

# GK Critiques Services helps companies harness the power of first-party data to make informed, intelligent decisions

With a global reach and an unrivaled approach to quality, GK Critiques Services is the most trusted source for reliable, accurate human-sourced data.



**GK Critique Services**  
- Research is the creating new knowledge







# Who is GK Critiques Services?

GK Critiques Services is the world's largest first-party data company for insights, activation

and measurement. With a reach that encompasses nearly 70 million consumers and business professionals globally, and an extensive library of individual profile attributes collected through surveys, GK Critiques Services is the cornerstone for precise,

trustworthy quality data. The company has built innovative data services and solutions around its robust first-party data offering to bring the voice of the customer to the entire marketing life cycle — from uncovering insights to activating campaigns and measuring cross-channel marketing ROI. GK Critiques Services

serves more than 6,000 market research, media and advertising agencies, publishers, consulting and investment firms, and corporate customers in North America, South America, Europe and Asia-Pacific.



# Powering your growth and transformation at each step of the marketing lifecycle

We help power your growth across the entire marketing journey with our solutions for insights, activation and measurement.

Harness the power of data by uncovering accurate insights and connecting data sources to activate new advertising campaigns and measure effectiveness of both cross-channel marketing ROI and long-term brand lift.





# GK Critiques Services's Difference

GK Critiques Services has the largest depth, widest breadth, and highest-

quality first-party panel data in the world. We own and operate the largest panel comprising nearly 70 million consumers, B2B panellists and hard-to-reach audiences.

GK Critiques Services is known for having the highest-quality and most trusted panel of real and engaged people in the industry. Our fully-permissioned panellists are profiled with over 2,700 attributes and are sourced using unique methodologies, offering flexibility and bias controls for precise audience selection.

Panel data can be seamlessly connected to any CRM platform and other data sources to model and scale custom audiences for campaign activation.

Our flexible and scalable service models can be customized to suit your needs. We can work with you on a project basis or serve as your entire back-office fieldwork operation.



**LARGEST PROPRIETARY  
FIRST-PARTY DATA**



**RICHEST PROFILING  
IN THE INDUSTRY**



**HIGHEST QUALITY &  
MOST TRUSTED  
DATA**



**CONNECTED DATA &  
ACTIVATION  
SOLUTIONS**



**FRictionless DELIVERY OF INTEGRATED SOLUTIONS  
ACROSS THE ENTIRE MARKETING LIFE CYCLE**



**GK Critique Services**  
- Research is the creating new knowledge





**GK Critique Services**  
Research is the creating new knowledge

**NEARLY 70  
MILLION**

PEOPLE REACHED



**2,700 +  
PROFILE ATTRIBUTES**

spanning specialty  
and hard-to-reach



B2B audiences

**UNPARALLELED DEPTH AND  
BREADTH ACROSS SIX CONTINENTS**

GLOBAL REACH:

**6000+**

**CUSTOMERS IN 90 COUNTRIES**  
across all major industries

**45+ years of**   
INNOVATION

**4 Billion**  
INSIGHTS  
UNCOVERED  
ANNUALLY 

**200,000+**

PROJECTS DELIVERED ANNUALLY



Extensive survey testing and  
data verification attributes for

**99% ERROR-FREE  
PROJECT DELIVERY**

**— 100+ MILLION —**

survey completes annually

**#1** MOST  
INNOVATIVE  
SUPPLIER

**#1** DATA &  
ANALYTICS  
PROVIDER

**#1** FIELD  
SERVICE  
PROVIDER

**2022**

**Business & Innovation  
GRIT Report**



# GK Critiques Services's World- Class Panel Data



## EMEA | 16M

AUSTRIA	FINLAND	IREL AND I TA	PORTUGAL	SWEDEN
BELGIUM	FR ANCE	LY	ROMANIA	SWITZERLAND
BULGARIA	GERMANY	NETHERLANDS	SLOVAKIA	TURKEY UAE
CZECH REPUBLIC	GREECE	NORWAY	SOUTH AFRICA	UNITED KINGDOM
DENMARK	HUNGARY	POLAND	SPAIN	

# Global Footprint

GK Critiques Services is uniquely positioned to deliver the most diverse B2B and B2C online sample globally for maximum feasibility, sustainability, representativeness and consistency.

Our extensive reach lets us connect you to consumer, business, specialty or hard-to-reach audiences in almost every country around the world quickly and efficiently. Connect with your [GK Critiques Services sales team](#) to find out more about our global capabilities.

## THE AMERICAS | 30M+

### NORTH

UNITED STATES  
CANADA  
MEXICO

### SOUTH

ARGENTINA  
BRAZIL  
COLOMBIA  
CHILE

## APAC | 22M

AUSTRALIA	INDONESIA	PHILIPPINES	THAILAND
CHINA	JAPAN	SOUTH KOREA	VIETNAM
HONG KONG	MALAYSIA	SINGAPORE	
INDIA	NEW ZEALAND	TAIWAN	



# Recruitment

GK Critiques Services has a variety of sample sources to meet your unique project requirements.

Each of our recruitment channels delivers a different population, thus our panels provide diversity, representativeness and enables you to target hard-to-reach population segments.

SOURCE NAME	RECRUITMENT	REWARDS	STRENGTHS
Loyalty Panels	By invitation to loyalty program members in travel, entertainment, media and retail.	Points or miles relevant to the program source.	More a uent, high quality, pre-validated individuals with known characteristics.
Organic, Open Enrollment & Partnerships	Online and mobile channels: websites, social media influencers and apps.	Reward points to redeem for cash, prizes and gift cards.	Younger, less a uent, more ethnically diverse.
Respondent Exchange Network	Broad range of websites, including schools and communities. Member logging into communities with valid username and password invited to participate.	Reward points to redeem for cash, prizes and gift cards.	Engage people who might not otherwise take part. Younger audiences. More frequent internet users.





# Hard-to-Source Panel Data

## The Standard for B2B Data

Largest and deepest global reach offering more than 3 million professionals with an average of 15 attributes per member

Broadest selection of business professionals across hundreds of B2B roles

Robust and proven recruitment practices across loyalty, open and integrated channels

## Healthcare

Comprehensive patient panel offering 9M patients in 40 markets, across 300 ailments with over 2,000 studies per year

Concentrated healthcare B2B panel with more than 2.5 million allied health professionals and other healthcare business decision-makers globally

Rich Healthcare Professionals Panel containing 200,000 across the U.S., Canada, France, Germany, Italy, Spain and the U.K., access to over 1M globally

through partner program

## Diversity, Equity & Inclusion

Panel recruitment using messaging and rewards to encourage maximum diversity among participants and a 3-channel strategy to ensure access to respondents who are underrepresented when only using one approach

Broad-scale panelist data library includes items such as race, gender, sexual orientation and disability

Accommodations in the survey-taking process to ensure optimal engagement among diverse populations



# Selected Profile Attributes

With an extensive library of detailed business and consumer profile attributes collected directly from individuals through survey data, you can benefit from a trustworthy data resource that is designed and actively managed to deliver a variety of advantages, including precise audience selection, reliability, and superior feasibility.

## BUSINESS

### Basic Attributes

- Business Type Industry Segment
- Annual Revenue Number of Employees
- at All Locations Number of Employees
- at Local Location
- 

### Business Professional

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

### Expanded Business Variables by 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
- Telecommunications
- Equipment Travel / Hospitality
- / Leisure

### Legal Services

- Legal
- Occupation
- Legal Role

### Real Estate

- Type of Business
- Primary Real Estate Role

### Banking / Financial Services / Insurance

- Type of Business
- Primary Role

### Transport & Logistics

- Type of Business
- Professional Driver Work Type

### Education

- Educator Role
- Educator - Education Level Type
- Educator - Educational Institute

### Government / Military

- Law Enforcement / Emergency
- Service Types
- Military Branch of Part-Time Service
- Military Branch Served
- National Guard Service Branch
- Military Service Status
- Government Level of Employment

### Business Owner

- • Type of Business Owned / Operated
- Type of Personal Service

### Healthcare

- Healthcare / Medical Professionals
- Nursing Physician Primary
- Specialty

### ITDM / IT Roles

- Type of IT Professional Developer Roles
- 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 - Business Intelligence, Big Data, Analytics - Virtualisation Software - Unified Communications



CONSUMER

Basic Demographics

- Gender Age Marital
- Status Language
- Number in Household
- Children Education
- Household Income
- Employment Status
- Own or Rent Region
- Sexual Orientation
- Religious A liation
- Ethnicity or Race
- Hispanic Origin
- Registered Voter
- Political Party A liation
- Voter History

Automotive

- Vehicles in Household Type
- of Automobile Primary Make,
- Model, Year Secondary Make,
- Model, Year DIY Maintenance
- Intent to Buy

Home Features / Improvements

- Home Improvement/ Upkeep / Repair
- Role in Decision Making Lawn
- Equipment Used

Utilities

- Service Provider
- Role in Decision

Travel for Leisure

- Travel Websites
- Used Car Rentals
- Airlines Hotels

Interests / Hobbies

- General Health / Fitness /
- Wellness Hobbies /
- Leisure Outdoor Activities
- Sports Activities

Electronics / Gadgets

- Electronic Devices Owned (32 types)
- Desktop & Notebook Computer (19 brands) Printer (14 brands) Tablet or e-Reader (49 brands) Online
- Activities Internet (30 Providers)
- Video Game Accessories Video
- Game System (13 brands)

Mobile Phone

- Mobile Phone Use Type of
- Mobile Phone Mobile Only Phone
- User Operating Systems
- Network Providers (16 providers)
- Average Monthly Billing Contract
- Type Plan Type Role in Decision
- Phone Brand (22 brands)

Tobacco Products

- Products Used Cigarettes by Brand (37 brands) Smoking Habits & History
- Smoking Cessation or Alternatives Used

Department Stores

- Shopping Frequency
- Items Purchased

Dining Out

- Frequency Amount Spent
- Per Person Type of

Insurance

Considerations

- Auto Insurance Provider (152 providers)
- Home Insurance Provider (152 providers) Health Insurance Provider (66 providers) Health Insurance Coverage

Consumer Banking

- Interest Financial Advice (11 services) Online Trading Accounts
- Financial Advisor Investment Account Types (13 types)
- Investment Account Firm Primary
- Brokerage Firm Type of Checking
- Account Primary Mutual Fund Firm (61 firms) Retirement Firm (26 firms)
- Total Investable Assets Type of
- Investment Financial Products
- Credit Cards Financial Institutions (134 banks)

Groceries

- Primary Shopper Stores
- Shopped (56 stores)
- Amount Spent Per Week

Beer, Wine, Liquor

- Beverage Consumption Beer
- Consumption Domestic / Import /
- Craft Beer Brands (76 brands) Wine
- Purchases Liquor Type & Brands

Entertainment

- Television Books Movies Music Magazine
- Readership (40 genres, 270 titles) Radio
- Stations (39 markets)

General Household Pets

or Animals Recreational Vehicles

Ailments and Health Conditions

- Allergy / Asthma /
- Respiratory Arthritis / Joint
- Ailments Autoimmune / Blood
- Cancer Cardiovascular / Heart
- Diabetes / Thyroid / Obesity
- Gastric / Digestive / Urinary
- Male / Female Health Mental
- Health Neurologic / Nervous
- Pain Skin / Dermatologic
- Sleep Disorders Vision /
- Hearing Impairments



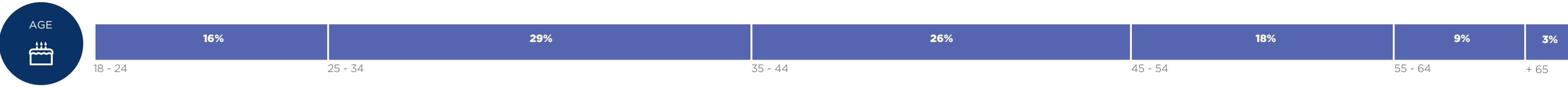
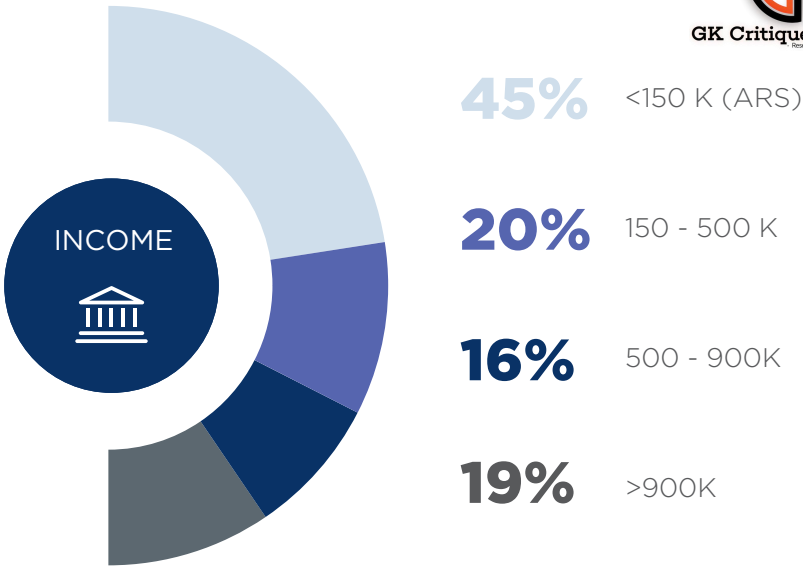
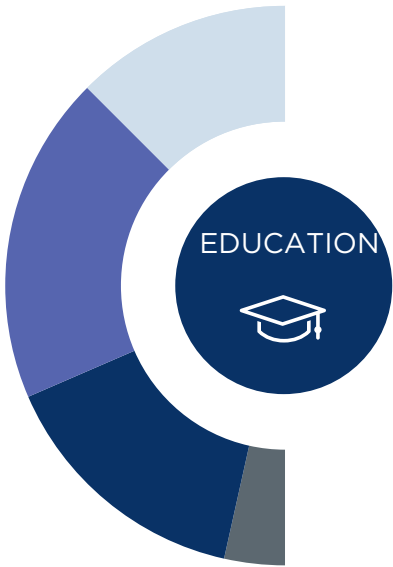
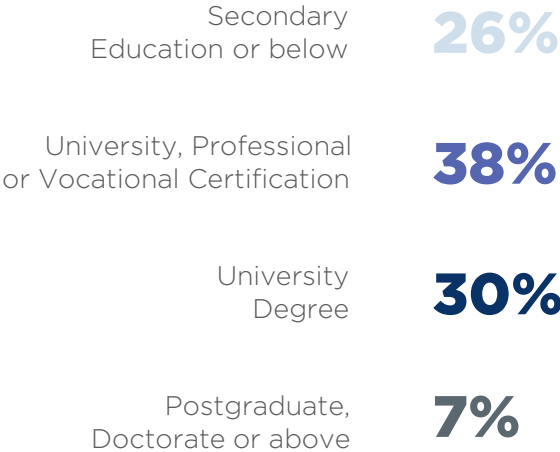
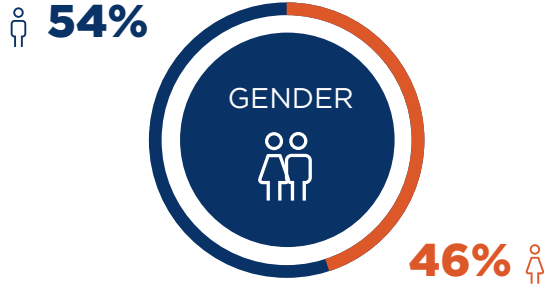
# Panel Demographics By Country

AMER

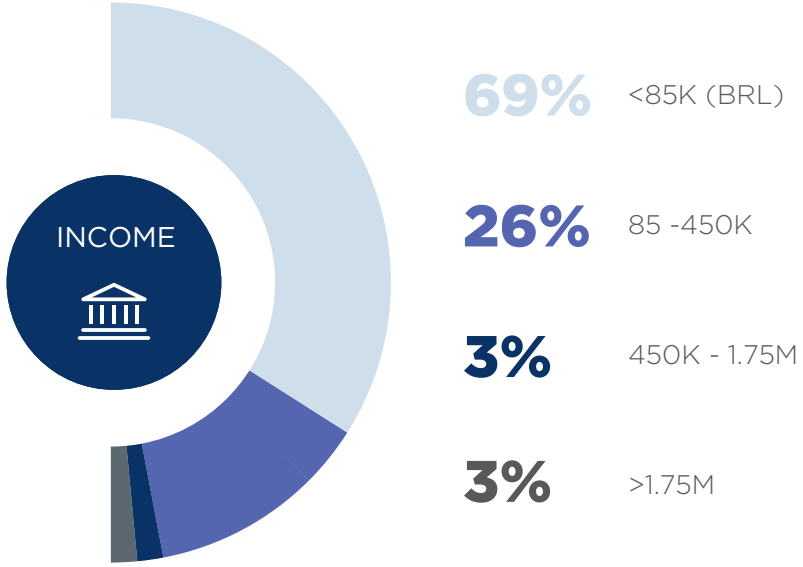
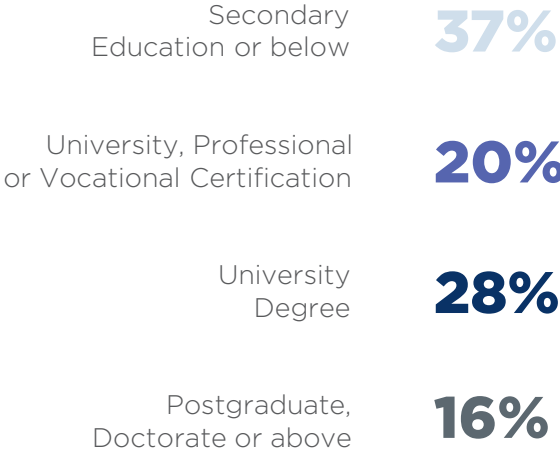
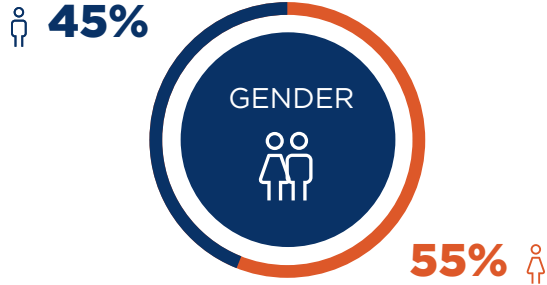




