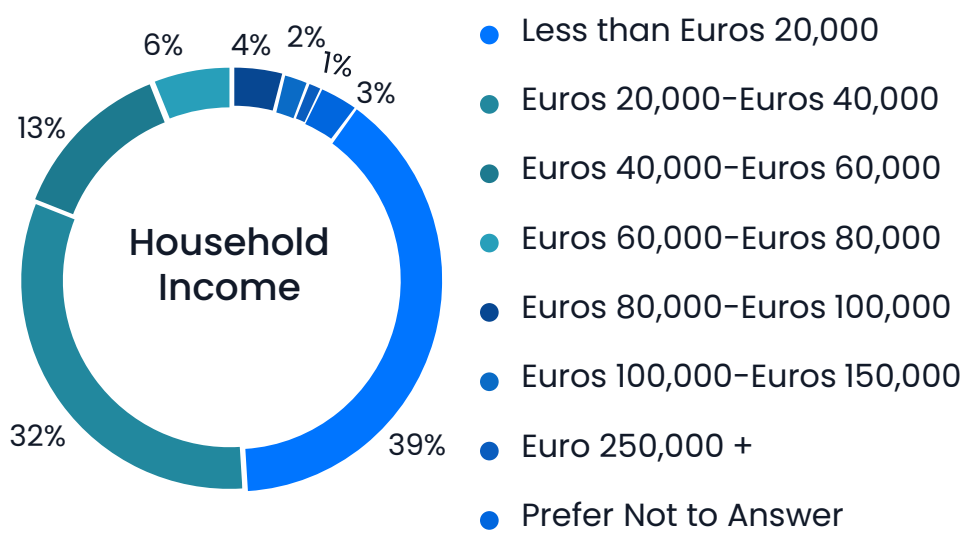
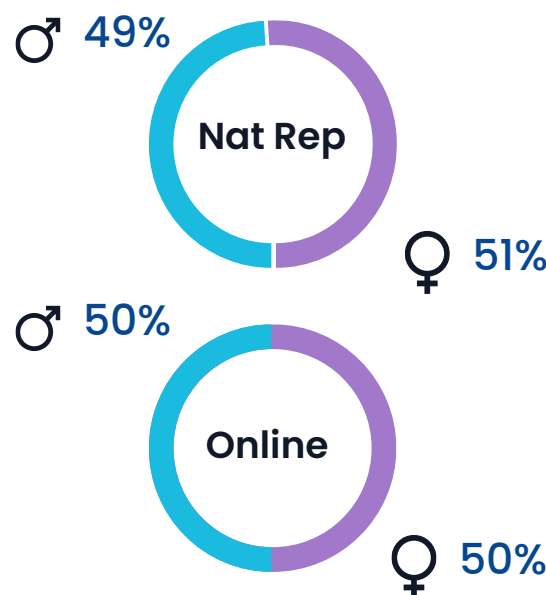




Spain
132,556

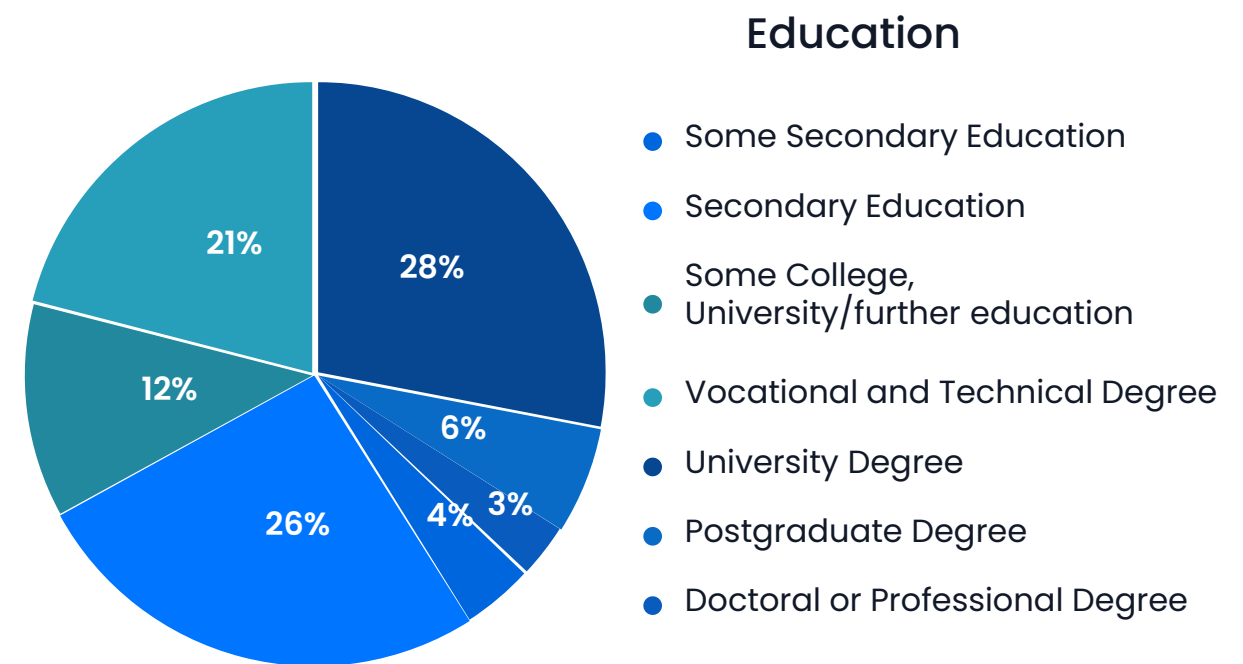
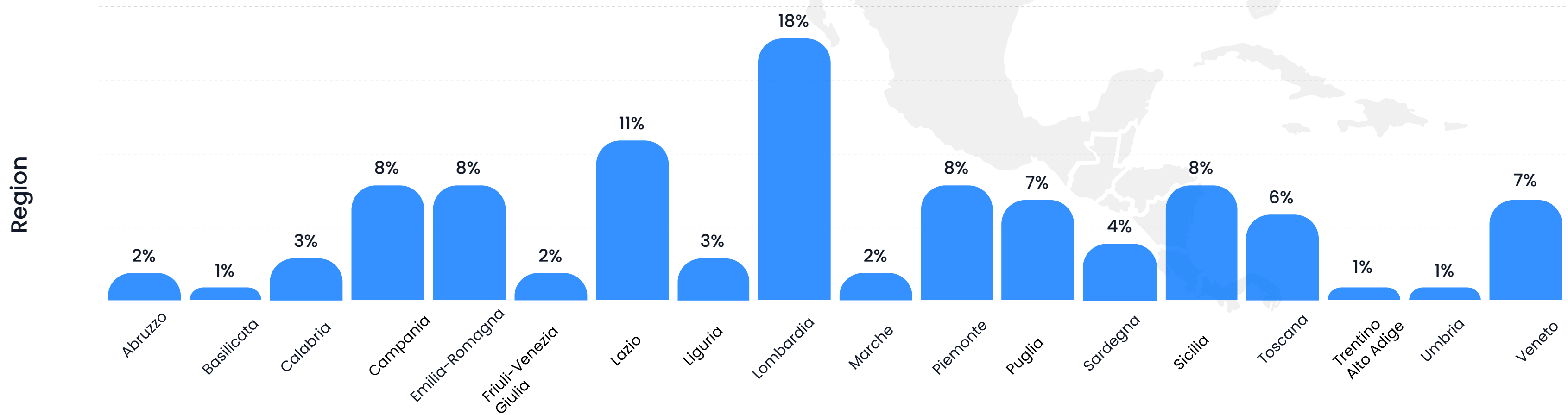
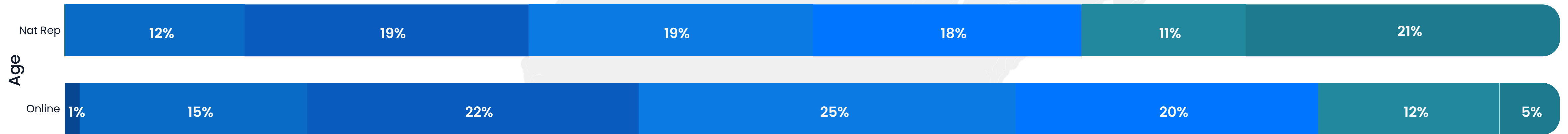
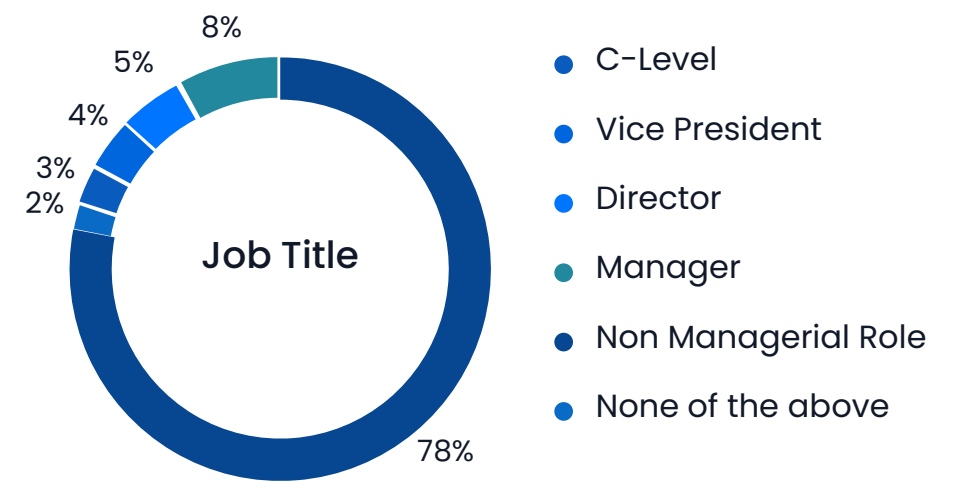
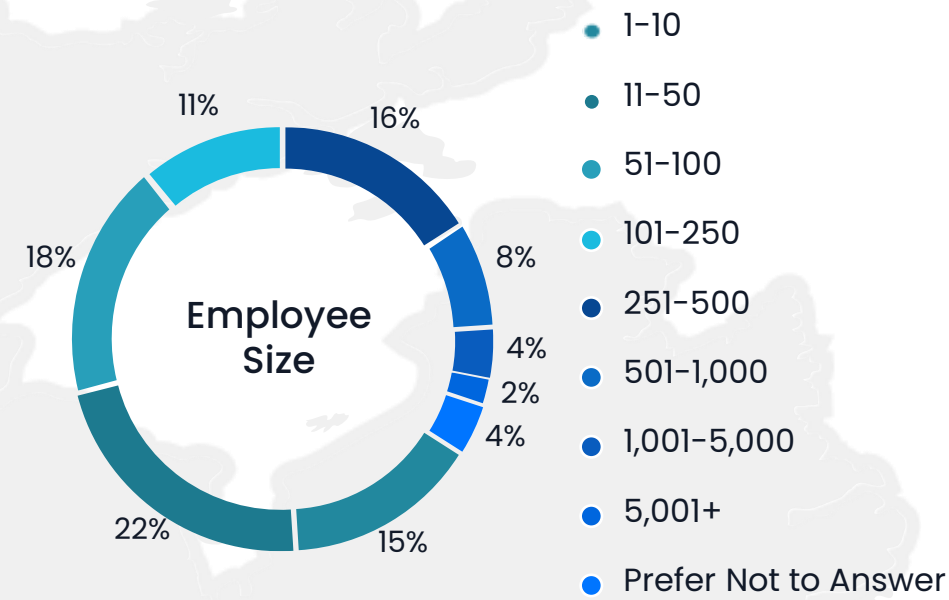
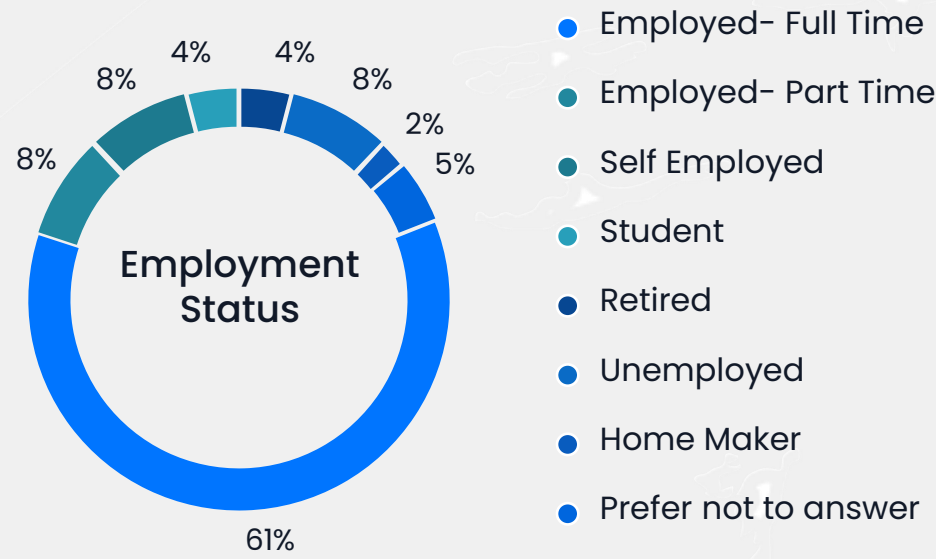
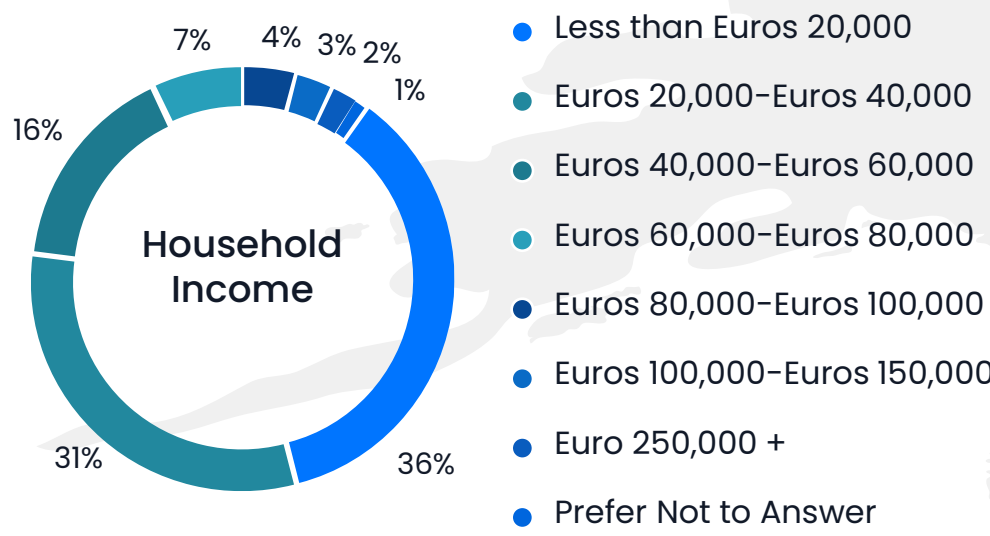
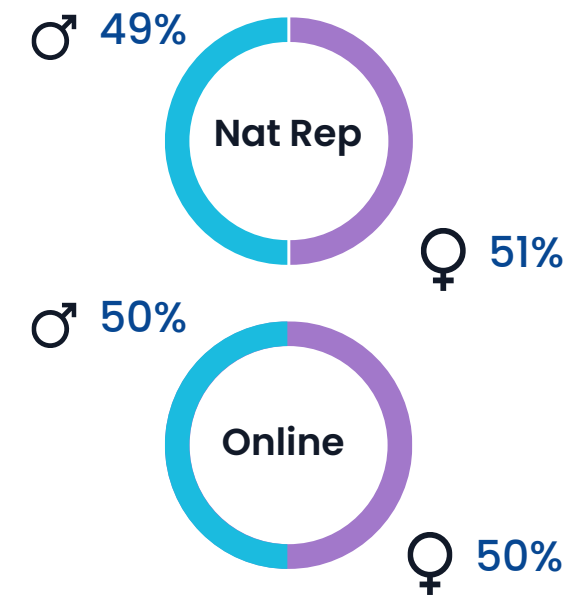


BioBrain



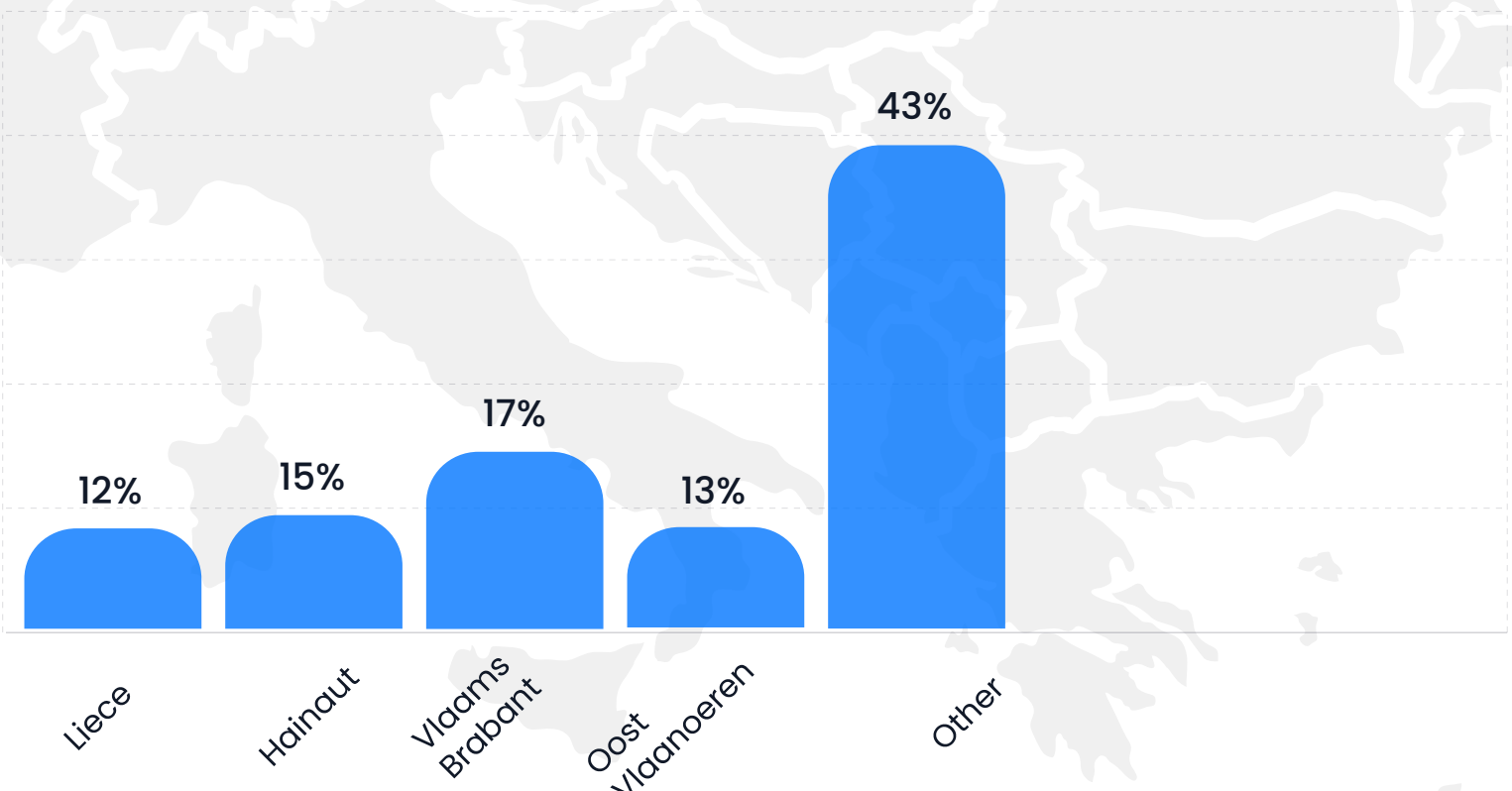
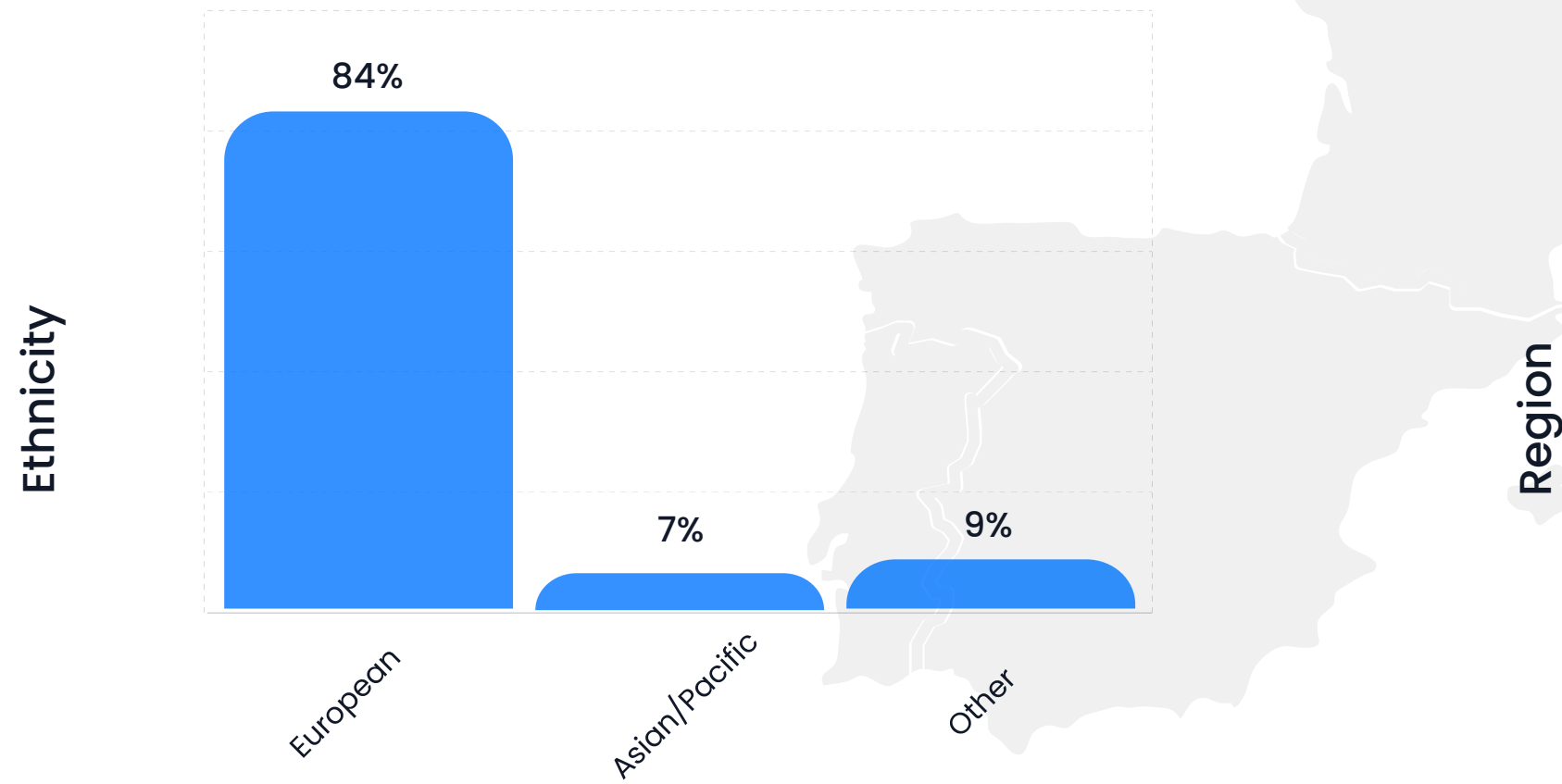
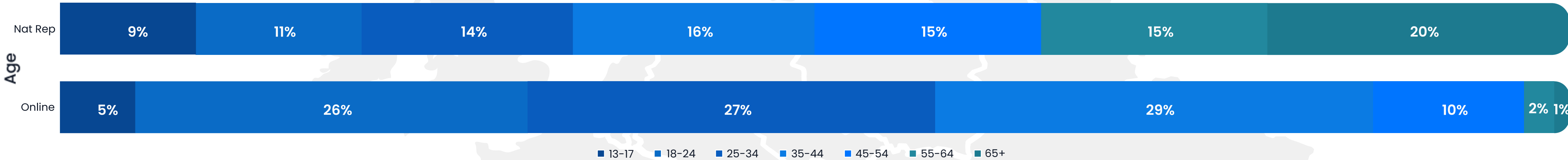
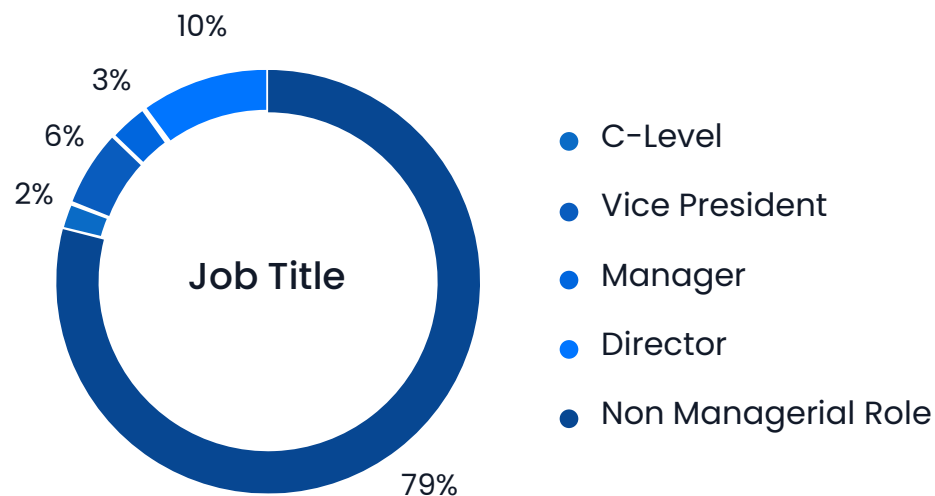
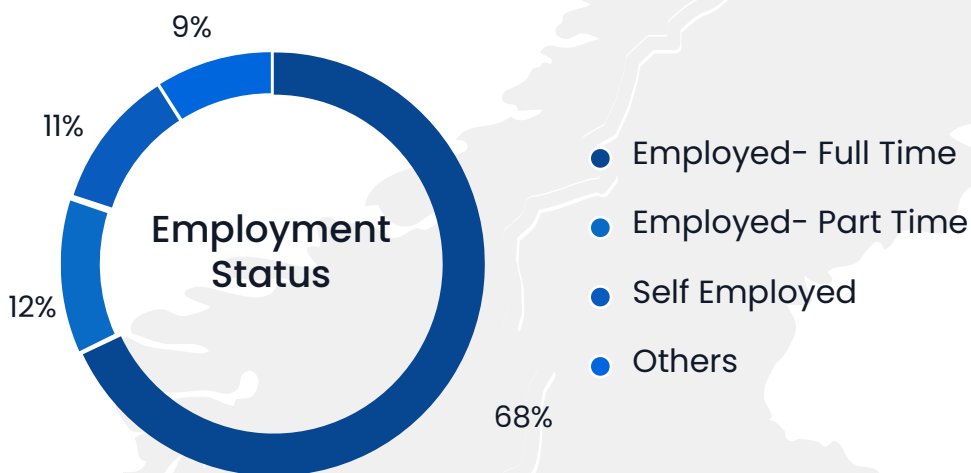
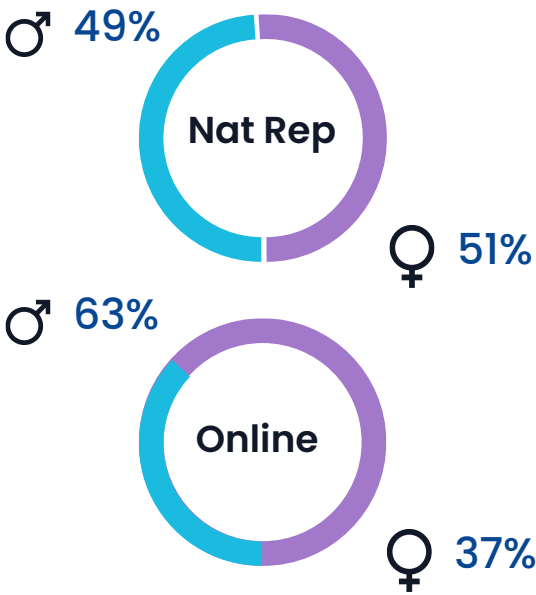


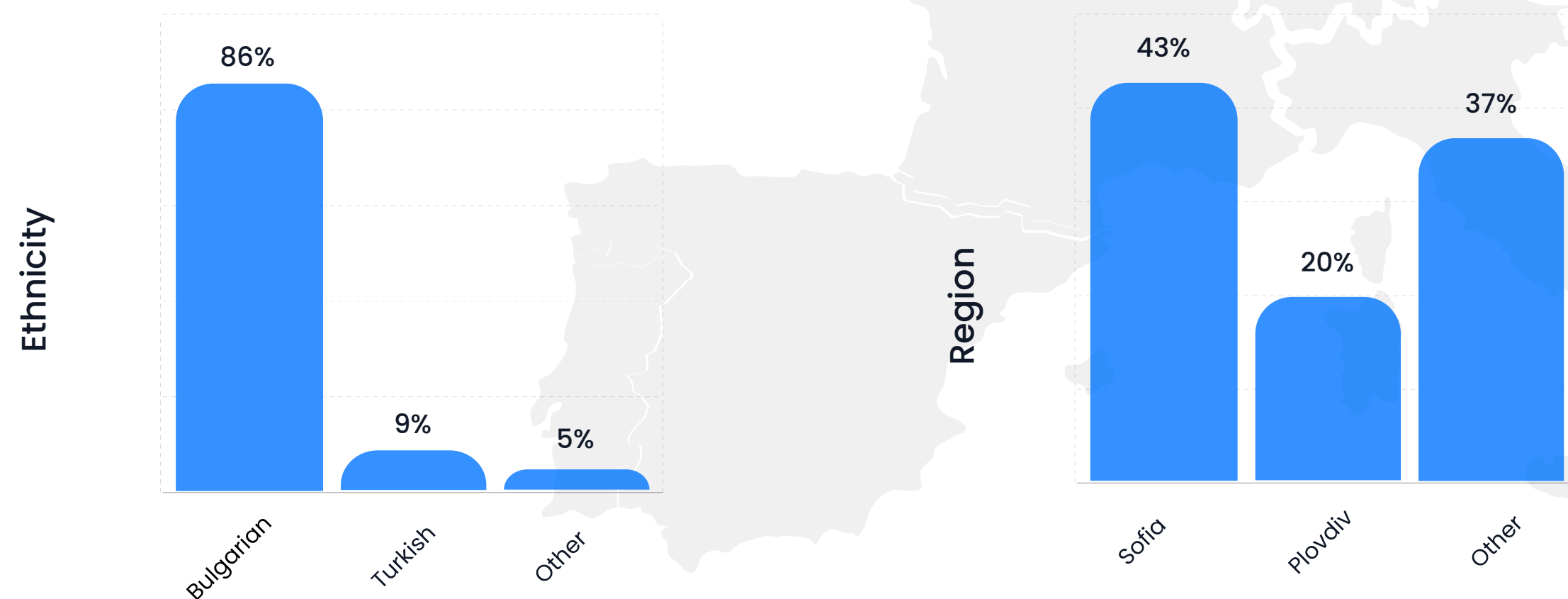
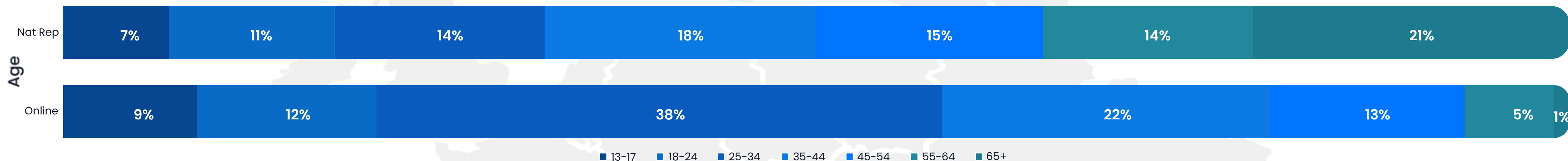
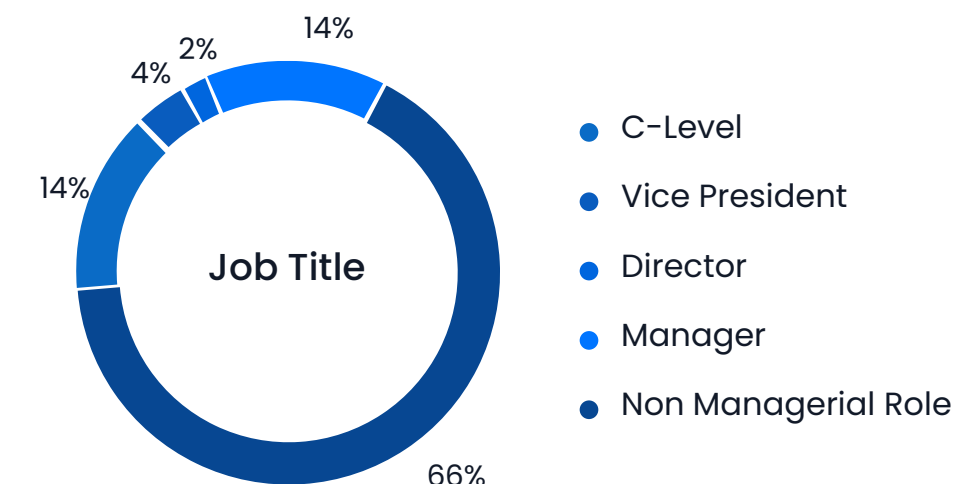
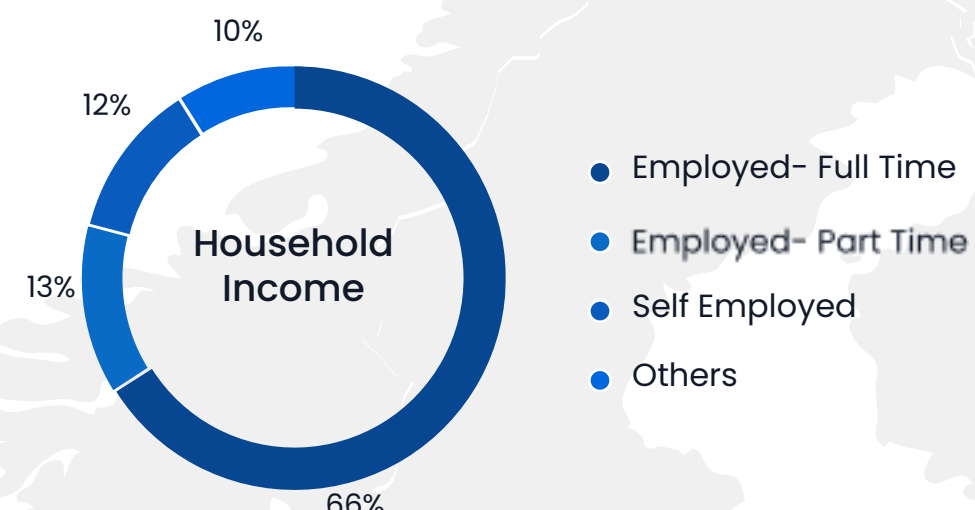
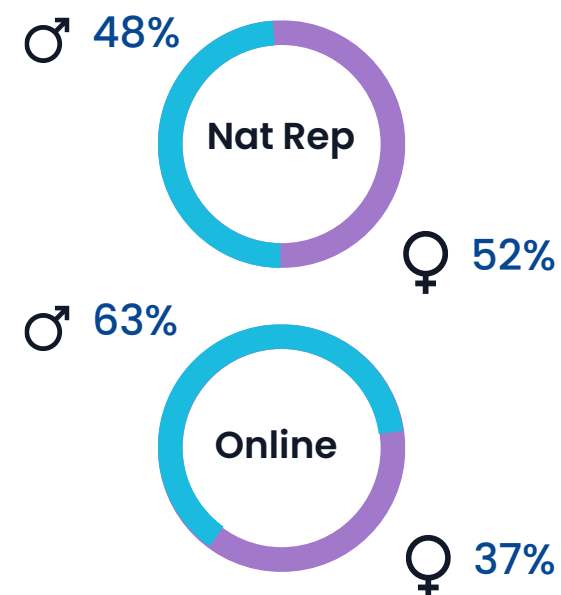
Italy
124,500

