



**Top-quality market
surveys**



Who we are

Profi Online Research™ is the first Russian company specializing in high-level execution and analysis of online market surveys.

Profi Online Research™ is a full-service market research company, providing consumer goods surveys, BtoB and market segment research using both qualitative and quantitative approaches. The company uses innovative modern technologies that highly improve survey quality, considerably reduce time of research and thus reduce its costs. Our surveys are carried out 24/7!

Profi Online Research™ is a Member of [ESOMAR](#)



ESOMAR Member



What we do?

- Consumer behavior survey
- Evaluation of advertising campaign efficiency
- Price sensitivity research
- Online testing of promo materials and advertising concepts
- Company image and brand research and est.

We help our clients to...

- enter new markets
- launch new products or services
- raise and maintain market share
- make repositioning
- raise advertising campaign efficiency
- test creative concepts

Who are our respondents?

Our respondents represent young, wealthy, educated and active population layers.

Our online panel already counts more than 86 000 Russian respondents.

Sex	%
Women	34,43%
Men	65,57%
Total	100%

Age	%
<=19	5%
20-29	36%
30-39	33%
40-49	11%
50+	15%
Total	100%

Education	%
High school	12%
College	29%
University	56%
Postgraduate	2%
MBA	1%
Total	100%



How do we invite respondents into our panel?

- Through **unspecialized mass web-sites** (big search and mail services, the most popular social networks).
- “Snowball” method and different “invite-your-friend” promotional events.
- For some special projects we collect ad-hoc panels through offline methods and phone calls.

Respondents enter the panel as they get reimbursement for:

- registration,
- filling each form,
- participation in contests and partners programs,
- updating registration information in time.