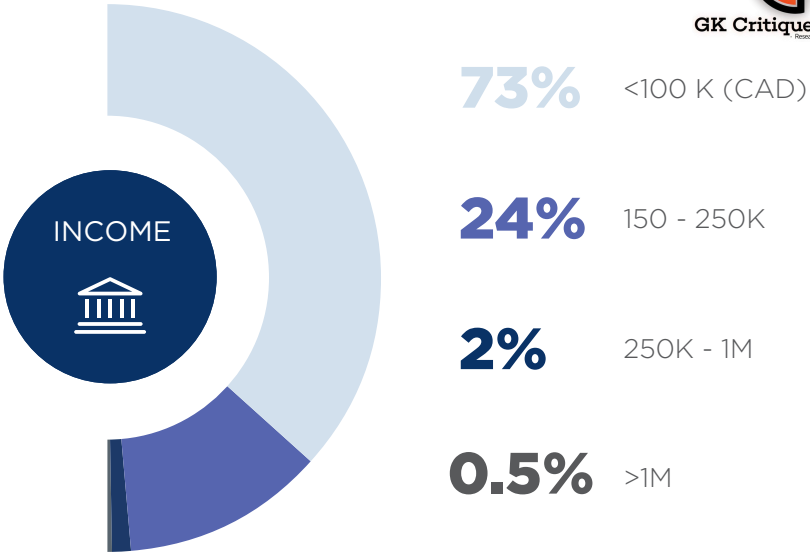
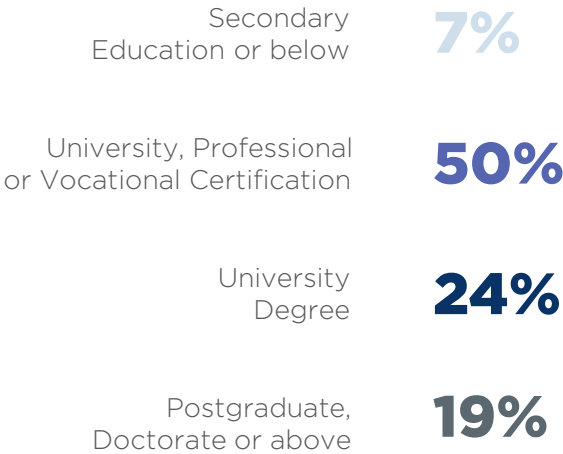
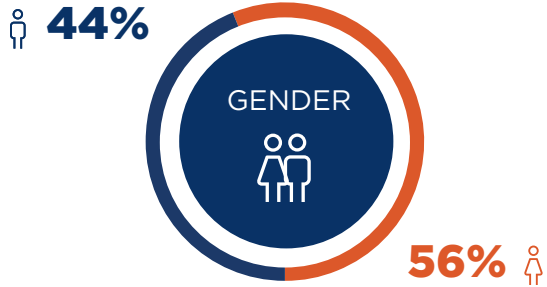
# ARGENTINA



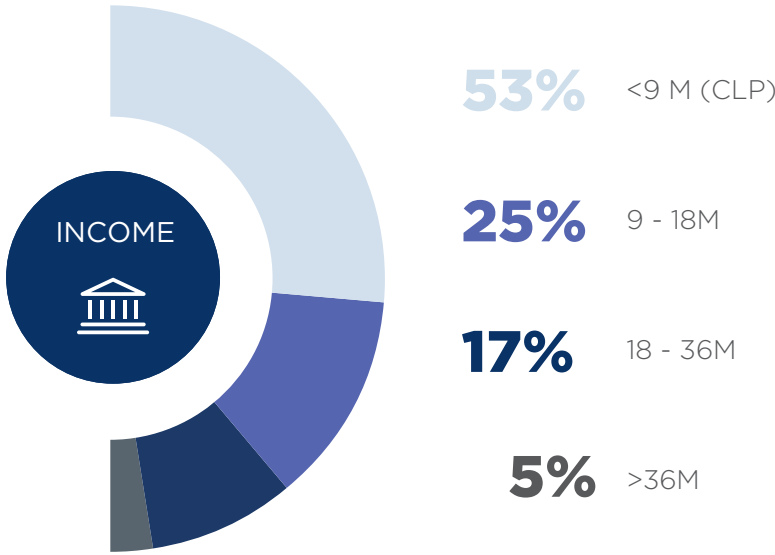
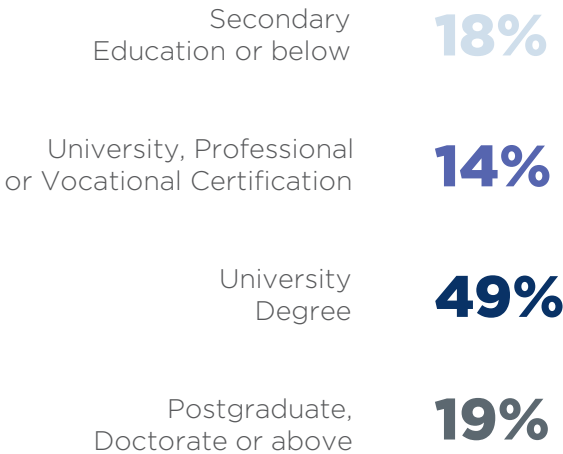
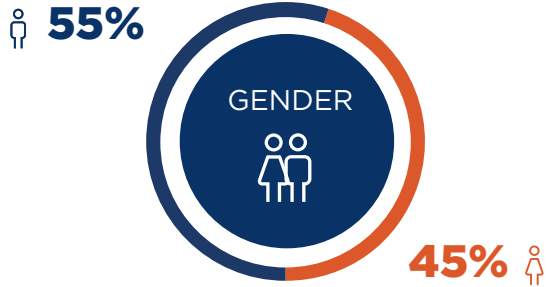
# BRAZIL



CANADA

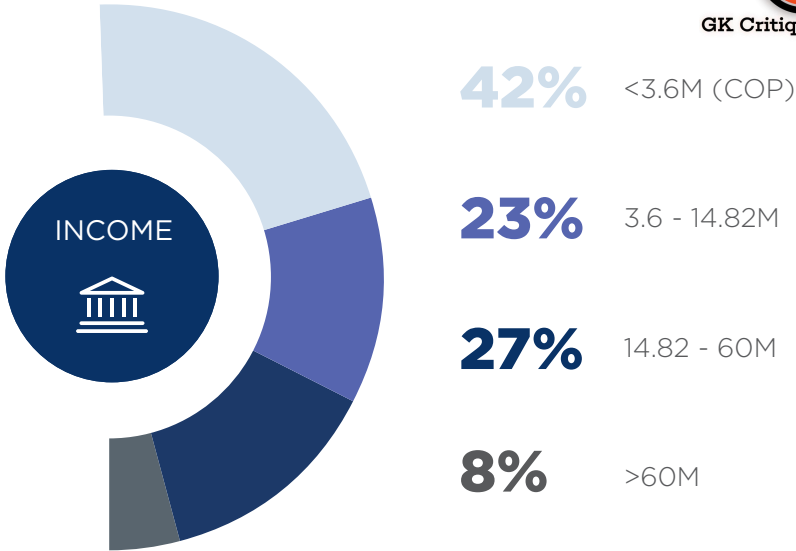
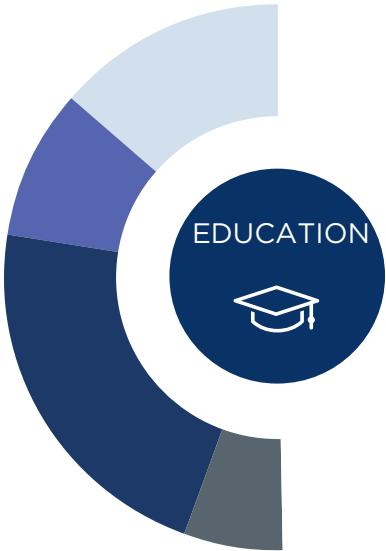
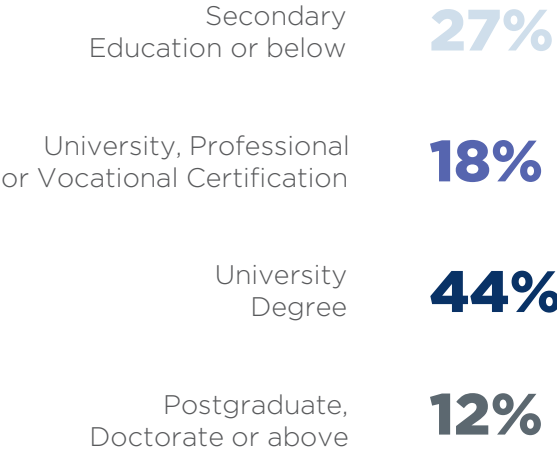
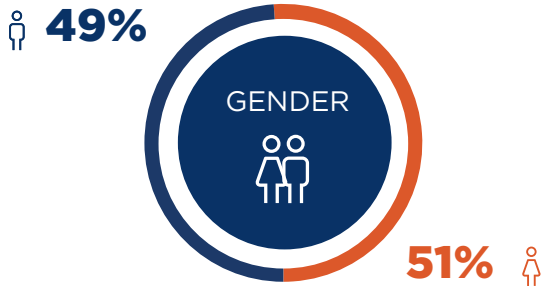


CHILE

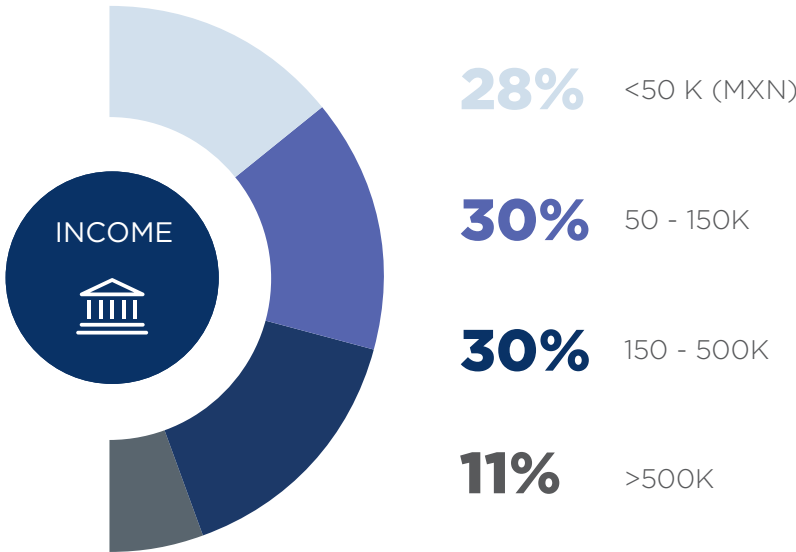
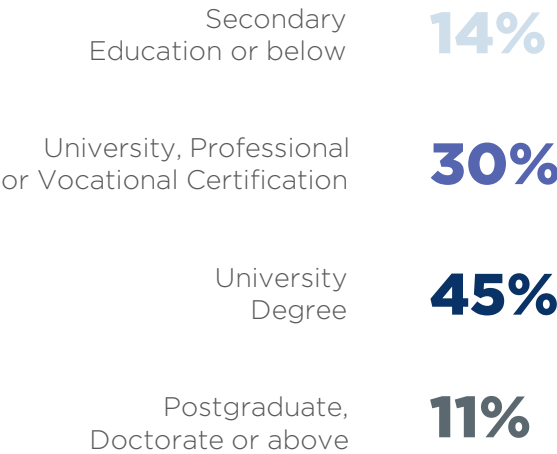
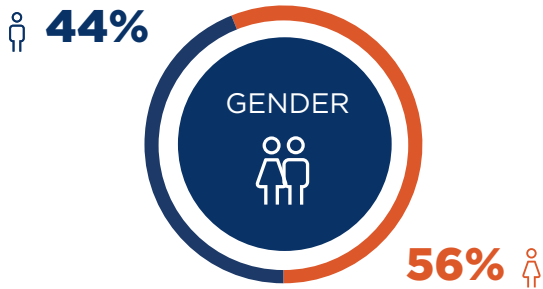




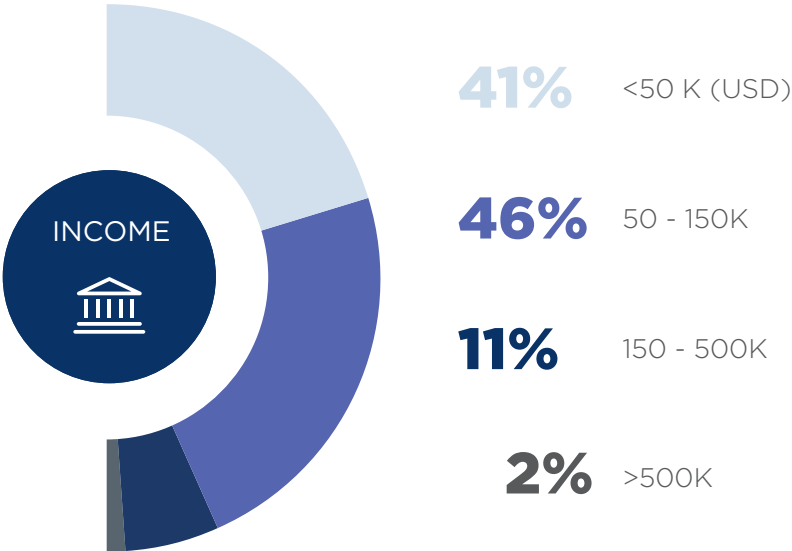
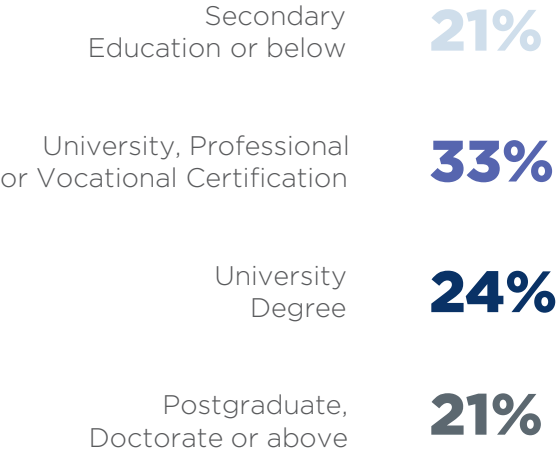
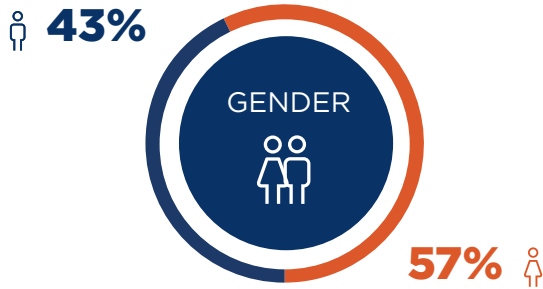
COLOMBIA



MEXICO



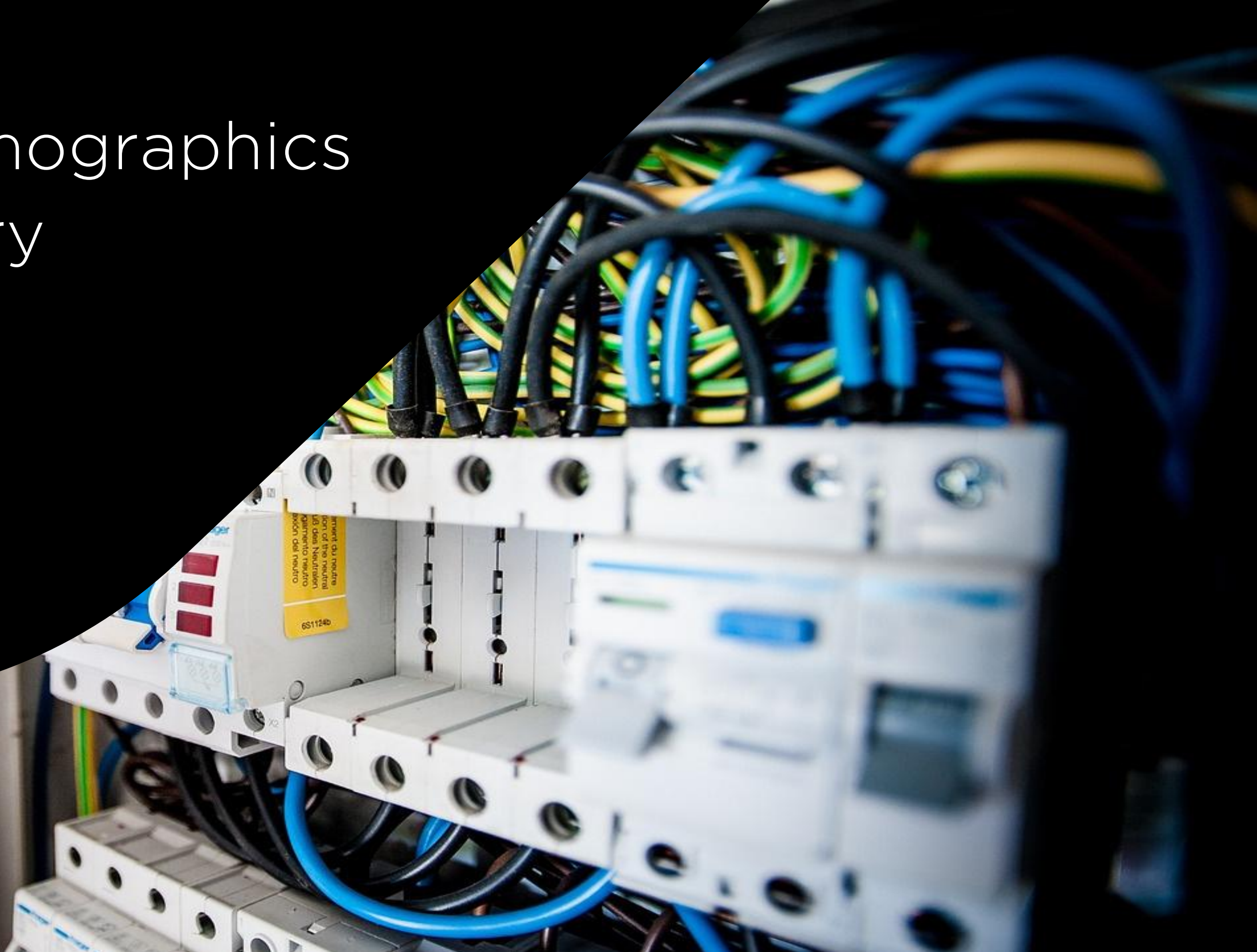
# UNITED STATES OF AMERICA



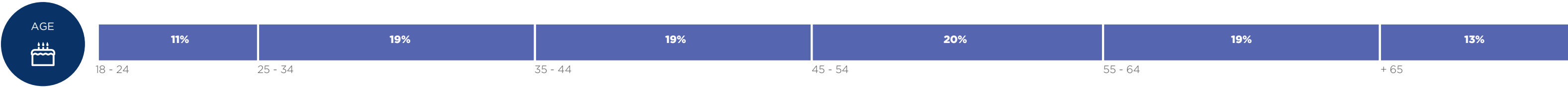
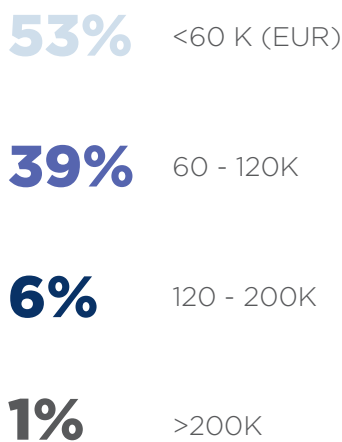
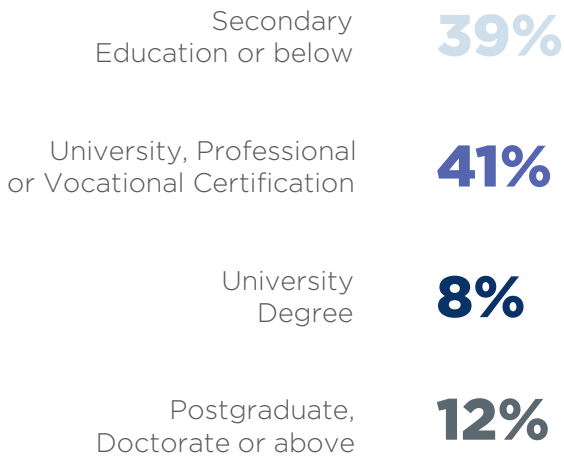
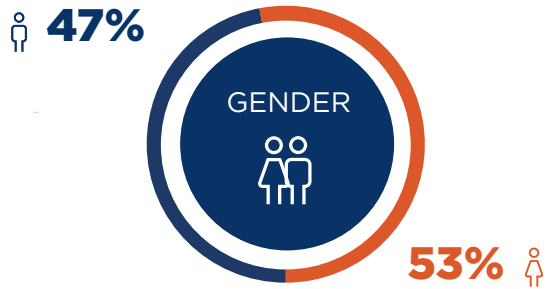