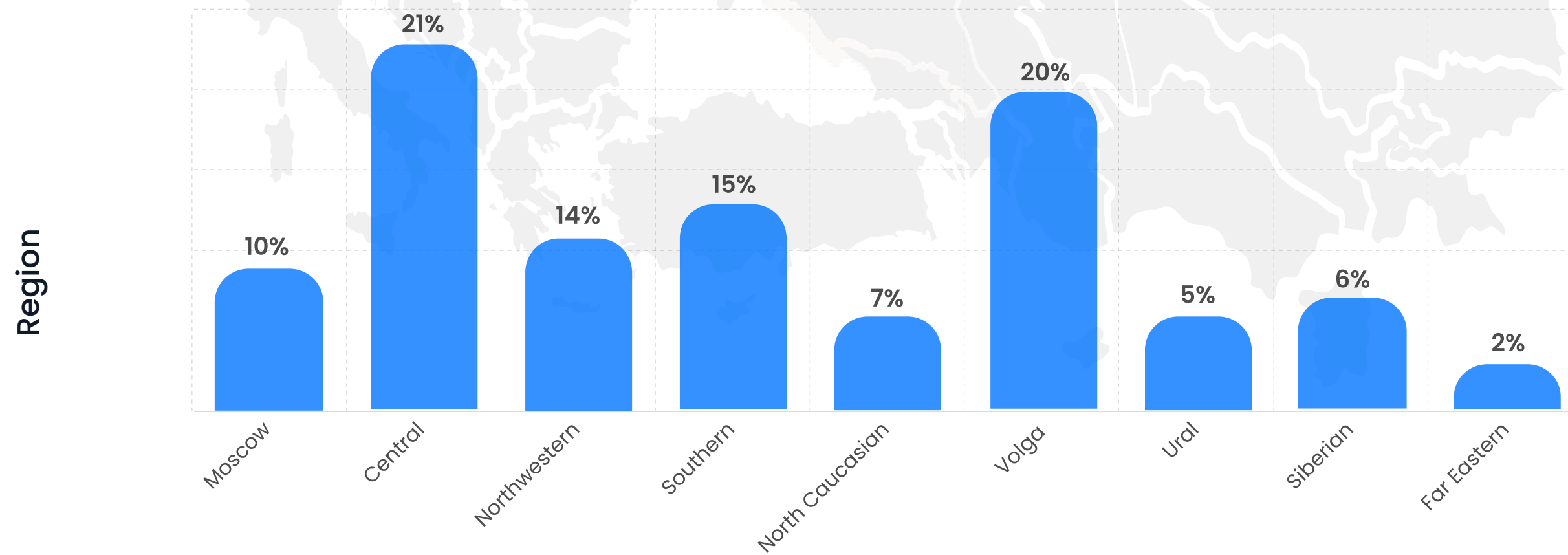
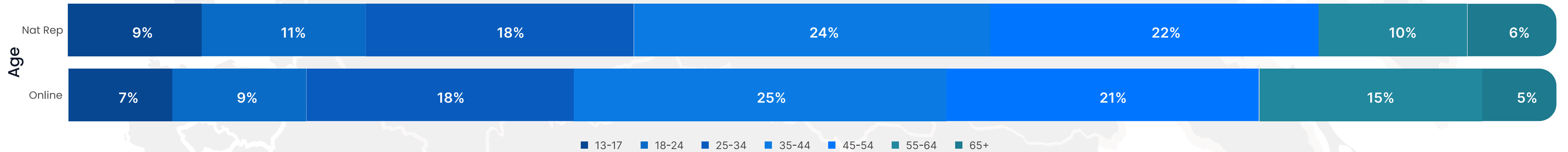
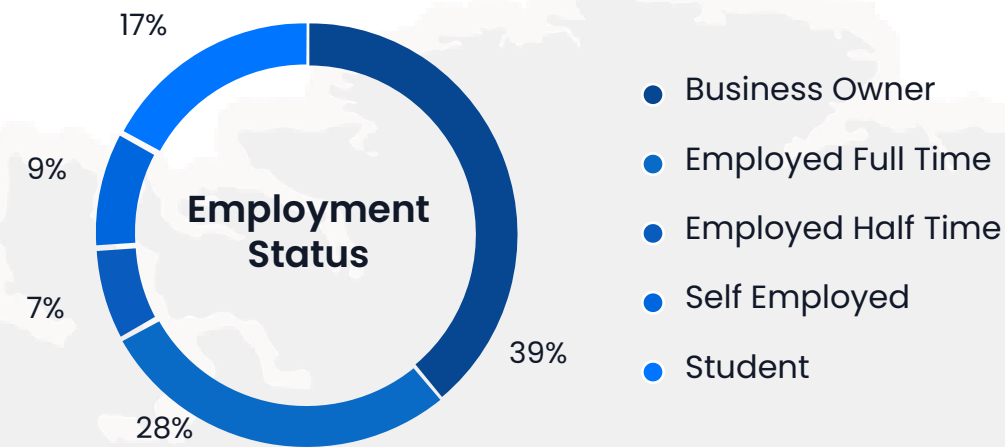
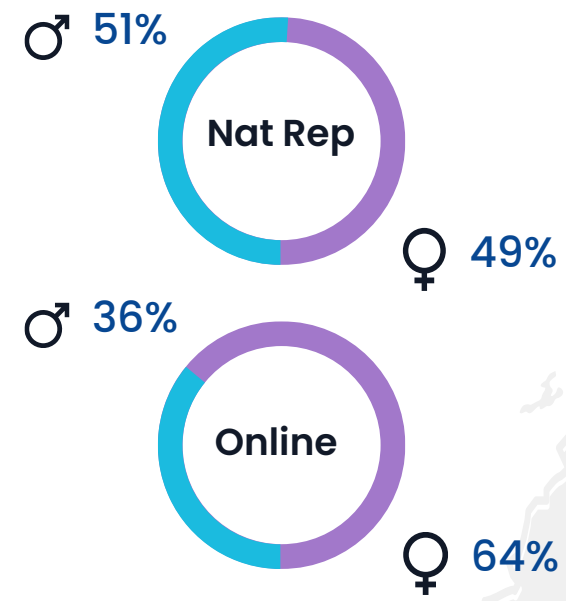




Belgium
123,473

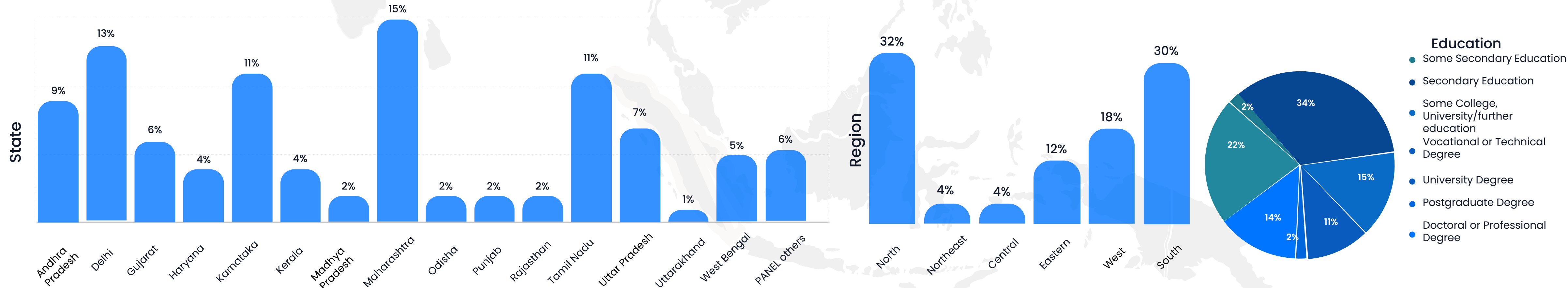
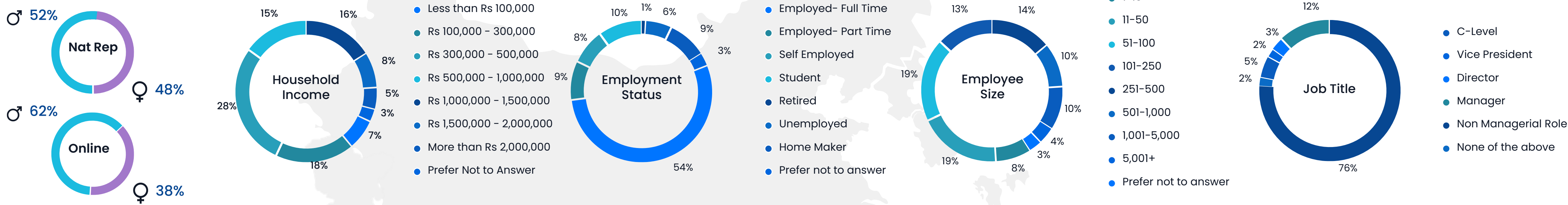


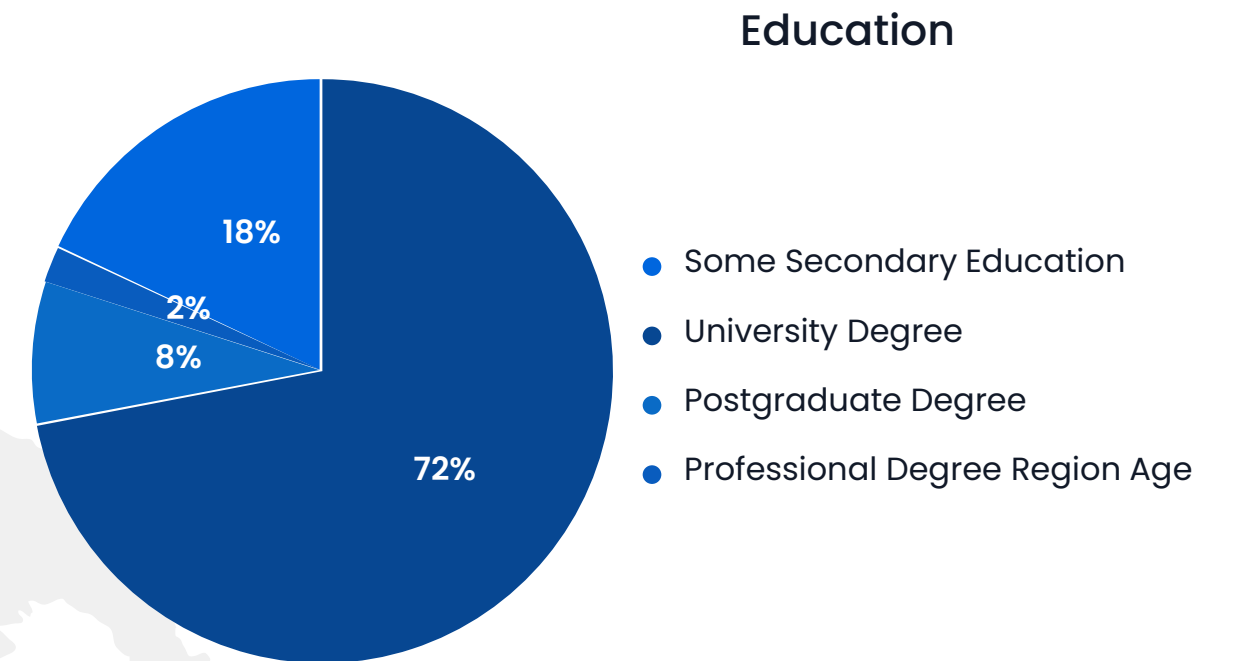
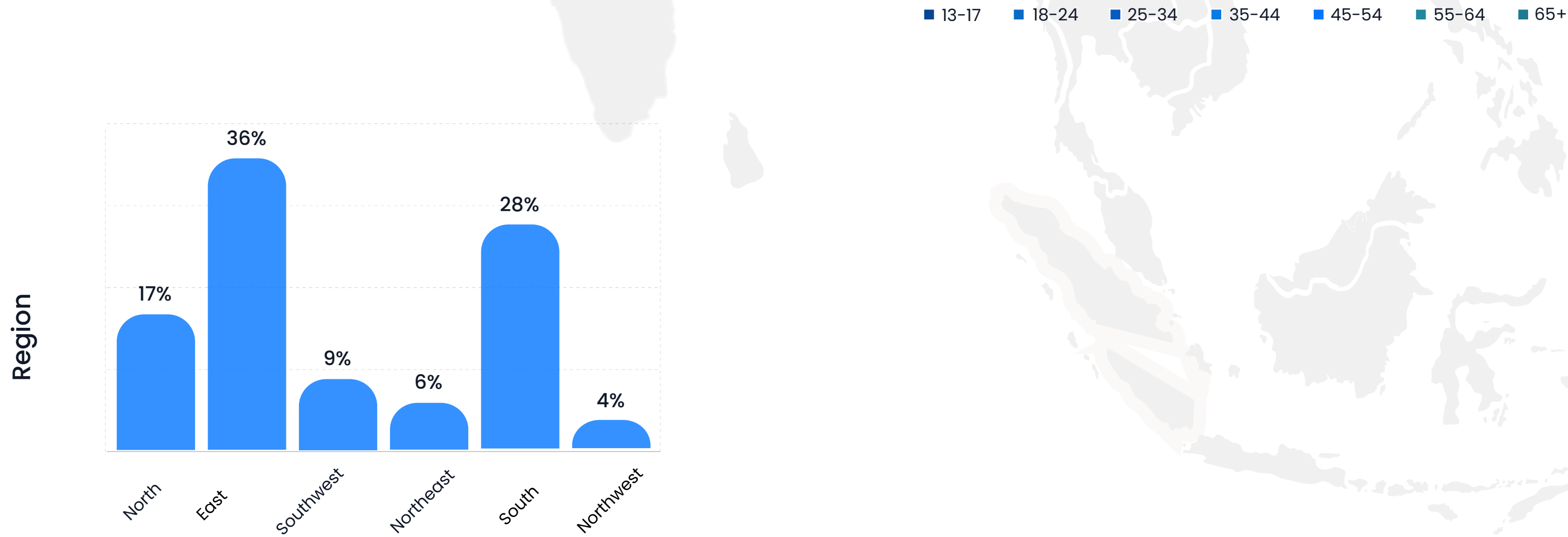
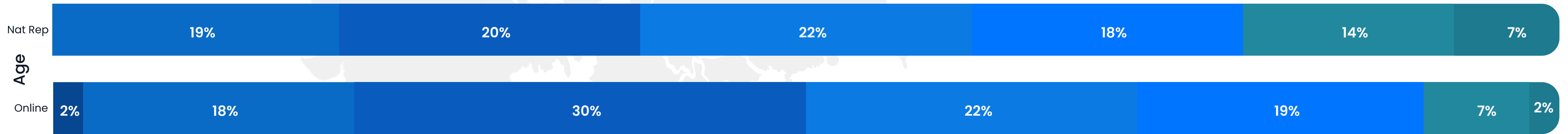
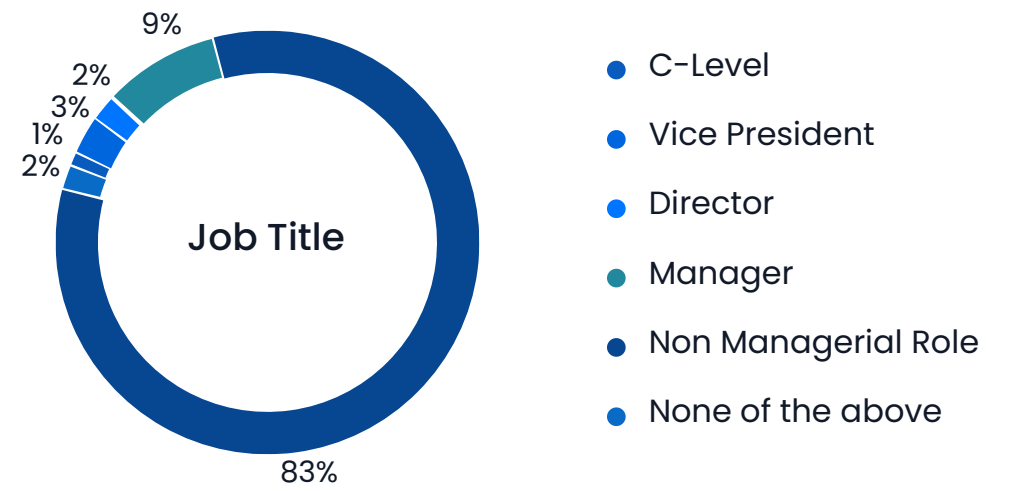
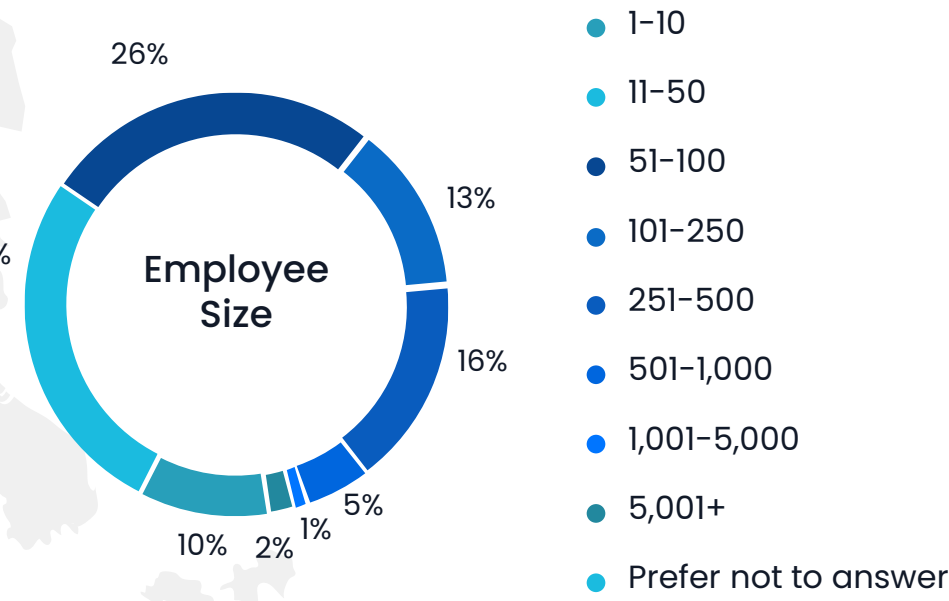
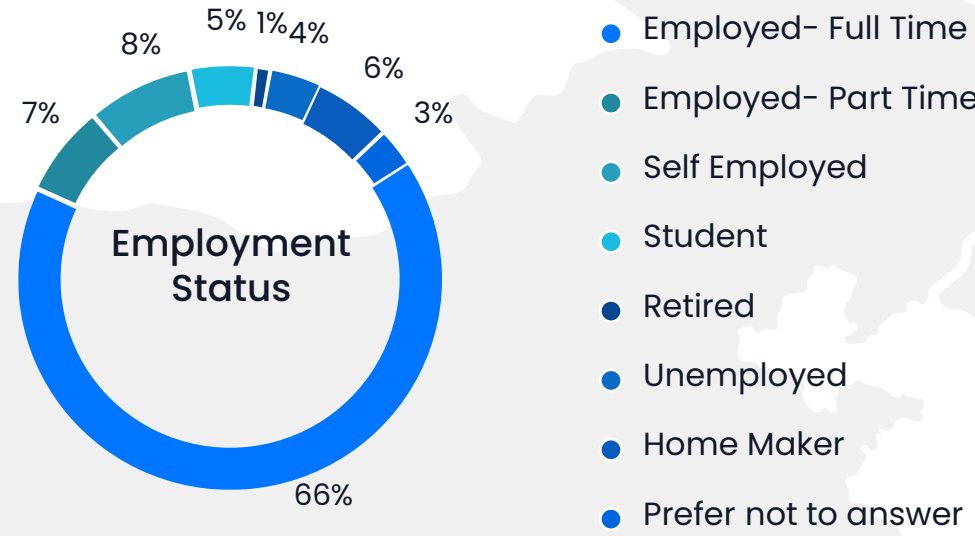
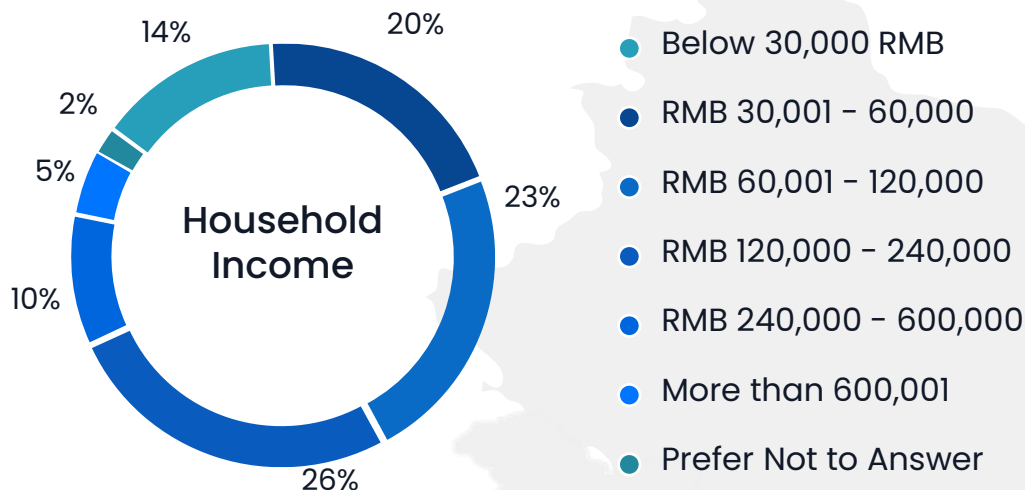
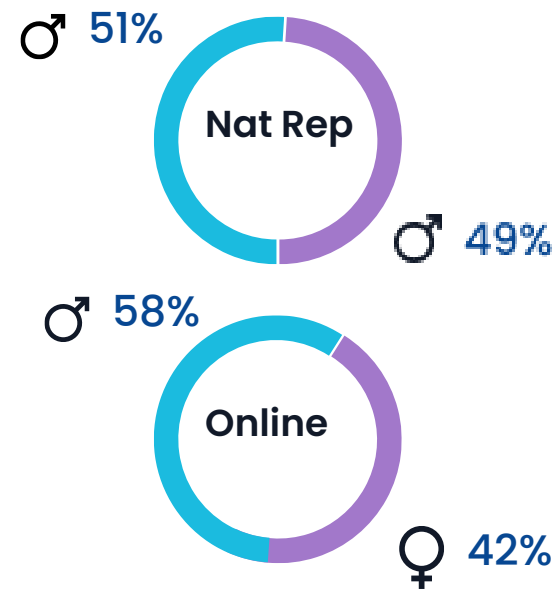


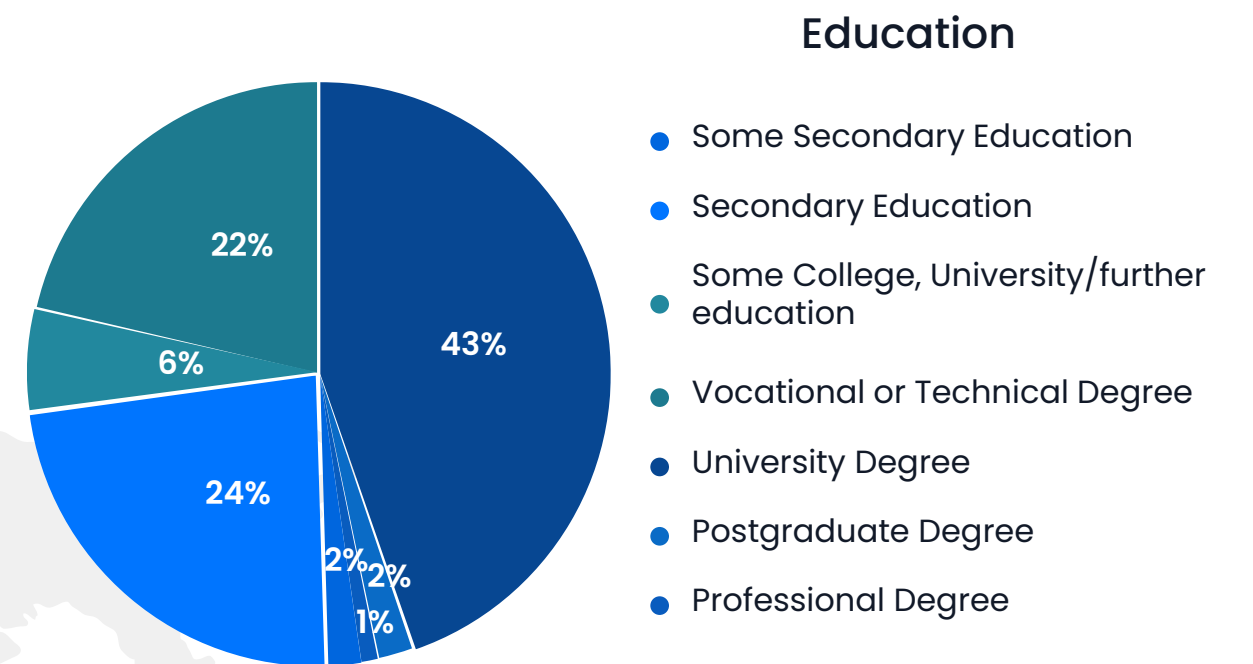
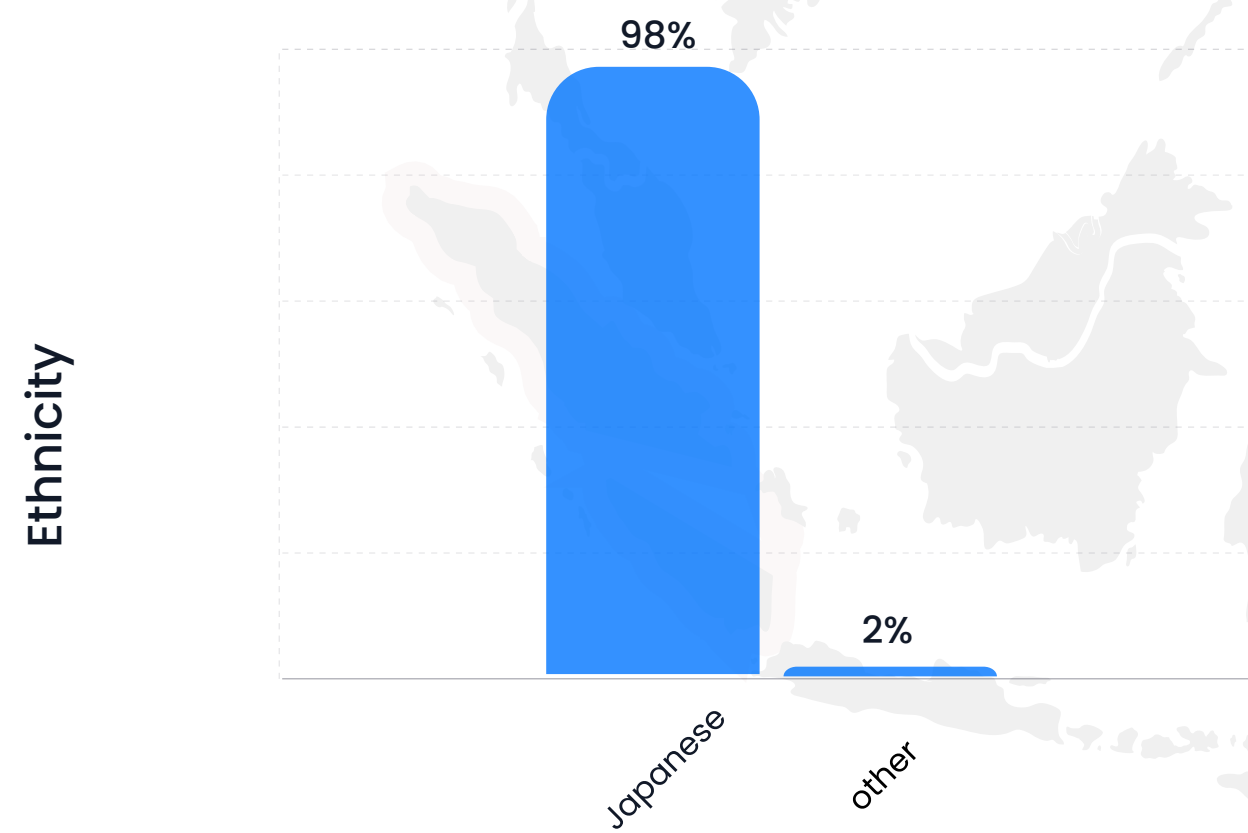
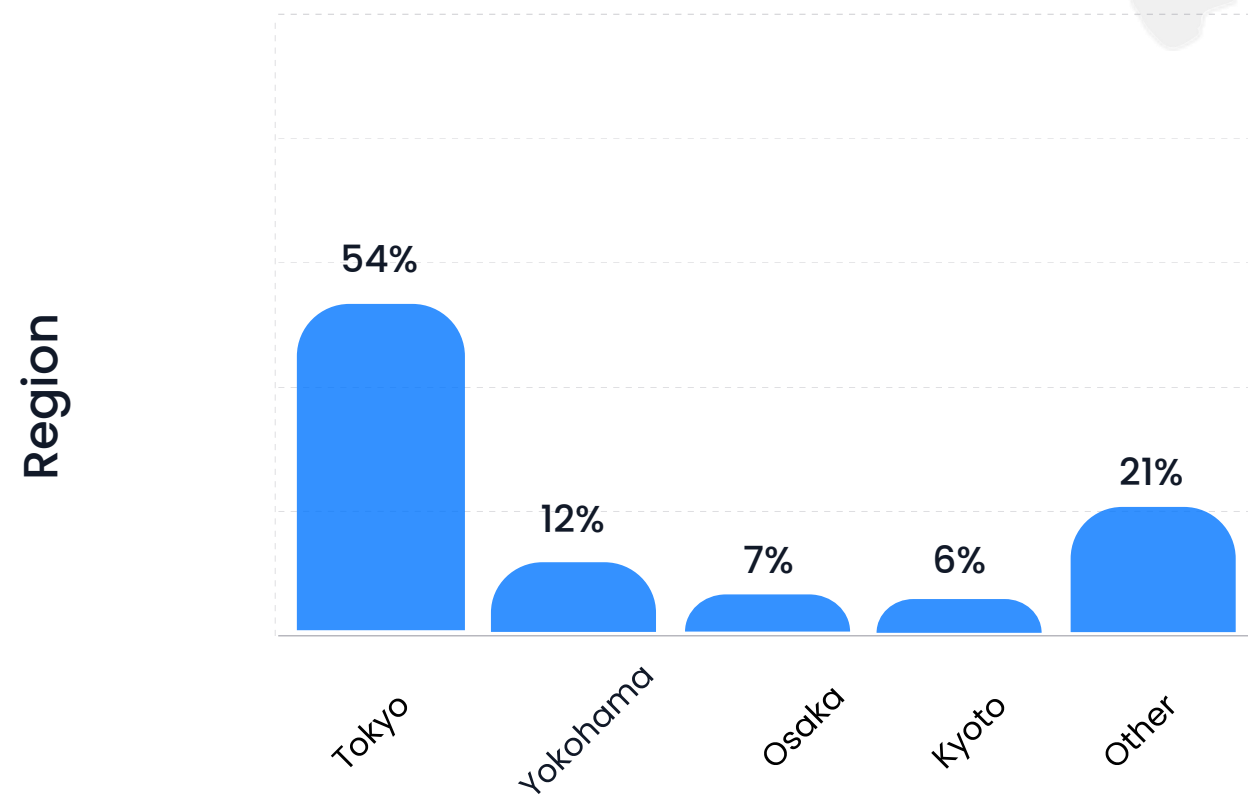
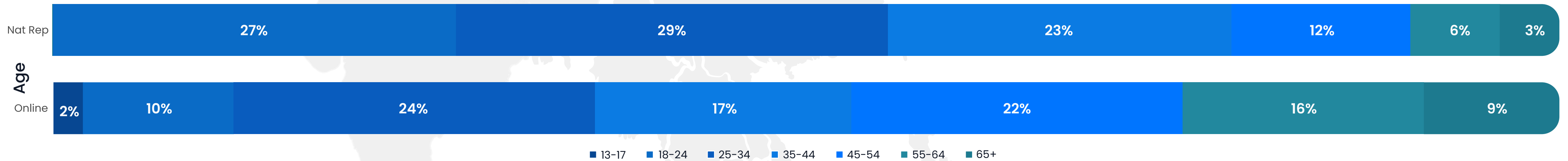
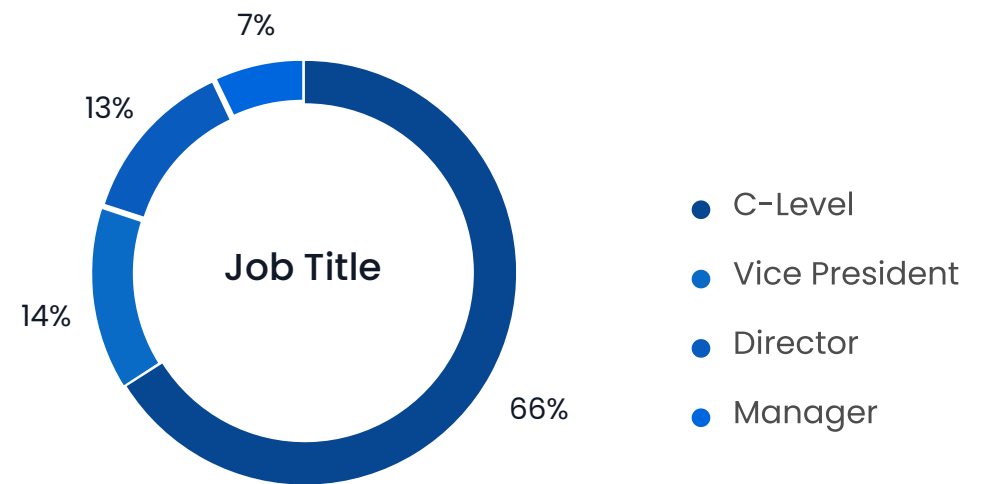
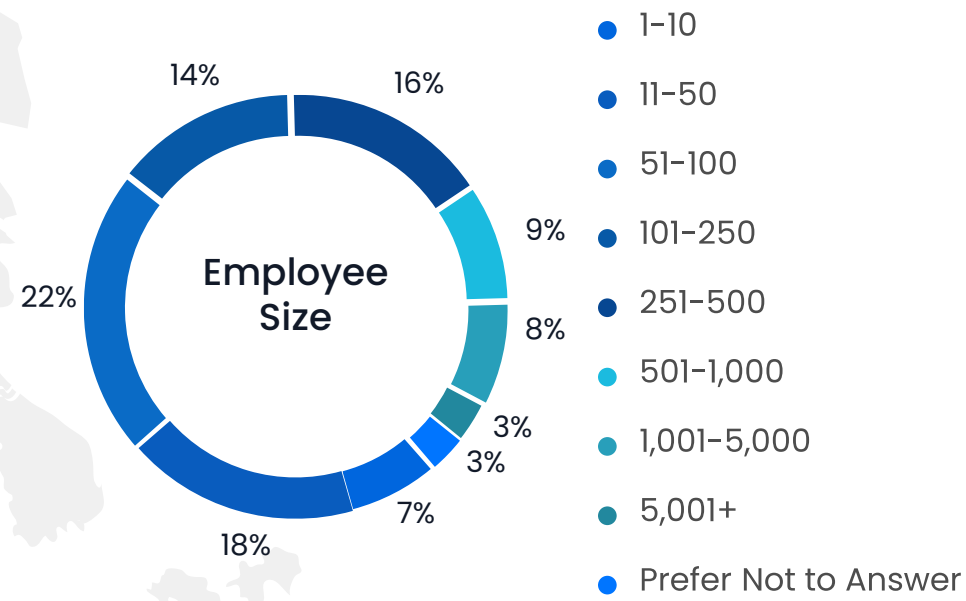
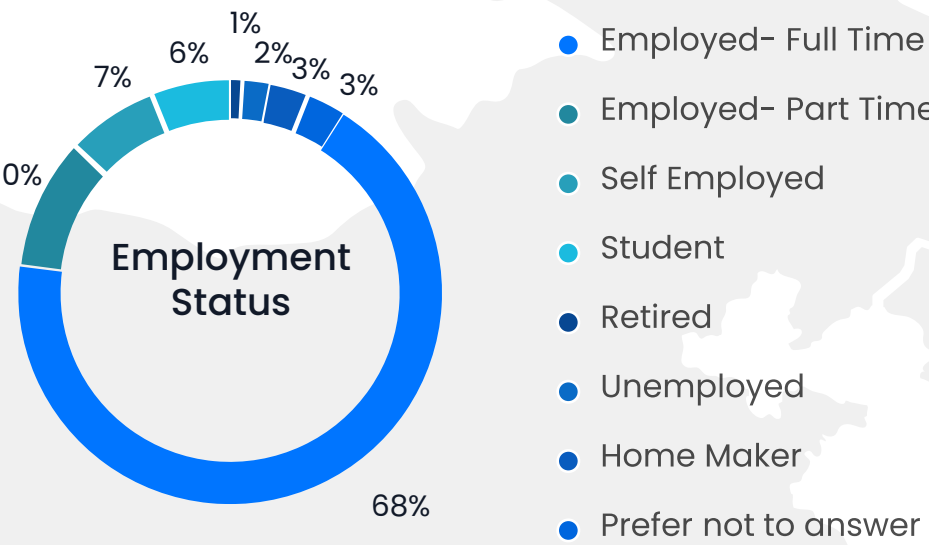
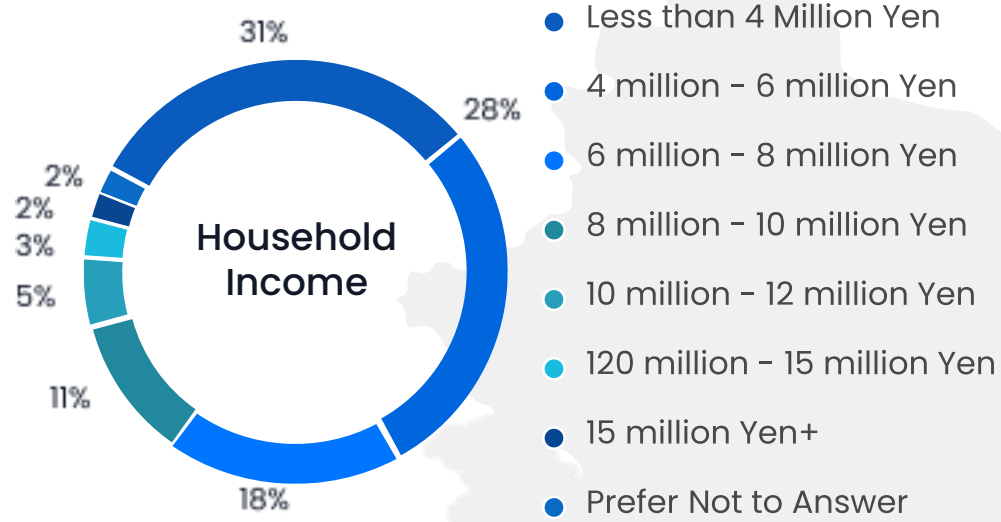
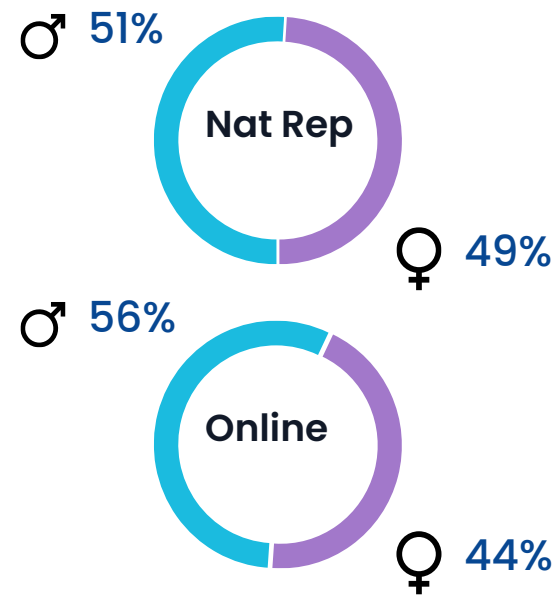


