



Kaaya Research Limited

RESEARCH PANEL BOOK



Custom solutions for global understanding
Navigating Markets, Illuminating Success



WHY CHOOSE US



- **Unparalleled Expertise:** Our team brings a wealth of experience and industry knowledge ensuring you receive the highest quality research tailored to your specific needs.
- **Holistic Approach:** We take a comprehensive view of the market landscape, providing a 360-degree understanding of your industry's opportunities and challenges.
- **Data-Driven Insights:** Our research is rooted in robust data analysis, guaranteeing that the decisions you make are based on reliable information.
- **Custom Solutions:** We understand that each client is unique, and we craft personalized research solutions that align with your business objectives.
- **Timely Deliverables:** We prioritize efficiency without compromising quality, delivering insights within agreed timelines to support your decision-making process.

Partner with Kaaya Research Limited and embark on a journey of discovery, growth, and success. Together, we will navigate the complexities of your industry and unlock the potential that lies ahead.

Welcome to a future powered by knowledge. Welcome to Kaaya Research Limited.



Our Consumer Profiling

B2C PANELS

Kaaya Research focuses on recruiting a range of diverse individuals and uses advance engagement techniques to dig deep into each profile.



Gen-Pop

Online Shopper

Smartphone Users

Automobile Owners

Home Owners

Household Decision Makers

Financial Product Holders

Mothers

Gamers

Travel and Hospitality

LGBTQ

Cannabis

HNI's

Smokers

Pet Owners

Sports Enthusiasts

Insurance





Our B2B Profiling



B2B Decision Maker

IT Hardware
IT Software
Printers and copiers
Financial Department
Human Resources
Office supplies
Corporate travel
Telecommunications
Sales
Shipping
Operations
Legal services
Marketing/Advertising
Security
Food services
Auto leasing/purchasing.
Procurement

Employment Status

Employed full-time.
Employed part-time.
Self-employed full-time
Self-employed part-time
Temporarily unemployed
Full-time homemaker
Retired
Student
Disabled

Company Revenue

Under \$100,000
\$100,000- \$249,999
\$250,000- \$499,999
\$500,000- \$999,999
\$1 Million- \$4.99 Million
\$5 Million- \$9.99 Million
\$10 Million- \$24.99 Million
\$25 Million- \$49.99 Million
\$50 Million- \$99.99 Million
\$100 Million- \$249.99 Million
\$250 Million- \$499.99 Million
\$500 Million- \$999.99 Million
\$1 Billion or more



Our B2B Profiling

Our B2B Profiling Continued



B2B Department

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

Job Titles

C-Level (e.g., CEO, CFO),
Owner, Partner, President
Vice President (EVP, SVP, AVP, VP)
Director (Group Director, Sr. Director, Director)
Manager (Group Manager, Sr. Manager,
Manager, Program Manager)
Analyst
Assistant or Associate
Administrative (Clerical or Support Staff)
Consultant



Industries We Can Reach



Accounting
Advertising
Agriculture/Fishing
Architecture
Automotive
Aviation
Banking/Financial
Bio-Tech
Brokerage
Carpentering/Electrical installations/VVS
Chemicals/Plastics/Rubber
Communications/Information
Computer Hardware
Computer Reseller (software/hardware)
Computer Software
Construction
Internet

Legal/Law
Consulting
Consumer Electronics
Consumer Packaged Goods
Education
Energy/Utilities/Oil and Gas
Engineering
Environmental Services
Fashion/Apparel
Food/Beverage
Government/Public Sector
Healthcare
Hospitality/Tourism
Human Resources
Information Technology/IT
Insurance

Manufacturing
Market Research
Marketing/Sales
Media/Entertainment
Military
Non-Profit/Social services
Personal Services
Pharmaceuticals
Printing Publishing
Public Relations
Real Estate/Property
Retail/Wholesale trade
Security
Shipping/Distribution
Telecommunications
Transportation



Health Care Profiling



Gastric / Digestive / Urinary (e.g. Crohn's, Heartburn, Kidney Disease):

Celiac Disease
Constipation
Crohn's Disease
GERD / Acid Reflux
Heartburn
Incontinence
Irritable Bowel Syndrome (IBS)
Kidney Disease
Overactive Bladder / Urge Incontinence
Ulcerative Colitis
Ulcers

Male / Female Health (e.g. ED, Low T, Menopause, Osteoporosis):

Endometriosis
Enlarged Prostate / BPH
Erectile Dysfunction (ED)
Hypogonadism
(Low Testosterone, Low LH, Low FSH)
Infertility
Menopause
Osteoporosis
Uterine Fibroids

Neurologic / Nervous :

Alzheimer's Disease
Autism
Epilepsy
Migraines
Multiple Sclerosis
Muscular Dystrophy
Parkinson's Disease
Seizures
Stroke

Sleep Disorders:

Insomnia
Narcolepsy
Sleep Apnea

Vision / Hearing Impairments:

Cataracts
Dry Eyes
Glaucoma
Hearing Loss
Macular Degeneration
Macular Edema
Wear Contacts

Pain:

Ankylosing Spondylitis
Back Pain
Fibromyalgia
Gout
Neuropathy

Skin / Dermatologic:

Acne
Baldness / Hair Loss
Eczema
Hyperhidrosis
Psoriasis
Rosacea
Shingles



Health Care Profiling

Health Care Profiling Continued



Allergy / Asthma / Respiratory:

Allergies
Asthma
COPD
Cystic Fibrosis
Idiopathic Pulmonary Fibrosis (IPF)
Pulmonary Arterial Hypertension (PAH)

Cardiovascular / Heart:

Arrhythmia
(e.g. Atrial Fibrillation/Afib)
Atherosclerosis
Congestive / Chronic Heart Failure (CHF)
Coronary Artery Disease (CAD)
Deep Vein Thrombosis (DVT)
Dyslipidemia
Heart Attack
High Cholesterol
Hypertension / High Blood Pressure
Peripheral Arterial Disease (PAD)

Dental:

Canker/Cold Sores
Cosmetic / Orthodontic Condition
Gum (Periodontal) Disease
Tooth Decay
Tooth Sensitivity

Cancer:

Breast Cancer
Cervical Cancer
Colorectal Cancer
Kidney (Renal) Cancer
Leukemia Cancer
Lung Cancer
Multiple Myeloma Cancer
Non-Hodgkin's Lymphoma Cancer
Ovarian Cancer
Prostate Cancer
Skin Cancer
Thyroid Cancer
Uterine Cancer

Diabetes / Thyroid / Obesity:

Type 1 Diabetes
Type 2 Diabetes
Hypothyroidism
Hyperthyroidism
Obesity

Arthritis / Joint Ailments:

Osteo Arthritis (Large Joint)
Psoriatic Arthritis
Rheumatoid Arthritis

Autoimmune:

AIDS / HIV
Anemia
Hemophilia
Hepatitis C
Lupus
Autoimmune / Blood

Mental Health :

ADD / ADHD
Anxiety
Bipolar Disorder
Depression
Schizophrenia

HEALTHCARE PROFILING:

Addiction
Alcoholism addiction
Drug addiction
Gambling addiction



Our Panel



North America

US: 2.5 MILLION

CA: 875 K

MEXICO: 225K

Puerto Rico-175k



Europe

UK: 450 K

GERMANY: 65K

FRANCE: 48K

ITALY: 42K

AUSTRIA: 35K

SPAIN: 32K

SWITZERLAND: 35K

DENMARK: 36K



Russia

185K



Asia

JAPAN: 115K

CHINA: 350K

INDIA: 780K

SINGAPORE: 135K

MALAYSIA: 105K

INDONESIA: 85K

THAILAND: 75K

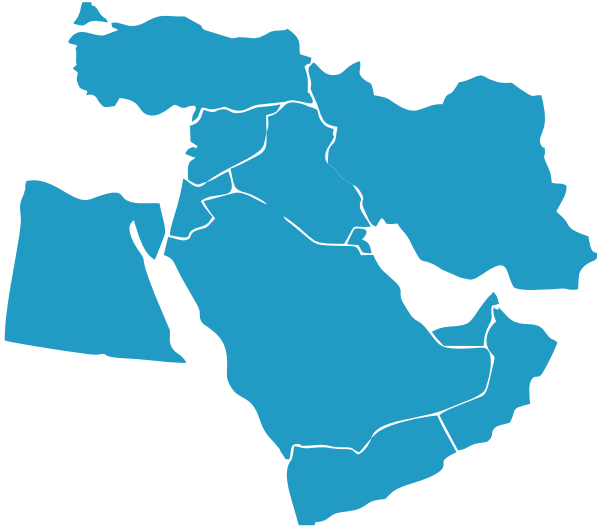
SOUTH KOREA: 55K

HONG KONG: 58K

NORTH KOREA: 50K



Our Panel



Middle East

UAE: 175K
QATAR: 120K
EGYPT: 95K
Saudi Arabia: 85K
IRAN: 60K
IRAQ: 45K



Africa(SADC)

ANGOLA: 115K	MAURITIUS 60K
BOTSWANA: 90K	MOZAMBIQUE: 80K
COMOROS 30K	NAMIBIA: 105K
DRC CONGO: 135K	SEYCHELLES: 32K
ESWATINI: 40K	SOUTH AFRICA: 125K
LESOTHO: 35K	TANZANIA: 120K
MADAGASCAR: 105K	ZAMBIA 105K
MALAWI: 95K	ZIMBABWE: 95K



New Zealand

75K



Australia

115k



Panel Quality



Member Verification Process

Enrollment surveys create a panelists unique DNA profile that is monitored for changes. Screener traps identify dishonest respondents.

GEO IP Validation

Identifies the location from which a respondent is taking a survey to ensure it matches the targeted location of the survey.

Digital Fingerprinting

80 (non-PII) data points from a respondent browser and operating system are employed to create a unique ID for their computer.

Ongoing panel member observations

Straight-lining answers
Inconsistent profiling answers
Answering surveys too quickly



Kaaya Research Limited



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