# Panel Demographics By Country

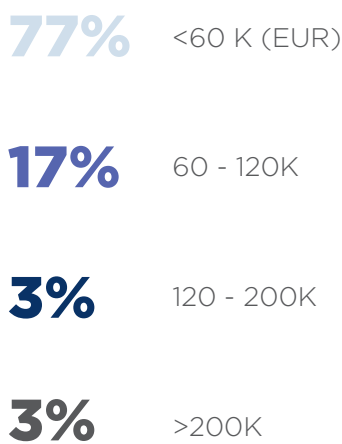
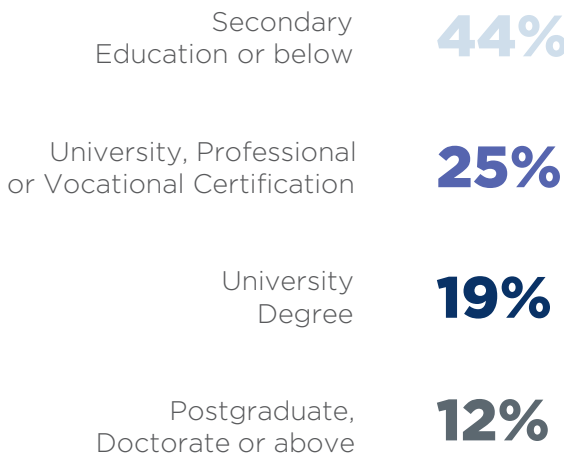
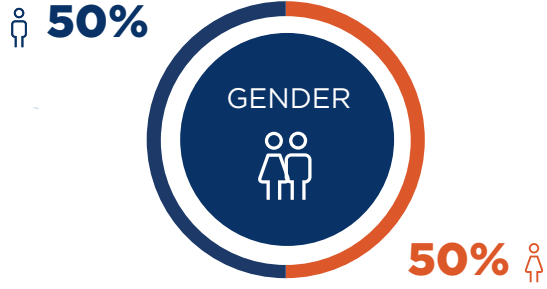
**EMEA**



AUSTRIA

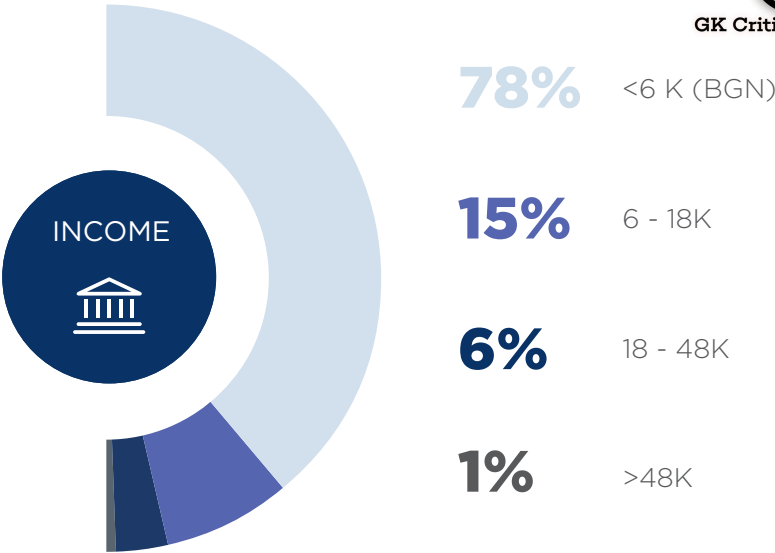
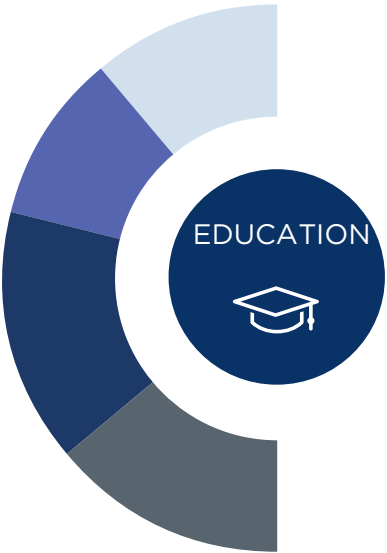
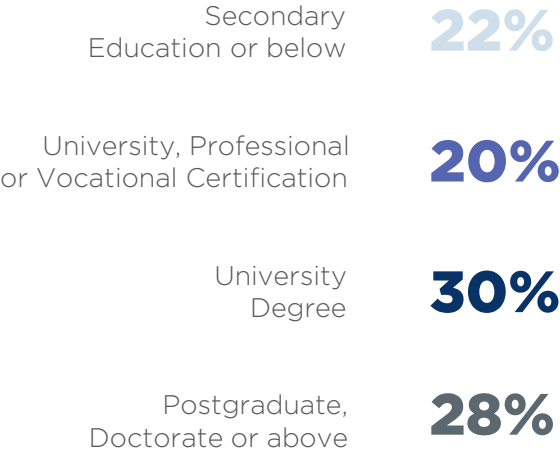
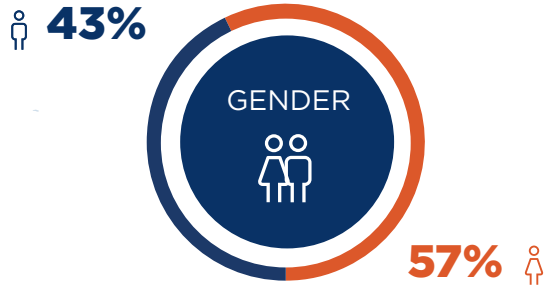


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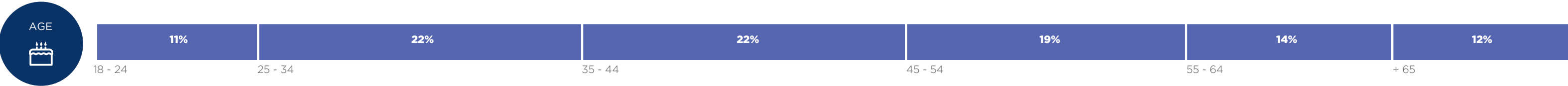
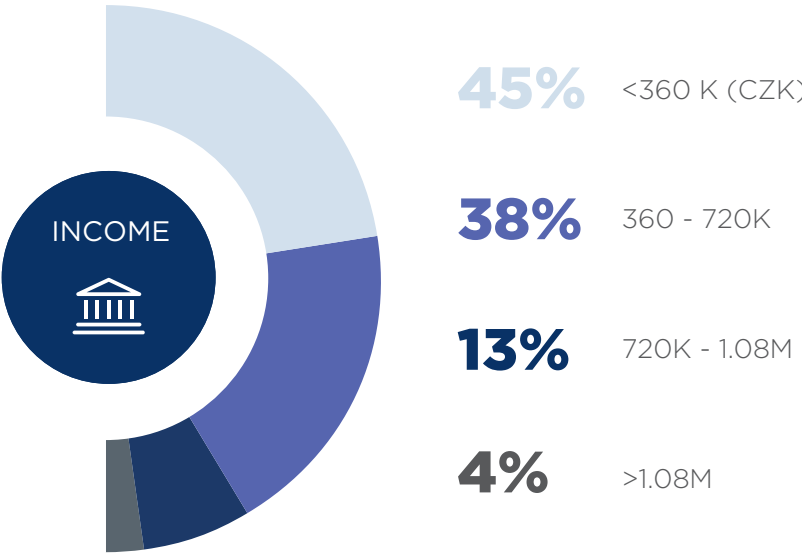
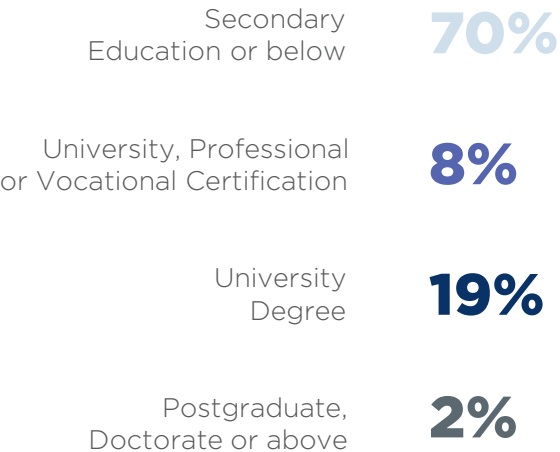
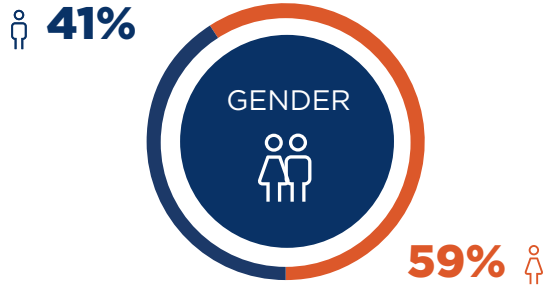




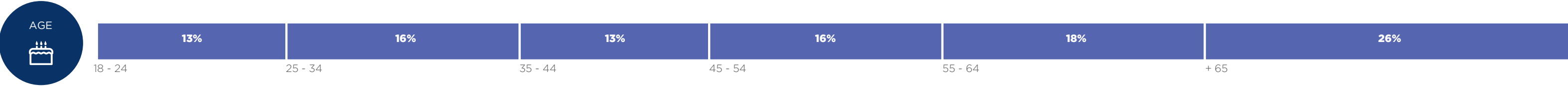
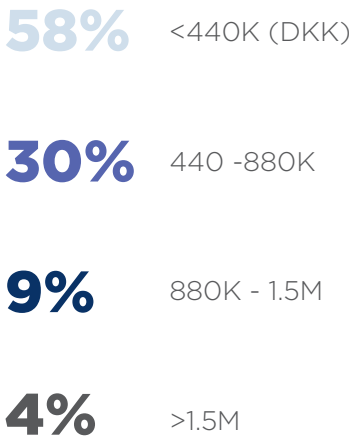
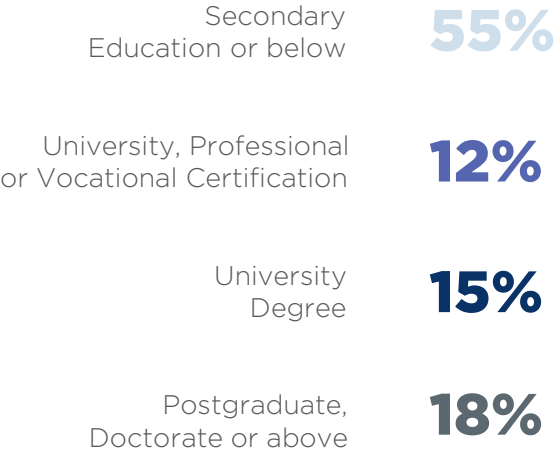
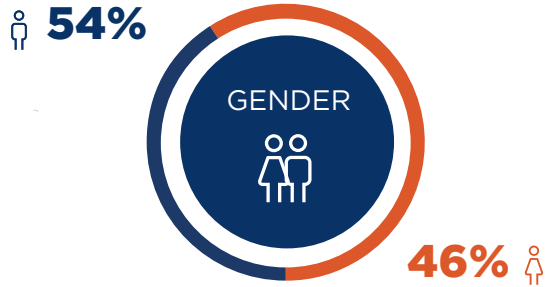
BULGARIA



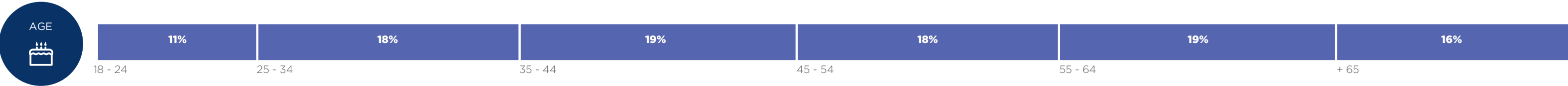
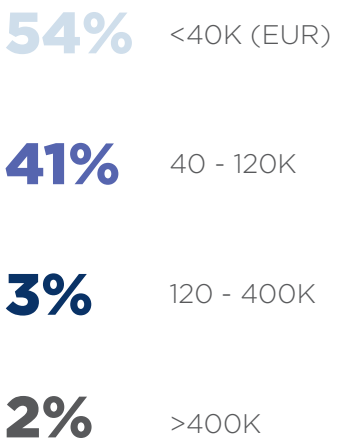
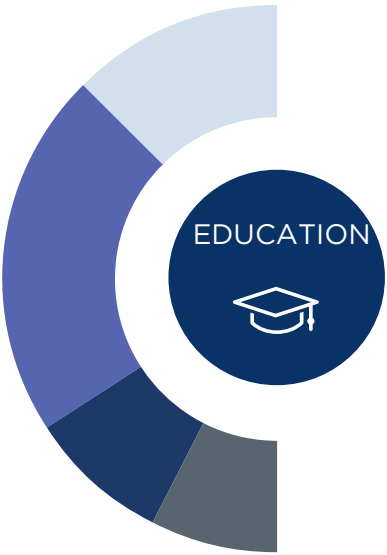
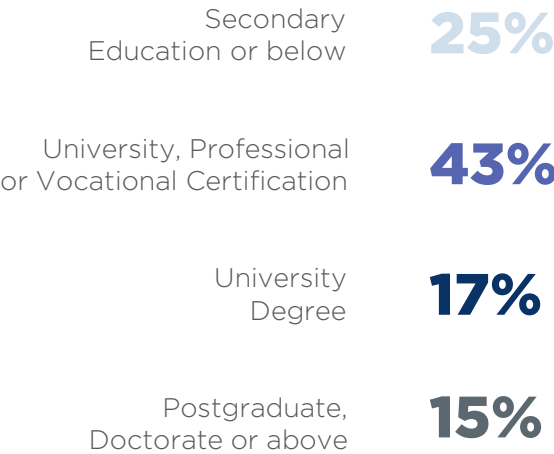
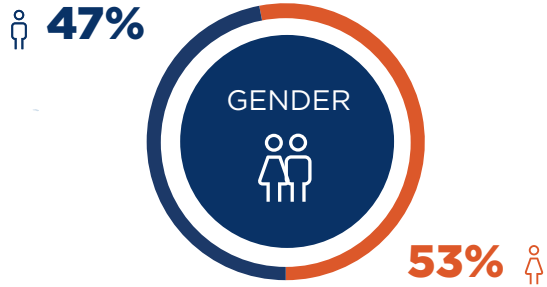
CZECH REPUBLIC



DENMARK

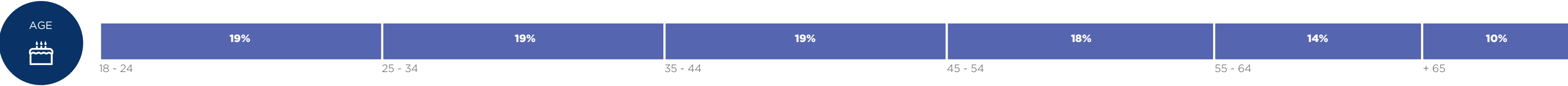
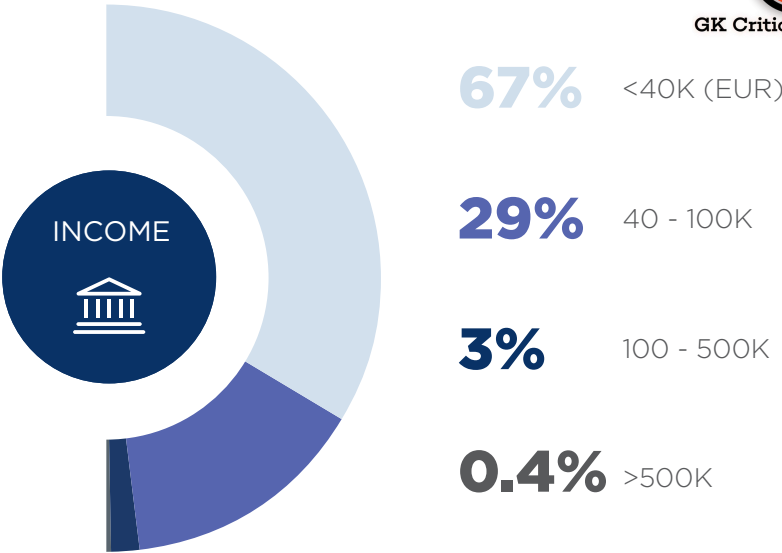
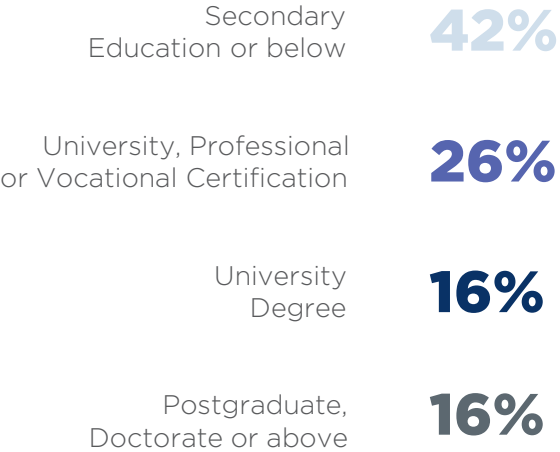
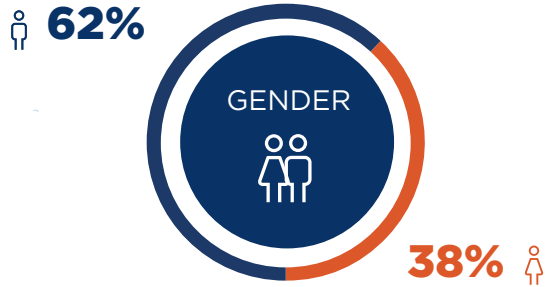