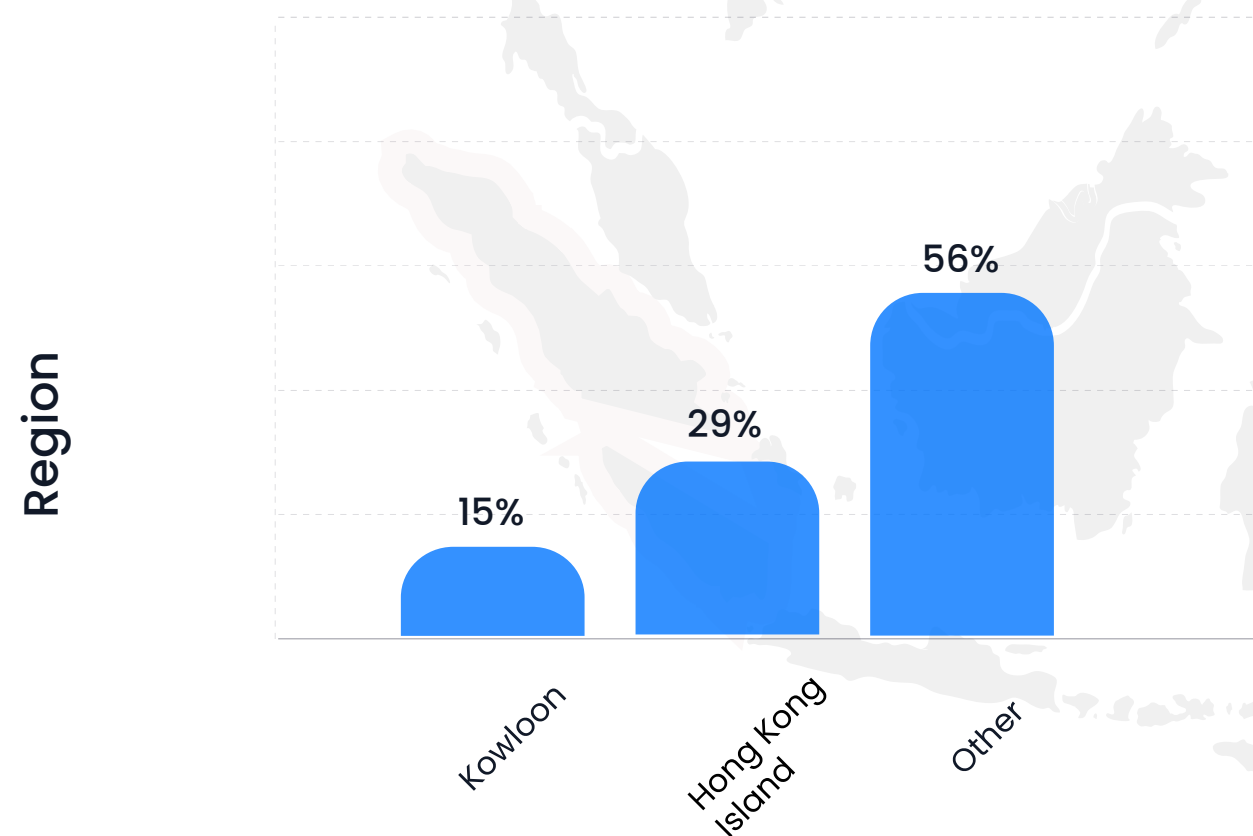
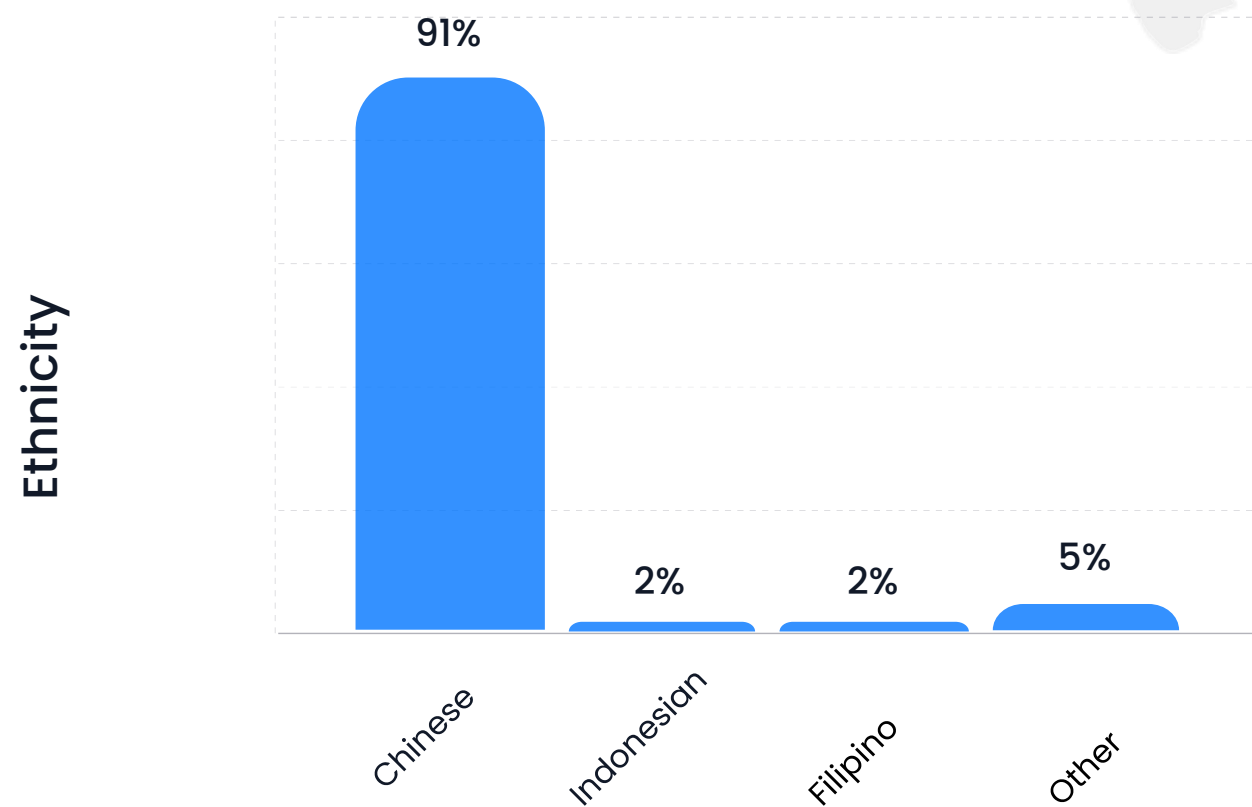
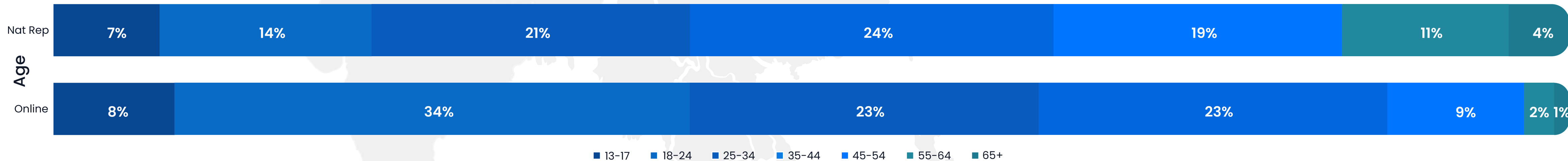
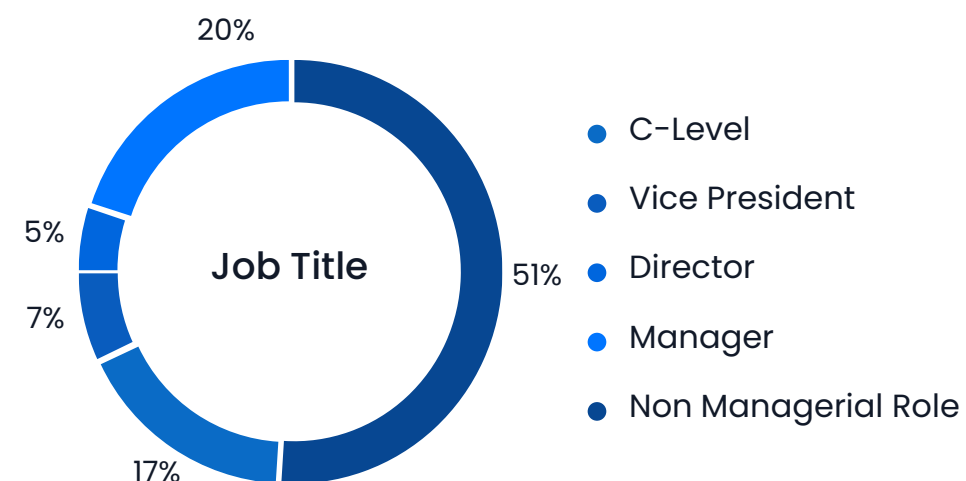
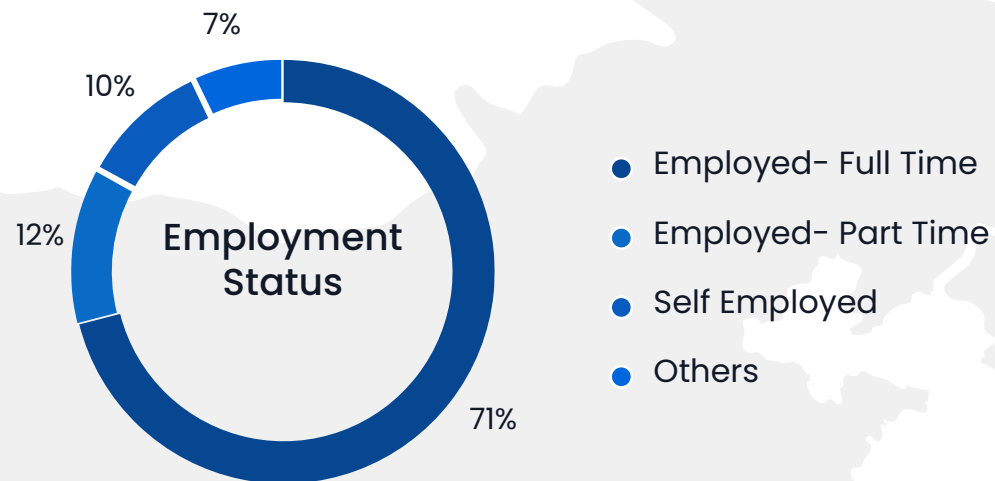
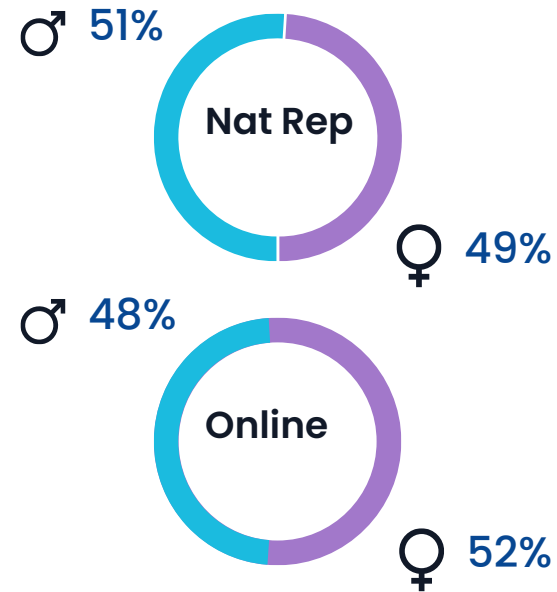
APAC

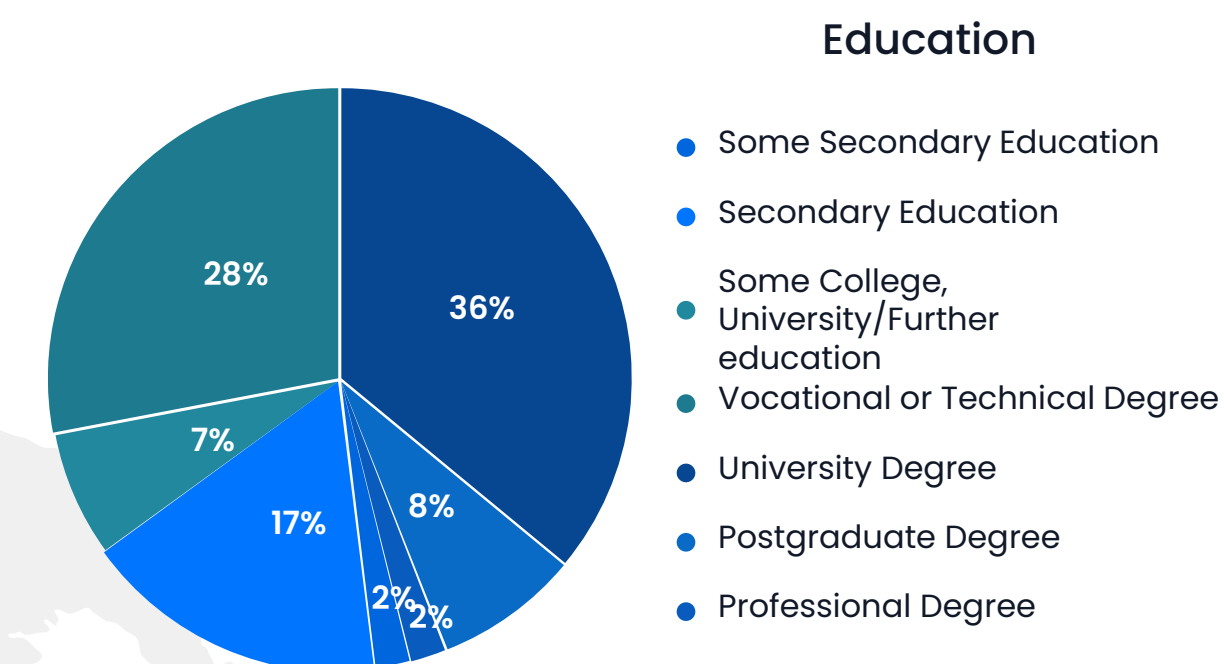
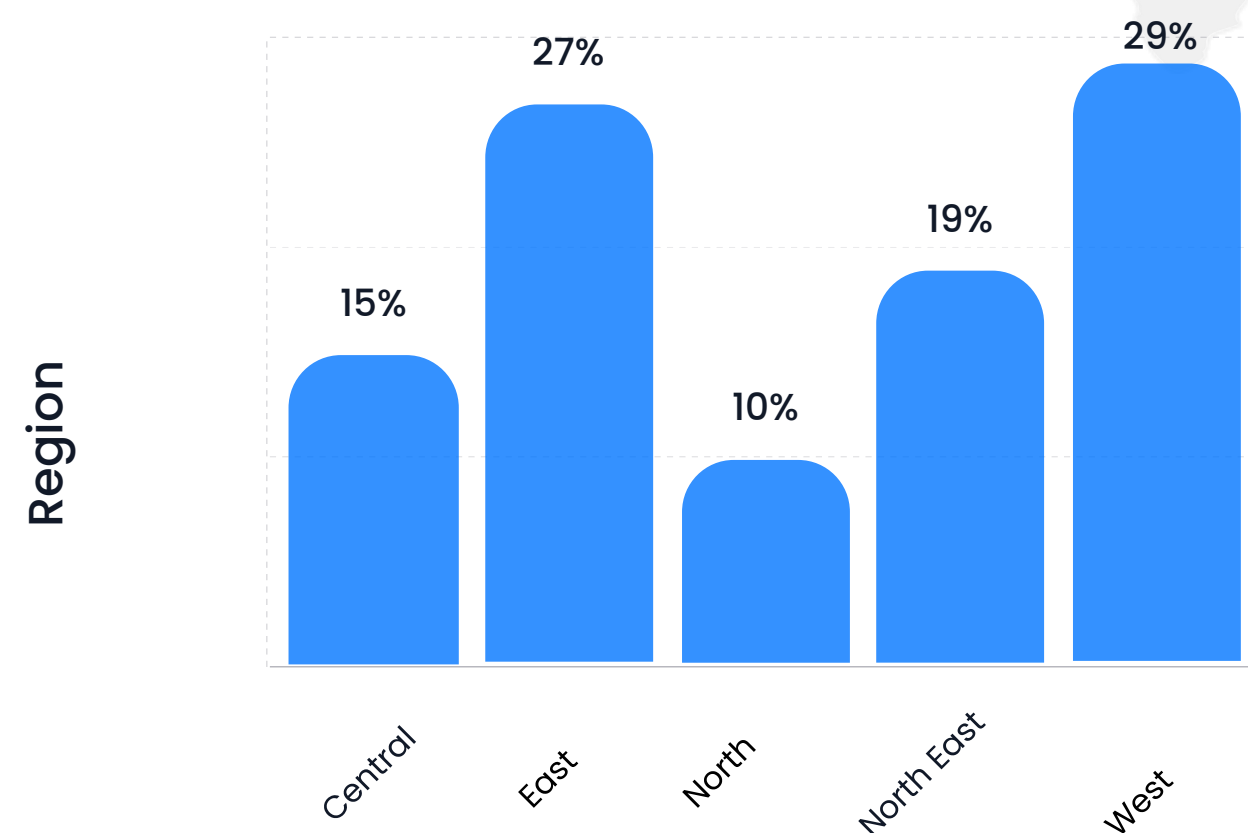
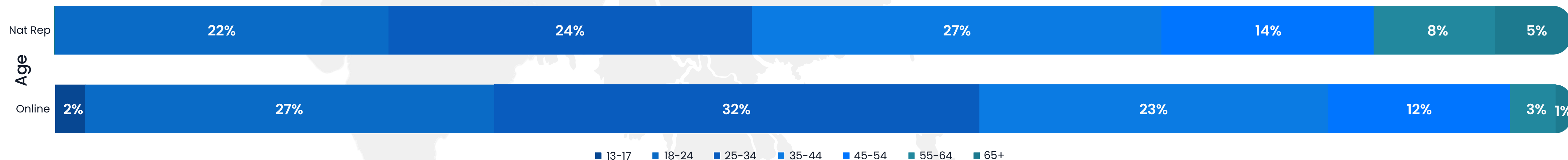
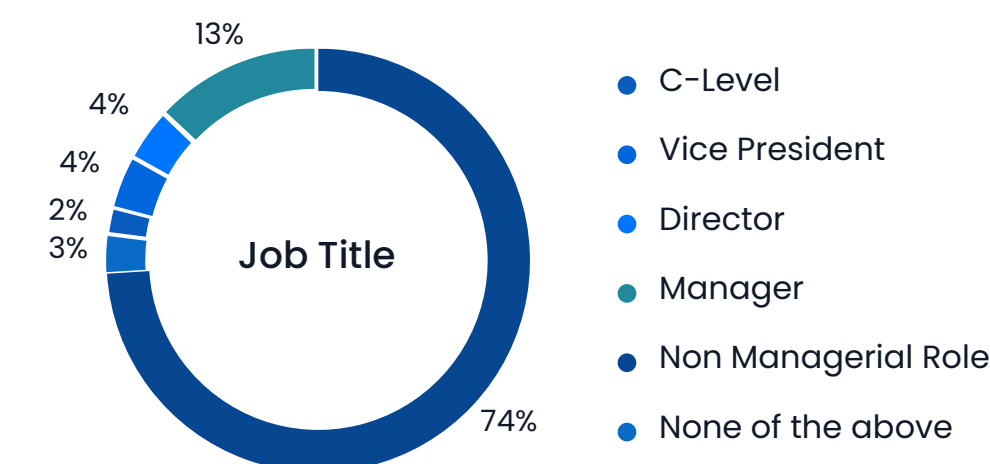
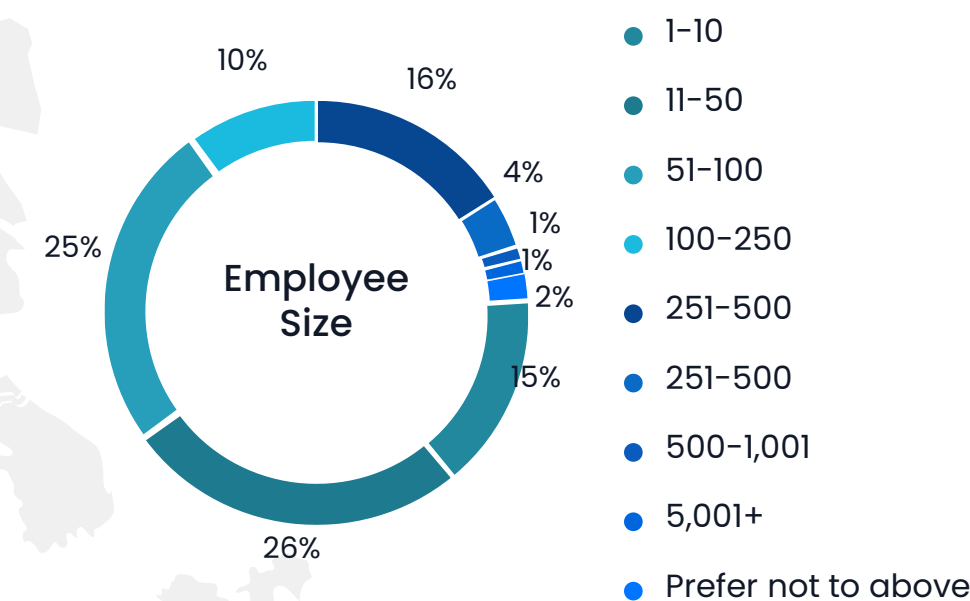
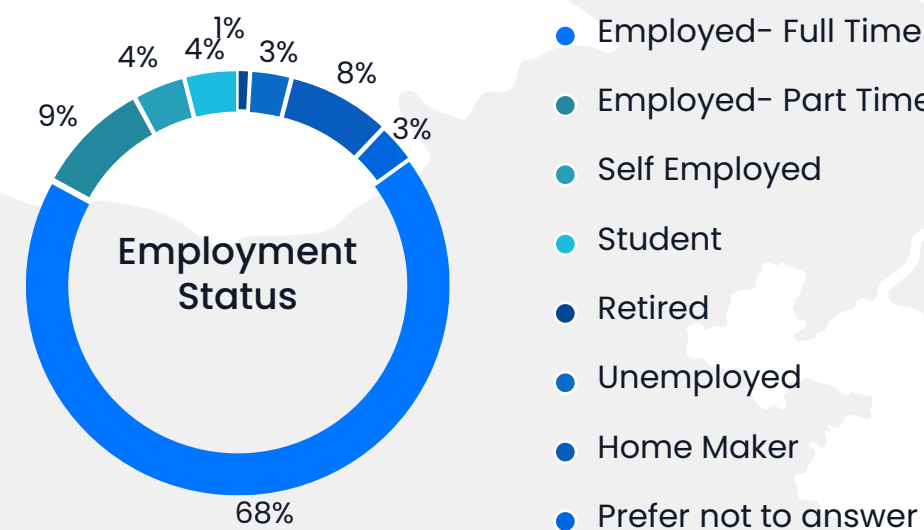
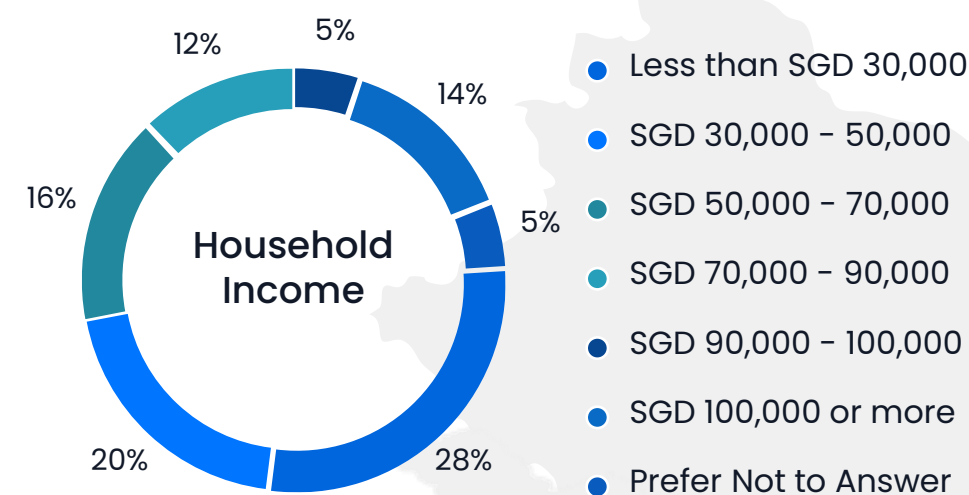
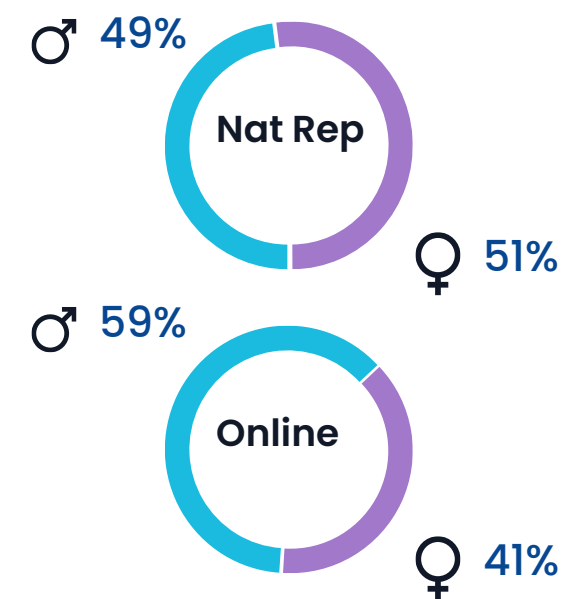