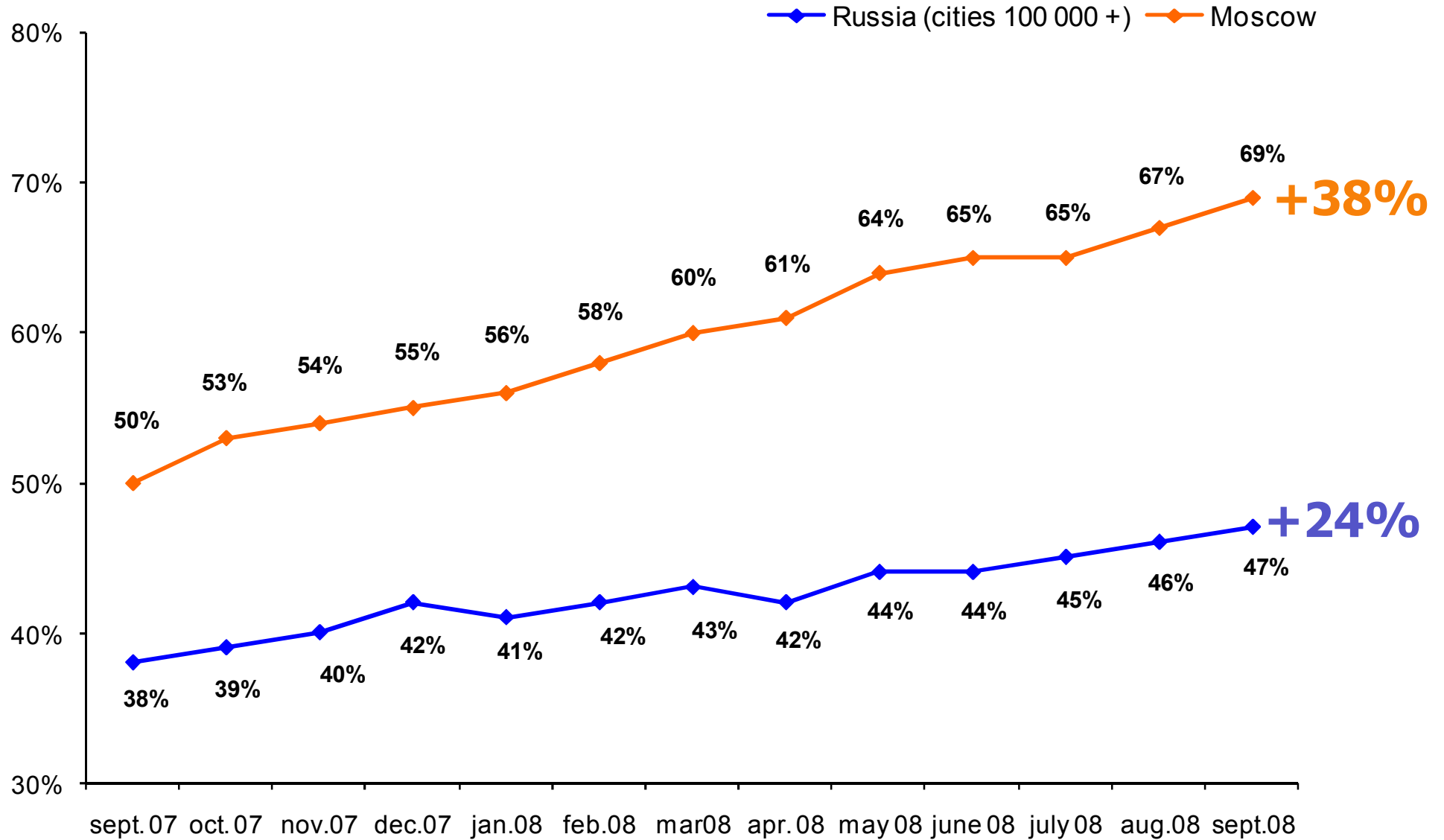
Our panel



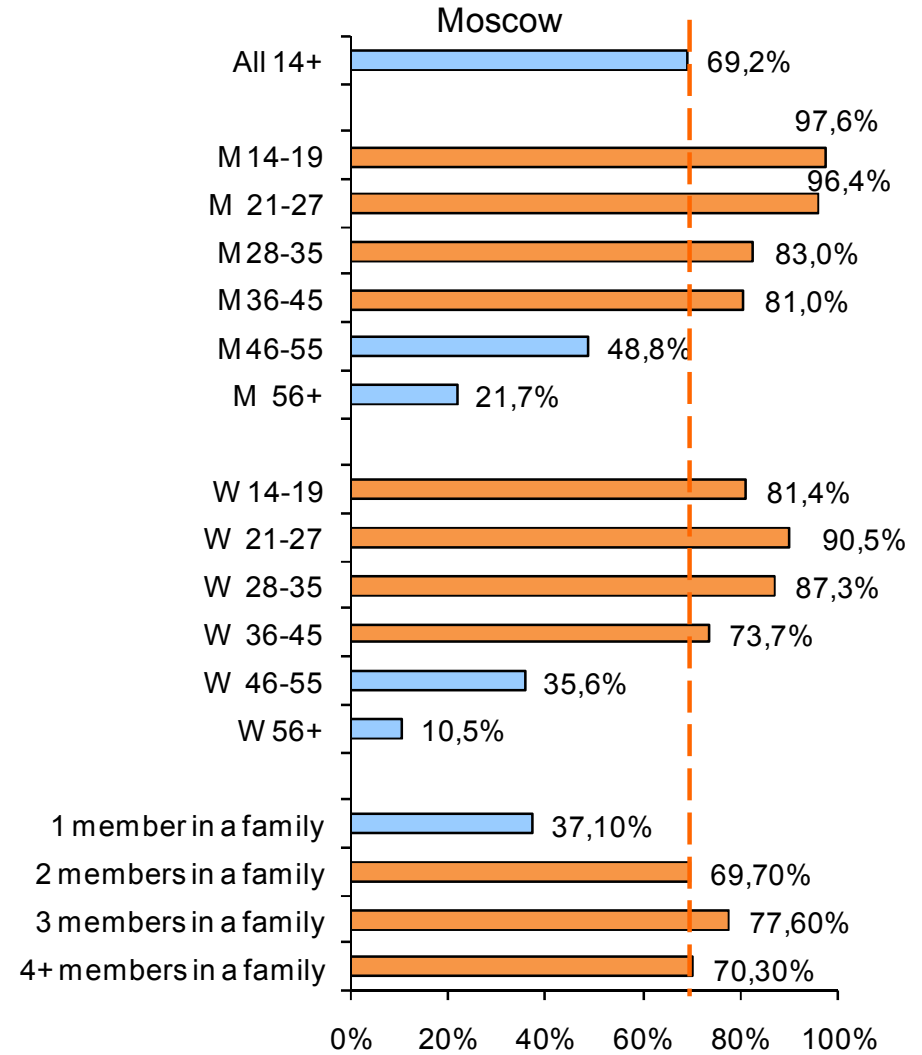
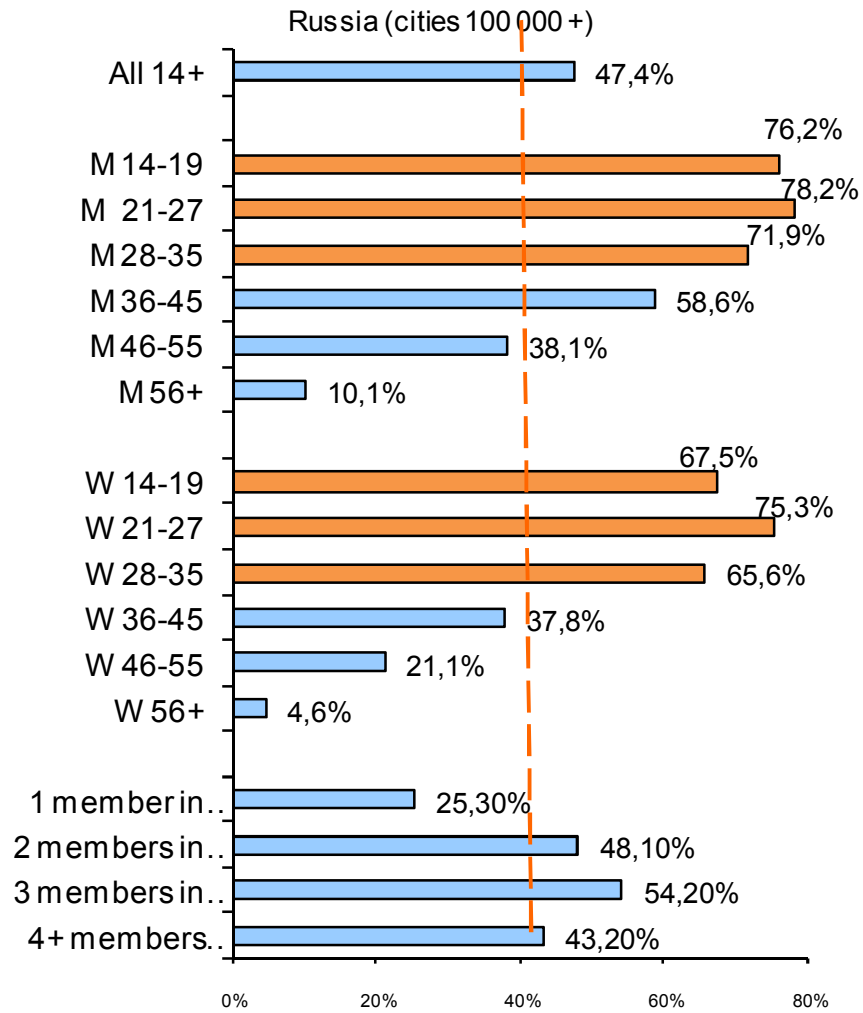
Our panel includes more than 86 000 respondents and allows to conduct representative surveys in cities with a population of 500, 000 +