FINLAND

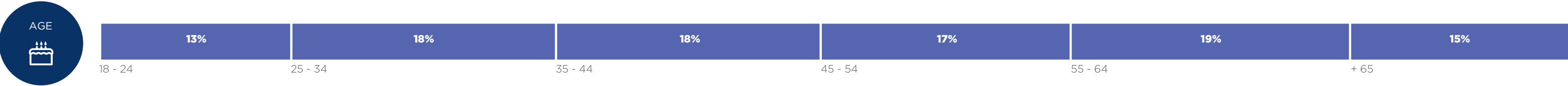
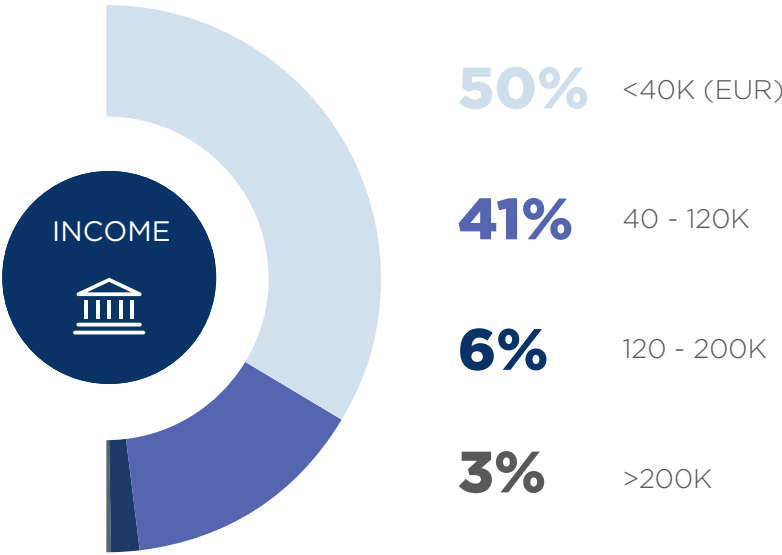
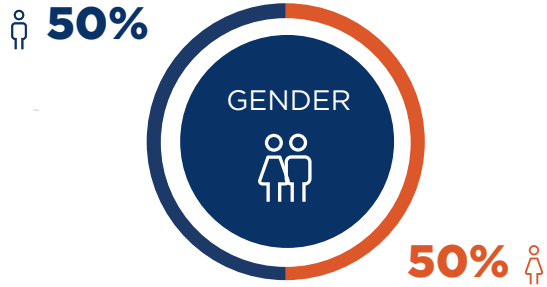




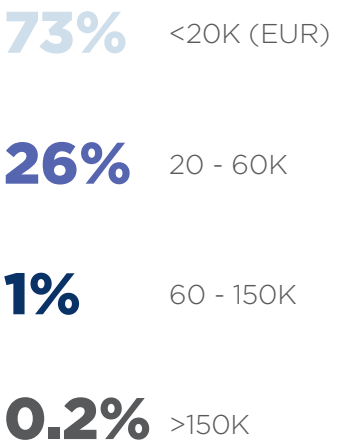
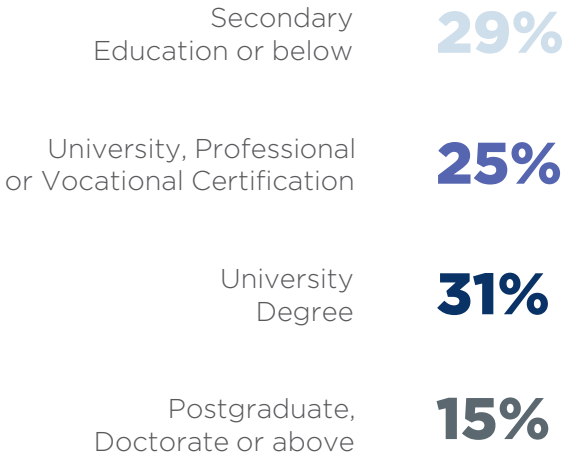
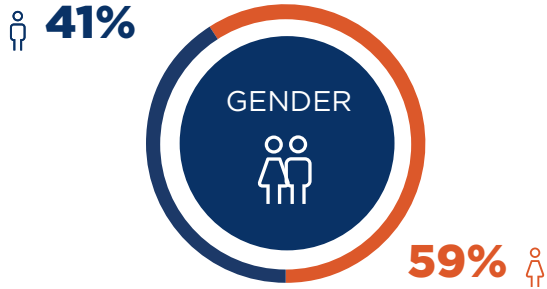
FRANCE



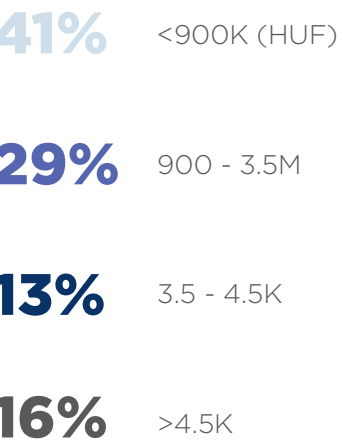
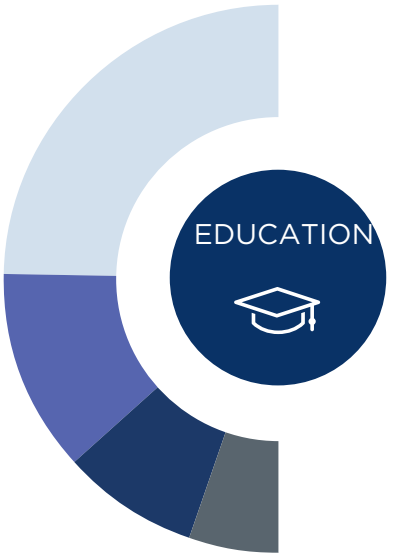
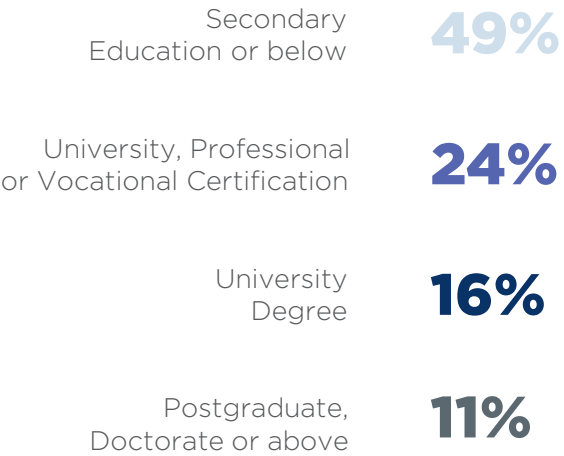
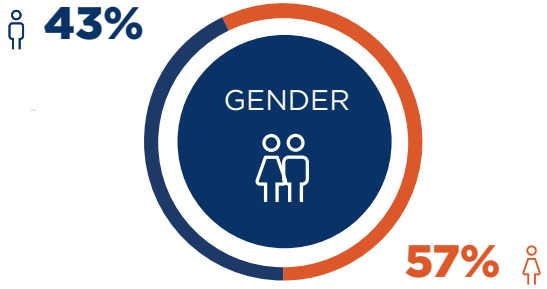
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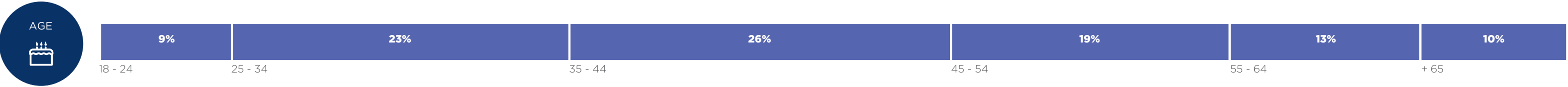
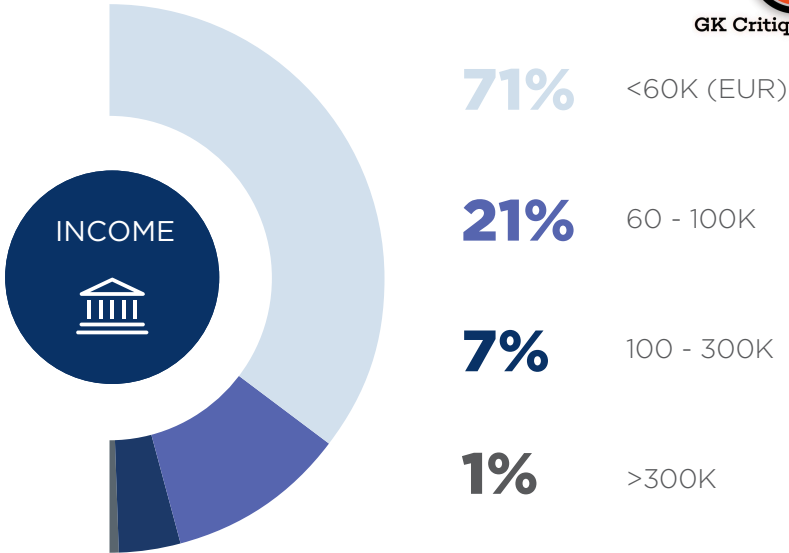
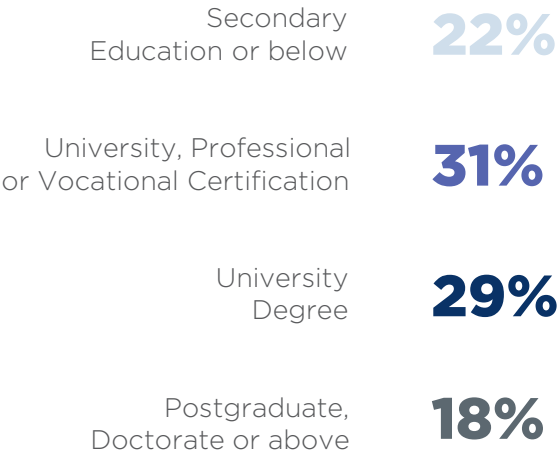
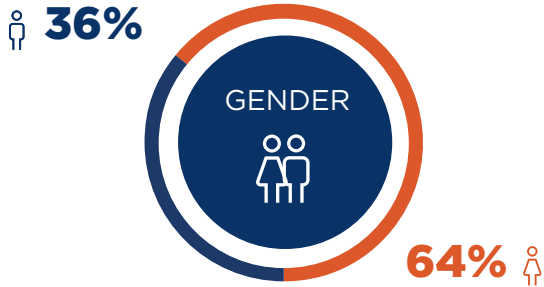


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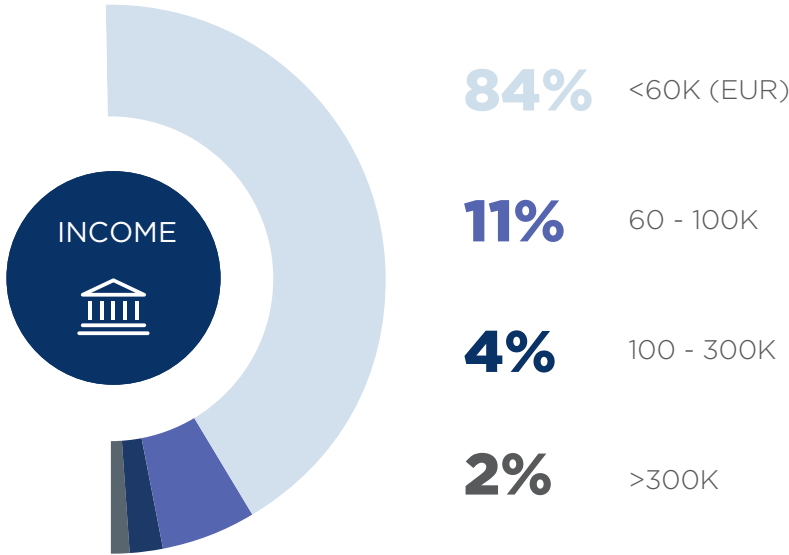
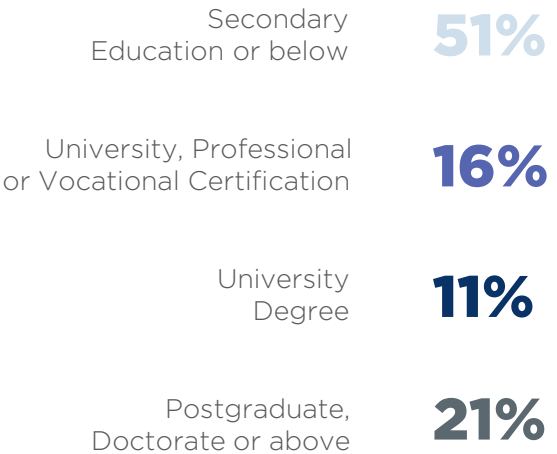
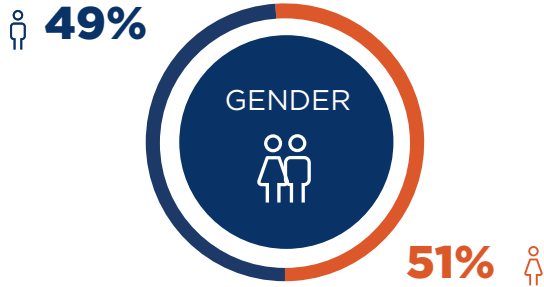




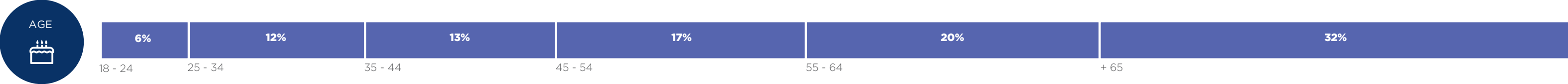
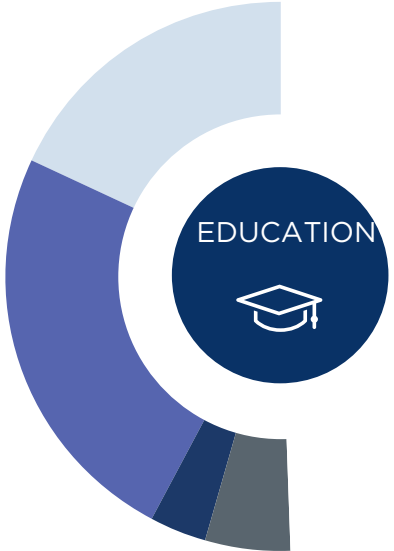
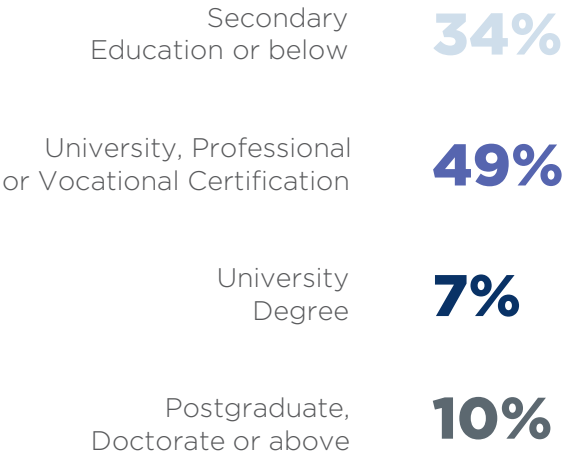
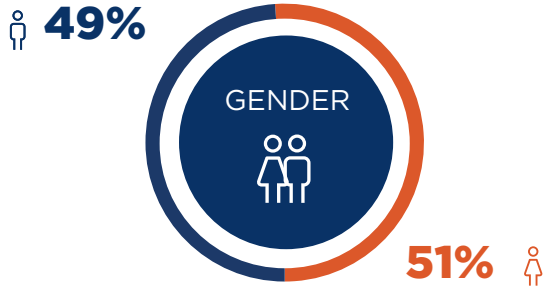
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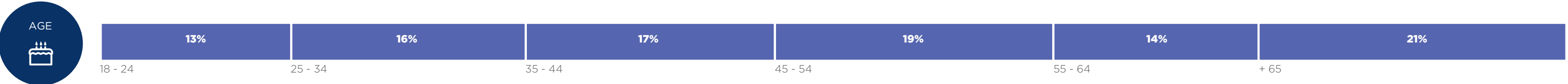
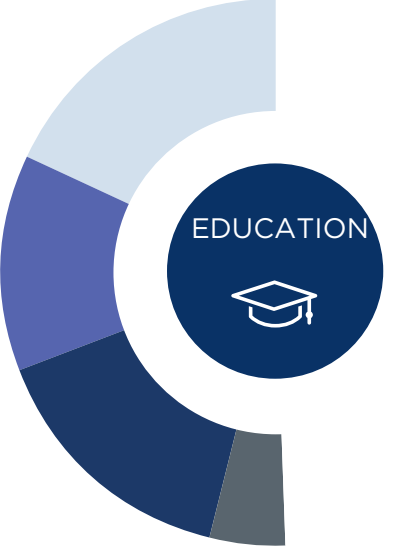
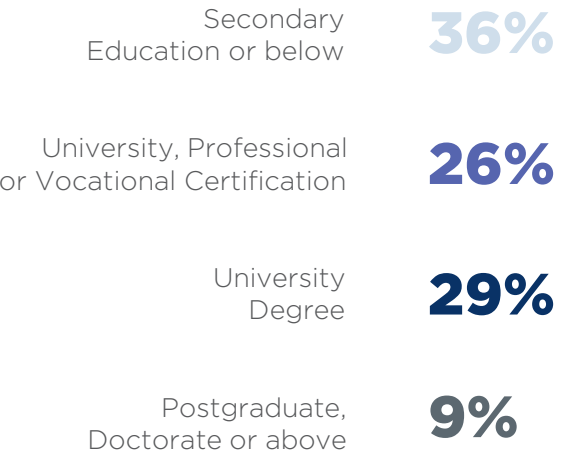
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# NETHERLANDS