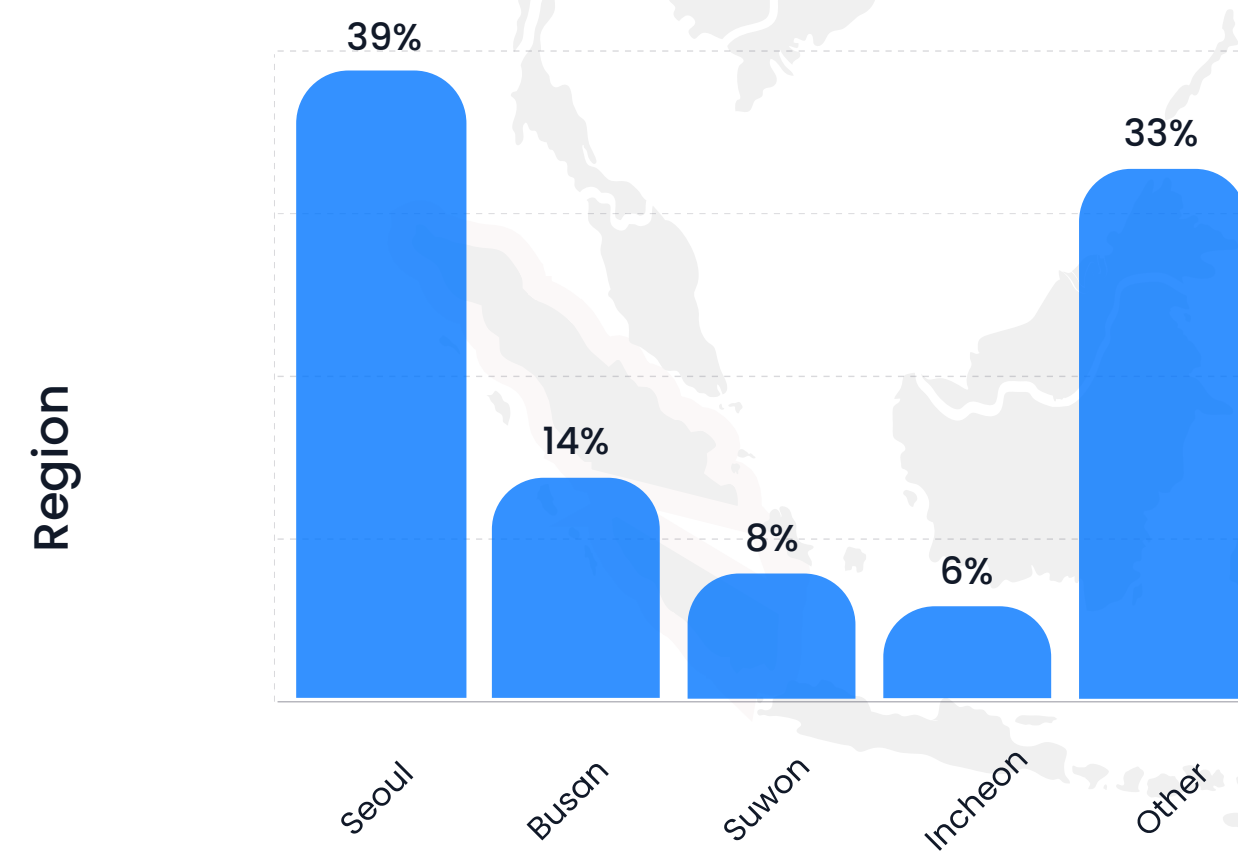
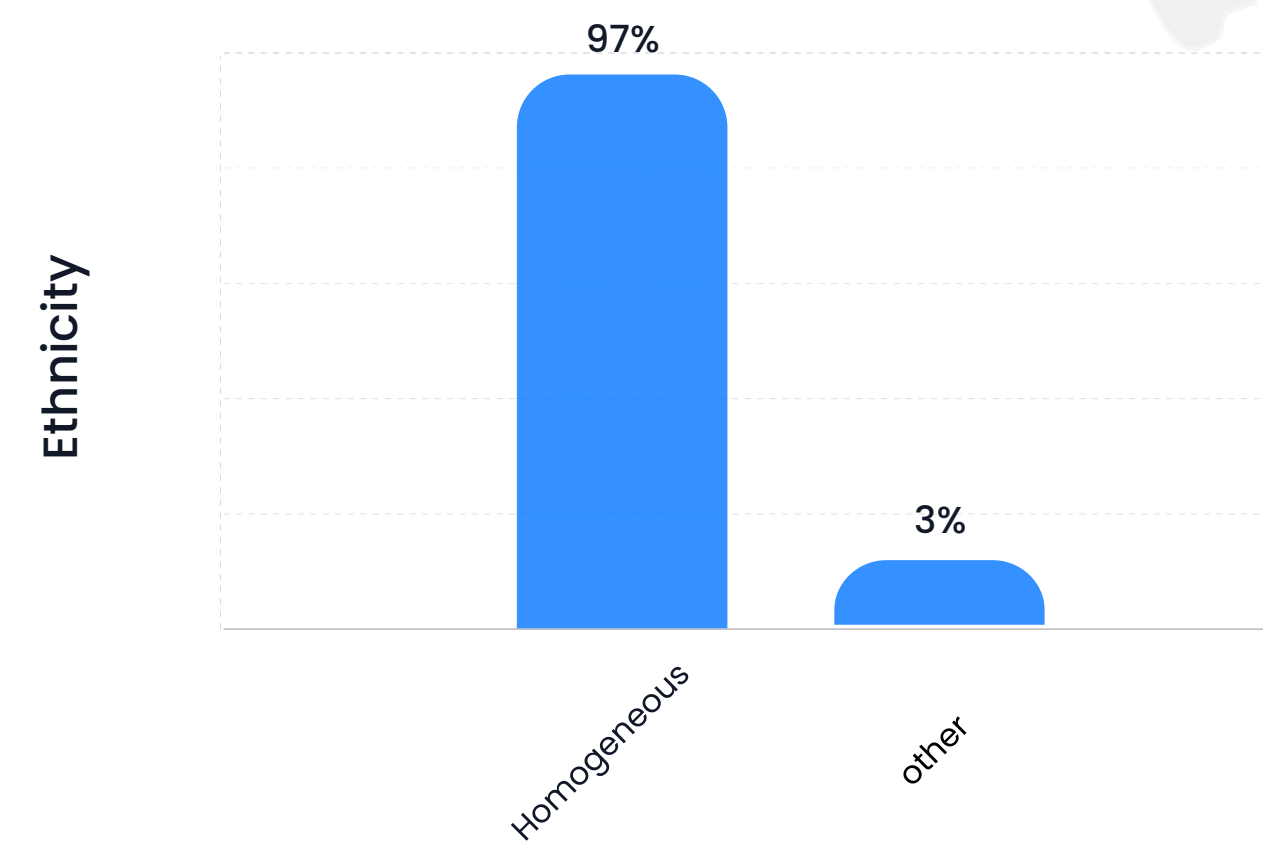
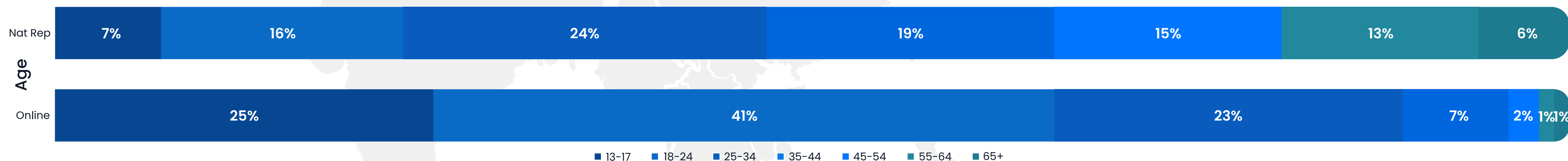
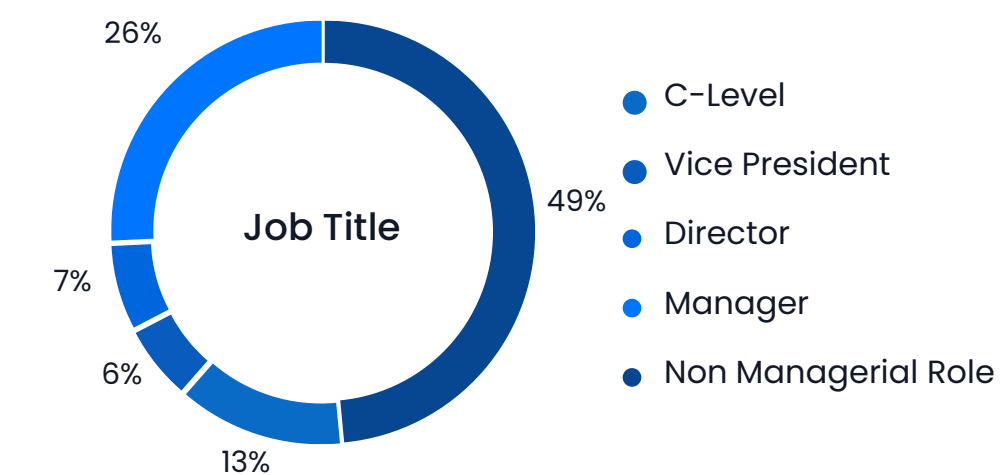
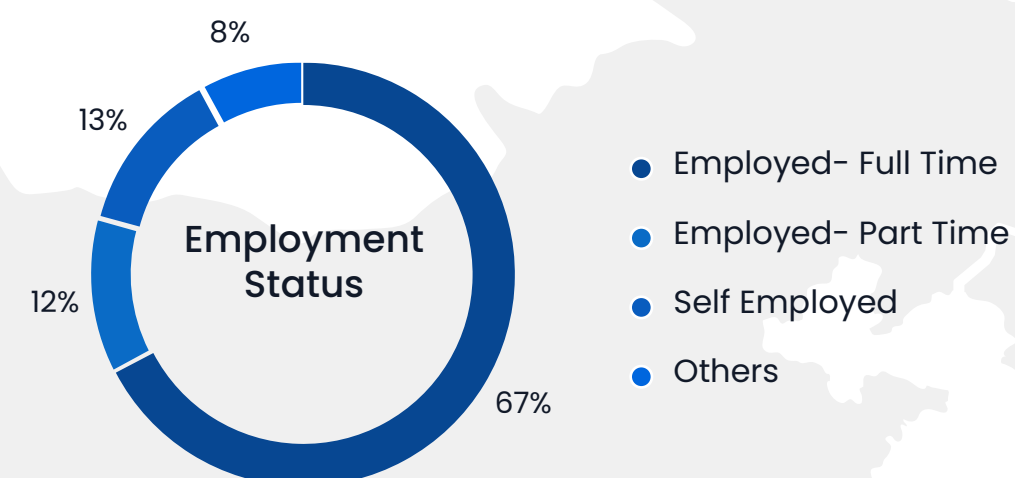
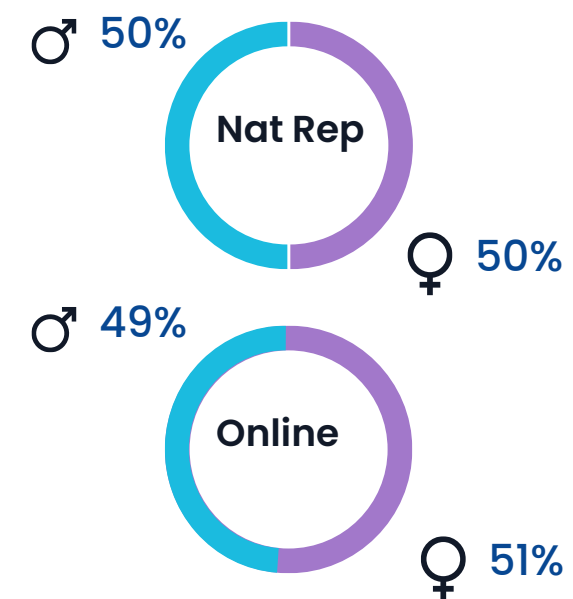


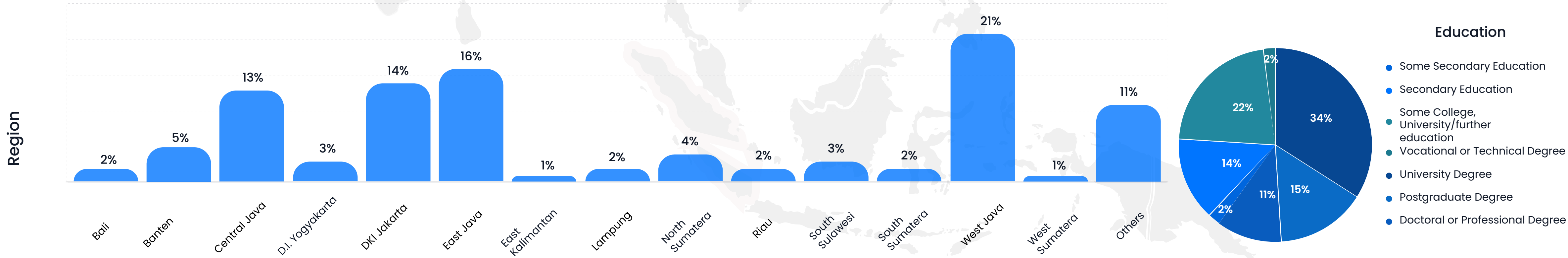
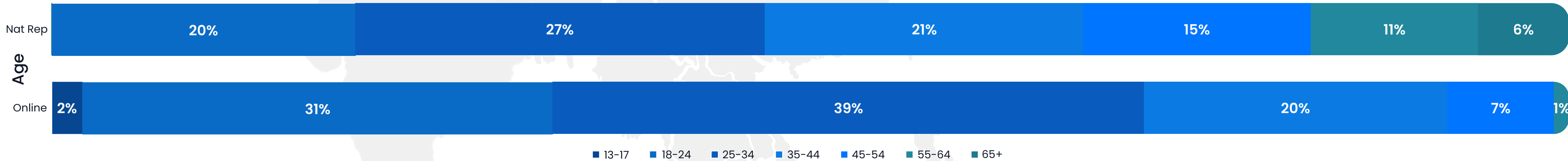
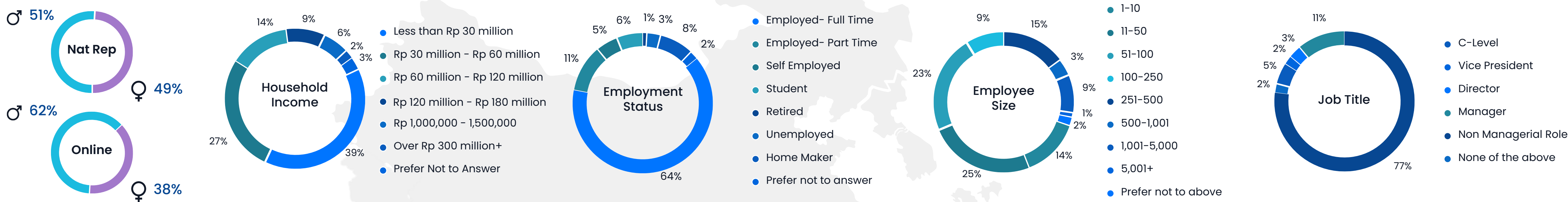


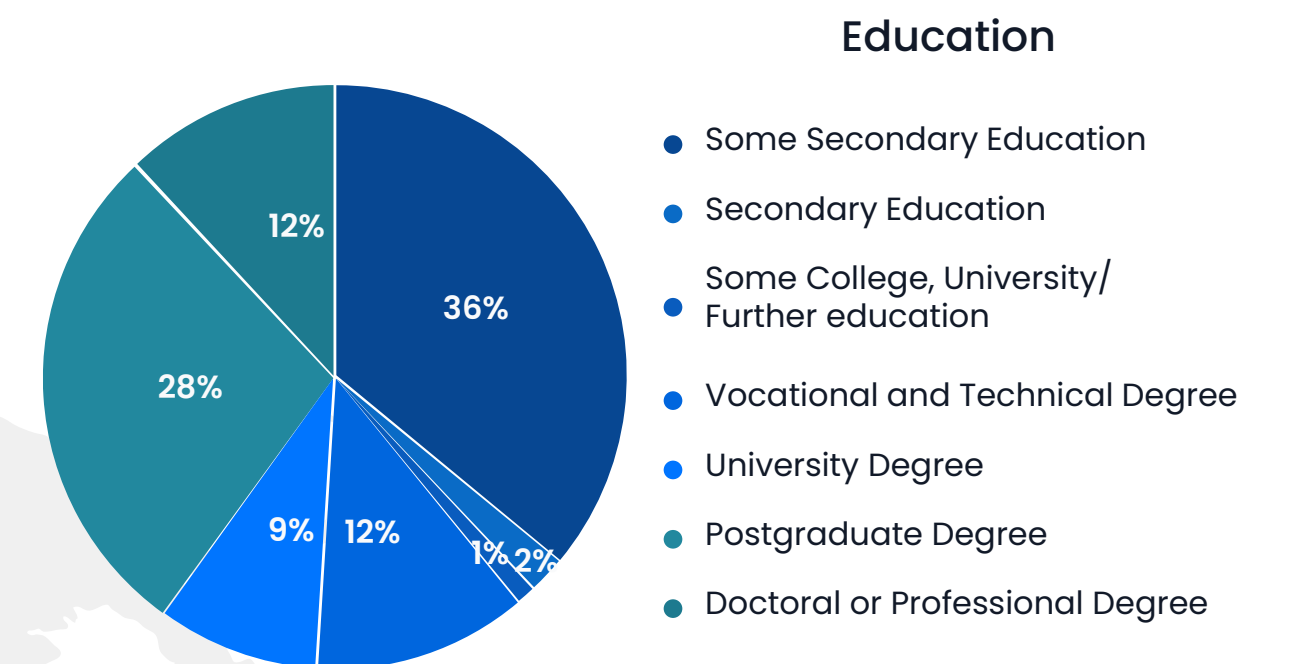
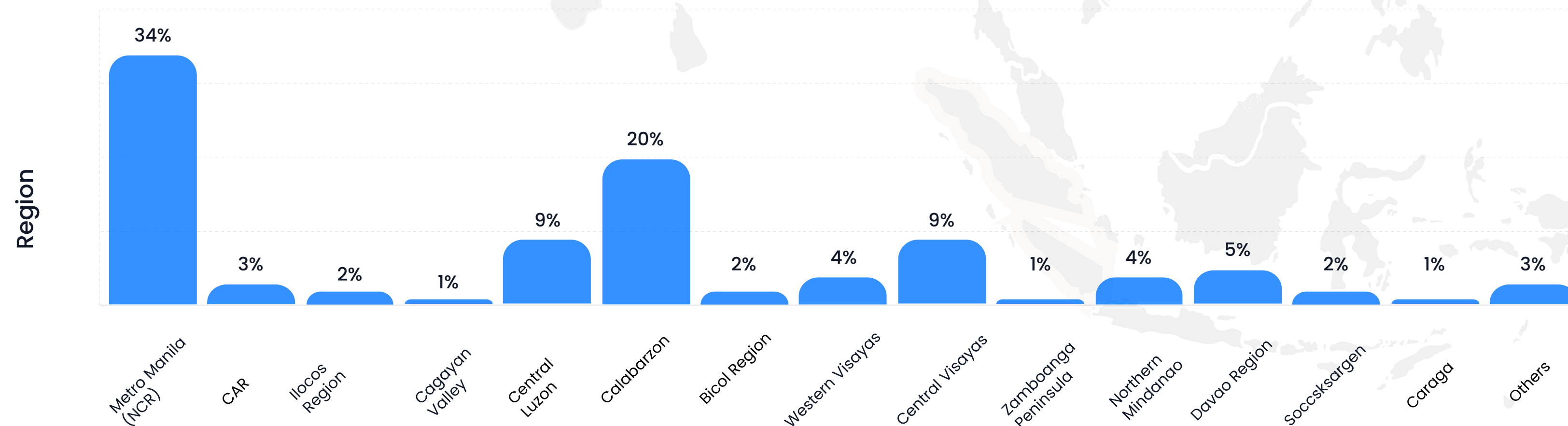
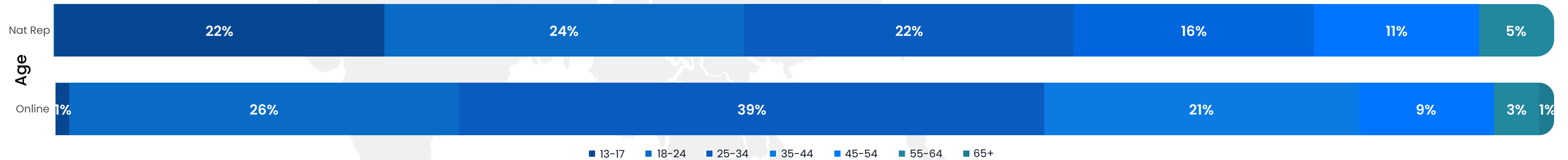
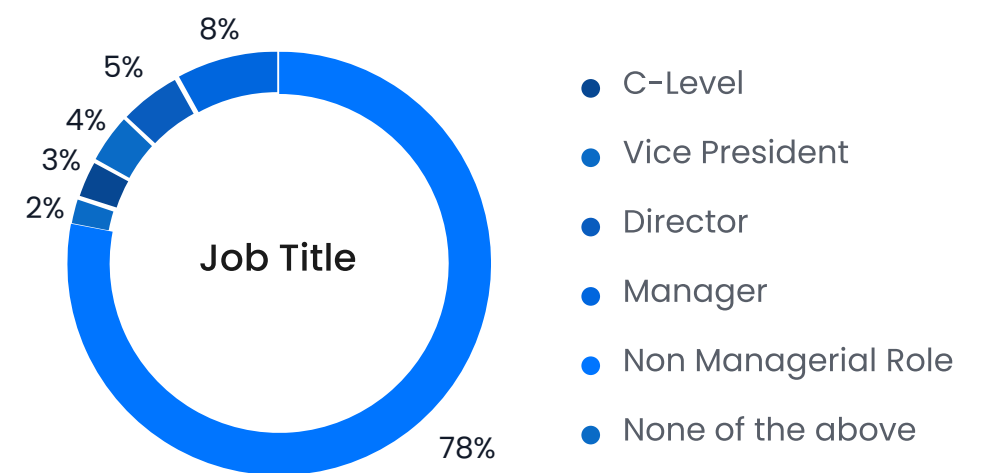
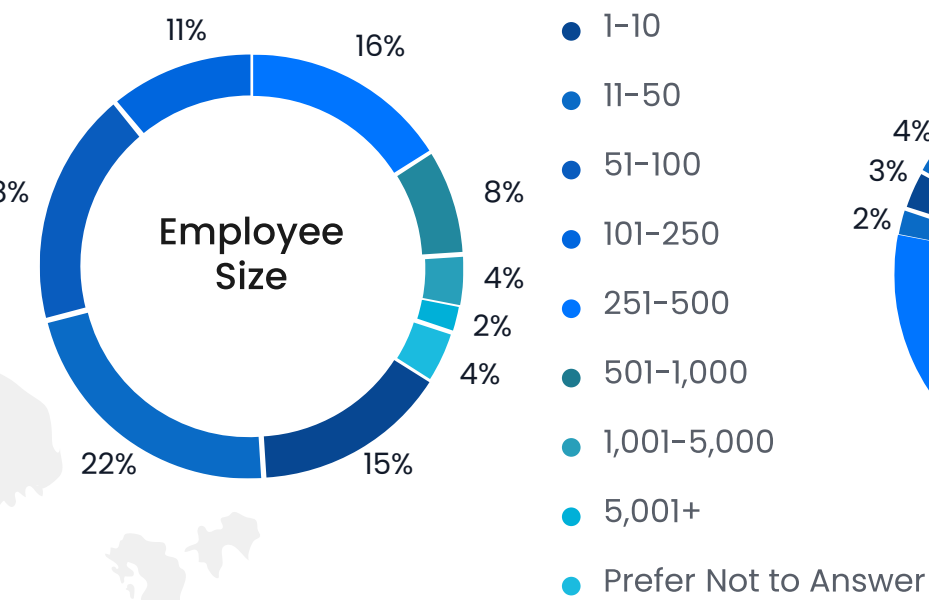
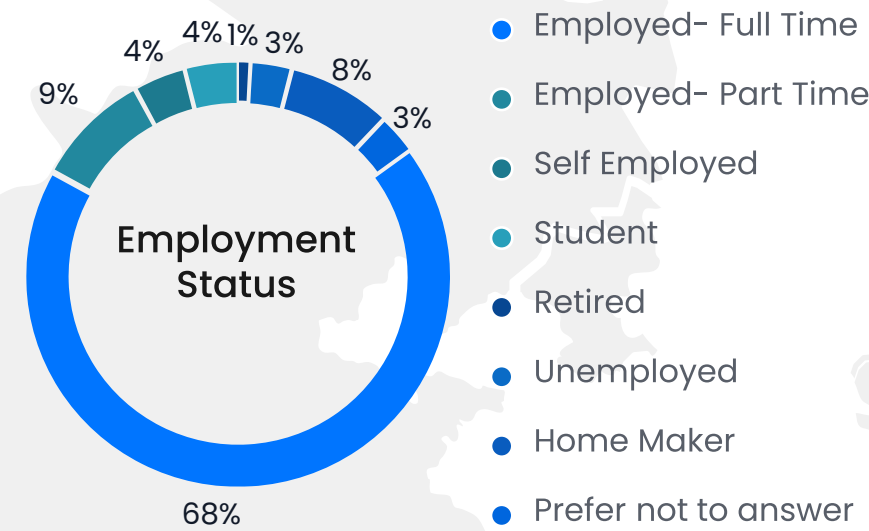
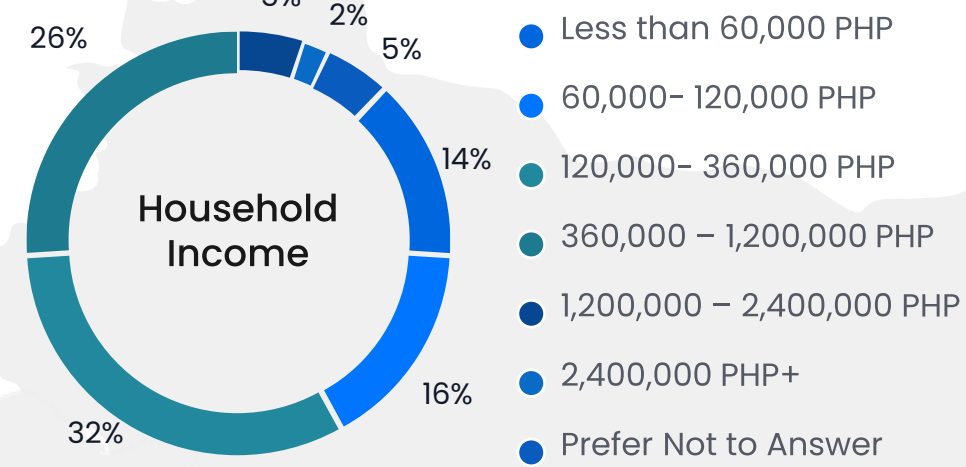
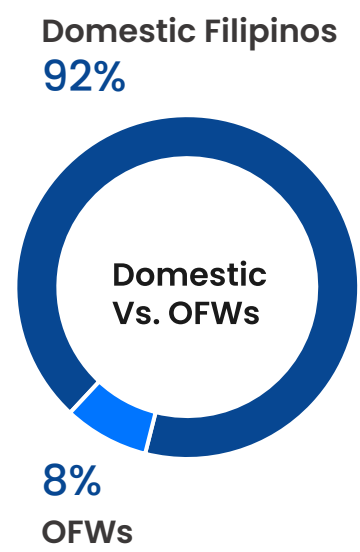
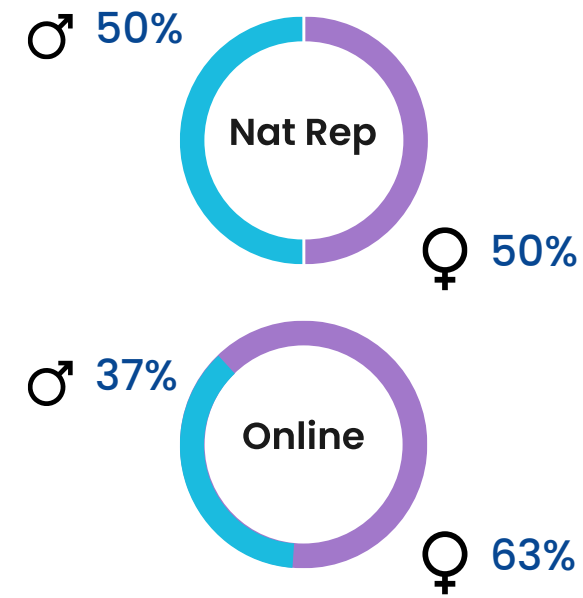


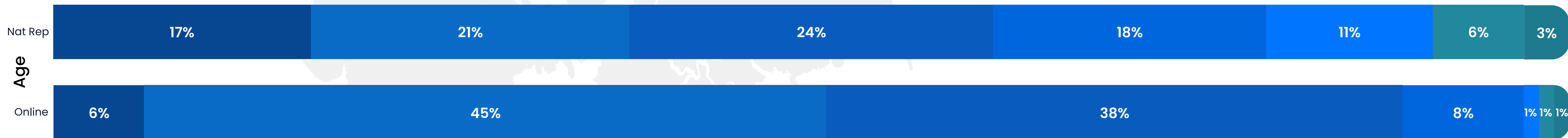
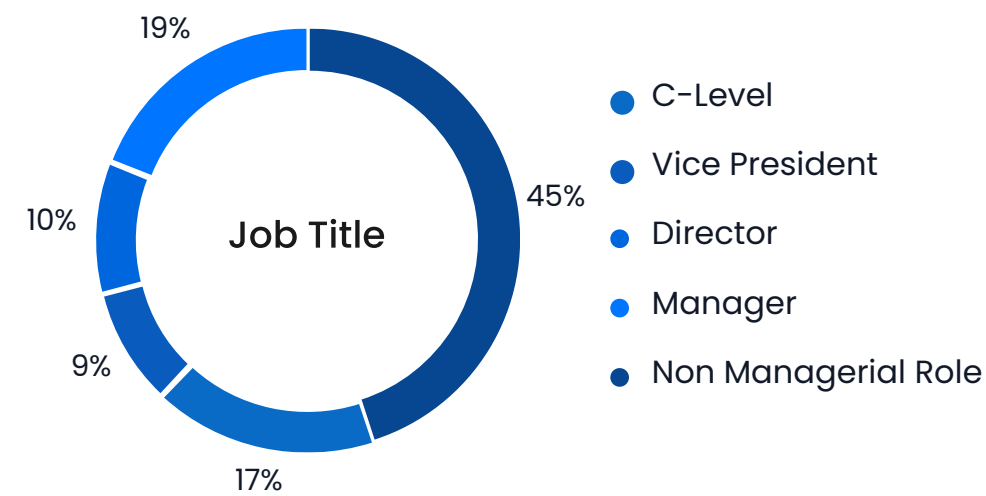
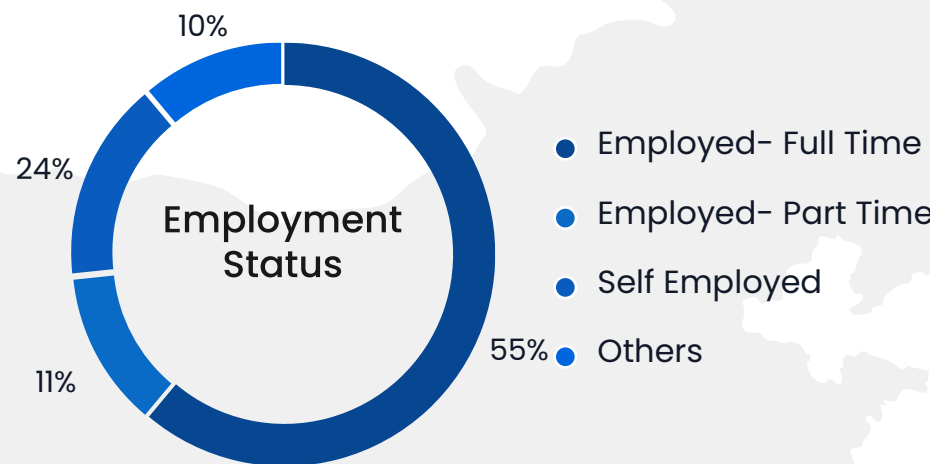
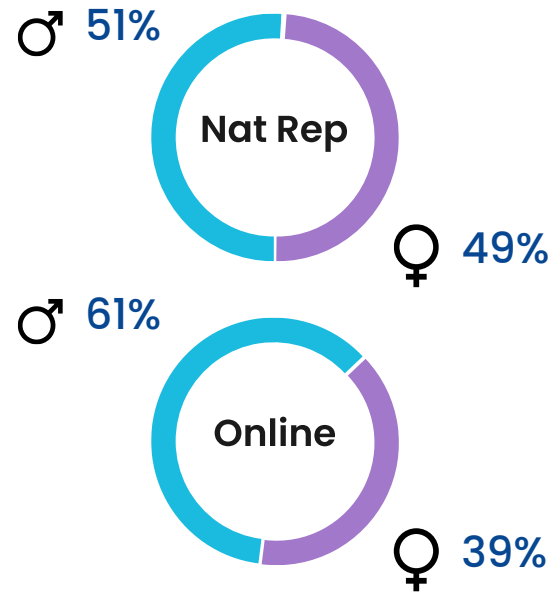






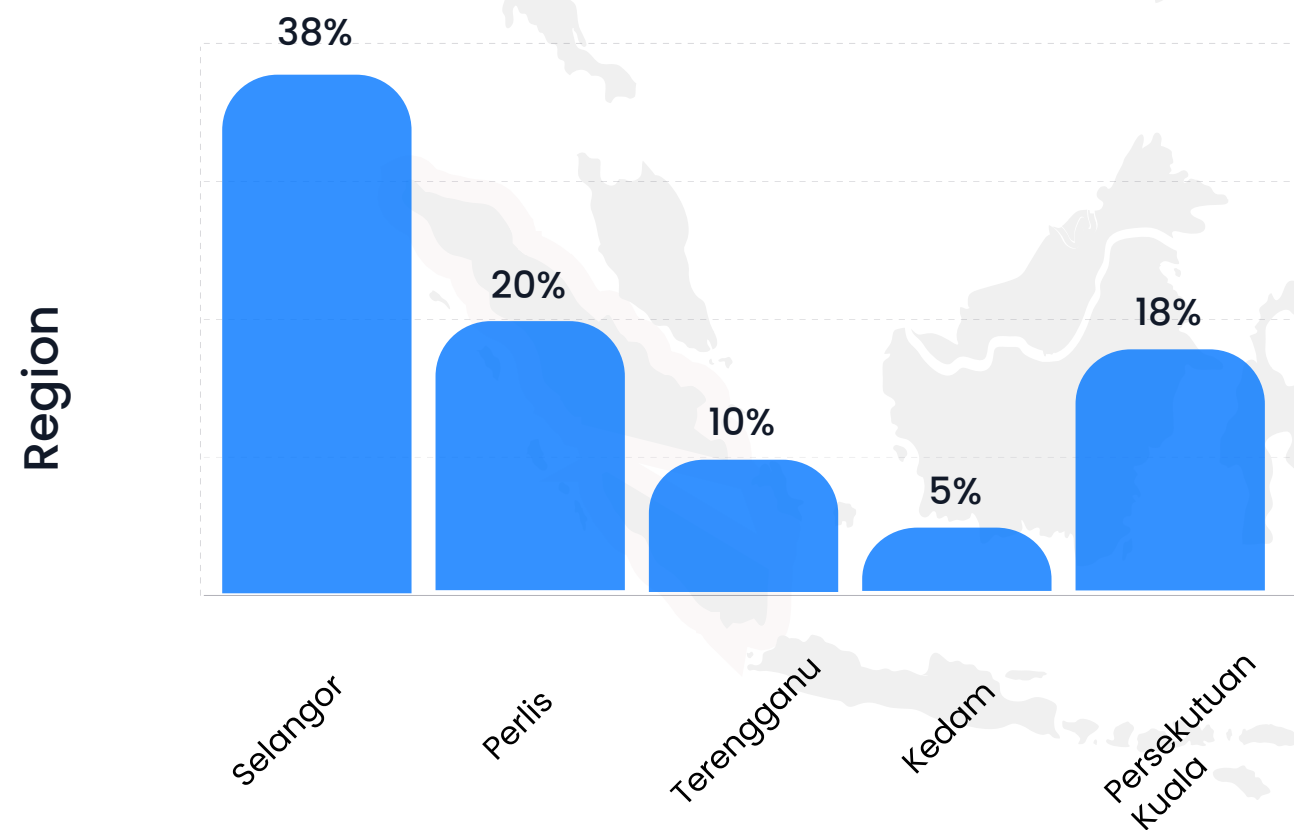
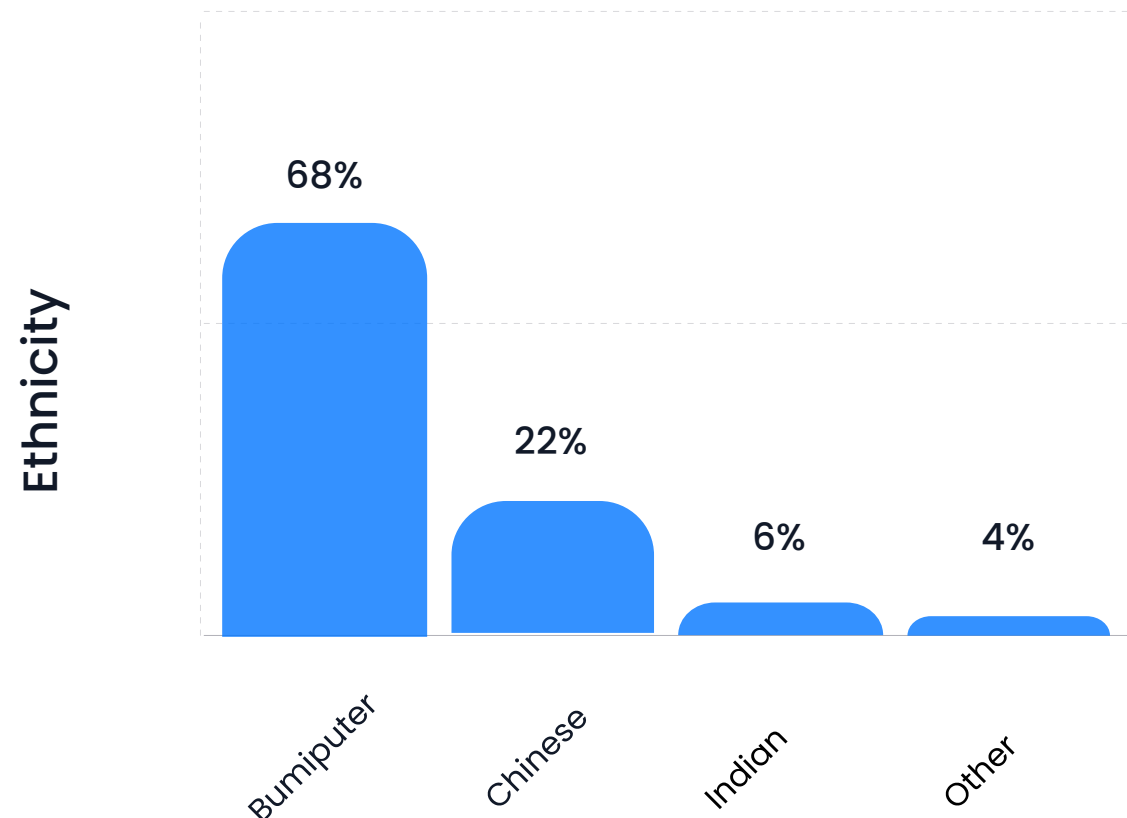


