



ZynQuestra
INTELLIGENCE

**PANEL
BOOK
2026**

About Us

ZynQuestra Intelligence is a global audience intelligence and market research company delivering high-quality B2B, B2C, and healthcare research solutions. With **20,000+ profiled panelists across 25+ global markets**, we provide secure, verified, and fraud-free data collection backed by enterprise-grade quality standards.

Our expertise spans online sampling, survey programming, custom recruitment, and end-to-end project management. Operating under internationally recognized compliance frameworks, we help organizations transform trusted data into confident business decisions.

Why Choose ZynQuesta Intelligence

Precision-Driven Research

Every project begins with carefully profiled and verified respondents, ensuring precise audience targeting and representative samples tailored to your research objectives.

Uncompromising Data Quality

Our multi-layered quality assurance process combines advanced fraud detection, respondent verification, and continuous panel monitoring to deliver accurate, reliable, and high-integrity data.

Enterprise Security & Compliance

Built on a secure research infrastructure, we protect sensitive information through enterprise-grade security practices while maintaining compliance with GDPR, HIPAA, and ESOMAR standards.

Trusted Global Partner

With expertise across B2B, B2C, and healthcare research, ZynQuesta Intelligence delivers dependable insights through scalable global panel solutions, enabling organizations to make informed decisions with confidence.

Our Services

ZynQuestra Intelligence delivers comprehensive research solutions, including global B2B and B2C audience panels, healthcare research, survey programming, online data collection, and custom respondent recruitment. Our experienced team supports every stage of the research process, from project planning and sampling strategy to data collection and delivery.

By combining advanced technology with rigorous quality assurance and enterprise security, we provide scalable research solutions that help organizations generate meaningful insights across global markets.

Targeting Capabilities

ZynQuestra Intelligence provides precision audience targeting across B2B, B2C, and healthcare markets, enabling organizations to connect with the right respondents for every research objective. Our comprehensive profiling framework supports demographic, geographic, behavioral, and professional segmentation to ensure accurate and representative samples.

We offer advanced targeting based on age, gender, income, education, occupation, industry, company size, job function, seniority, purchasing behavior, lifestyle, and healthcare criteria. Whether your study requires general consumers, business decision-makers, healthcare professionals, or niche audiences, our global panel infrastructure delivers verified respondents with the precision and quality your research demands.

20,000+ Participants from Top Tier 1 and Tier 2 Continents Worldwide



NORTH AMERICA
TIER 1 (8,200)

EUROPE
TIER 1 (5,600)

ASIA
TIER 2 (1,600)

ASIA
TIER 2
(1,600)

AUSTRALIA
TIER 1 (2,100)

AFRICA
TIER 2
(1,100)

SOUTH AMERICA
TIER 2 (1,400)

CONTINENT SUMMARY

Tier 1 Continents Total: 15,900

Tier 2 Continents Total: 4,100

Overall: 20,000

WORLDWIDE

LEADING MARKET RESEARCH DEPENDENT COUNTRIES

1. Argentina

2. Australia

3. Austria

4. Bangladesh

5. Belgium

6. Brazil

7. Canada

8. Chile

9. China

10. Colombia

11. Czech Republic

12. Denmark

13. Egypt

14. Finland

15. France

16. Germany

17. Greece

18. Hong Kong

19. Hungary

20. India

21. Indonesia

22. Ireland

23. Israel

24. Italy

25. Japan

26. Kenya

27. Malaysia

28. Mexico

29. Netherlands

30. New Zealand

Research Experience

ZynQuesta Intelligence supports a variety of B2B and B2C research requirements across global markets. Our experience includes targeted audience sourcing, quota-based fieldwork, professional respondent recruitment, and quality-focused research delivery.

B2B Research Experience Industry & Professional Audience Experience

Project 2001 – Global B2B Decision Maker Research

Markets Covered

US | Canada | UK | Europe | Australia

Audience

Managers and senior professionals across:

- Finance
- Legal
- Procurement
- Operations
- Risk & Compliance

Research Focus

Multi-market professional audience targeting and decision-maker research support.

Project 2002 – US HR Decision Maker Study

Market

United States

Audience

- HR Decision Makers
- HR Managers
- Employer Representatives

Targeting

Organizations segmented by employee size and professional role.

Research Focus

Workforce, employer, and organizational research.

Project 2003 – Insurance Professional Research Market

United States

Audience

- Insurance Agents
- Brokers
- Financial Professionals

Research Focus

Industry-specific B2B respondent sourcing.

Project 2004 – US Insurance Professional Research

Market: United States

Audience: Insurance agents, brokers, and financial professionals

Focus: Qualified industry respondent sourcing

Consumer Research Experience (B2C)

Project 2006 – Germany Personal Care Consumer Study

Market

Germany

Audience

Female consumers aged 18–35

Research Area

Consumer preferences and product insights.

Project 2007 – US Consumer Market Research

Market

United States

Audience

Adult consumers and household decision makers

Focus

Consumer behavior and demographic targeting.

Research Experience Summary

Our Experience Across Markets & Audiences

Markets Supported

- North America
- United Kingdom
- Europe
- Australia & New Zealand
- Middle East
- Emerging Markets

Audience Capabilities

- ✓ B2B Decision Makers
- ✓ Professionals & Executives
- ✓ Industry Specialists
- ✓ Consumers & Product Users

Research Support

- ✓ Audience sourcing
- ✓ Quota management
- ✓ Survey fieldwork support
- ✓ Quality monitoring



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