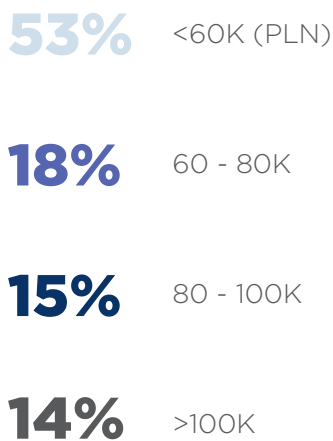
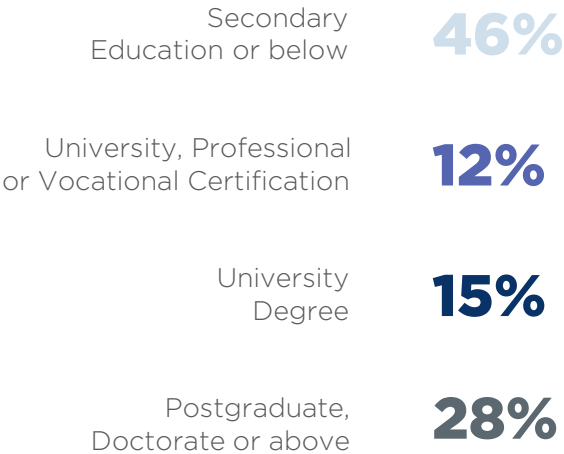
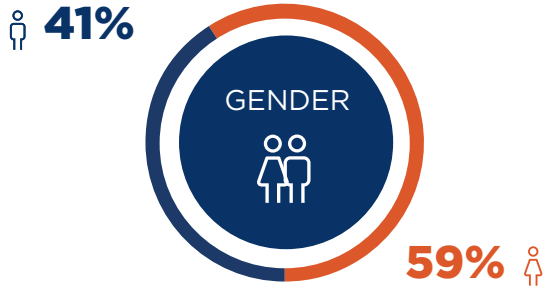


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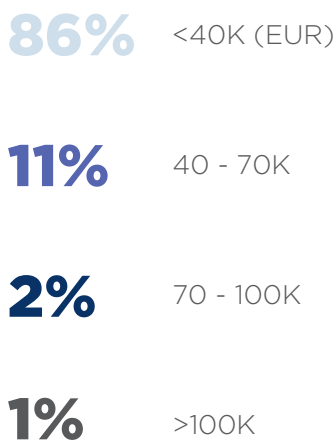
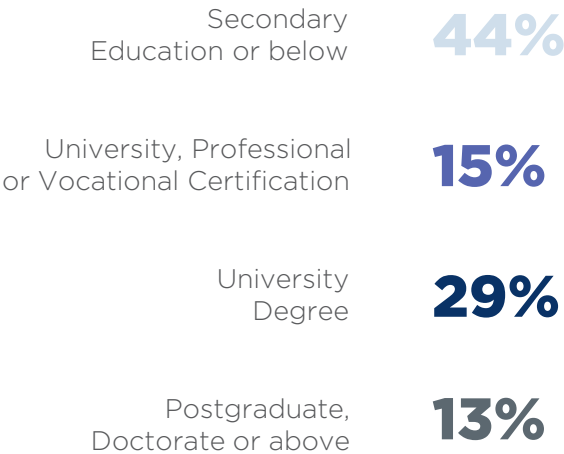
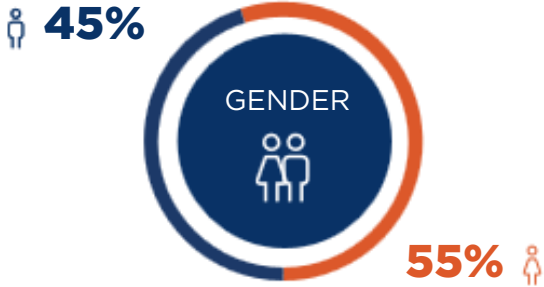




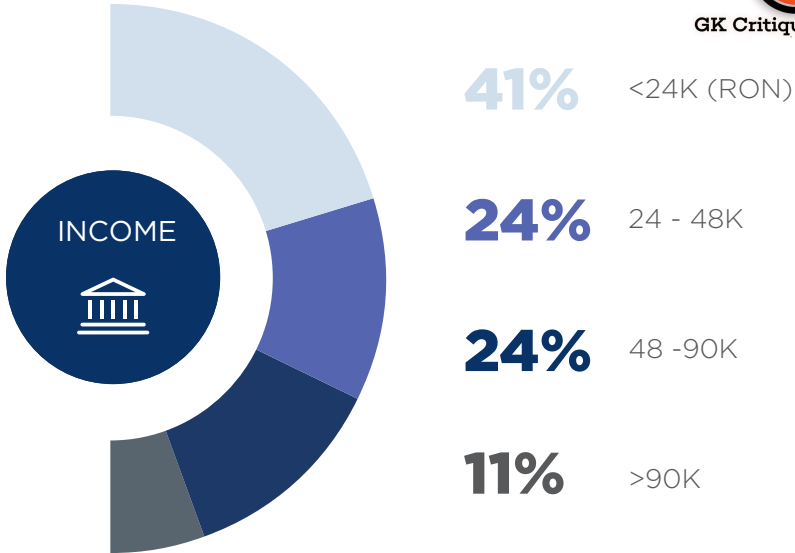
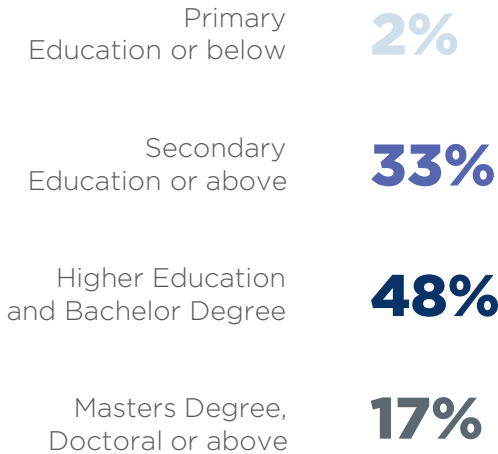
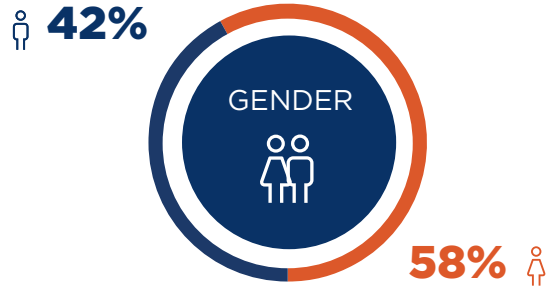
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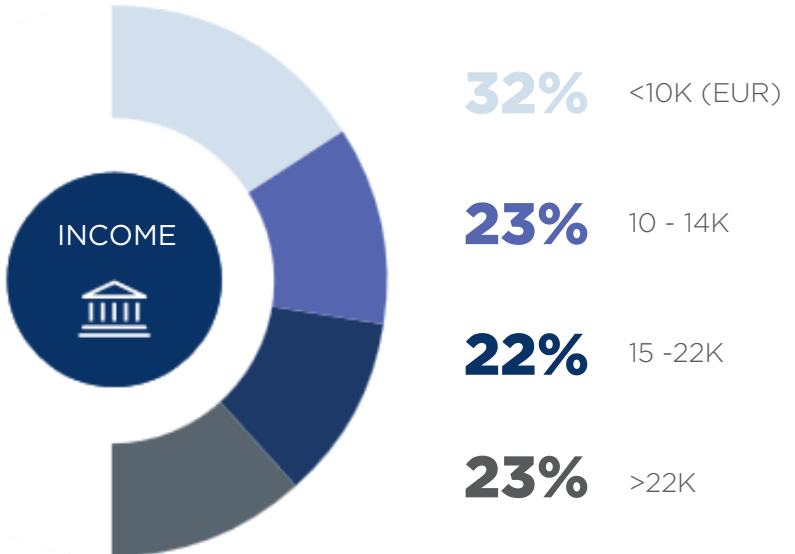
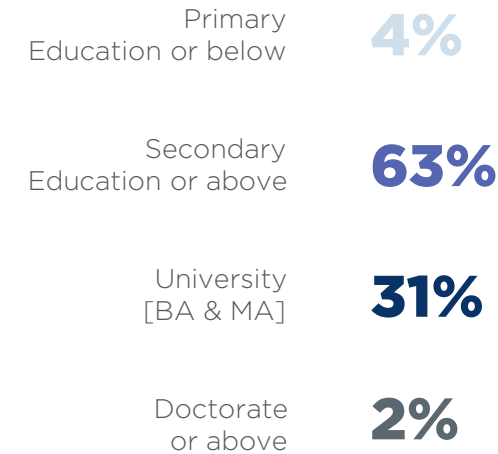
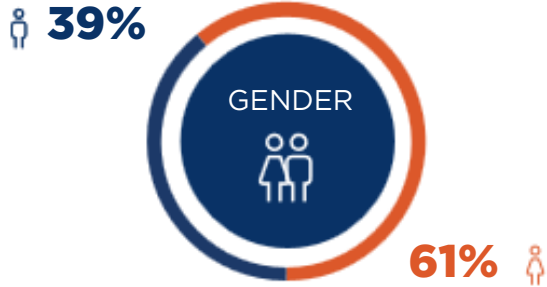
PORTUGAL



ROMANI

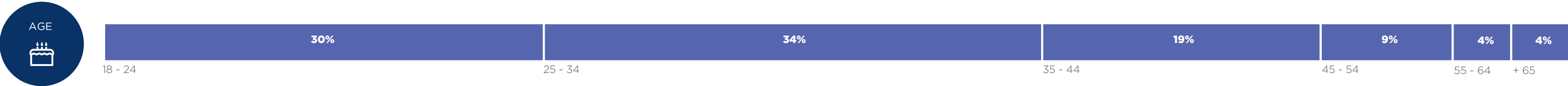
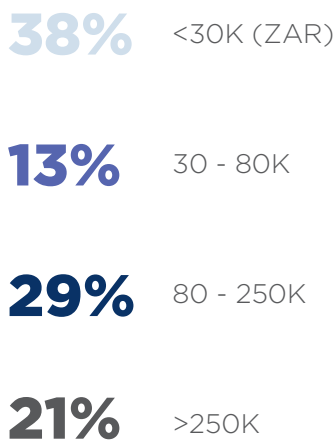
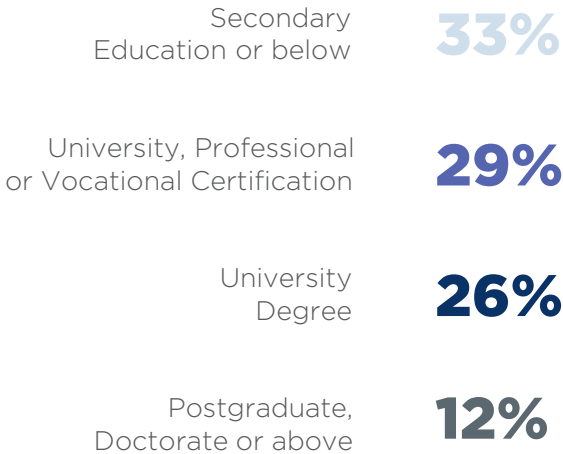
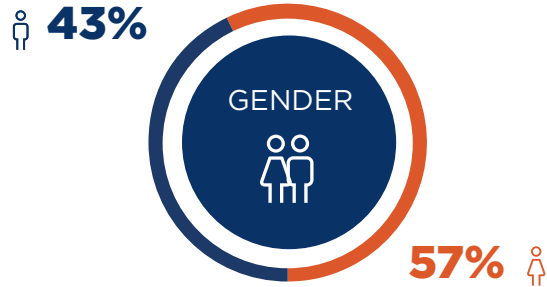


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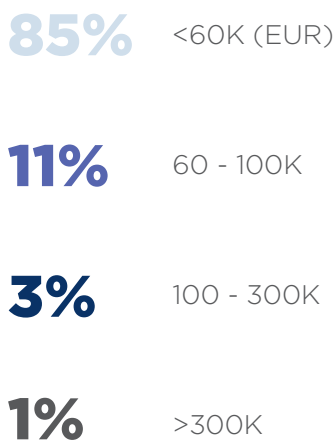
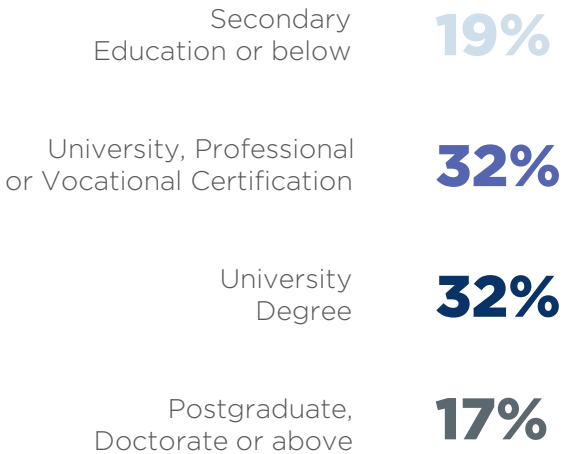
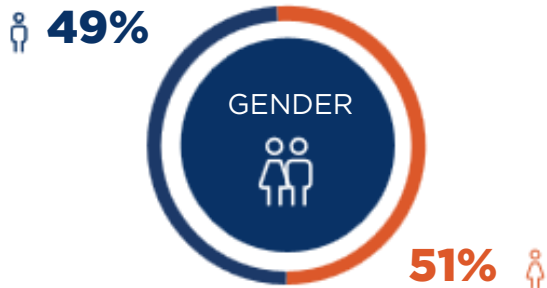




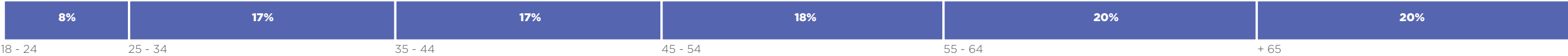
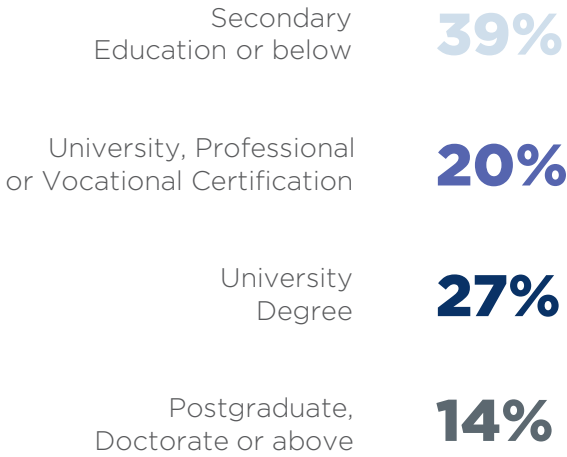
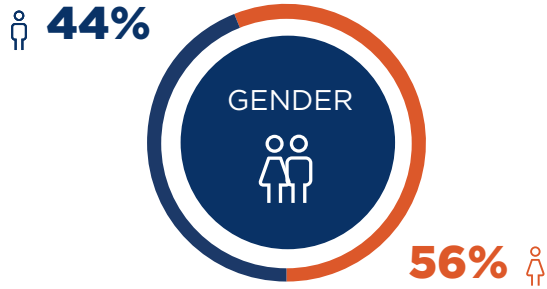
SOUTH AFRICA



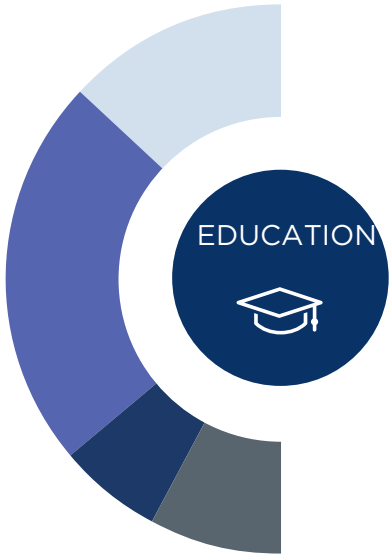
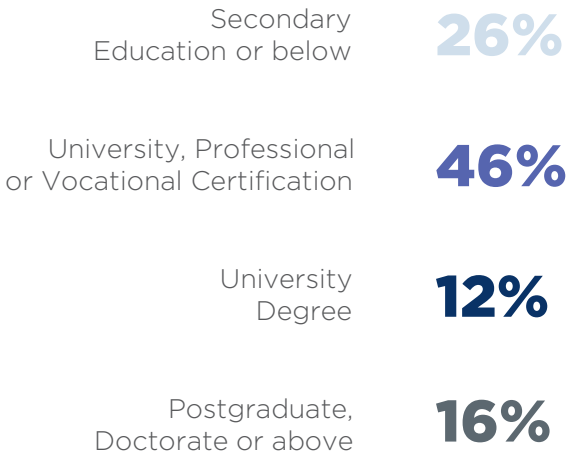
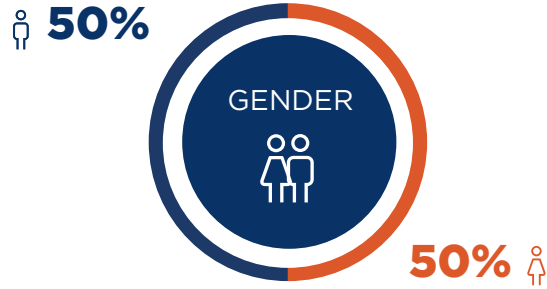
SPAIN