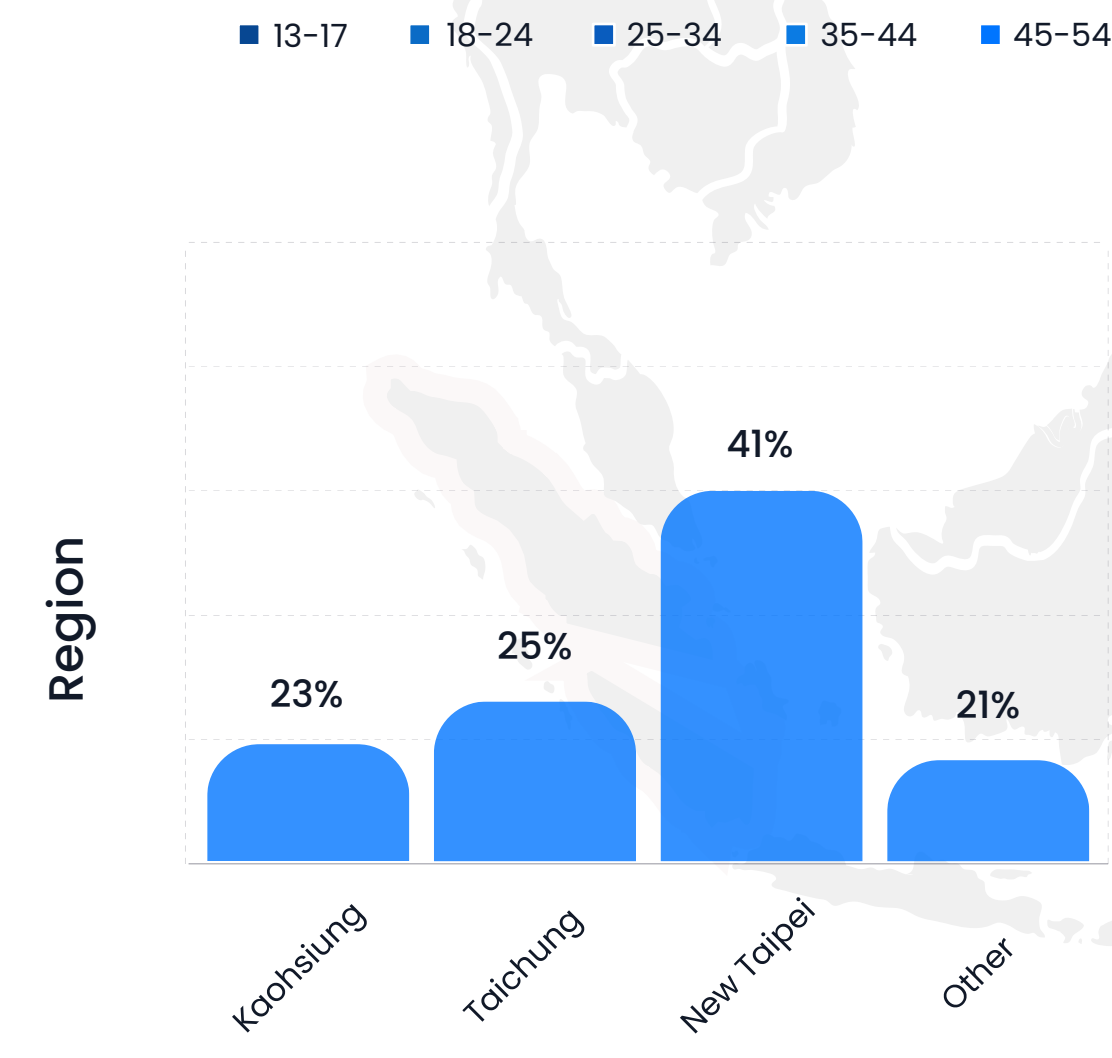
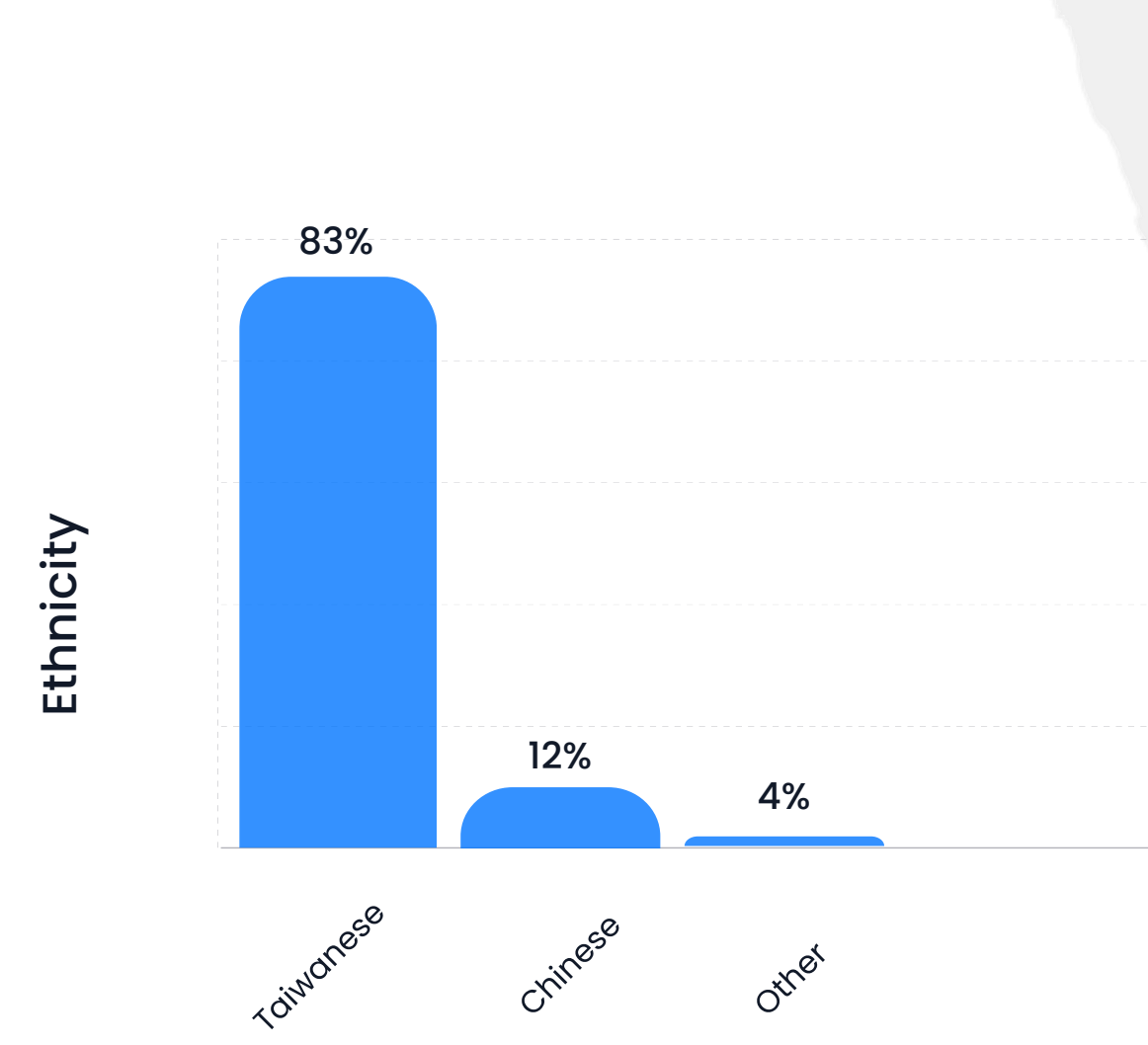
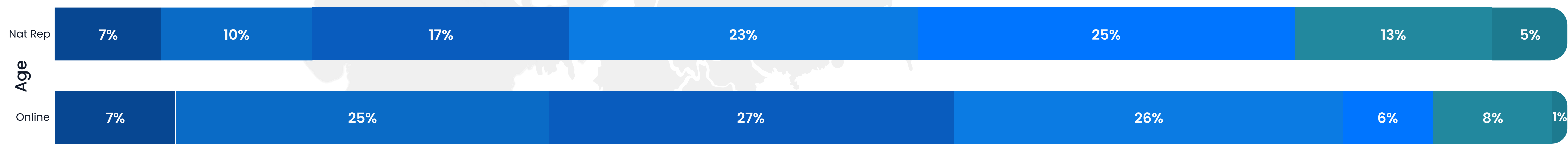
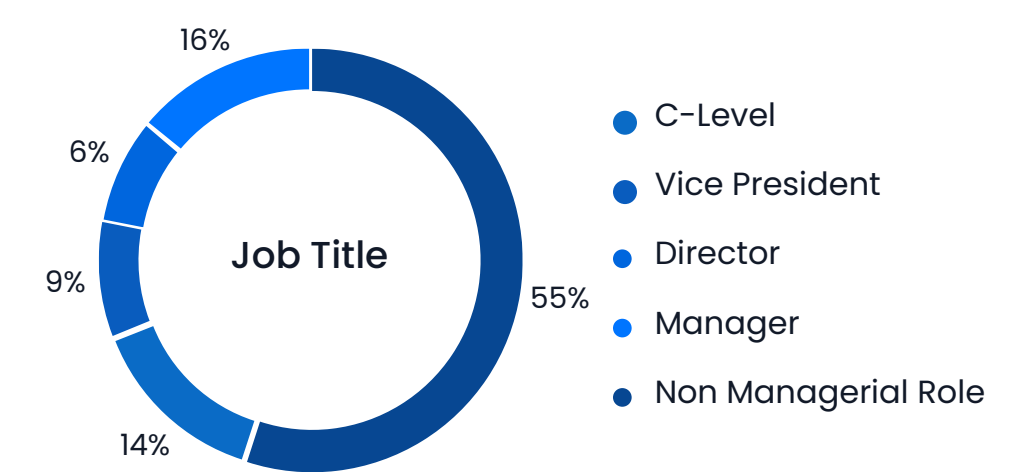
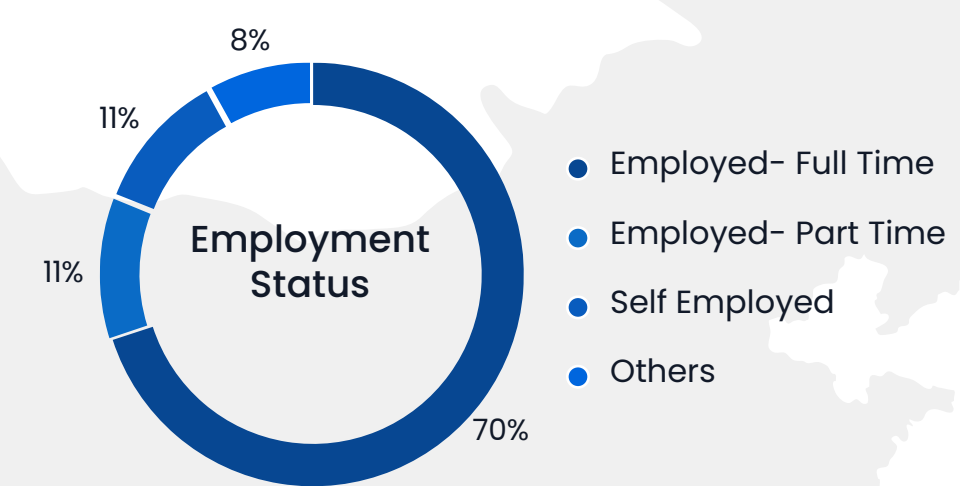
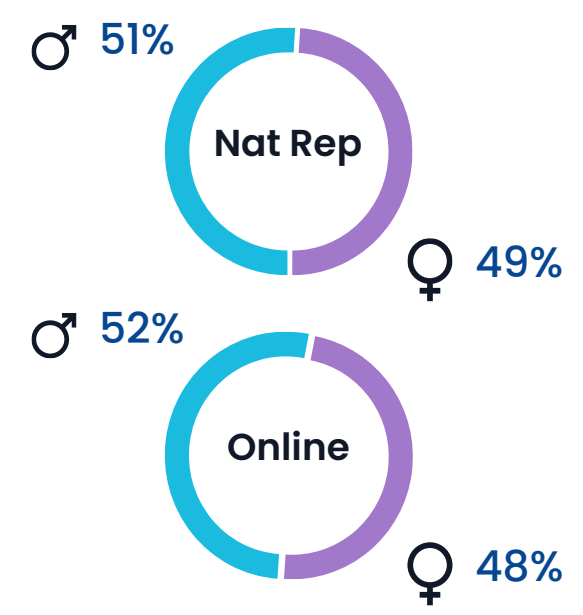


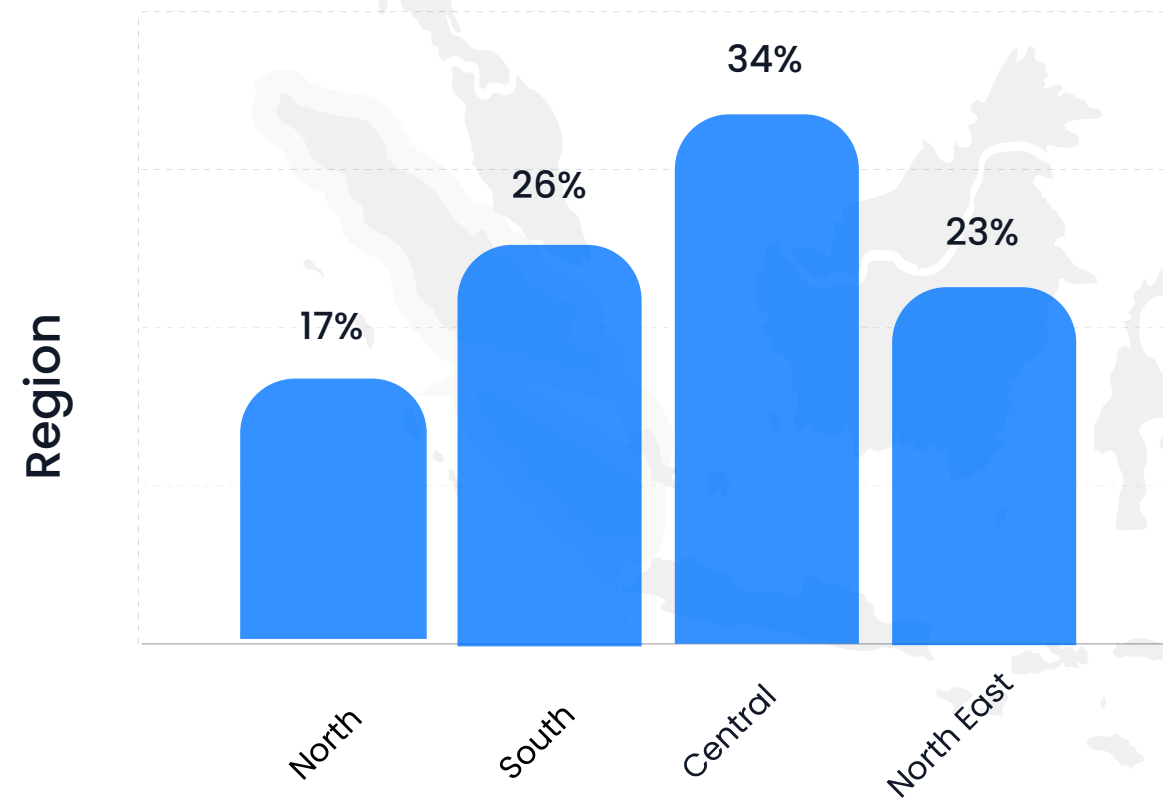
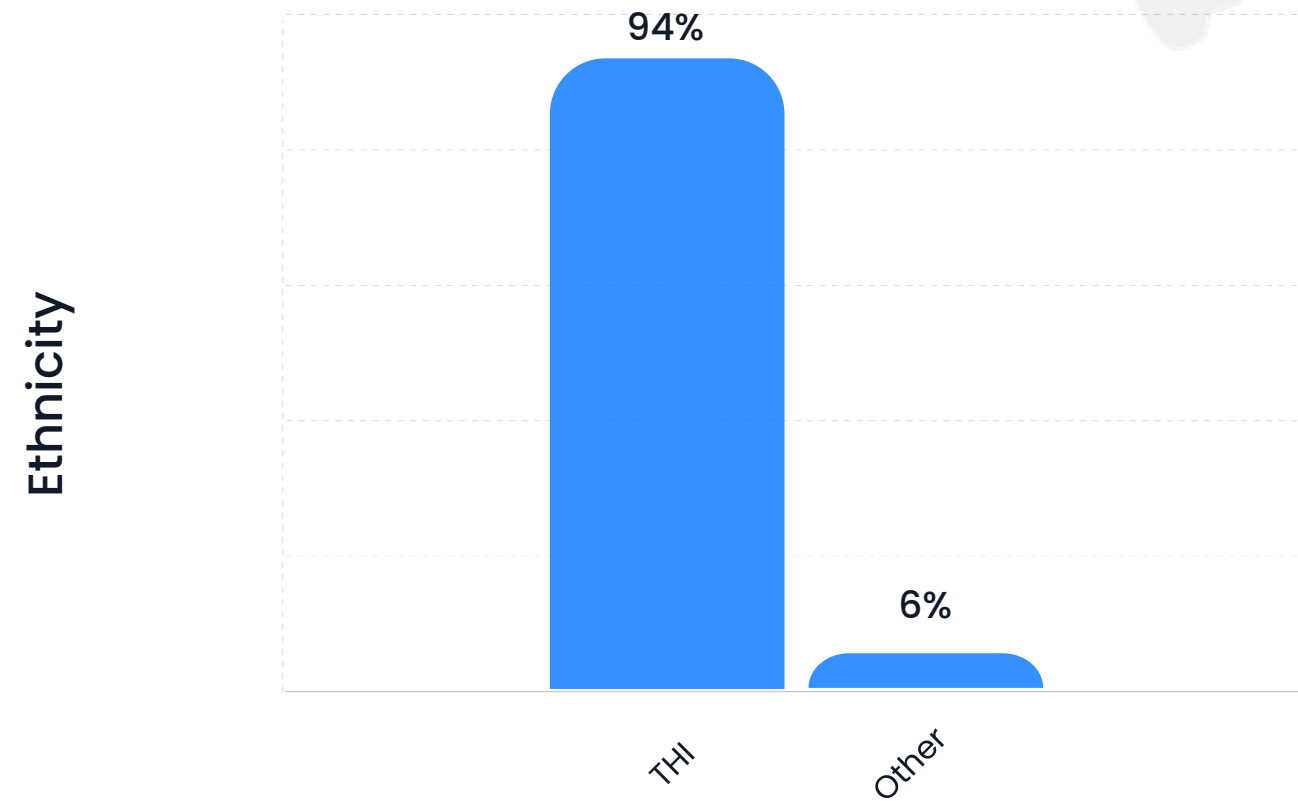
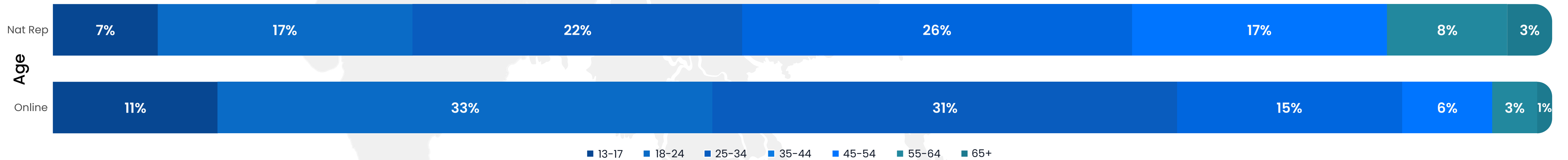
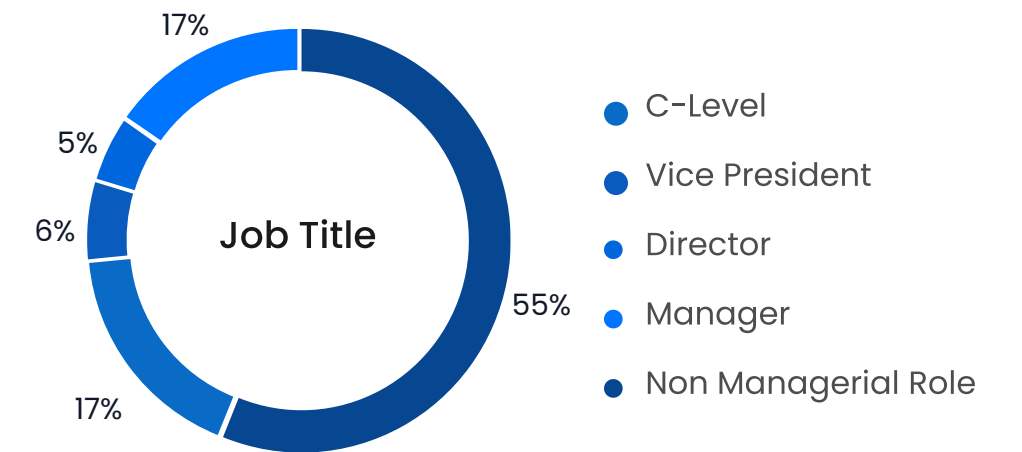
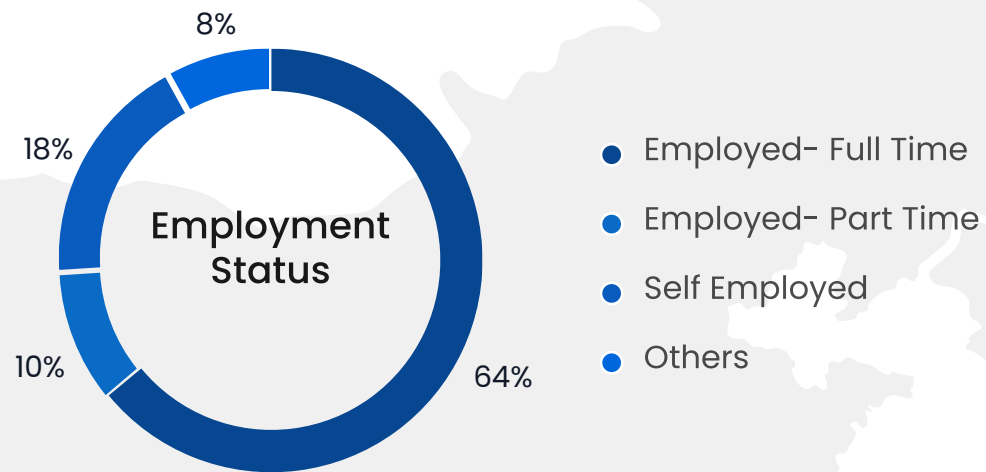
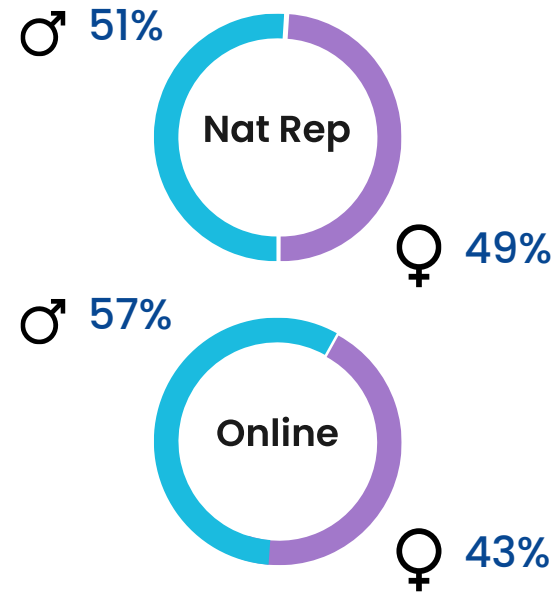


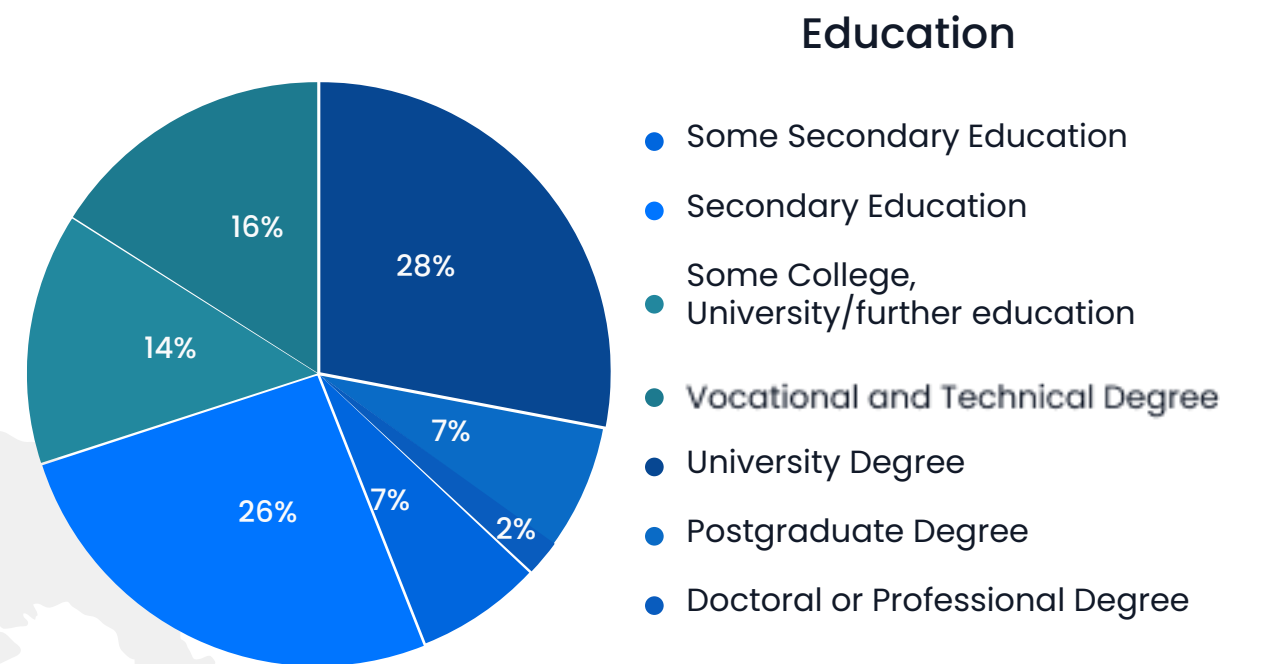
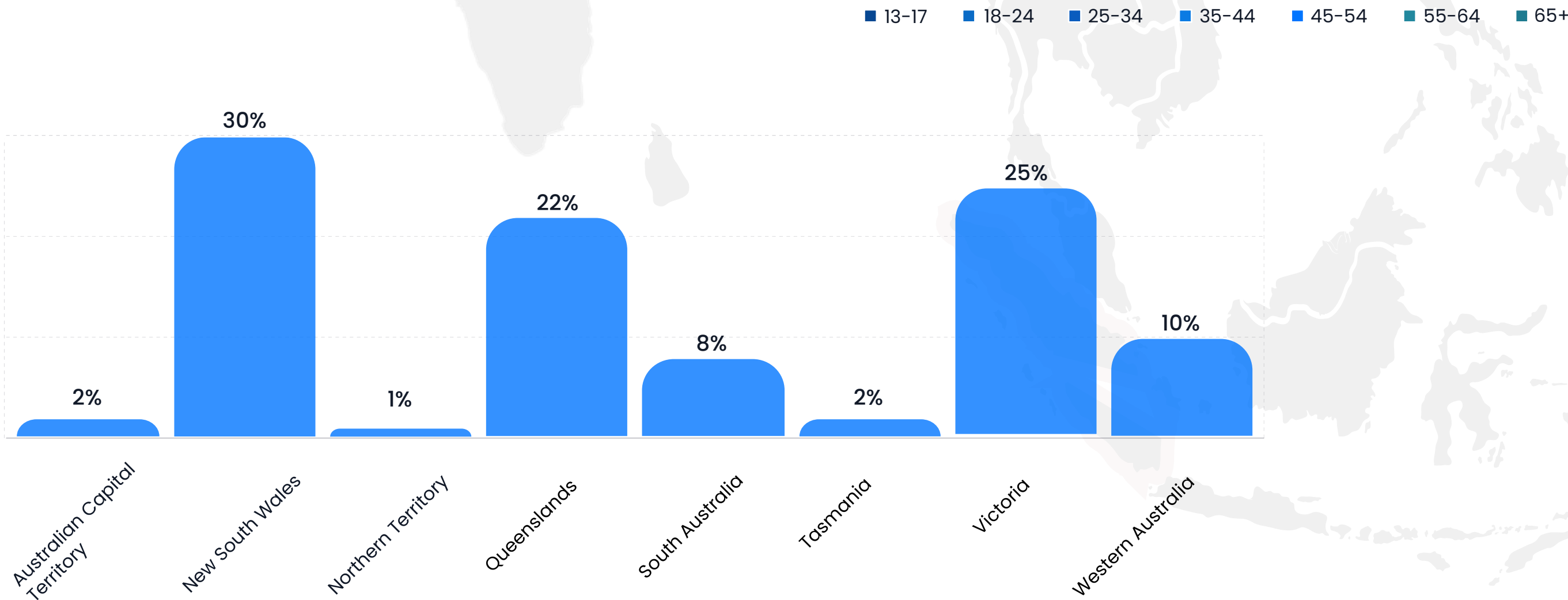
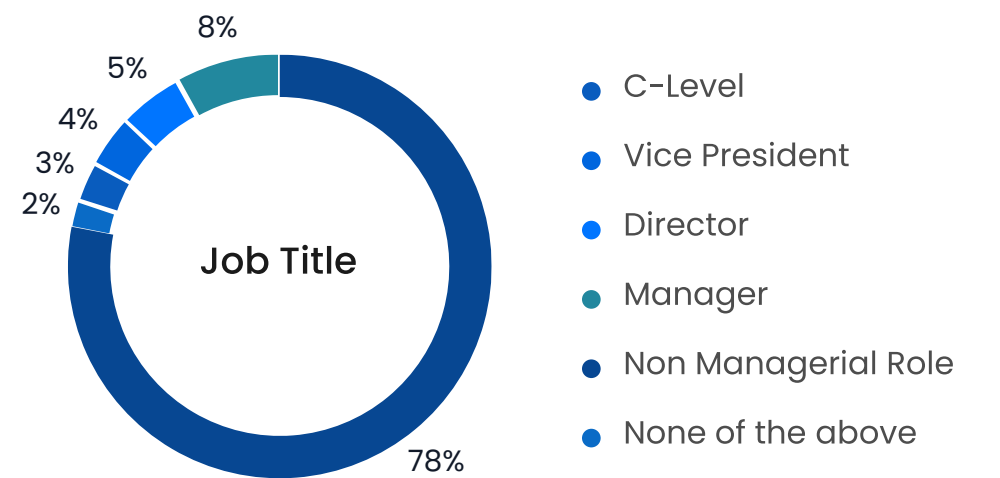
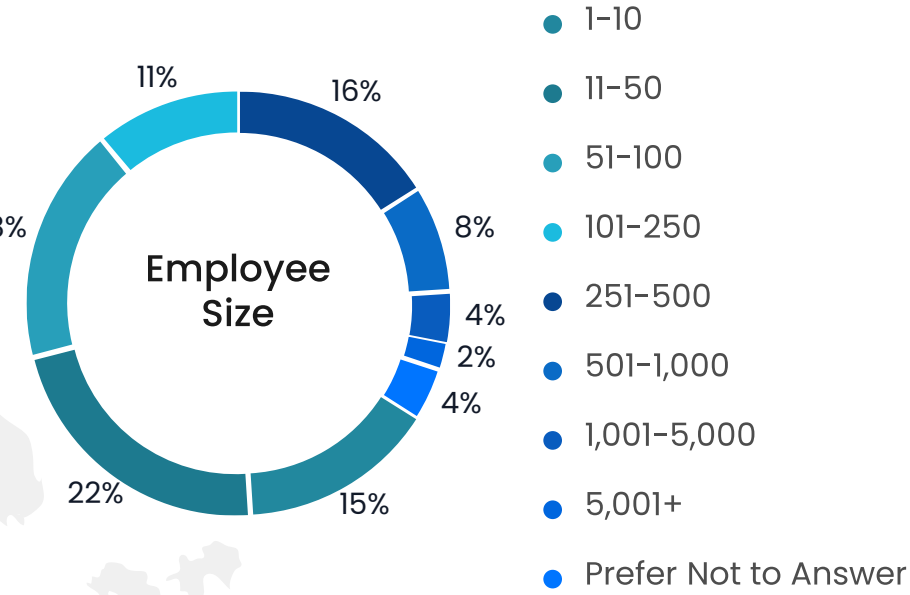
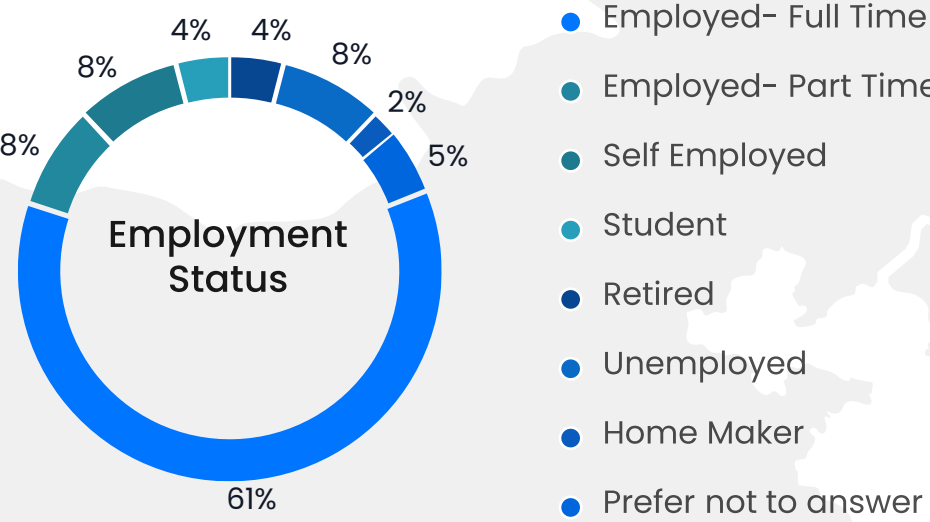
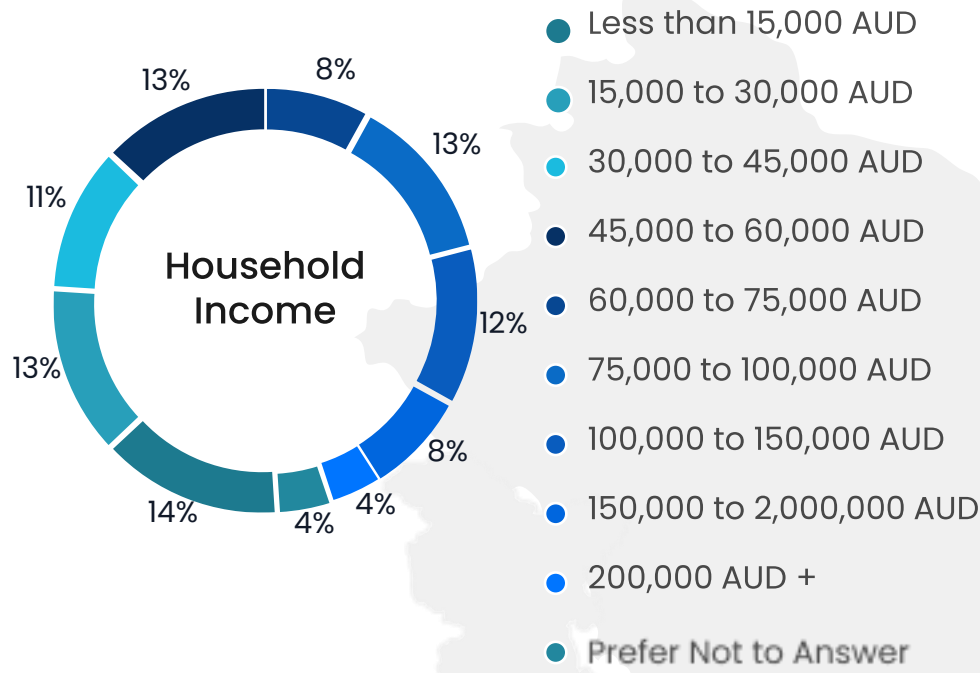
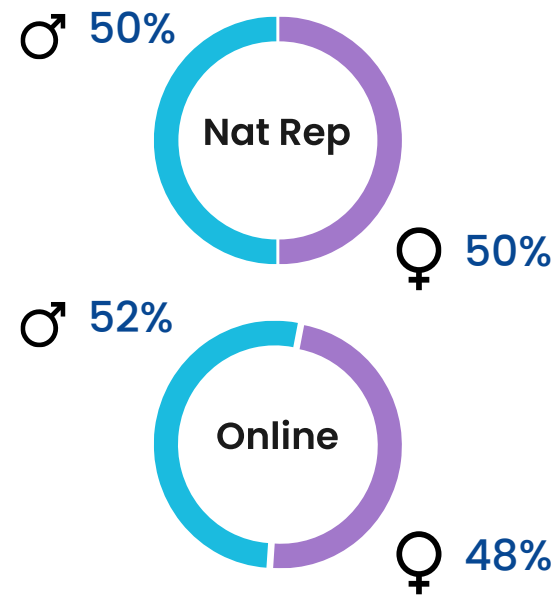
Legend for Age groups:

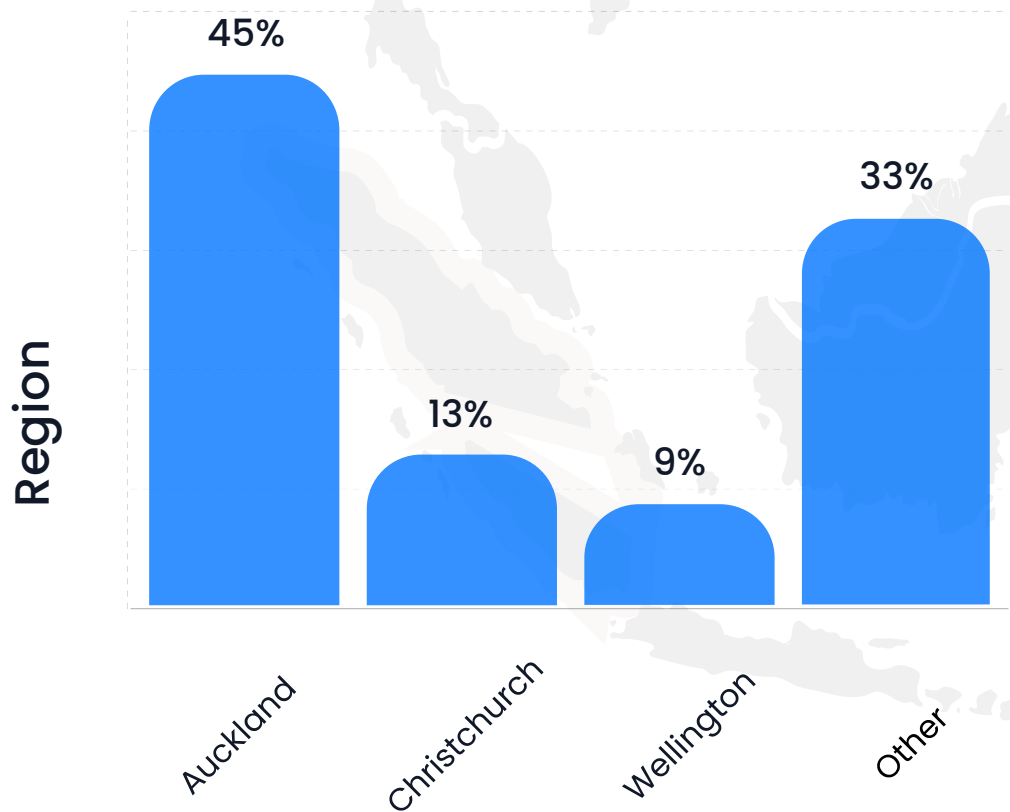
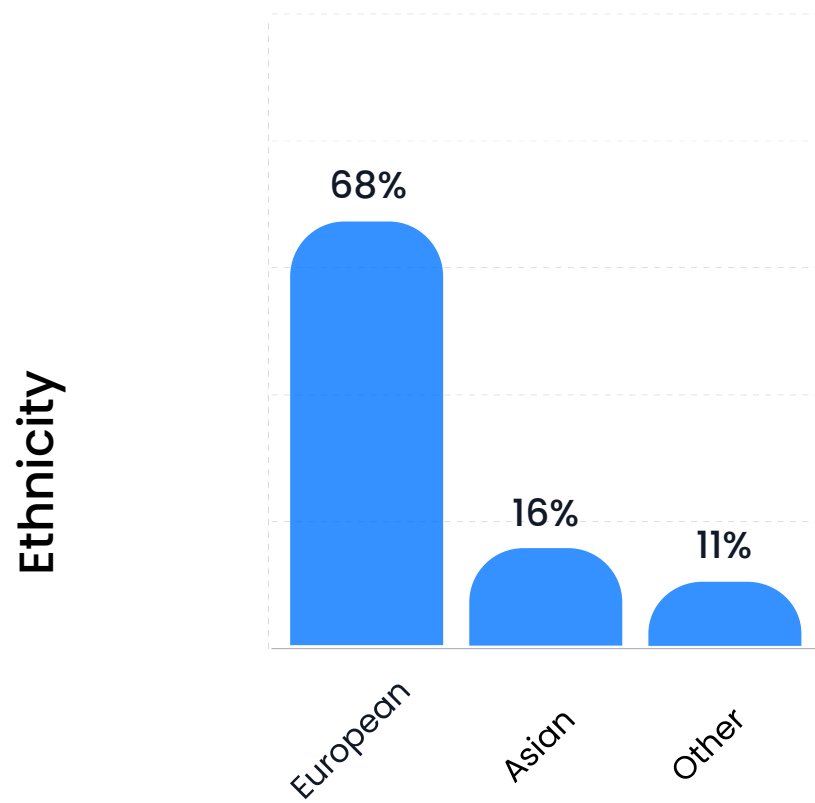
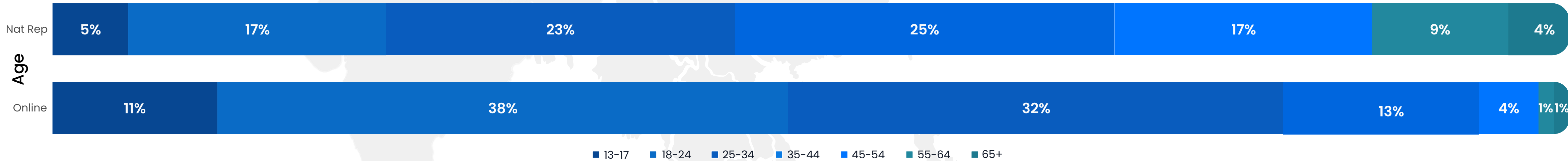
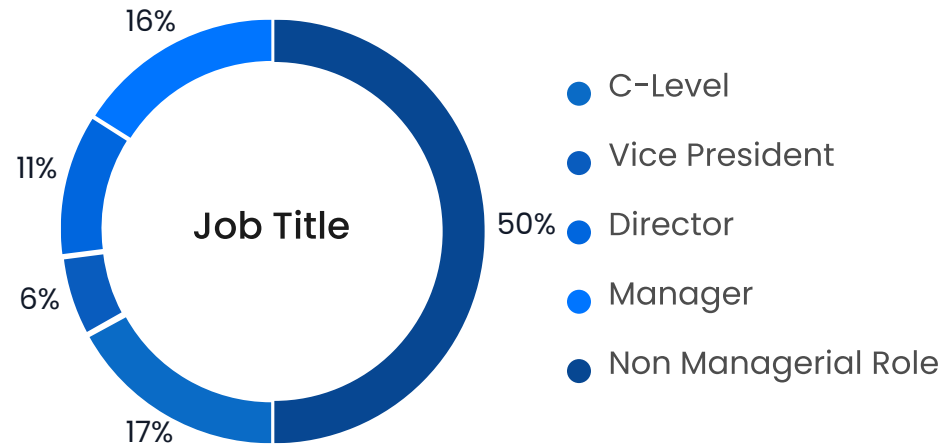
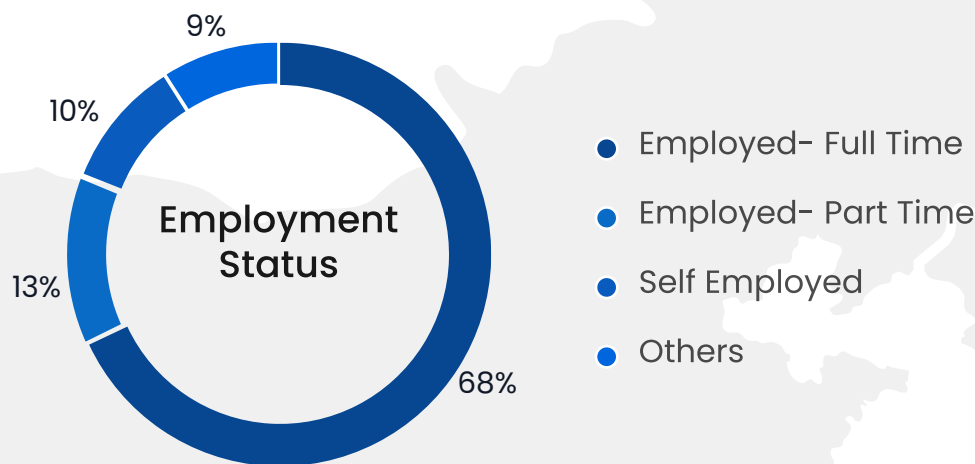
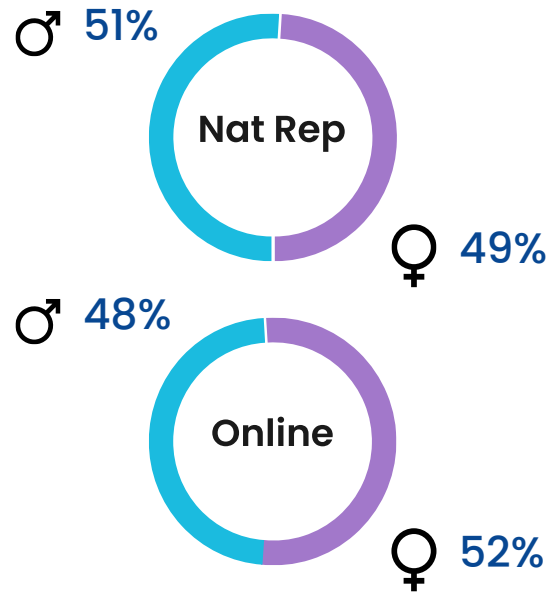
- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



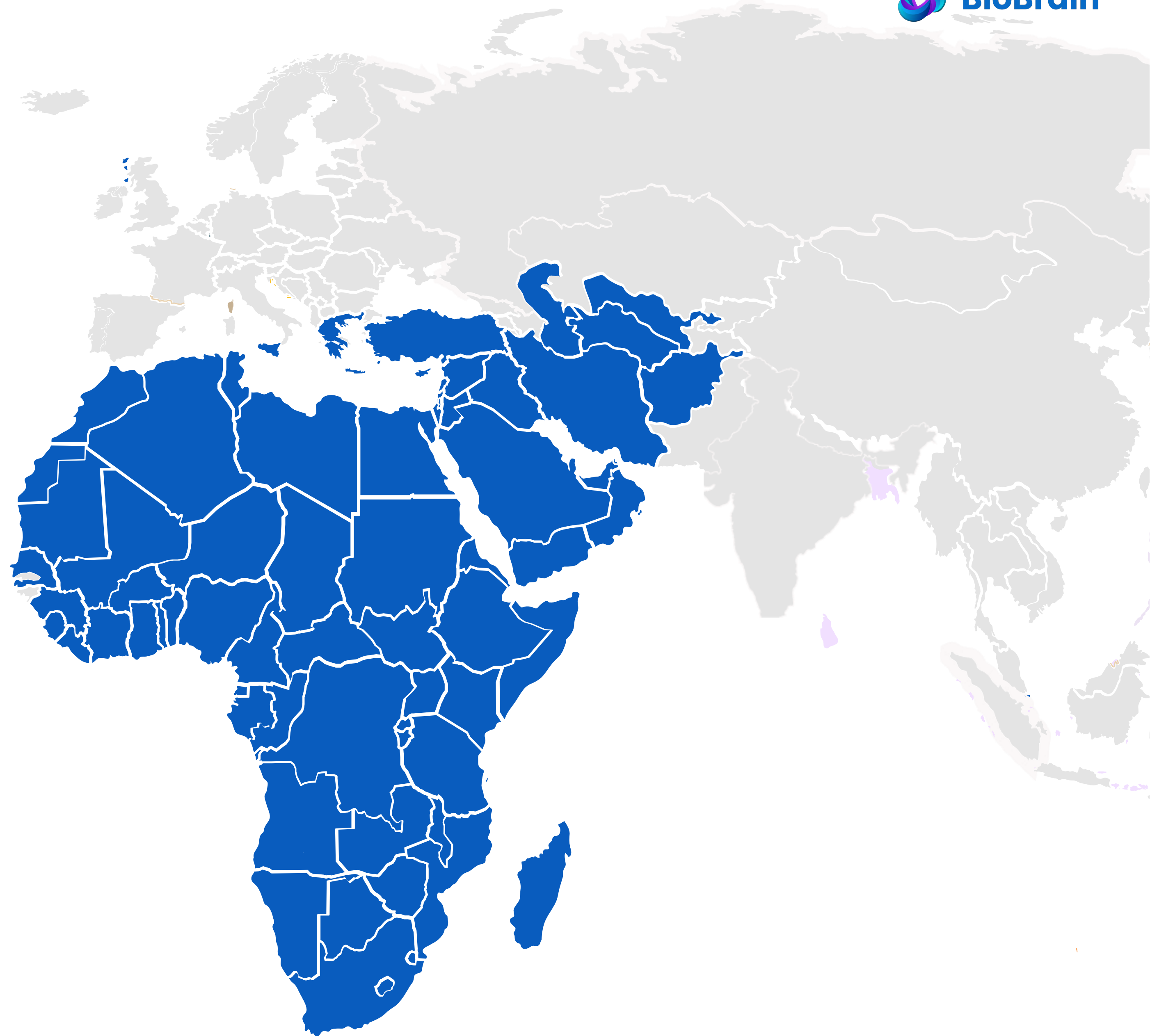






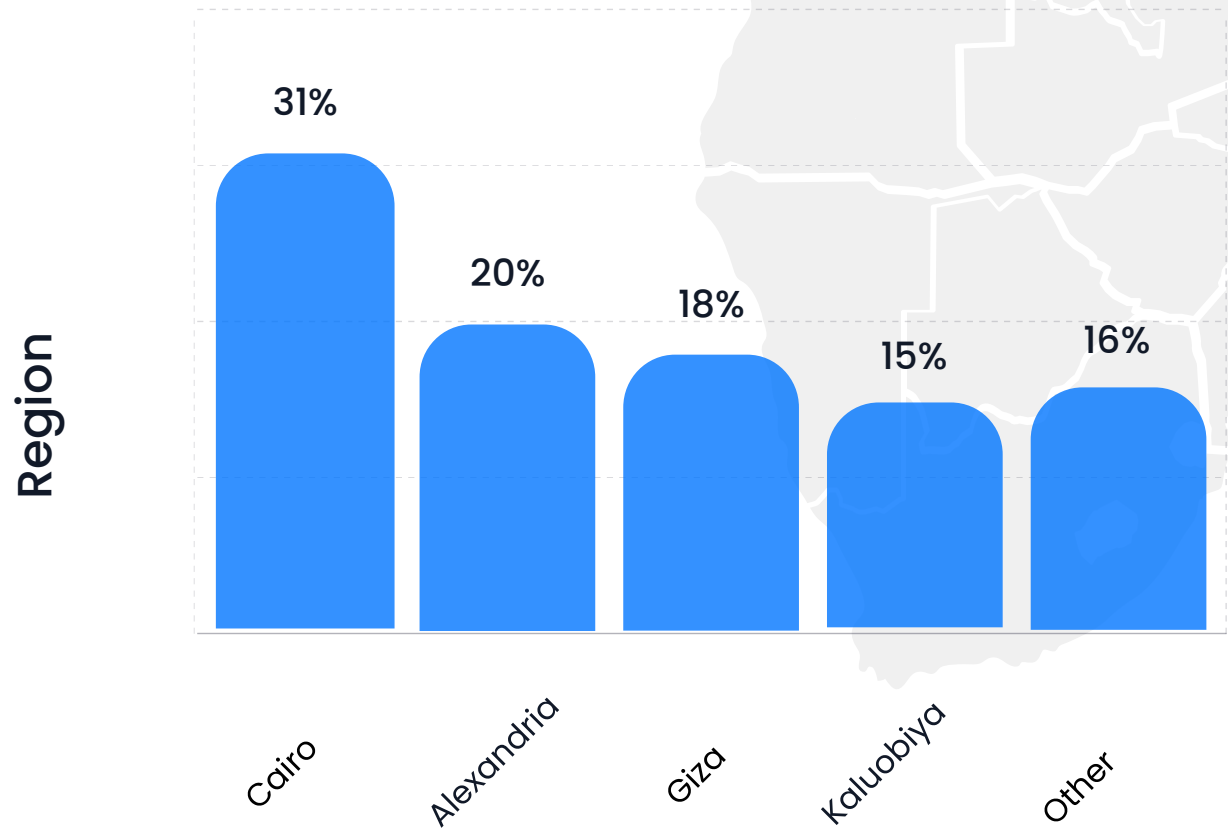
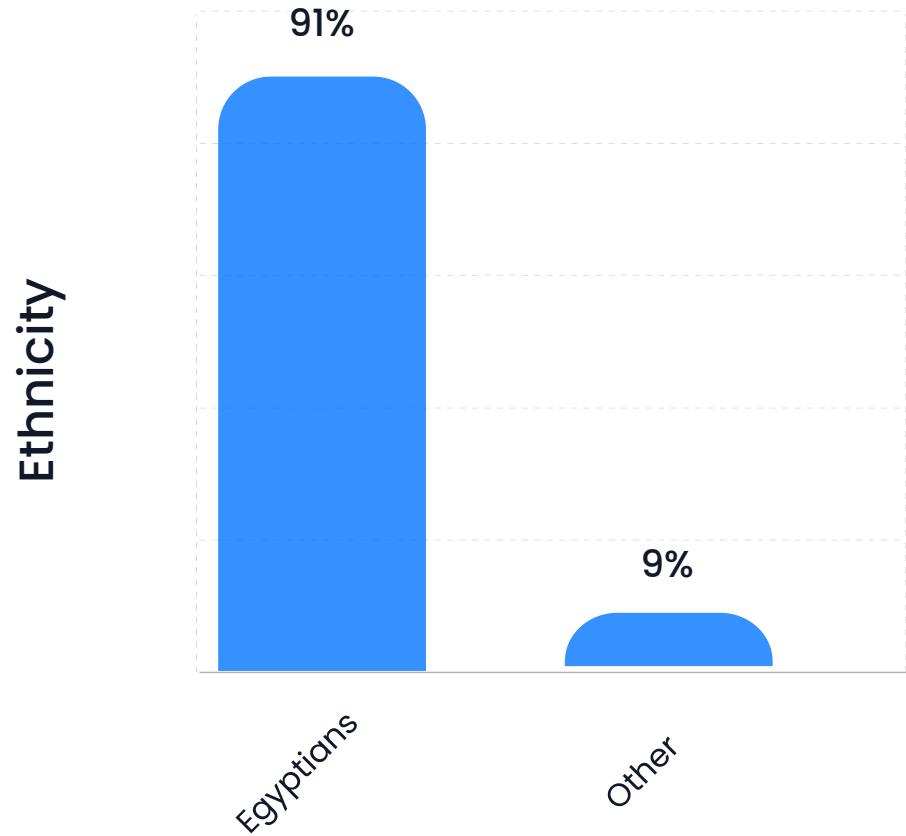
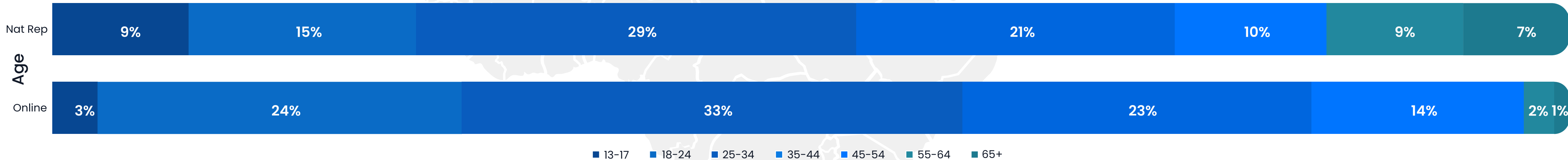
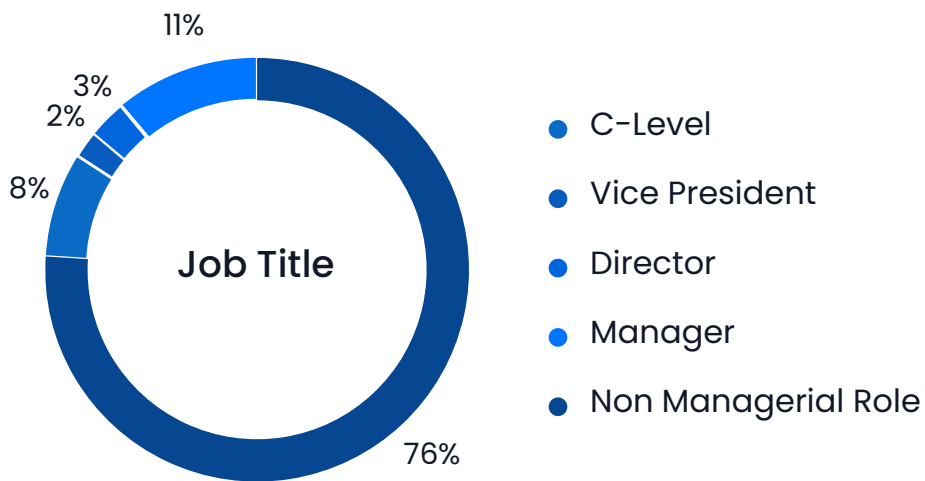
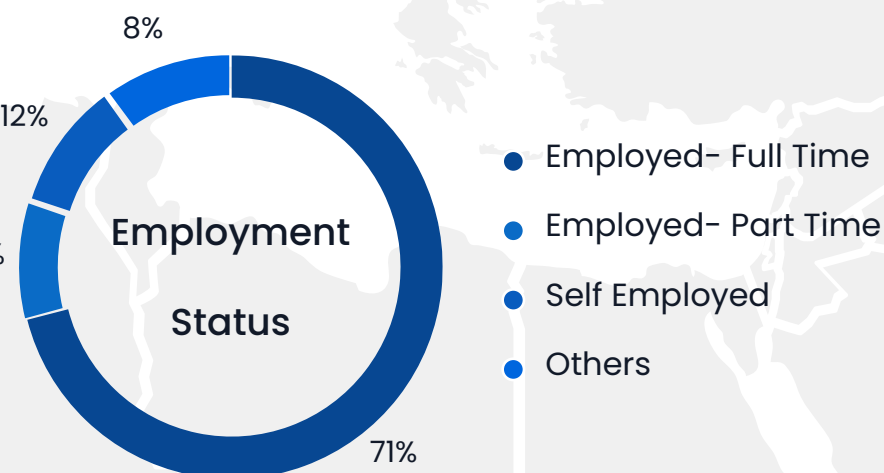
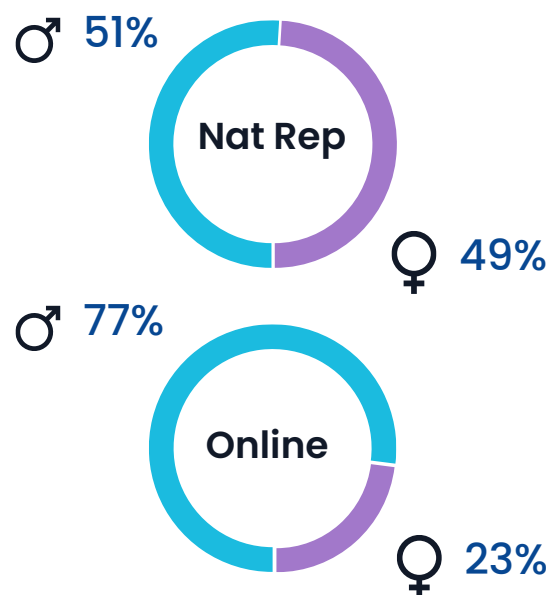


Middle East & Africa



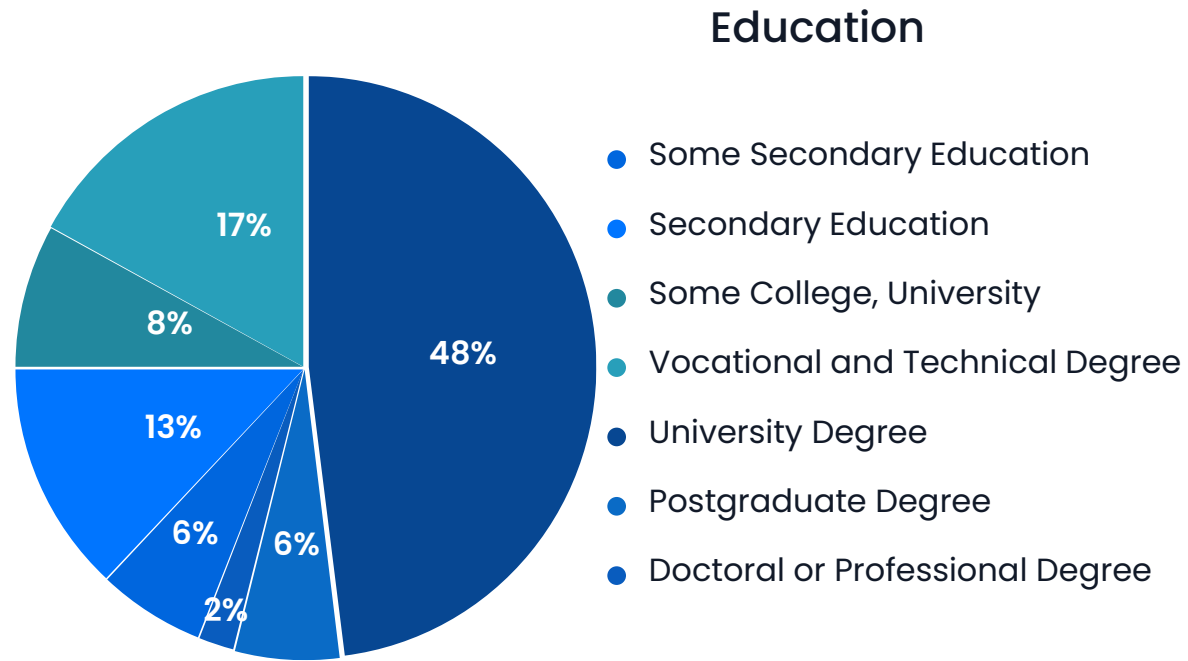
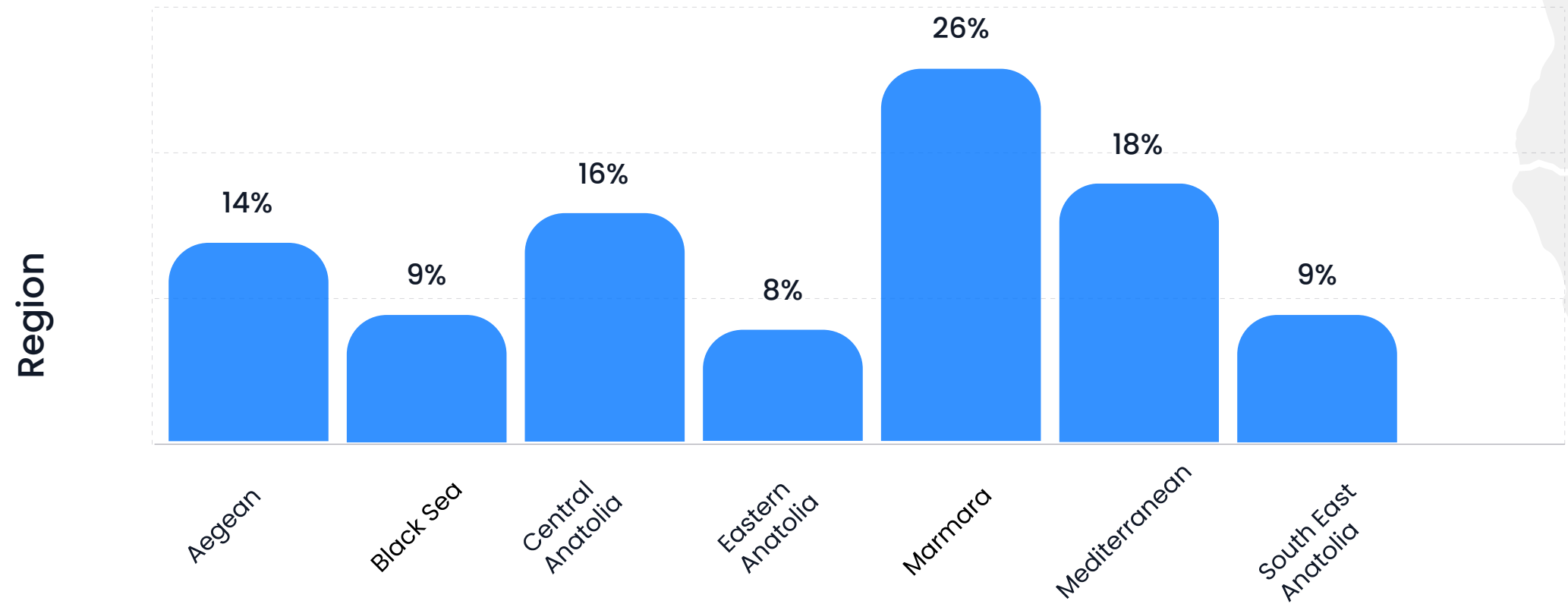
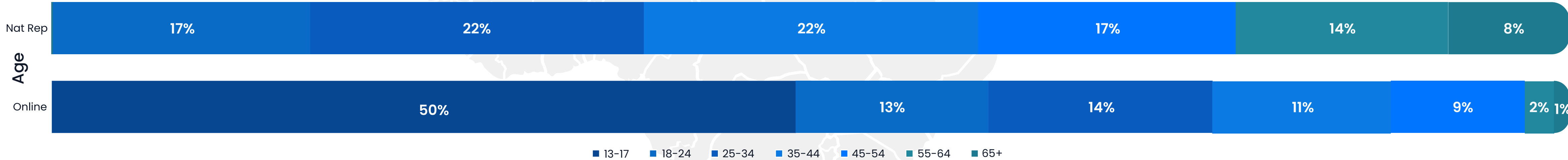
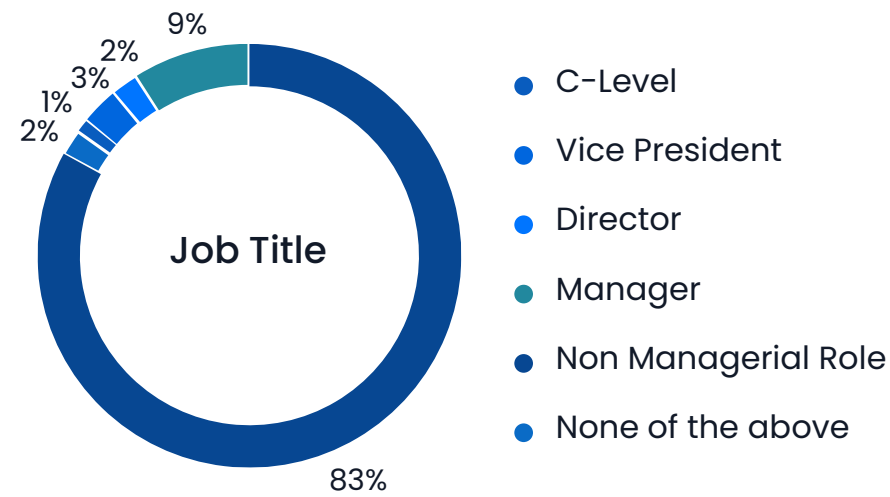
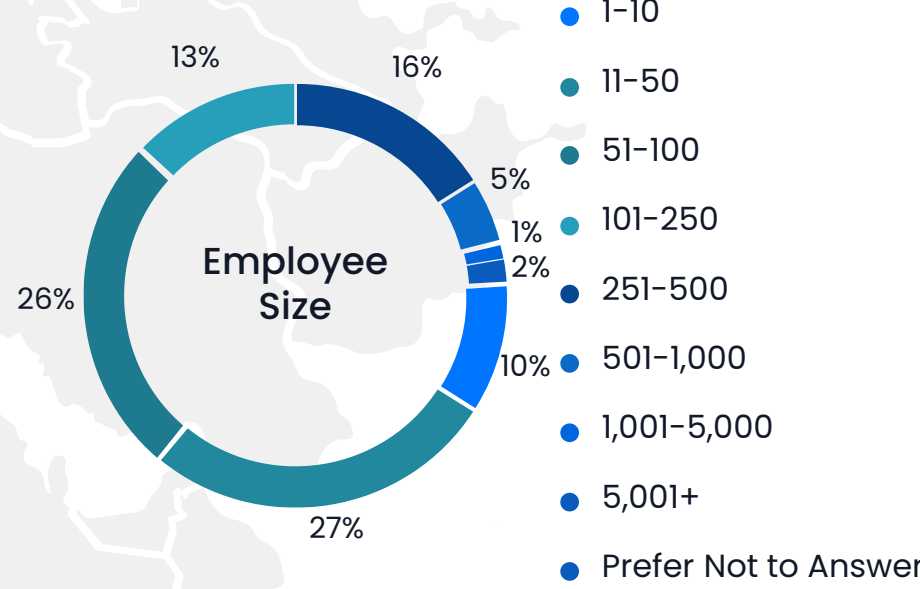
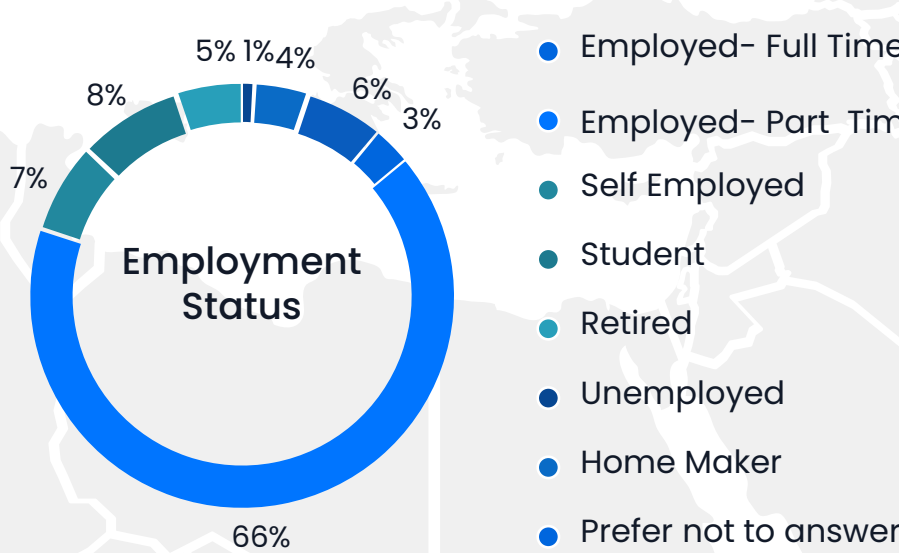
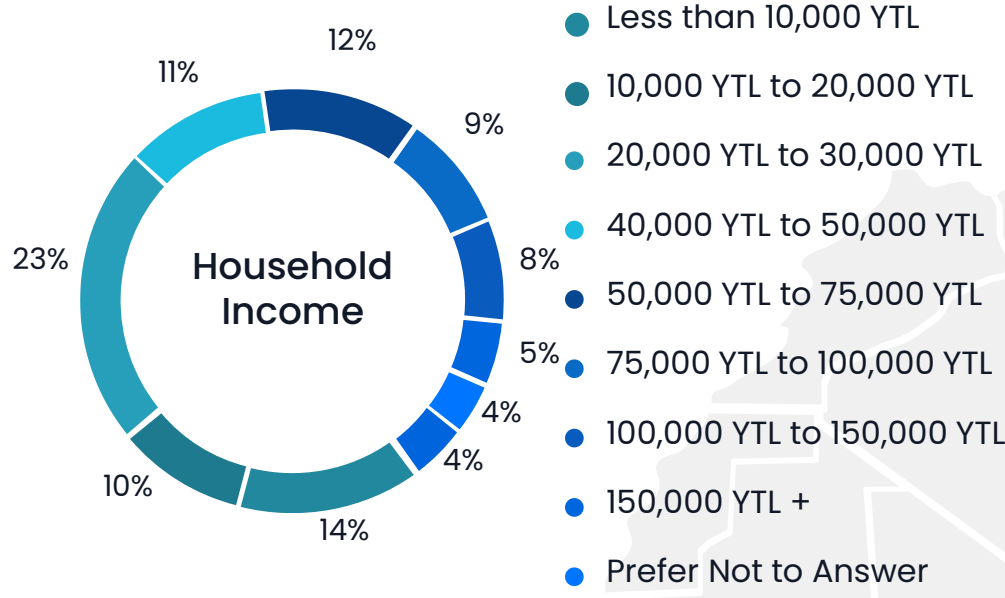
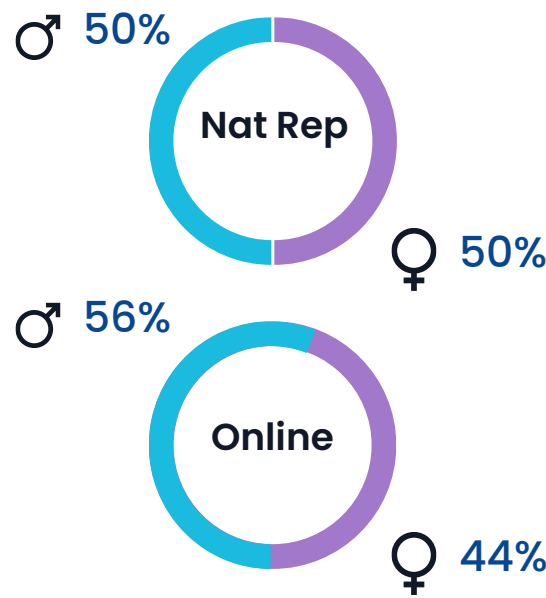