In cities with a population under 500,000 inhabitants, special projects are held to invite the respondents.

Internet Penetration (Population 14+)



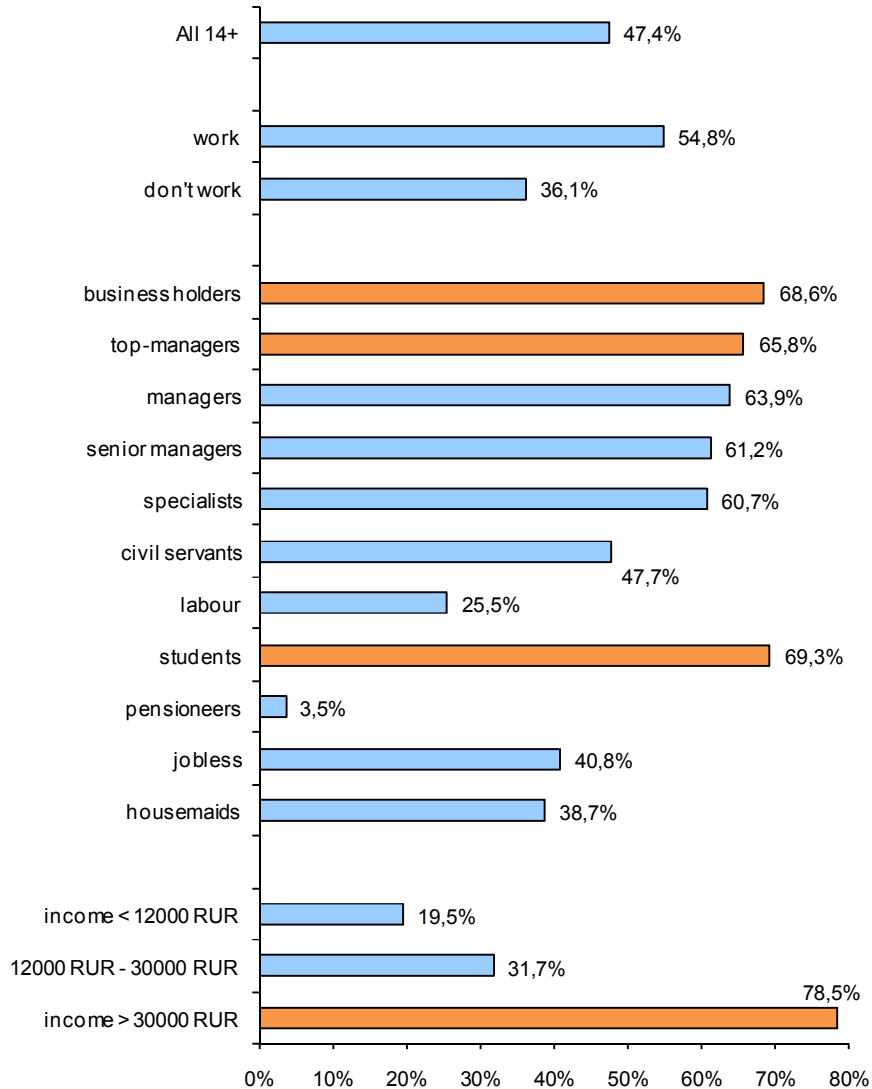
Internet penetration in socio-demographic groups (Population 14+)



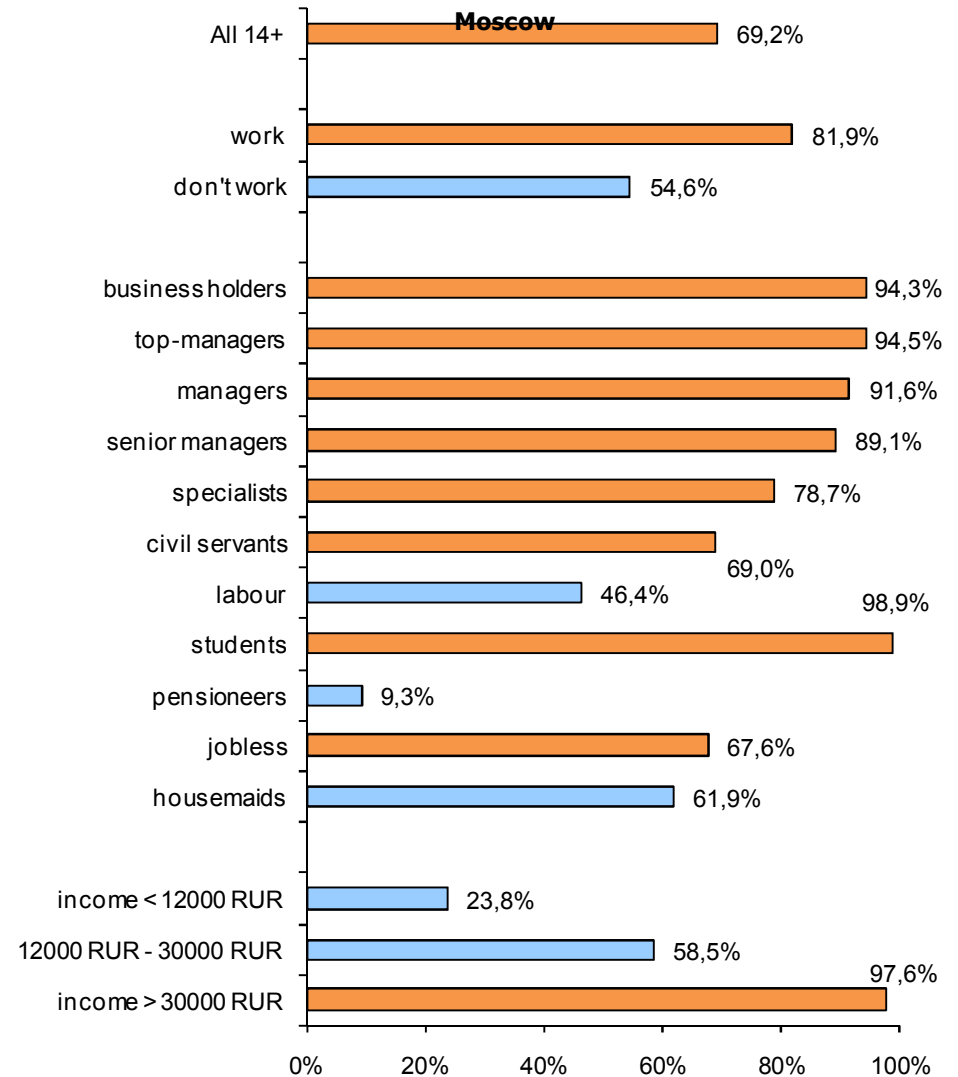
 - More than 2/3 of the audience can be reached through the net