SWEDEN

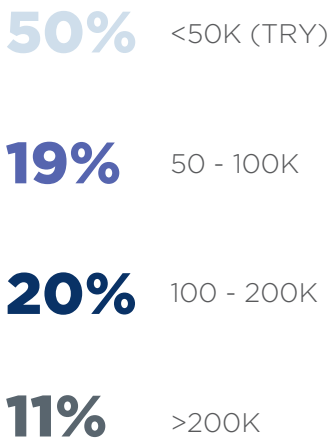
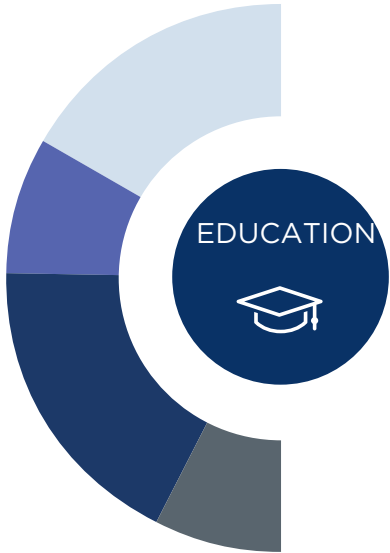
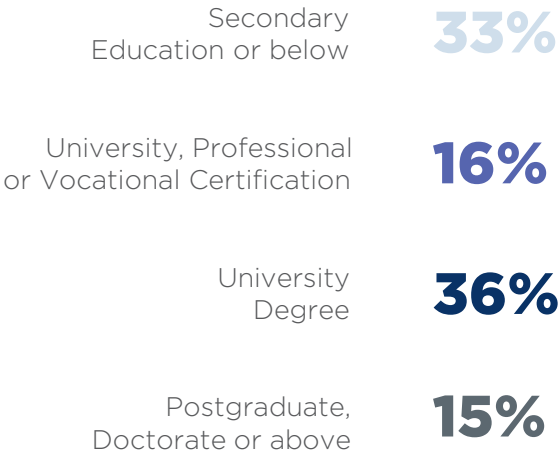
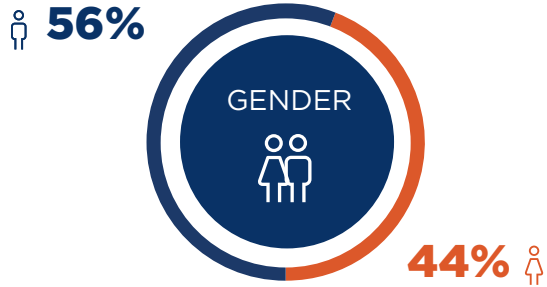


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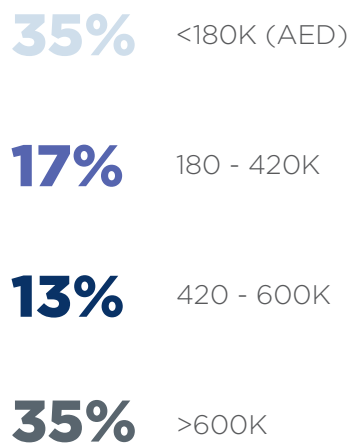
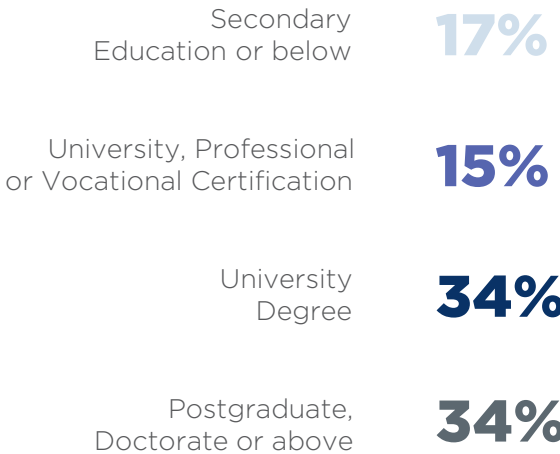
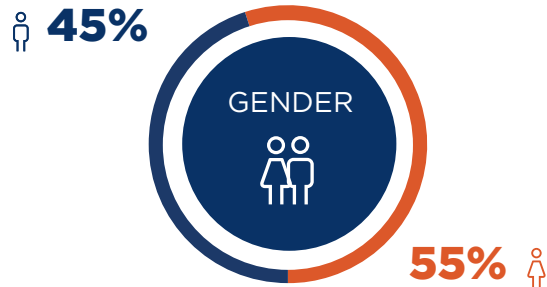




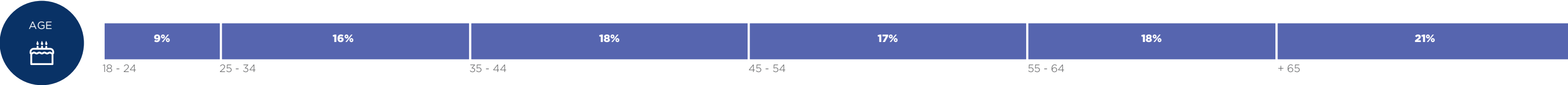
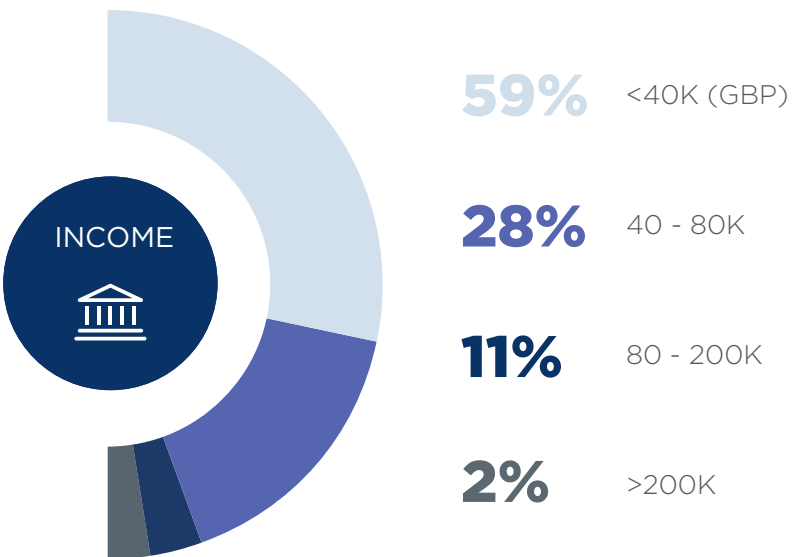
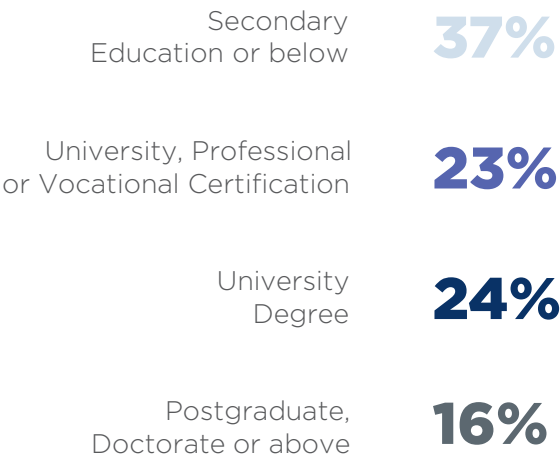
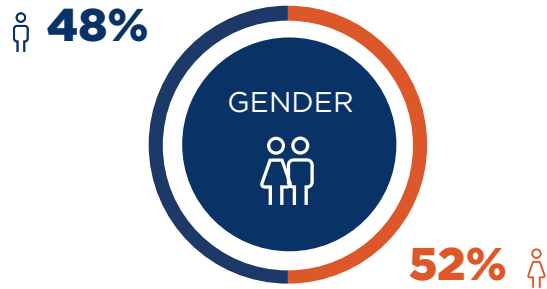
TURKEY



UNITED ARAB EMIRATES



# UNITED KINGDOM





# Panel Demographics By Country

APAC

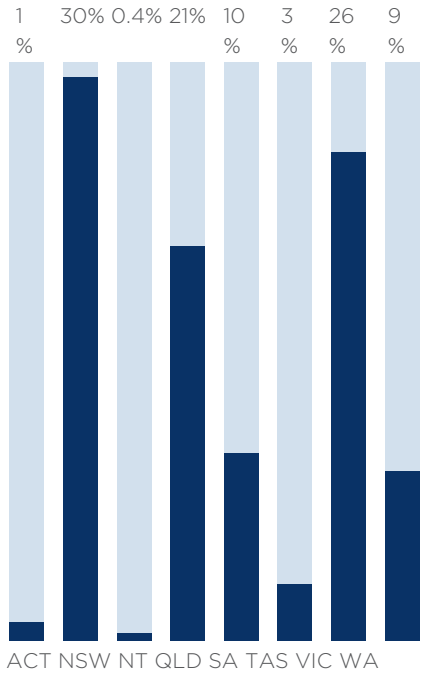
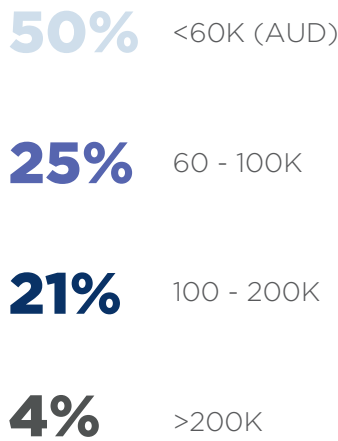
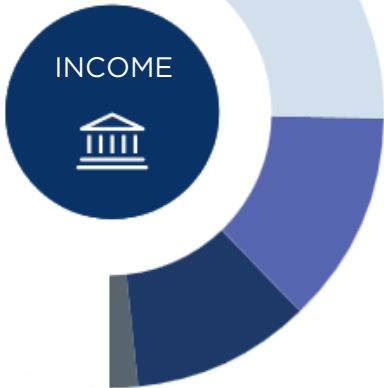
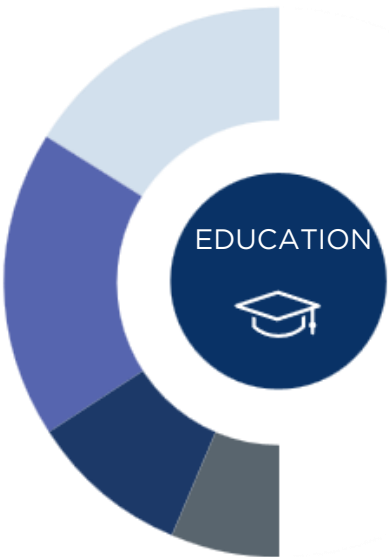
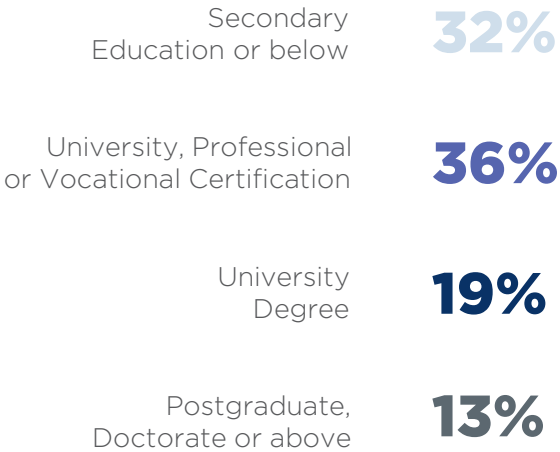


**GK Critique Services**  
- Research is the creating new knowledge





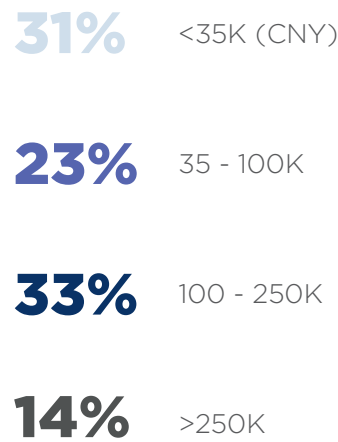
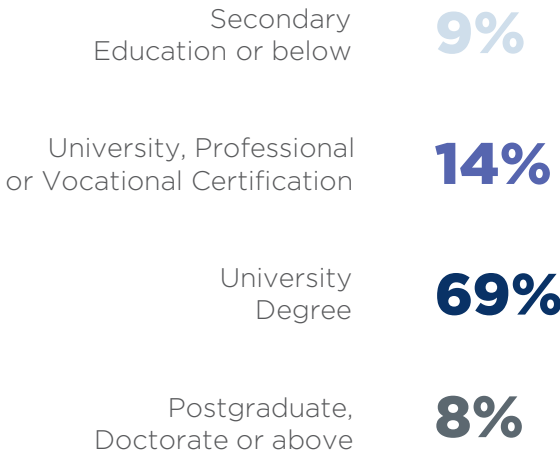
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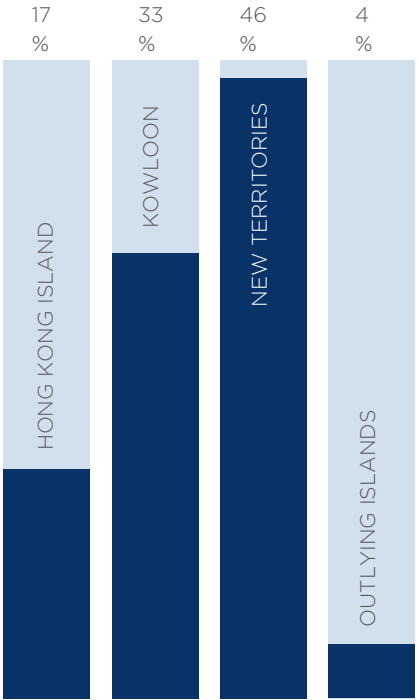
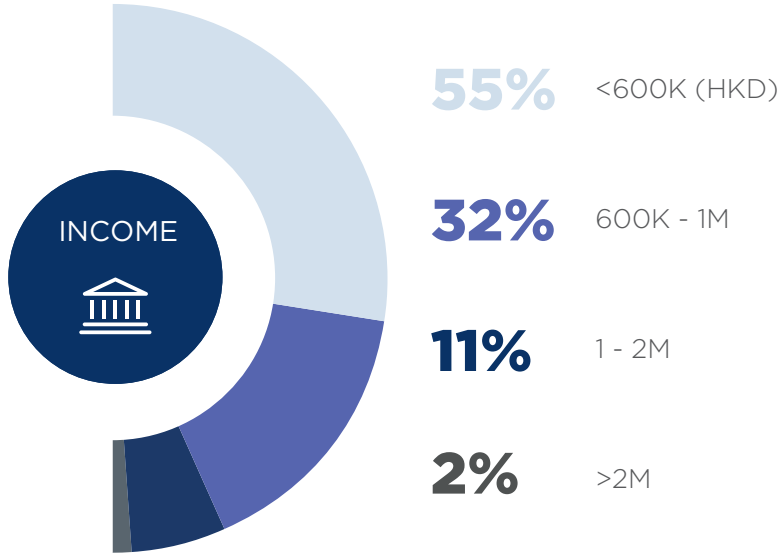
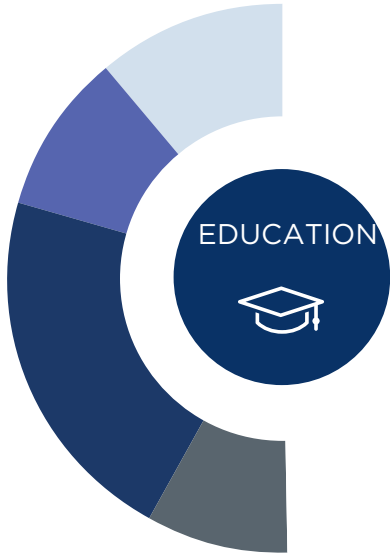
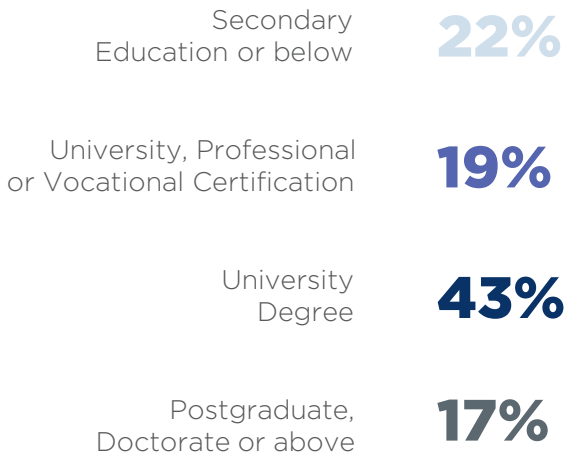
CHINA



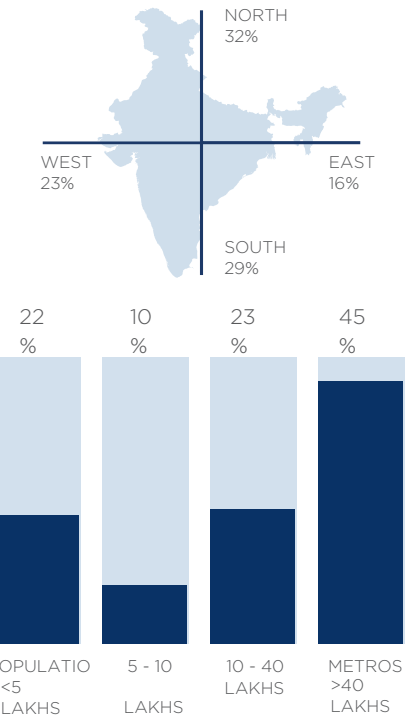
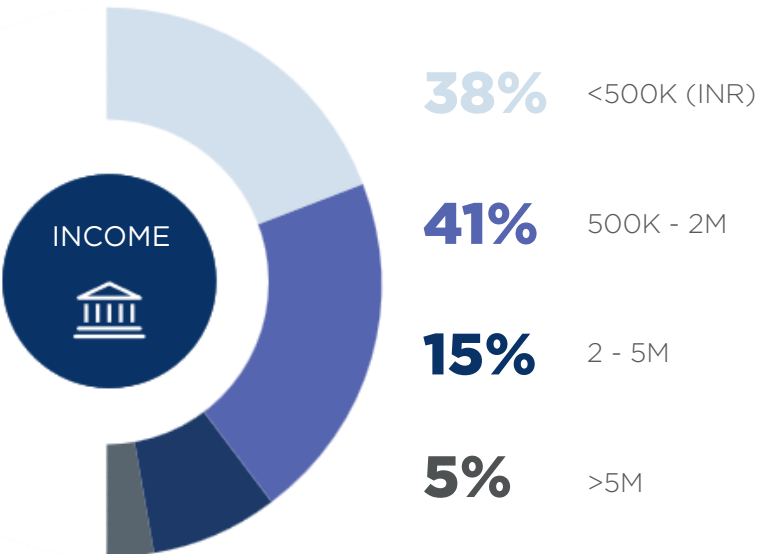
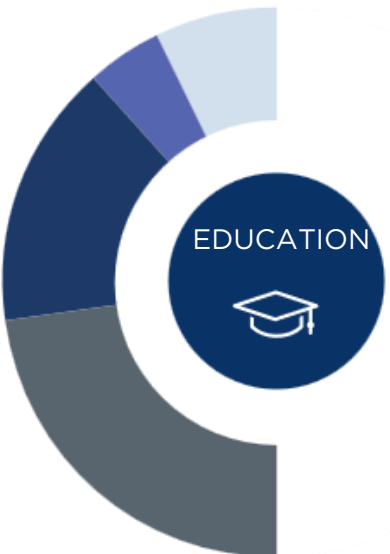
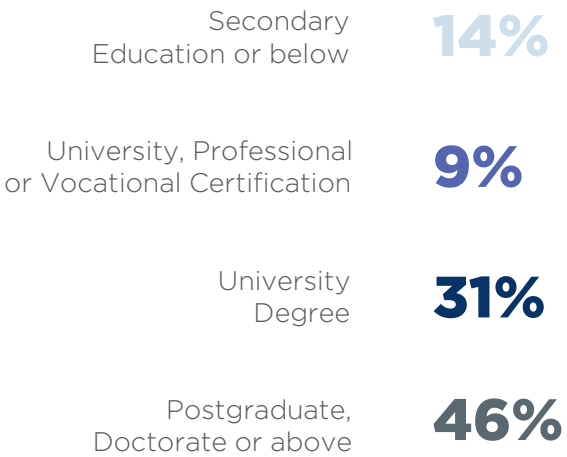
China's location city tiers are based on the average of GDP, Admin-level and Population\*