Egypt
99,766





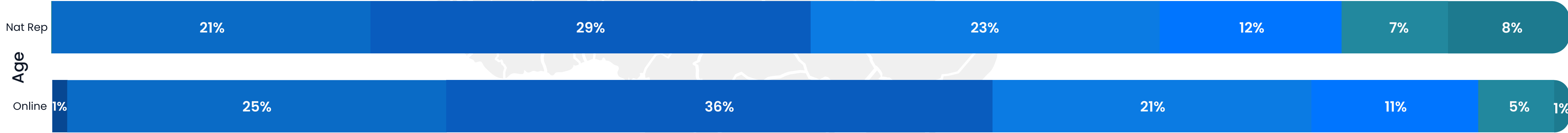
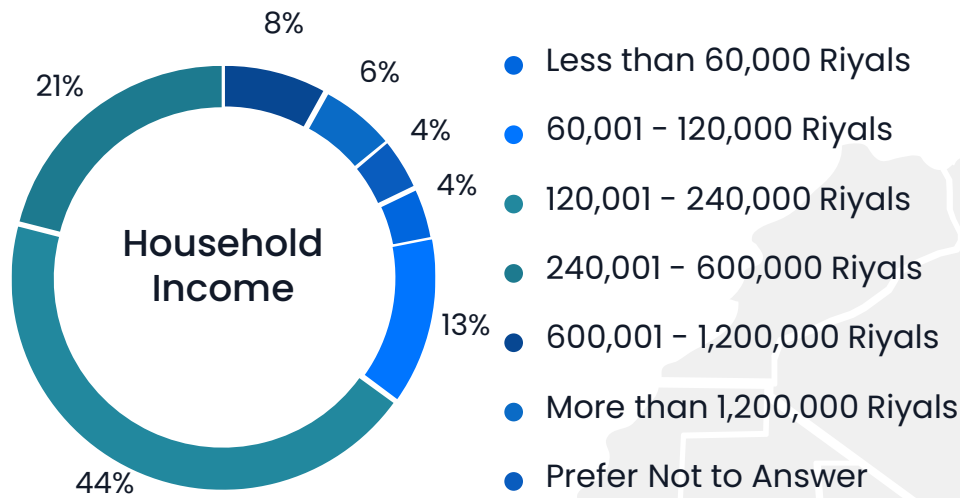
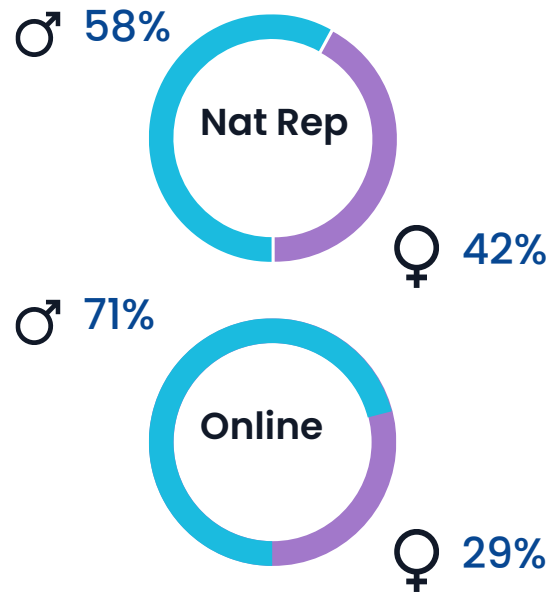
Turkey
63,298



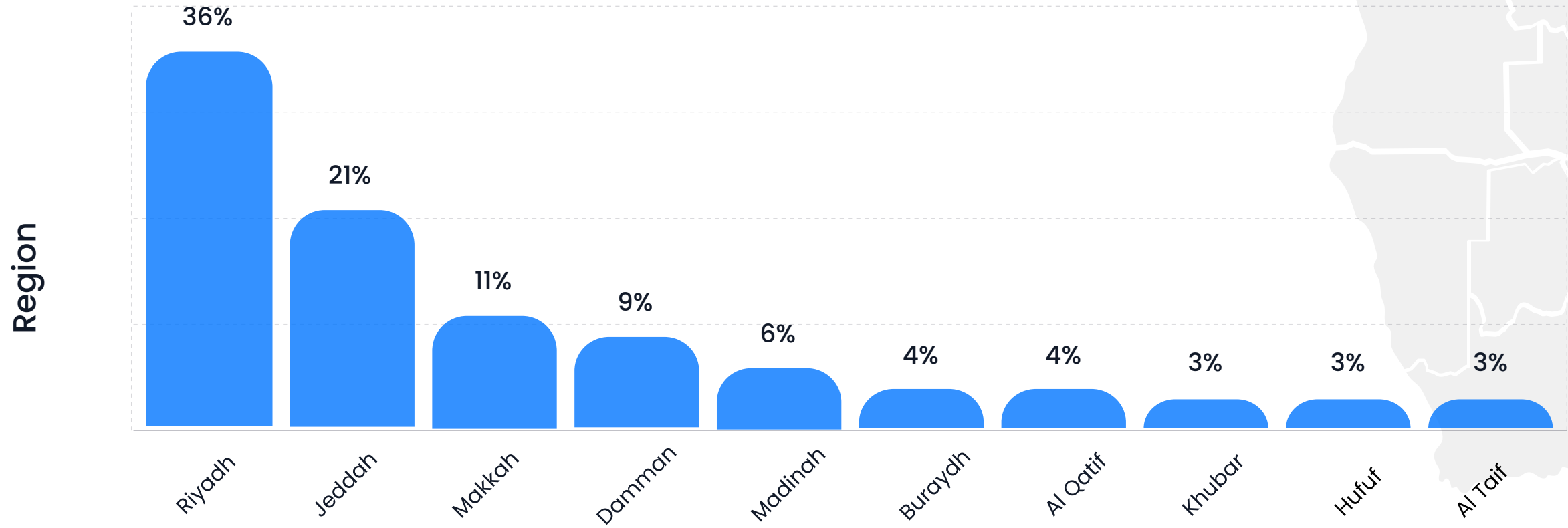


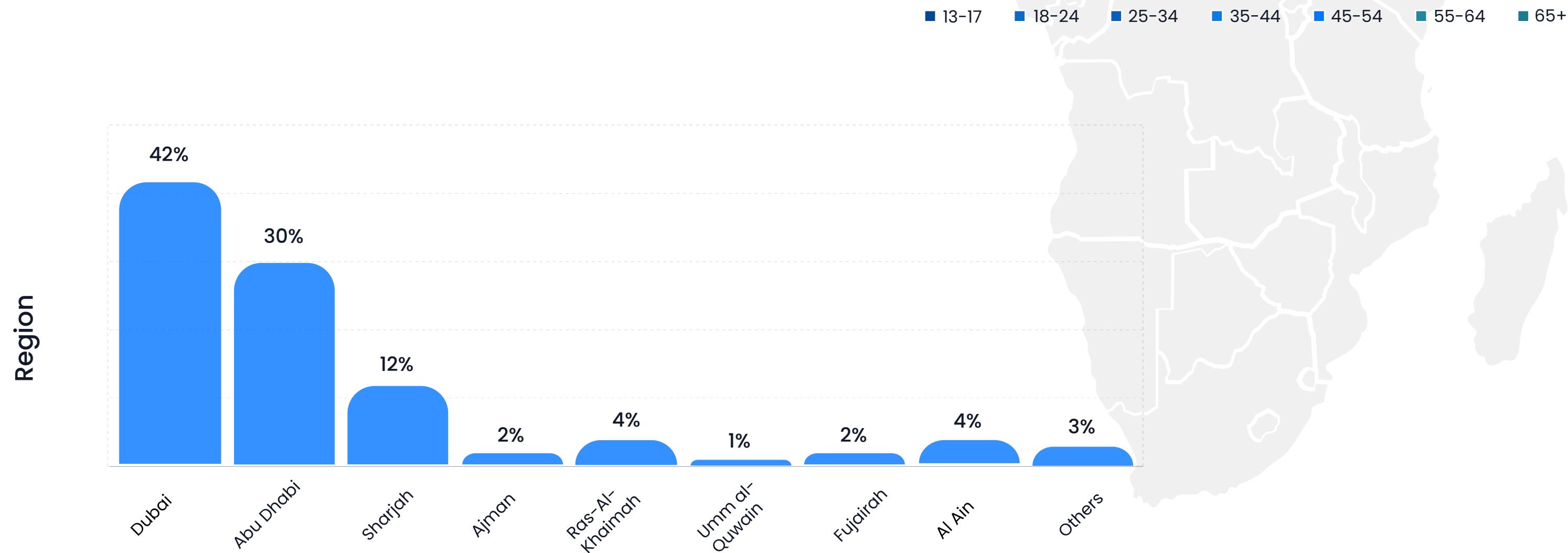
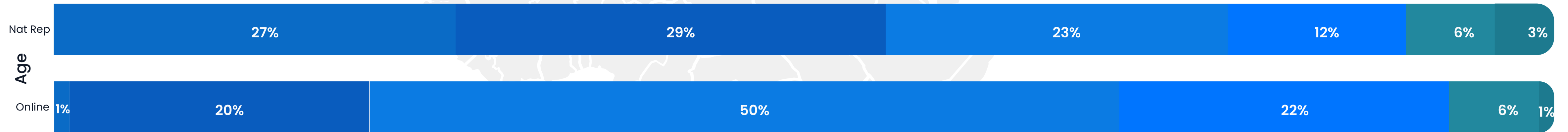
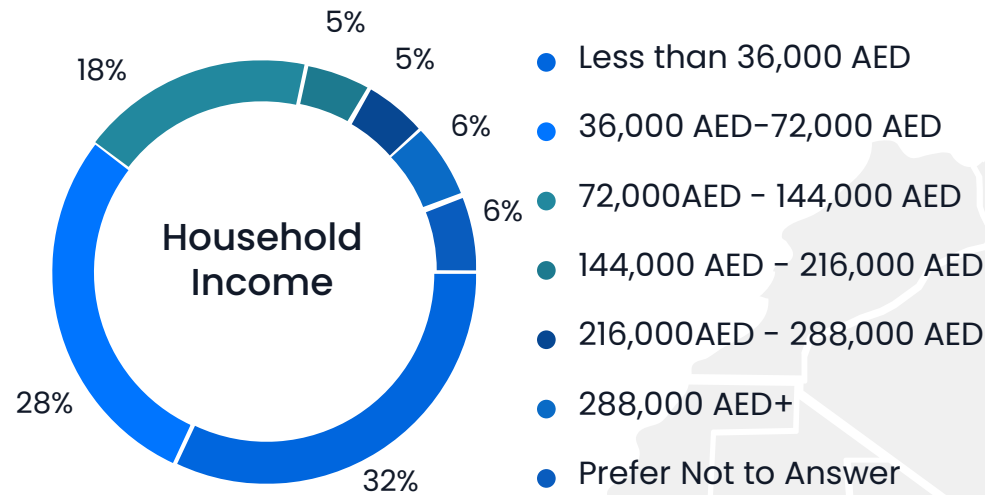
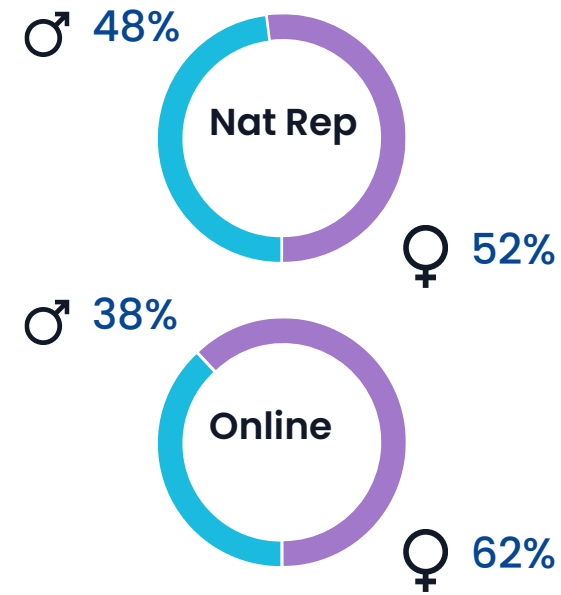
Saudi Arabia

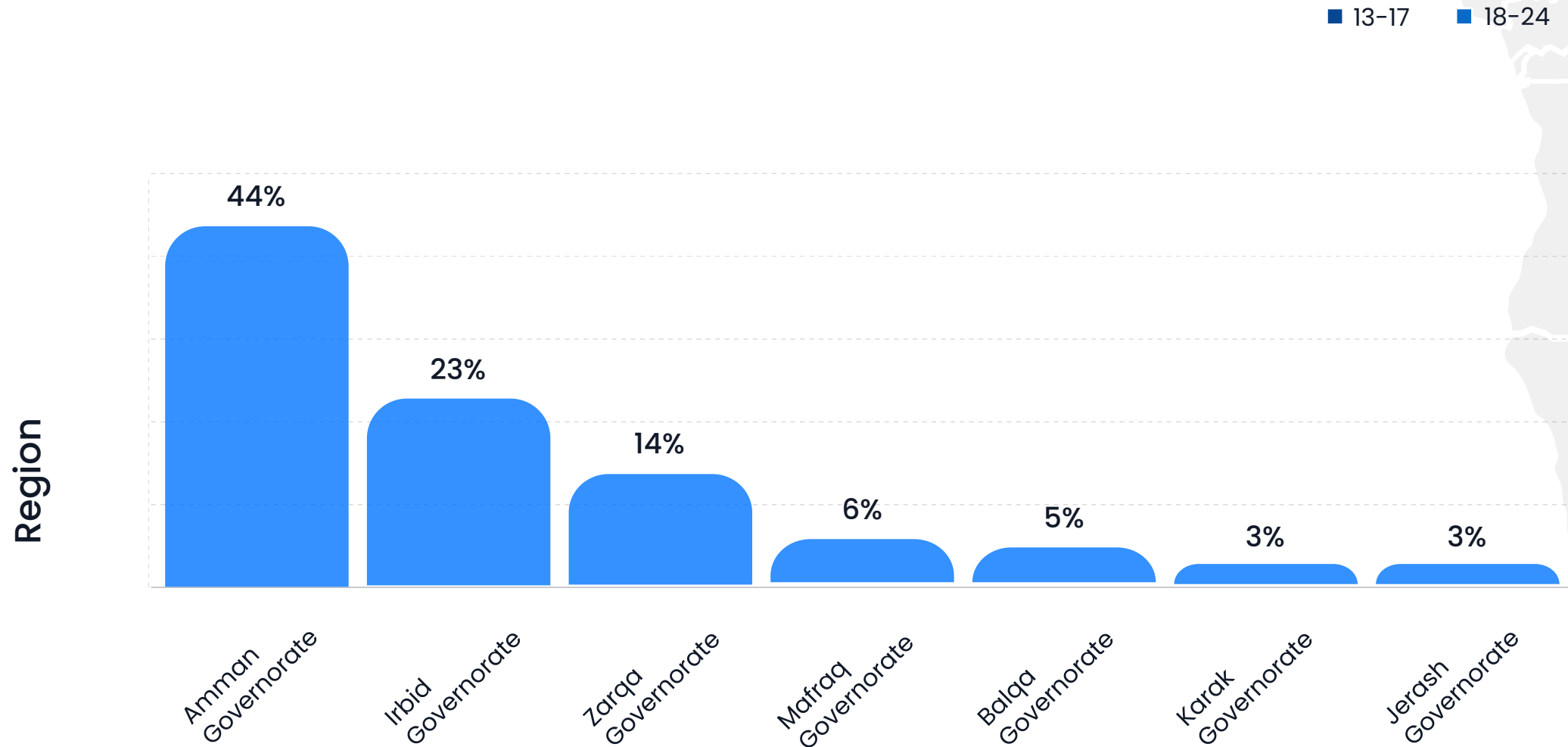
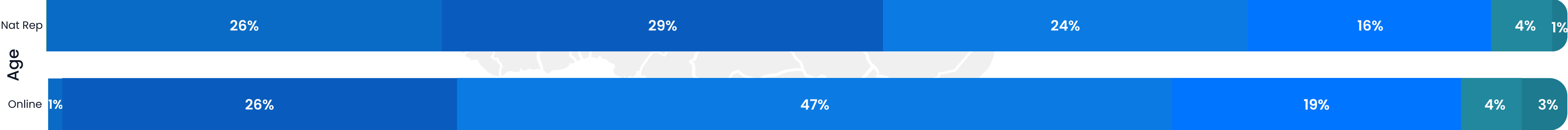
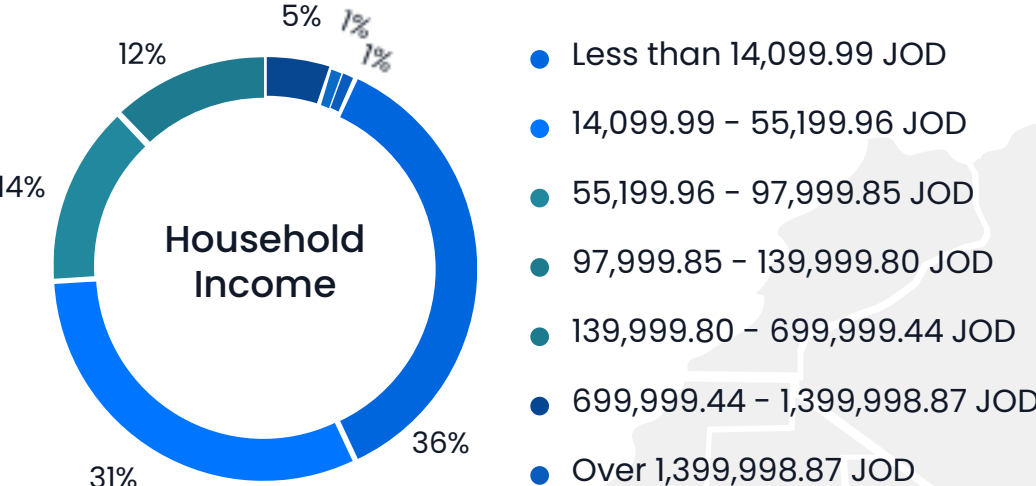
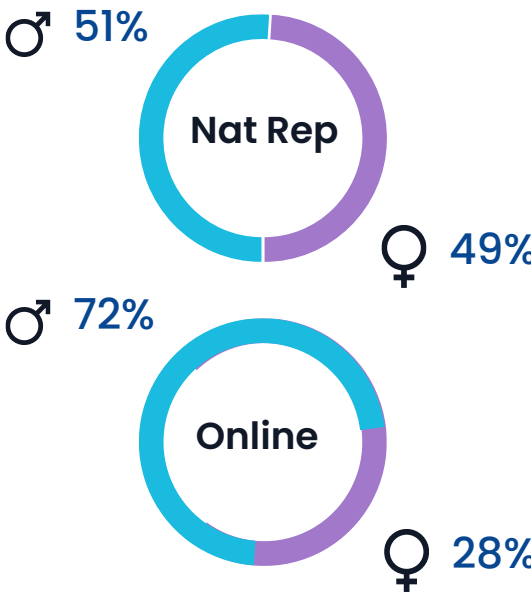
37,200

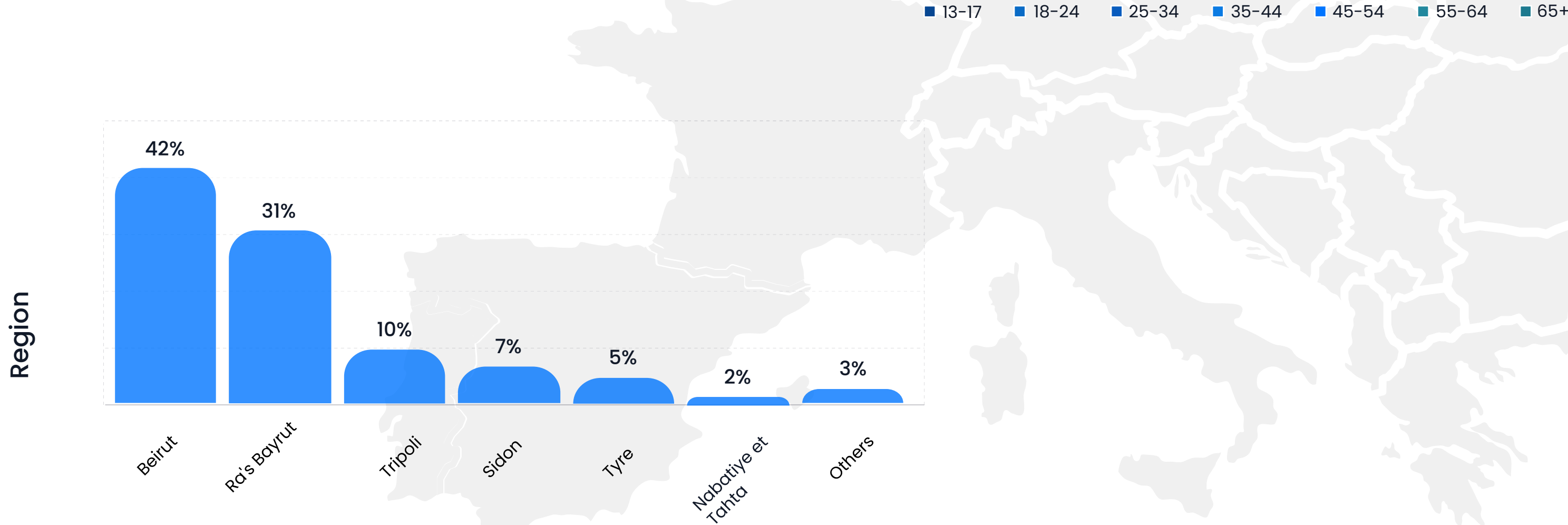
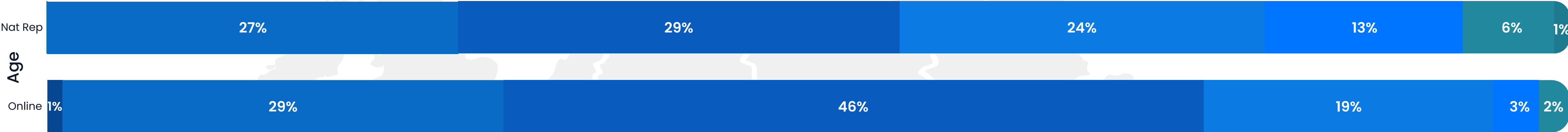
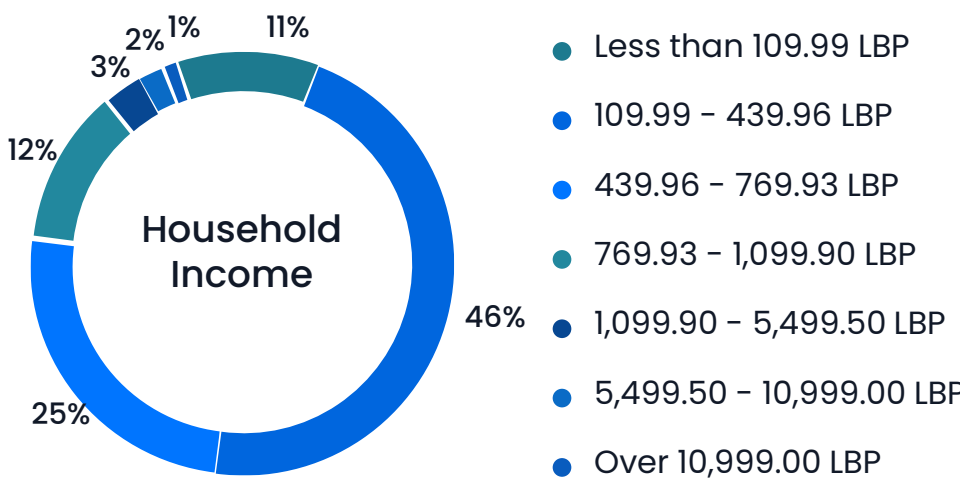
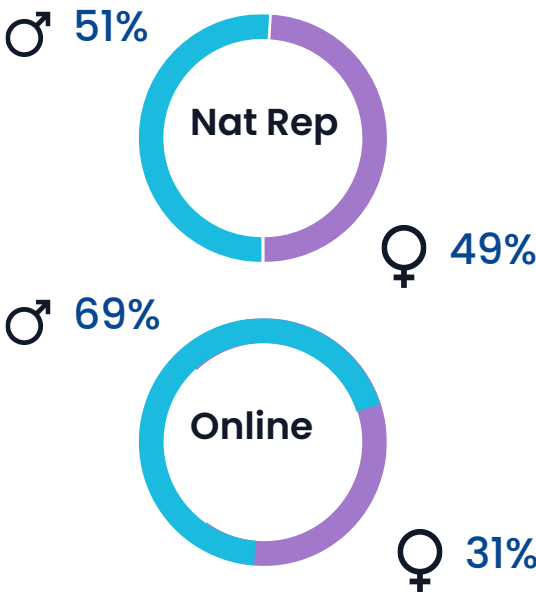


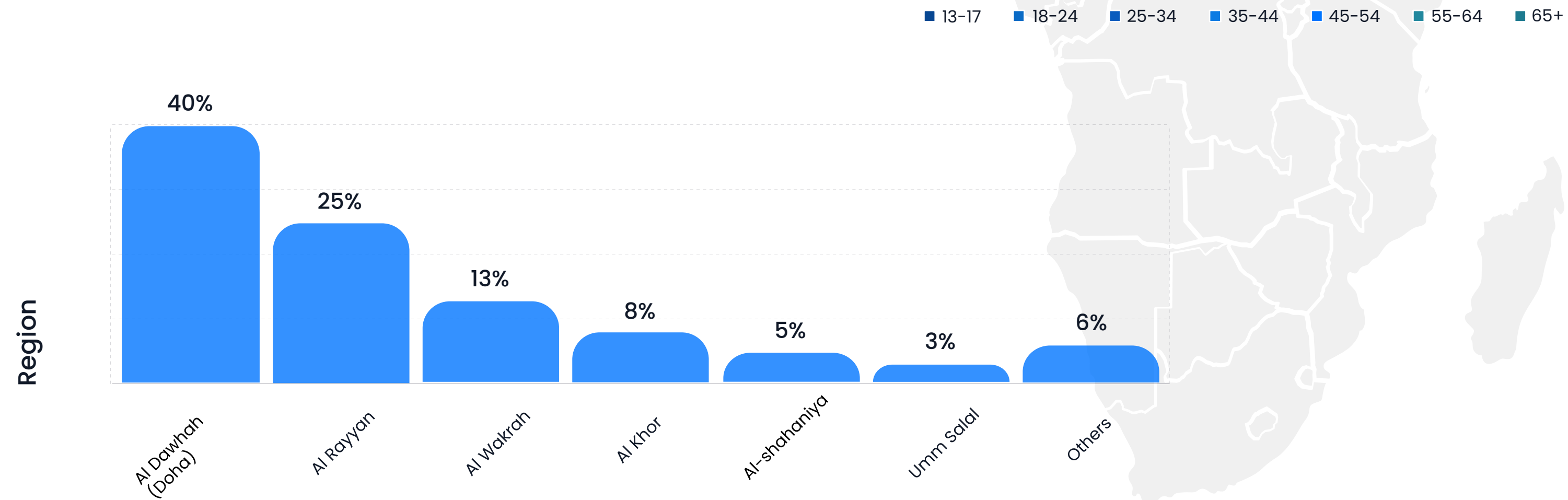
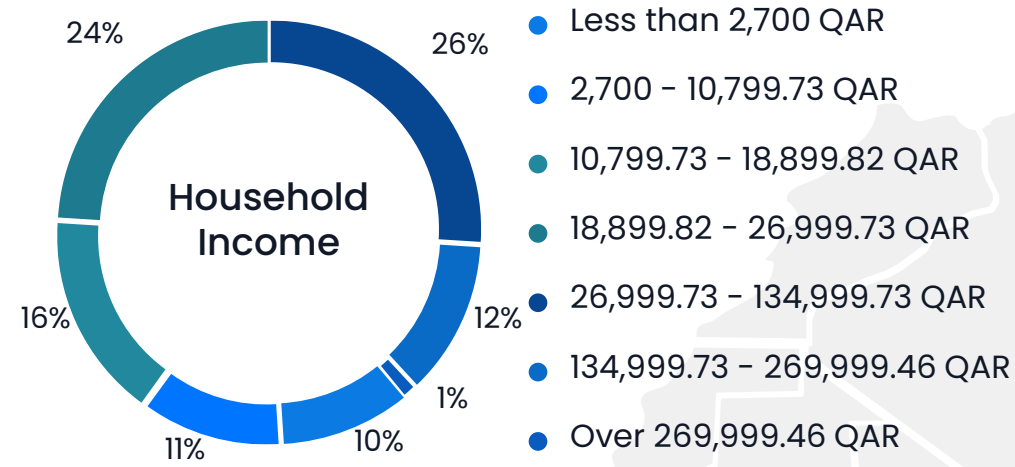
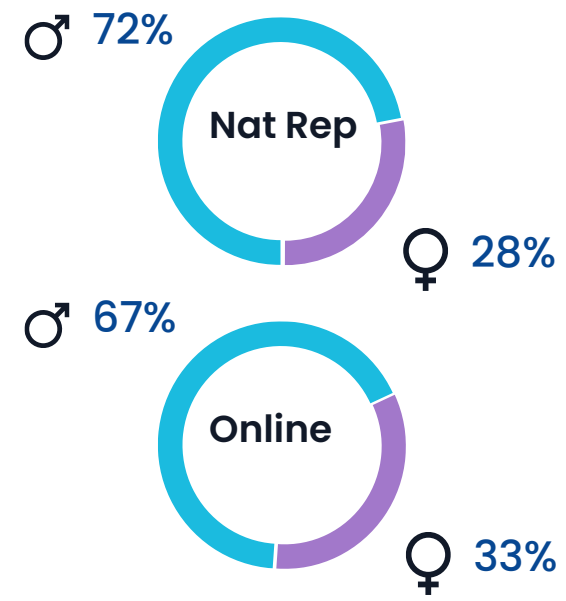
13-17 18-24 25-34 35-44 45-54 55-64 65+