Internet penetration in socio-demographical groups (Population 14+)

Russia (cities 100 000 +)



Moscow



 - More than 2/3 of the audience can be reached through the net

Online surveys are trustworthy and safe, as...

- respondents do not know the demands they must comply with
- anonymity reduces the risk of fraud
- we partially check the questionnaires
- client information is closed to respondents at all the stages of the survey
- we use filters on competitor company names and field names

Internet technologies reduce the risk of getting wrong information and espionage of competitors.

How do we check the panel?

- Respondents take part in surveys not oftener than 4 times a month
- «Reality» of respondents is checked through phone polling
- Blind clicks are checked by time counter :
 - In accordance with length and complexity of each question and with the number of variants time limit is stated for each question
- Online questionnaire doesn't let respondents miss questions and the amount of answer variants chosen is limited

Why online surveys?



Faster



Trustworthy



Cheaper



Selection is formed at the preliminary stage



Feedback from respondents



Full and accurate forms



Correction retraction with respondents



How do we make a survey ?

The client:

- determines objectives and tasks
- describes a target audience

Profi Online Research Company:

- determines survey method
- makes questionnaire
- programs the questionnaire
- invites respondents for the survey
- checks respondents' answers
- manages survey data and makes a report

How does the panel work?

Example: You need to question men aged from 25 to 32 years with monthly income more than 1000\$ who use razor X.

We invite men aged from 25 to 32 years with monthly income more than 1000\$ from our panel to fill a screening questionnaire.

Respondents who comply with the key demand (who use razor X) continue to fill the full questionnaire.

Our online form counter lets us get the needed selection in accordance with the quota.

What effects the survey cost?

Main factors:

- number of respondents
- “cost” of a respondent
- number and complexity of questions

Other factors:

- «availability» of target audience (share of target audience, who are ready to answer the survey questions, in the panel)
 - we can invite custom selection specially for your survey
- need for extra data to make the questionnaire
- special demands for the report

Price and periods

- Minimal cost of 1 respondent (depending on social status, income and other factors) - €5
- Minimal full survey period – 2 weeks



How to work with us

You can order research from the web site or contact us by email



Первая специализированная компания, которая создана для проведения высококачественных маркетинговых исследований с использованием передовых технологий.

- О компании
- Зарегистрироваться
- Для клиентов
- FAQ
- Пресс-служба
- Контакты

Вход в личный кабинет

Email

Пароль

[забыли пароль?](#)

Рассылка

email

email

Регистрация клиента

Все поля обязательны для заполнения.

1. Предмет договора
1.1. Настоящий Договор является публичным договором-офертой (предложением юридического или физического лица, именуемого в дальнейшем «Заказчик», с Онлайн Ресерч», именуемого в дальнейшем «Исполнитель», на проведение и

2. Обязательства Сторон
2.1 Исполнитель обязуется:
2.1.1. Провести по поручению Заказчика исследования в соответствии с соглашением исследования.
2.1.2. Своевременно, не позднее чем в течение 3х рабочих дней, предупреждать Заказчика о параметрах исследований или невозможности его проведения.

Email

Пароль Пароль (еще раз)

Я соглашаюсь с вышеприведенной офертой и хочу зарегистрироваться

Profi Online Research Europe

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