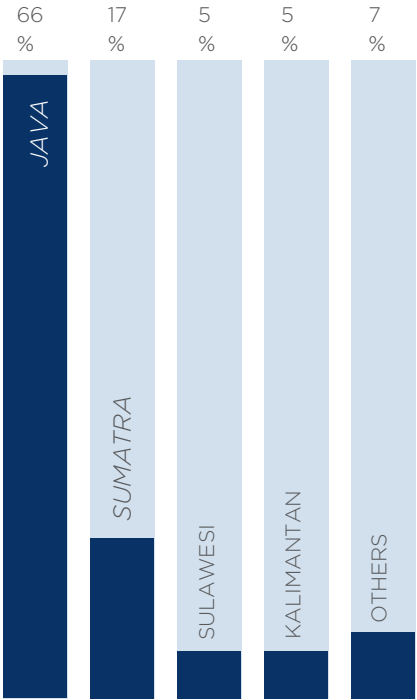
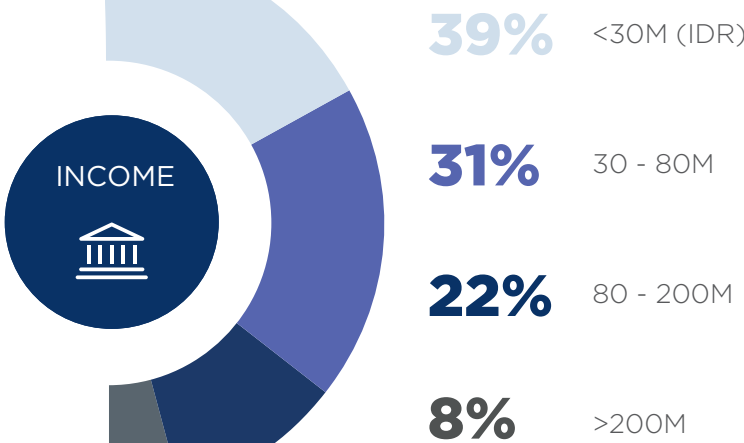
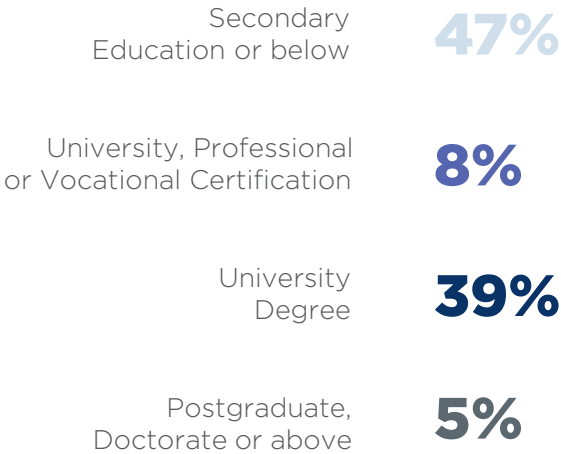
HONG KONG



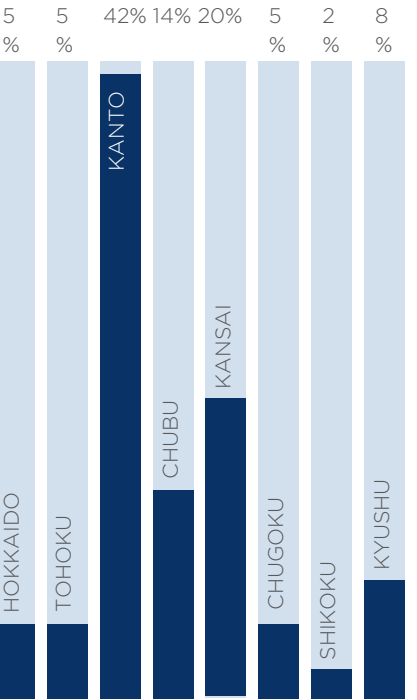
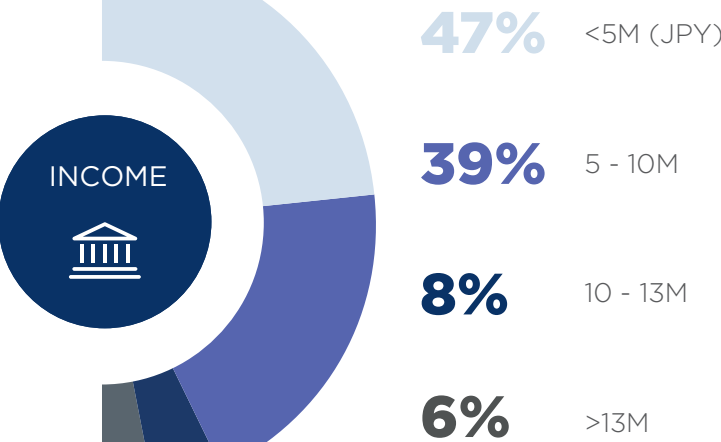
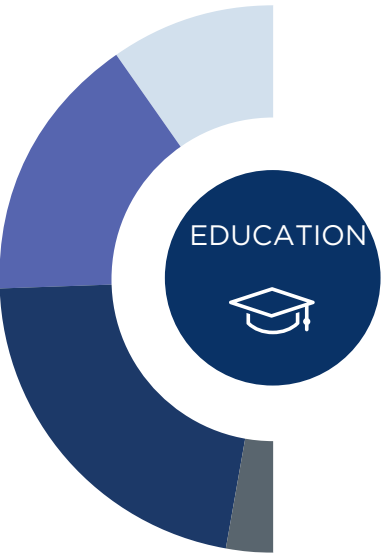
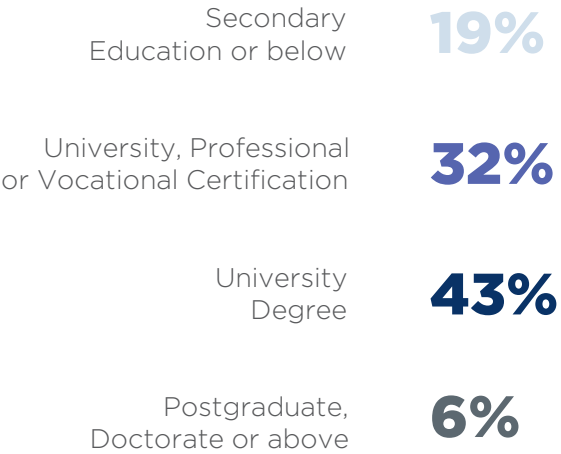
INDIA



INDONESIA

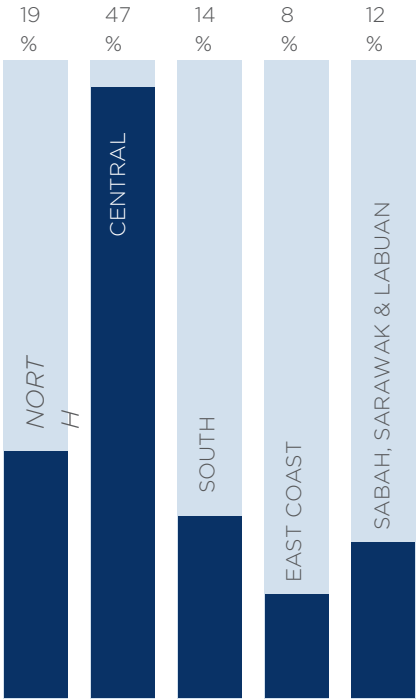
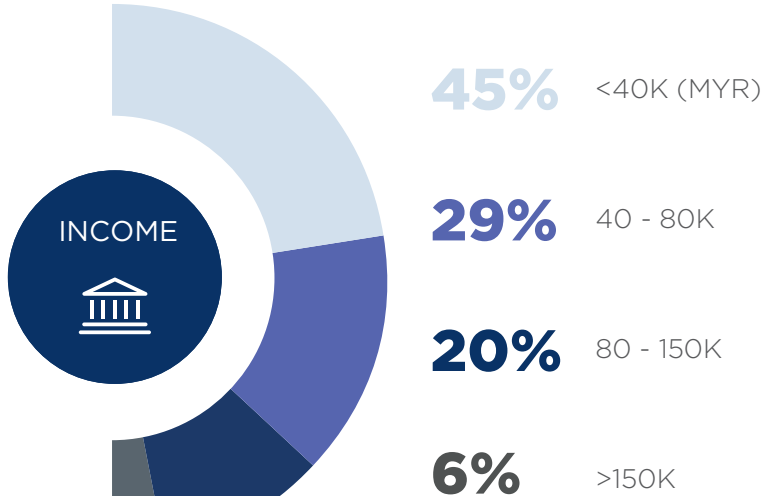
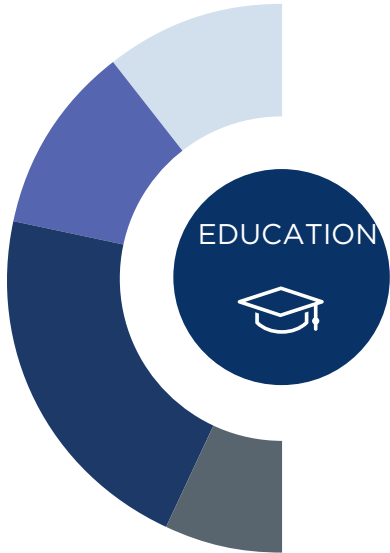
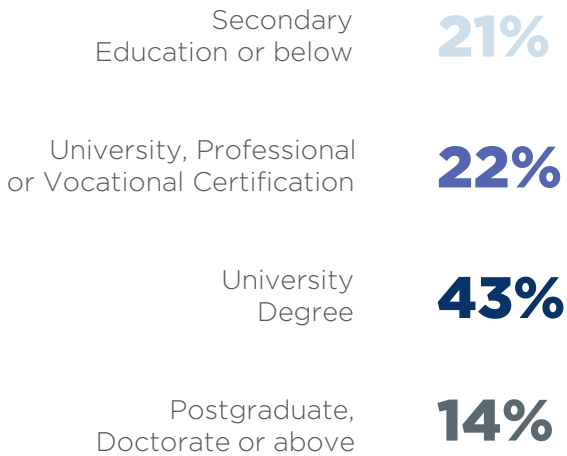


JAPAN

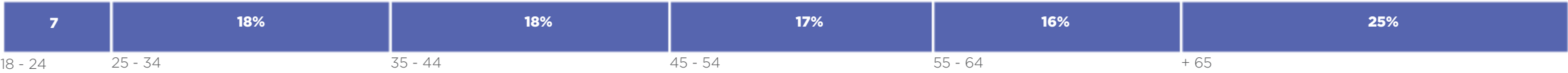
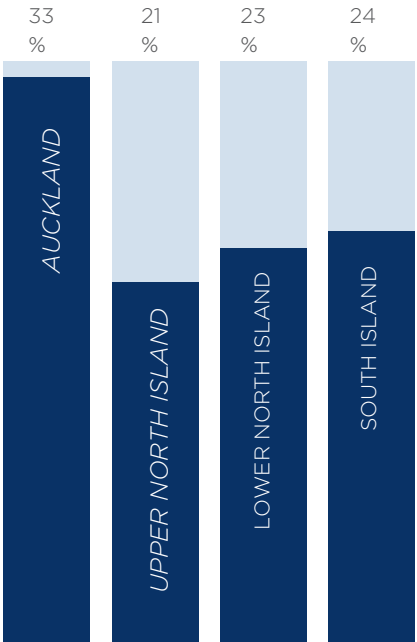
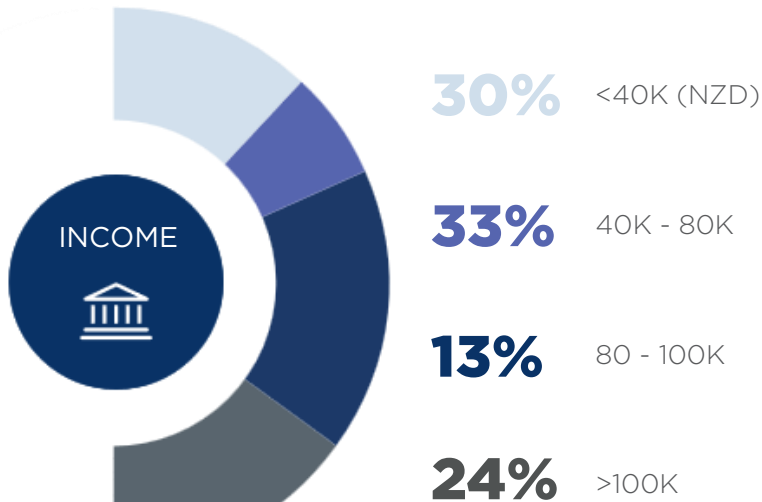
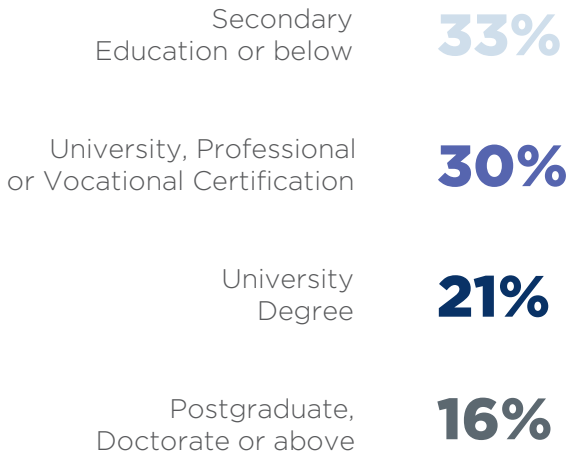




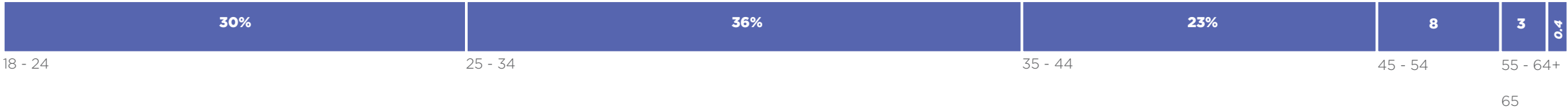
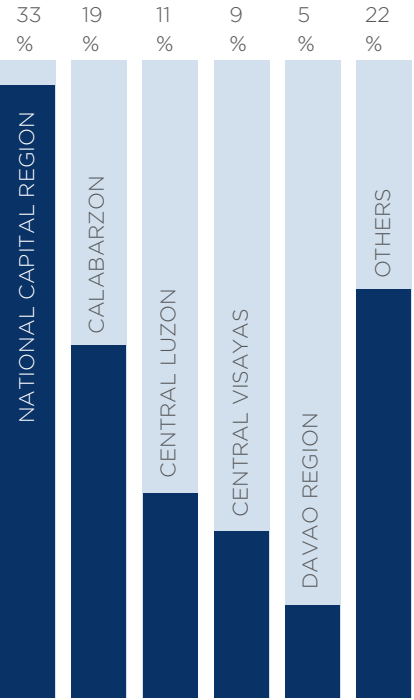
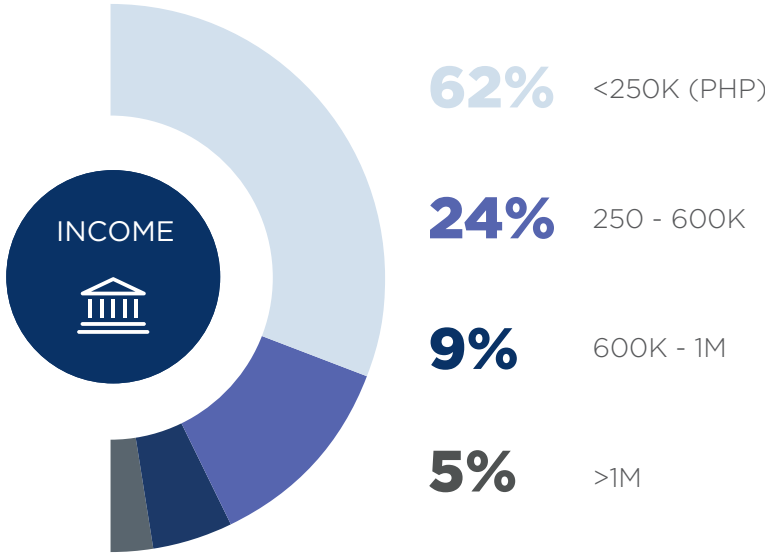
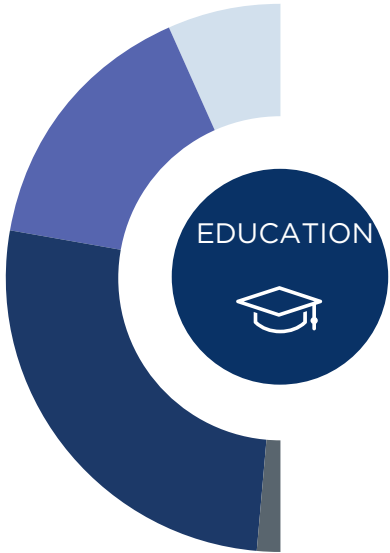
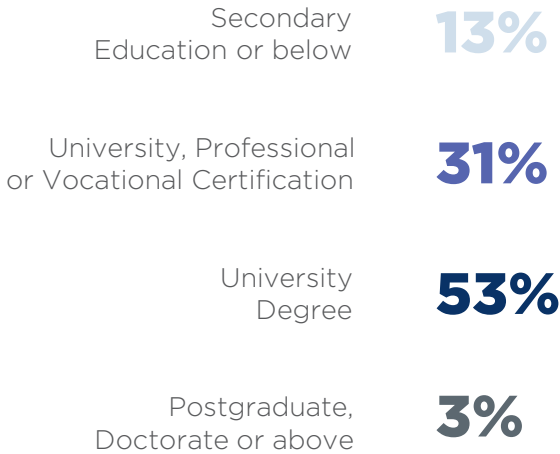
MALAYSIA