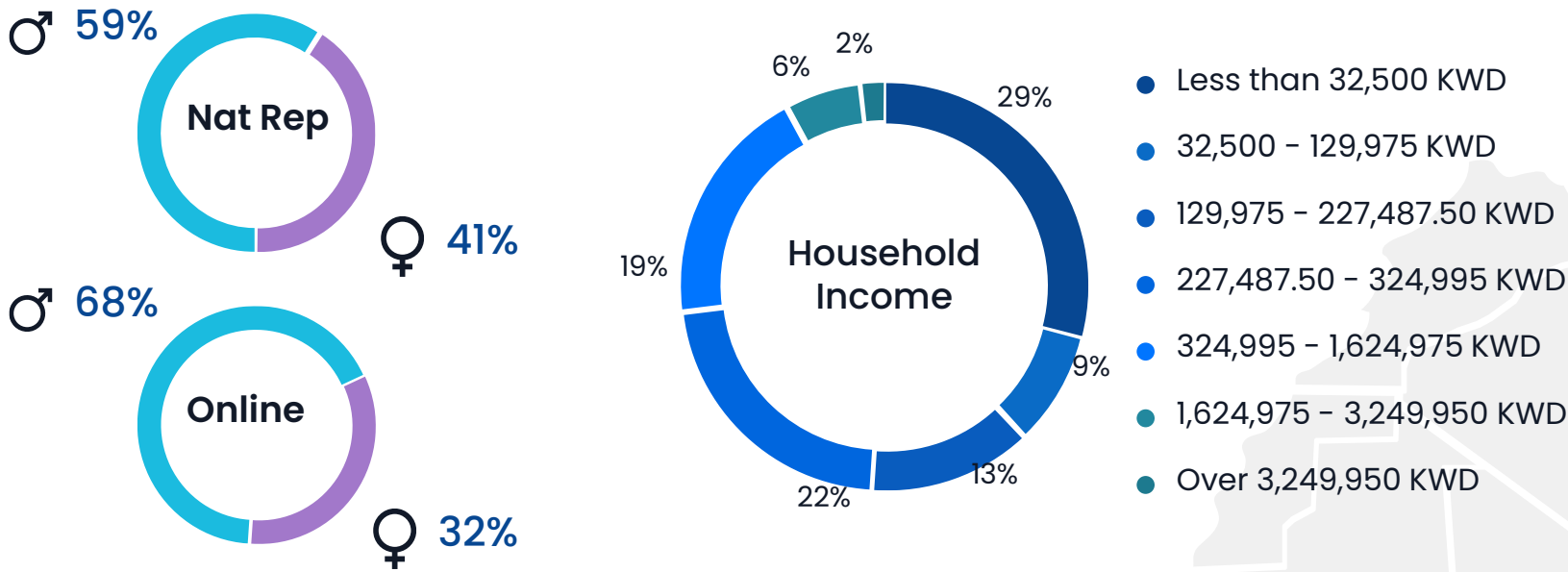












■ 13-17

■ 18-24

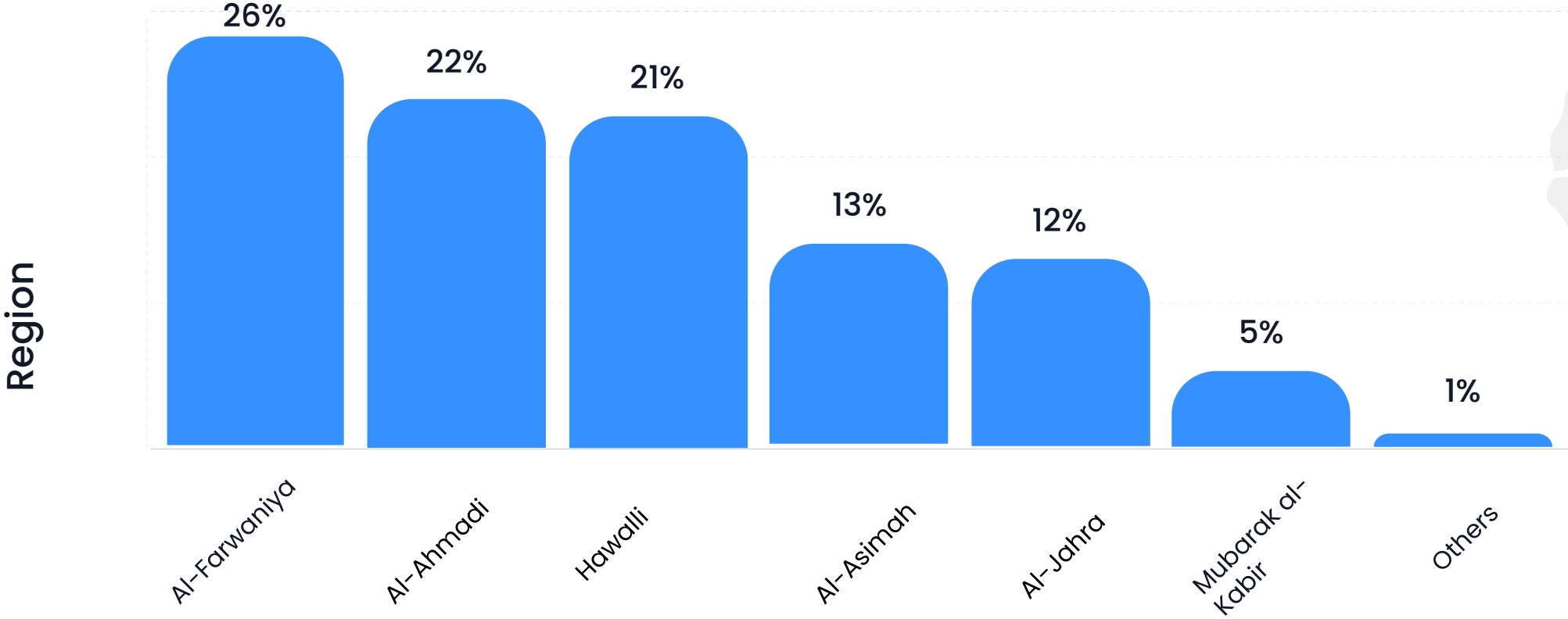
■ 25-34

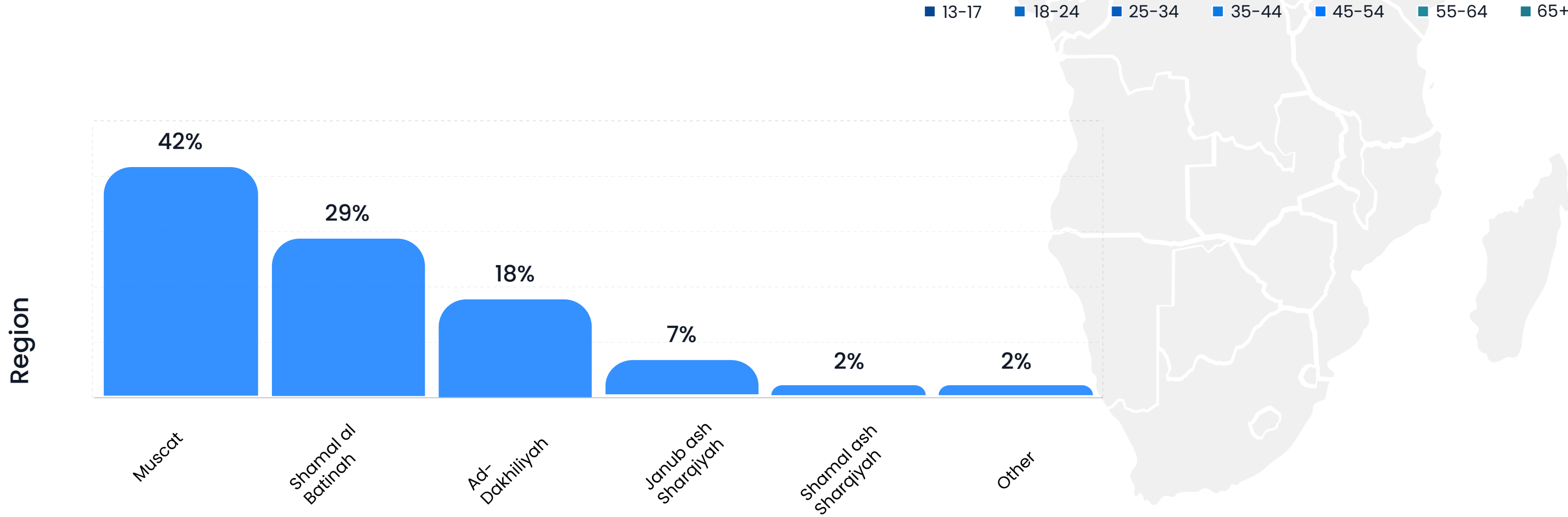
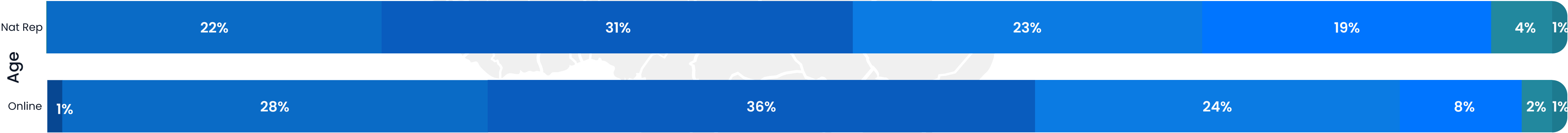
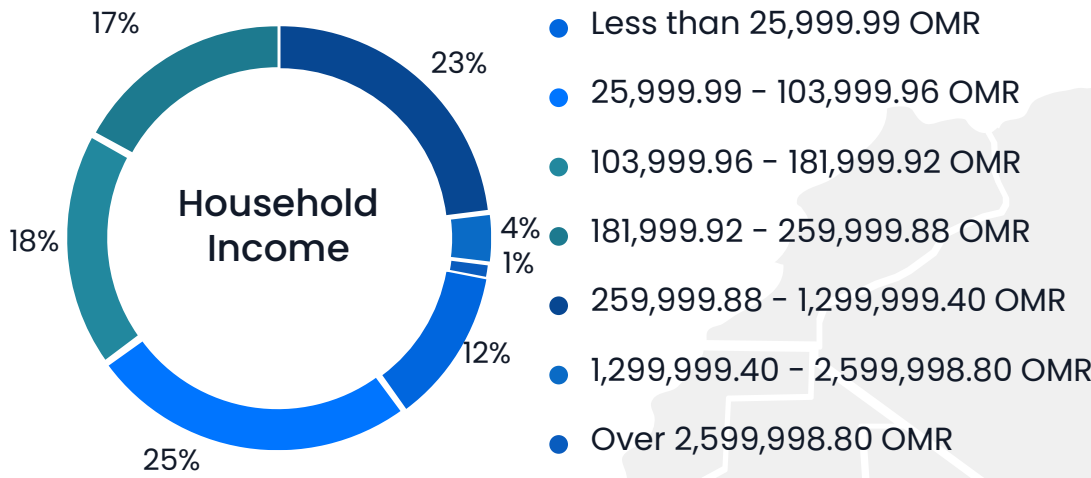
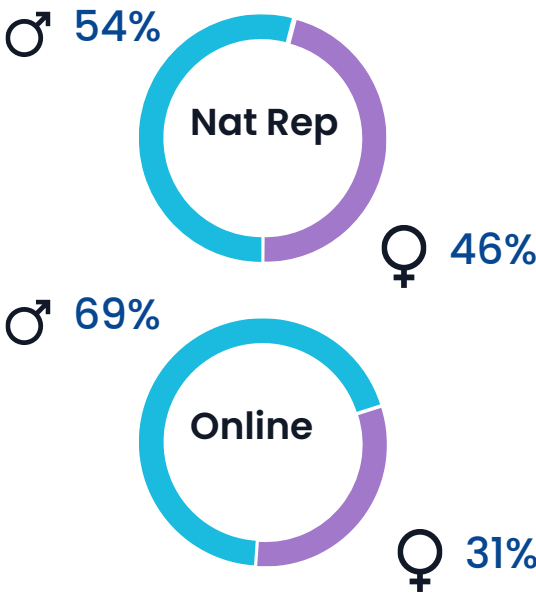
■ 35-44

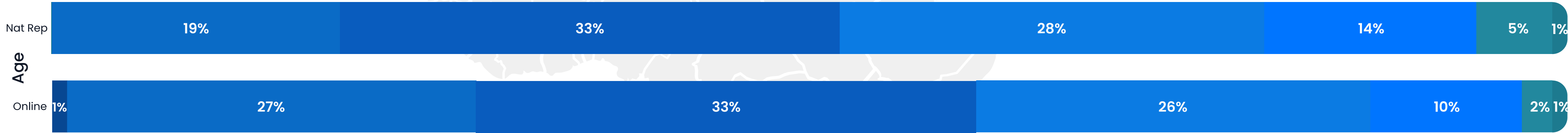
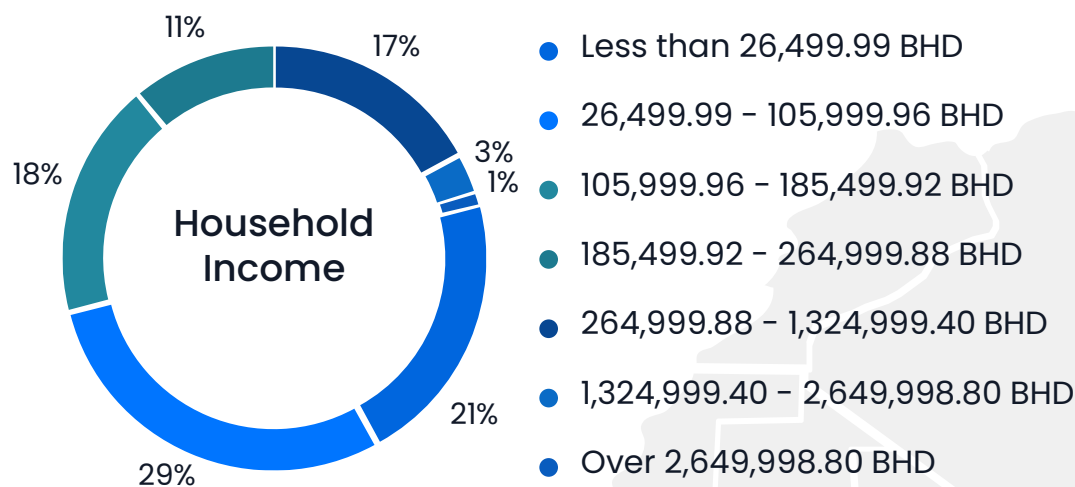
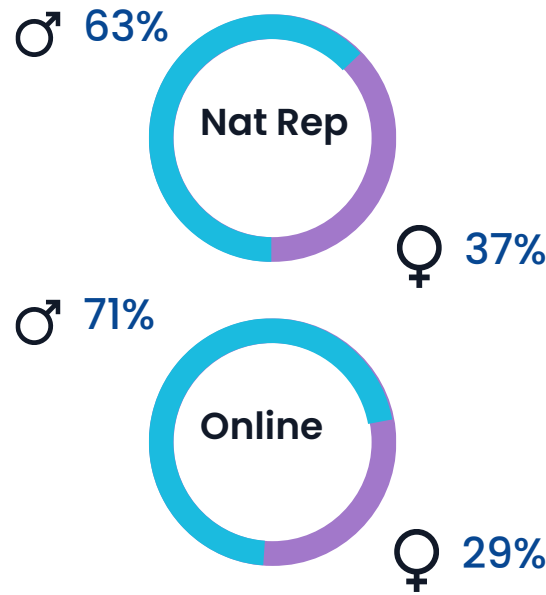
■ 45-54

■ 55-64

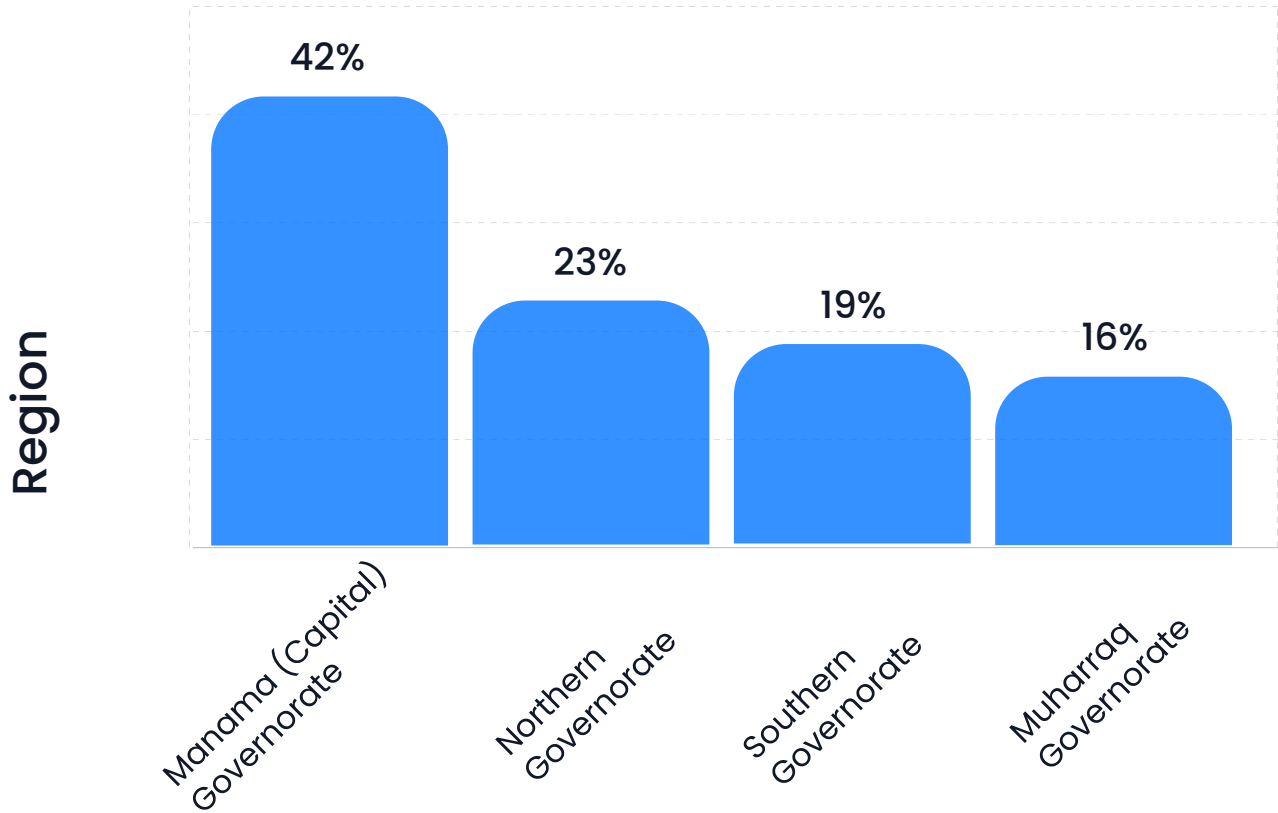
■ 65+

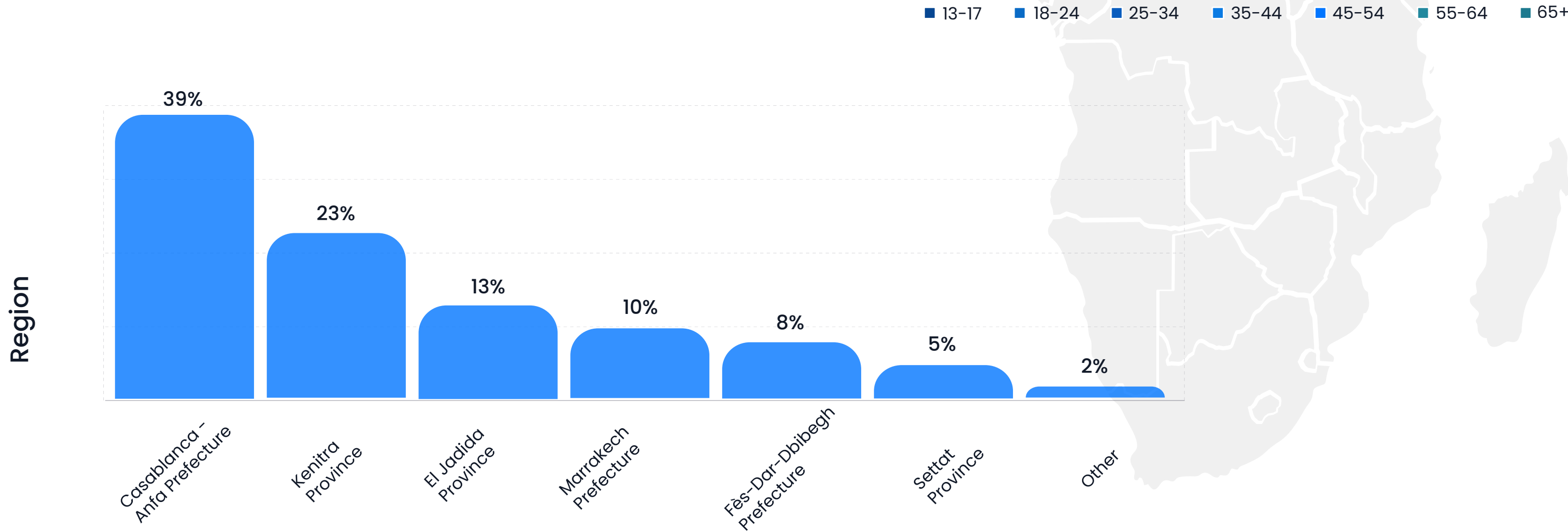
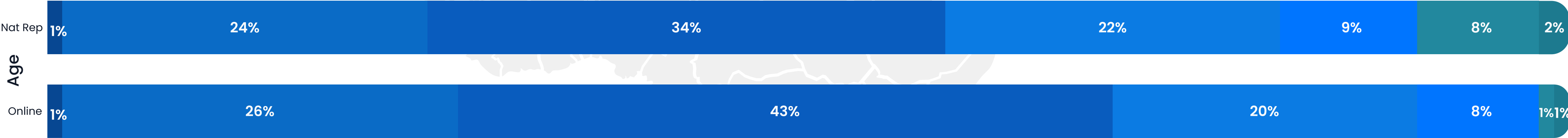
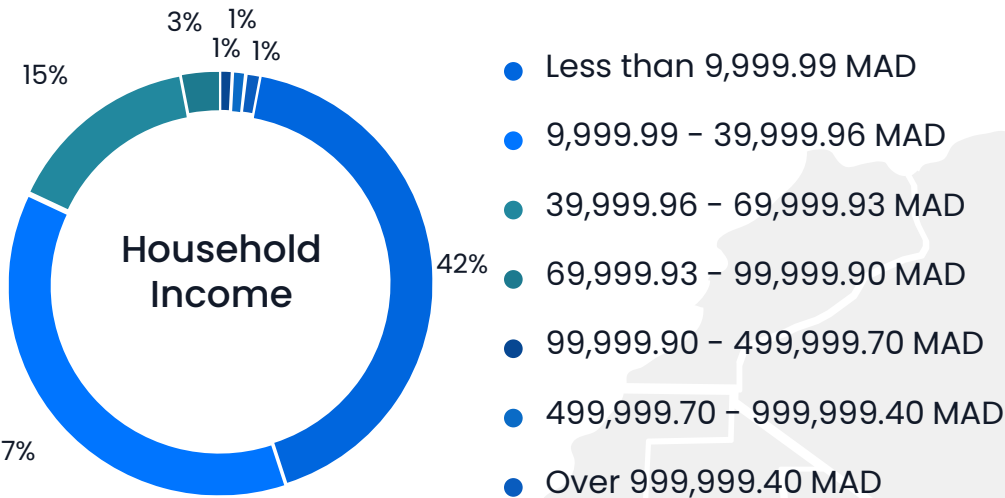
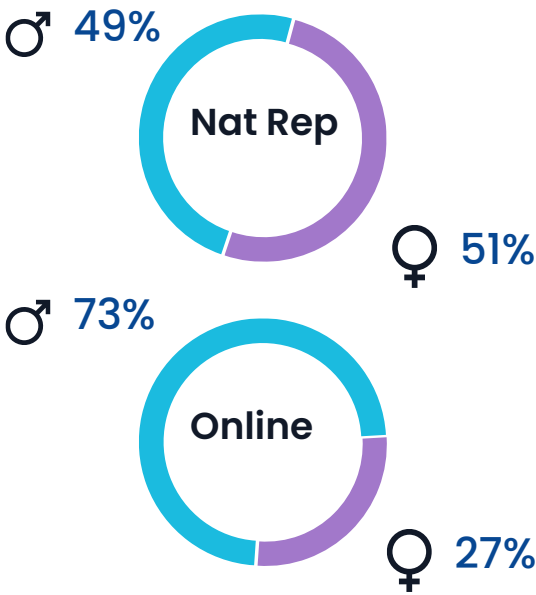


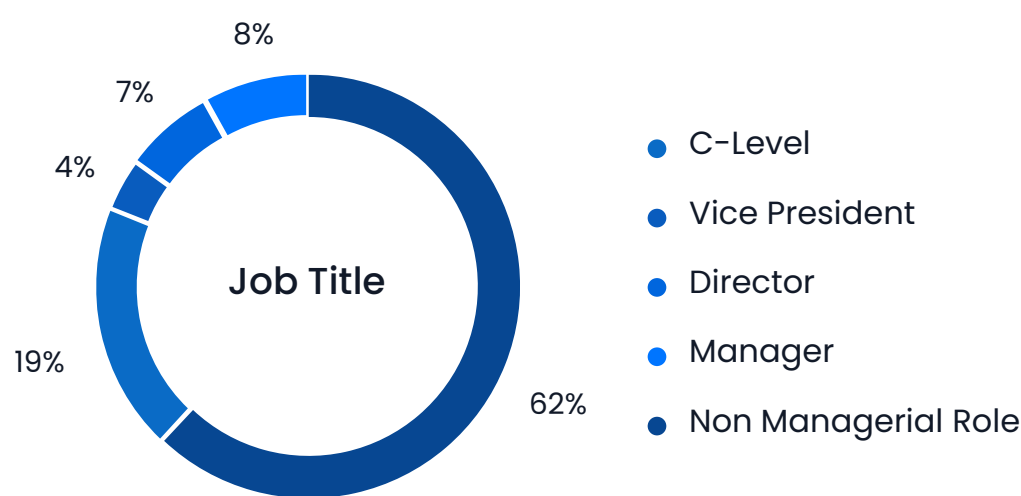
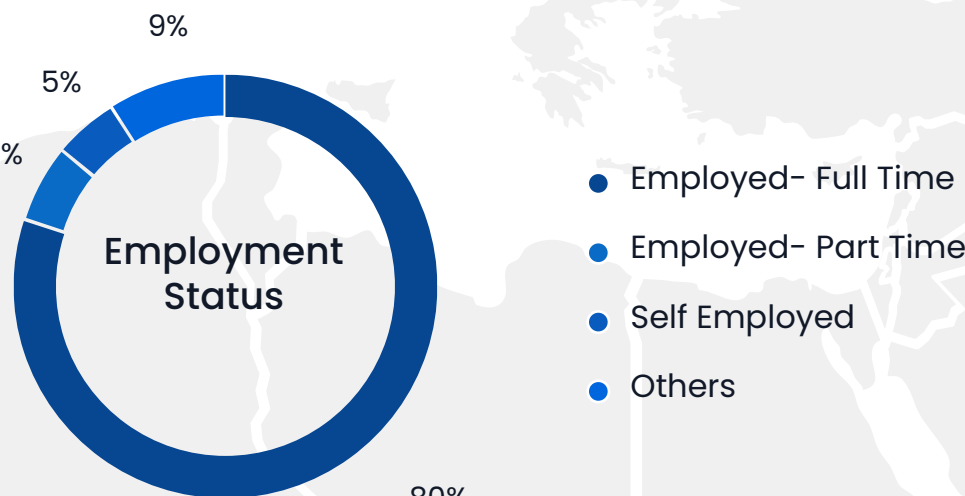
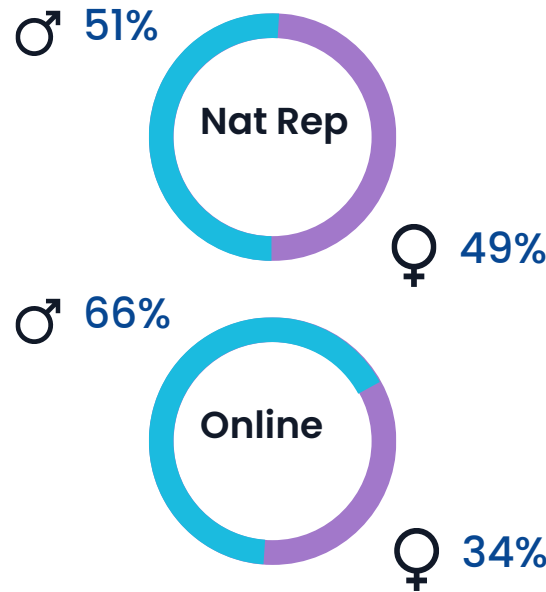




13-17 18-24 25-34 35-44 45-54 55-64 65+

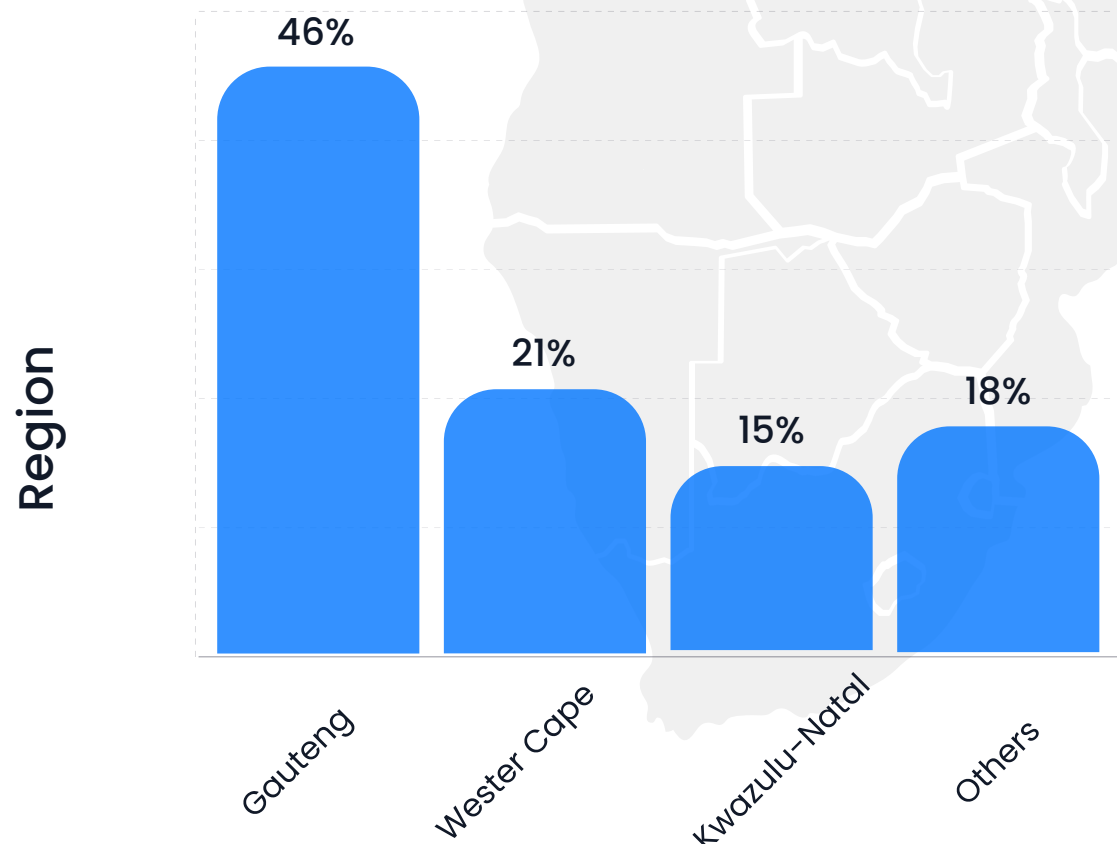
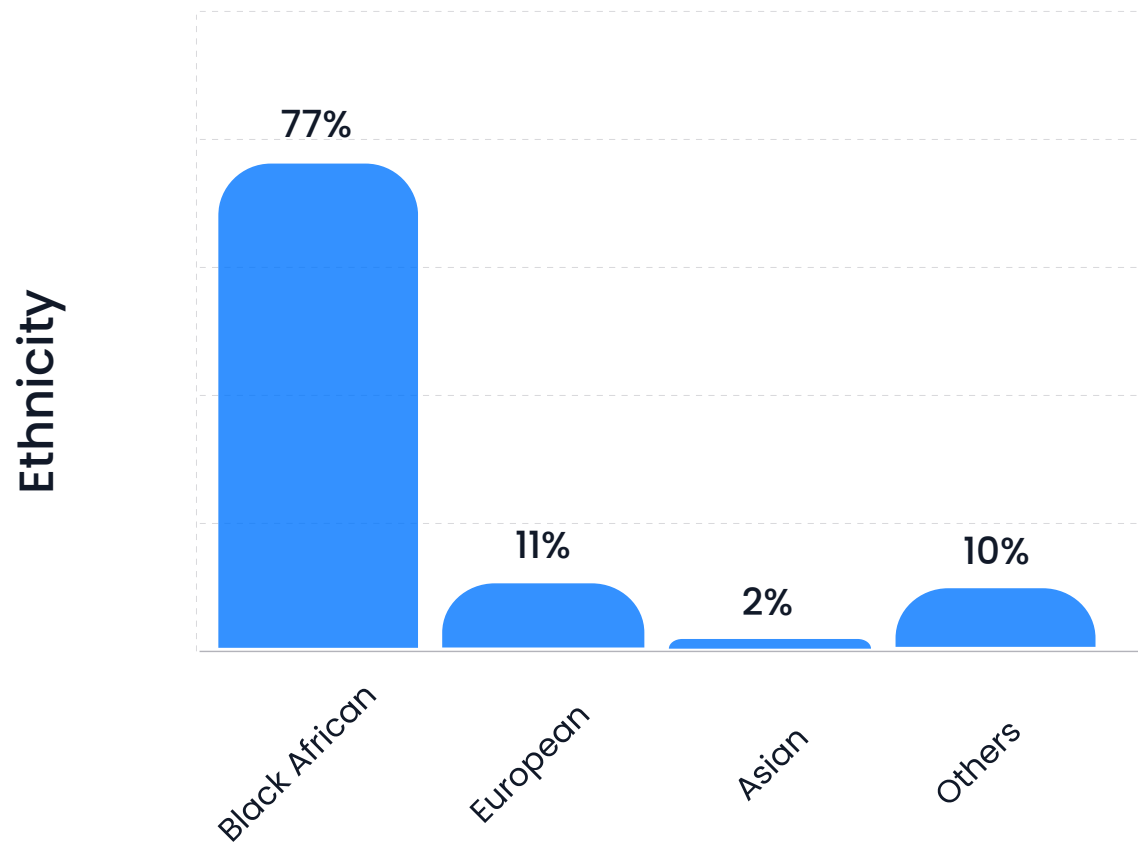






Legend for Age groups:

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



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