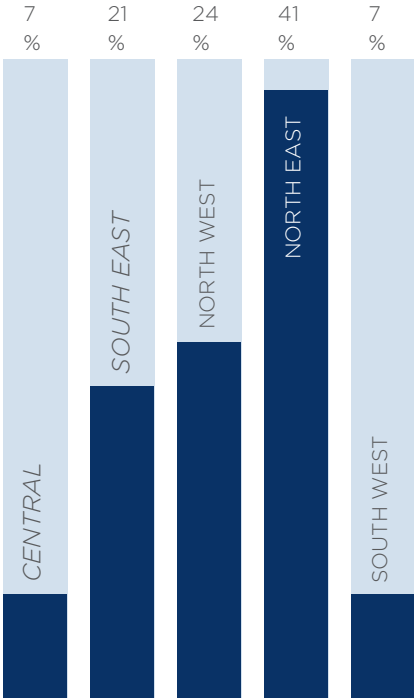
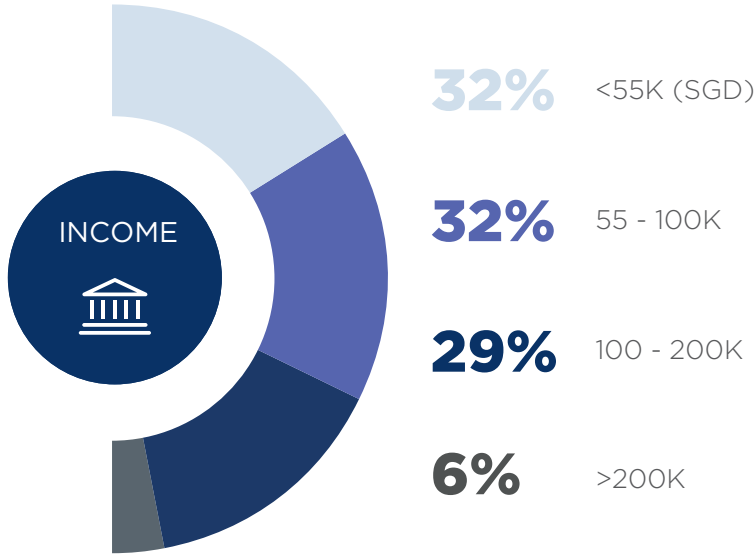
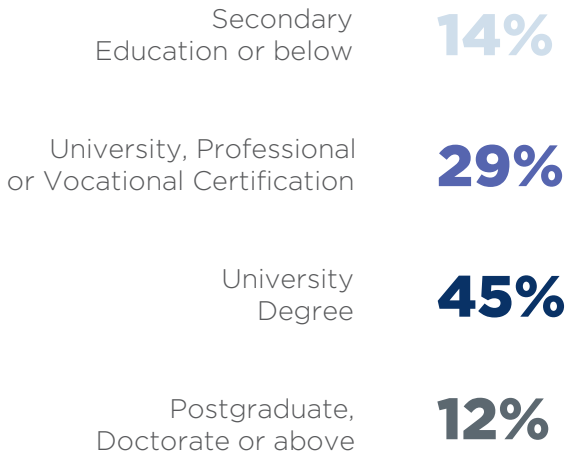
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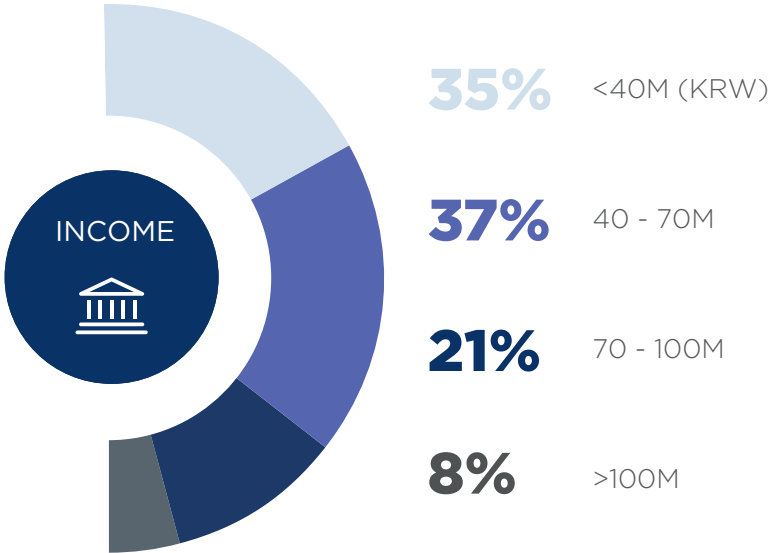
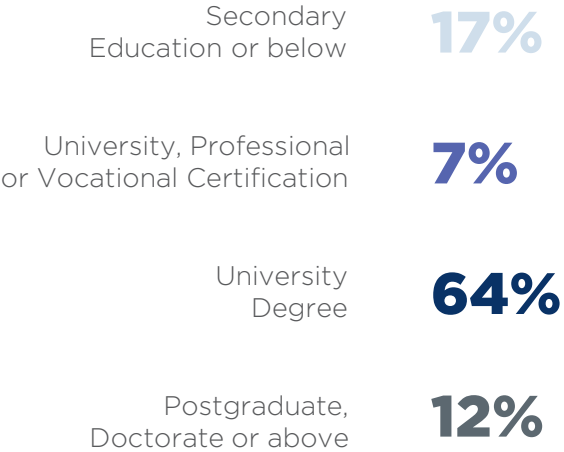
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SINGAPORE



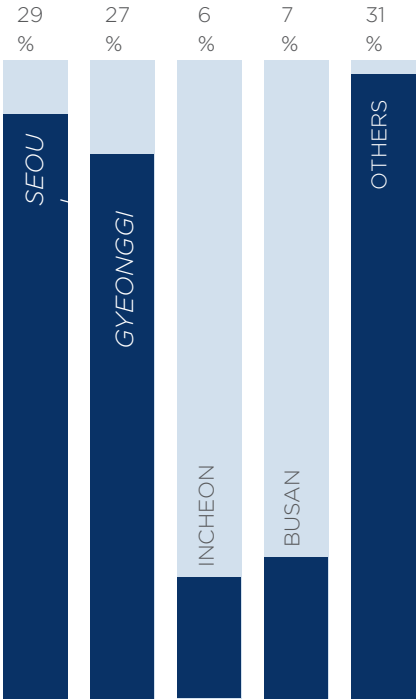
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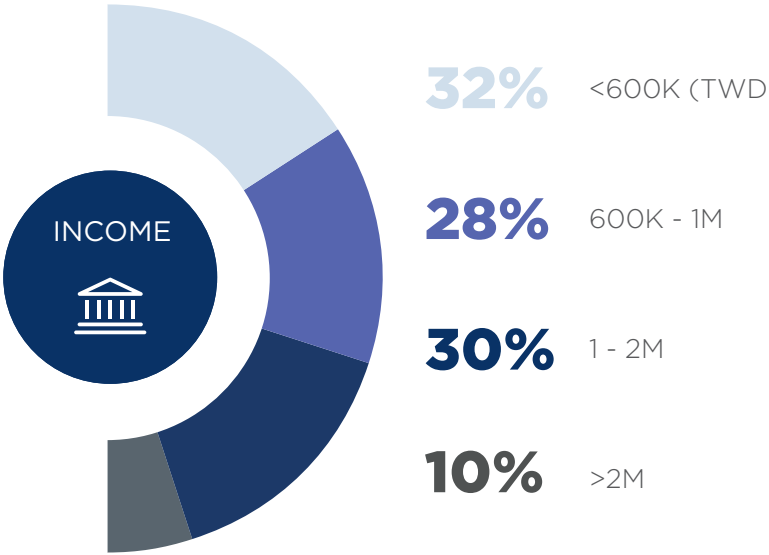
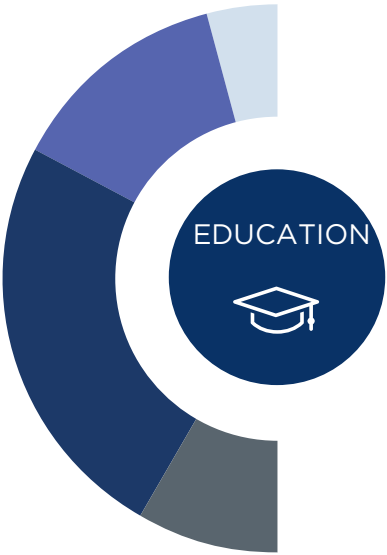
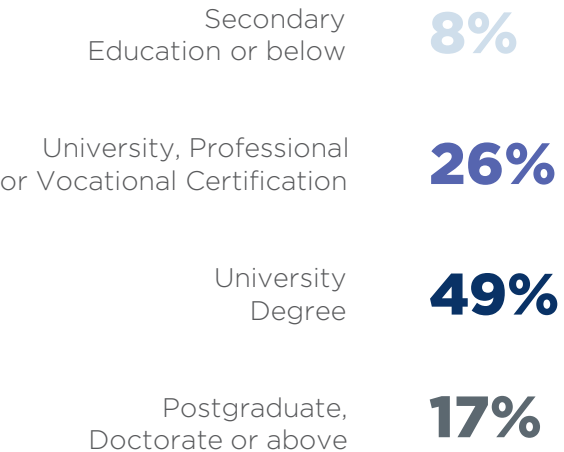
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LOCATION



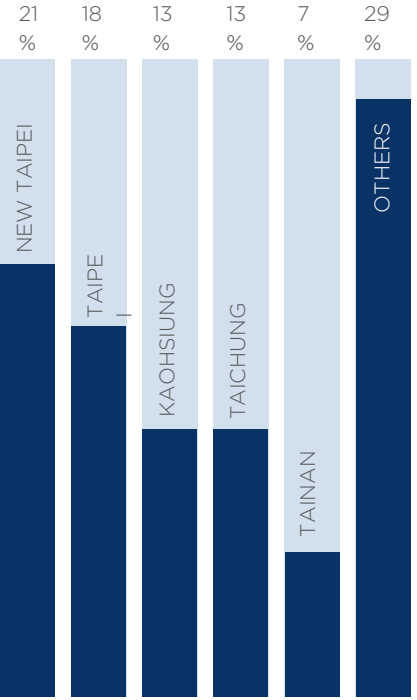
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AGE

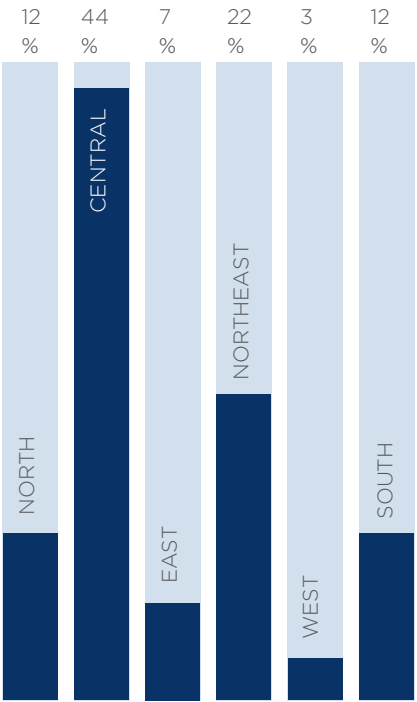
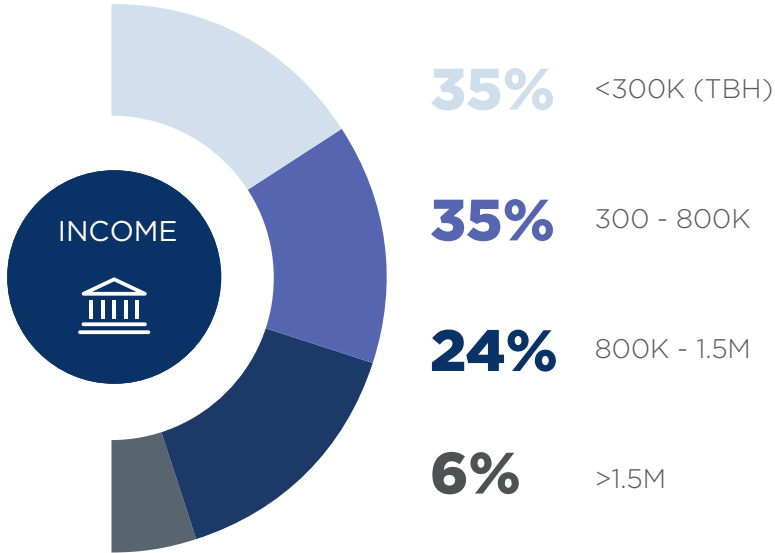
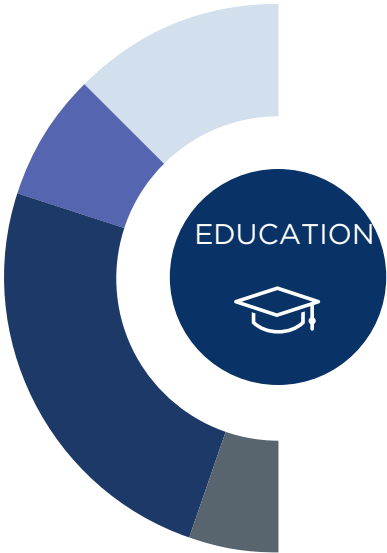
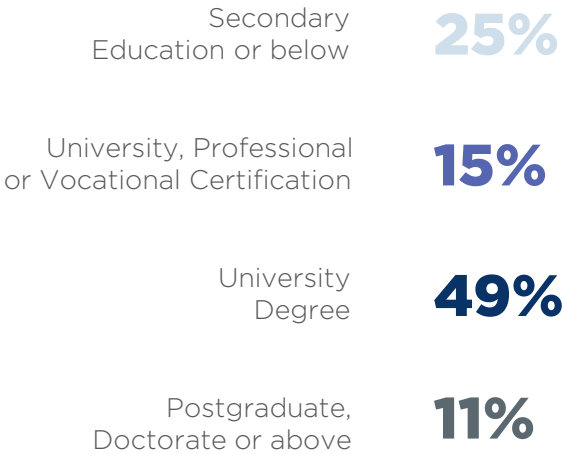


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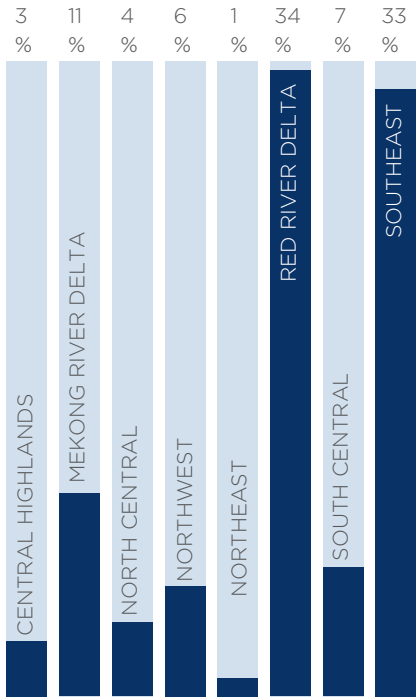
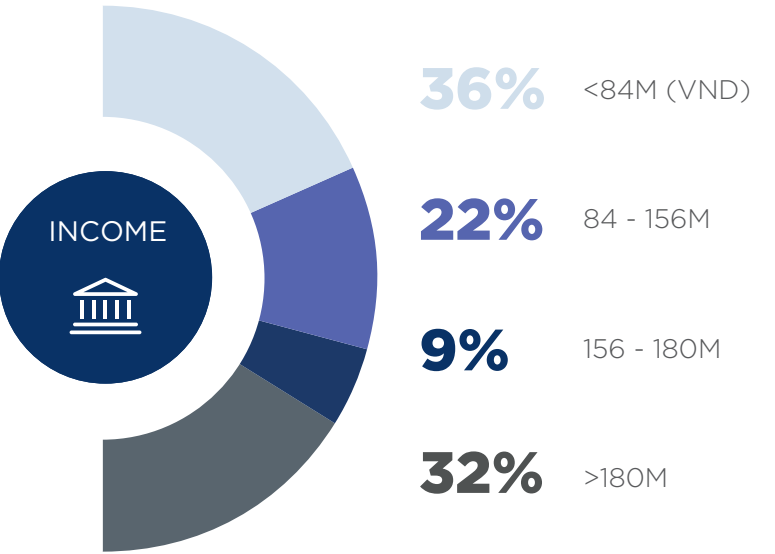
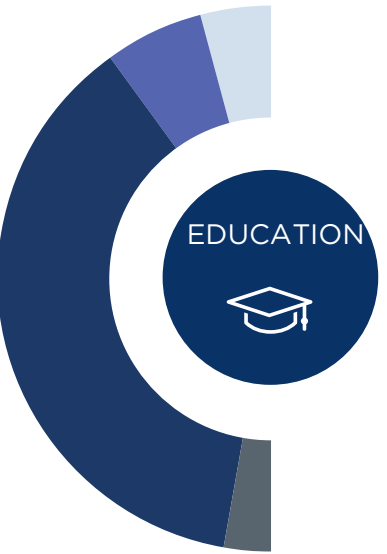
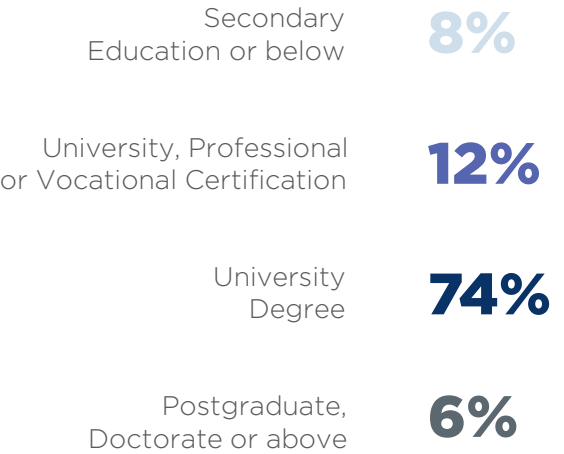




THAILAND



VIETNAM



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