



**GMO** RESEARCH & AI

**About Our Company**

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01



## About Our Business



Engaging People Around the World

## 想いを、世界に **GMO** RESEARCH & AI

As the revolution in digital information continues, the relationship between companies and consumers around the world is also in a process of change. As characterized by the expression “co-creating value,” there is an increasing need for new marketing solutions platforms that express the concept of rebuilding the relationship between companies and consumers.

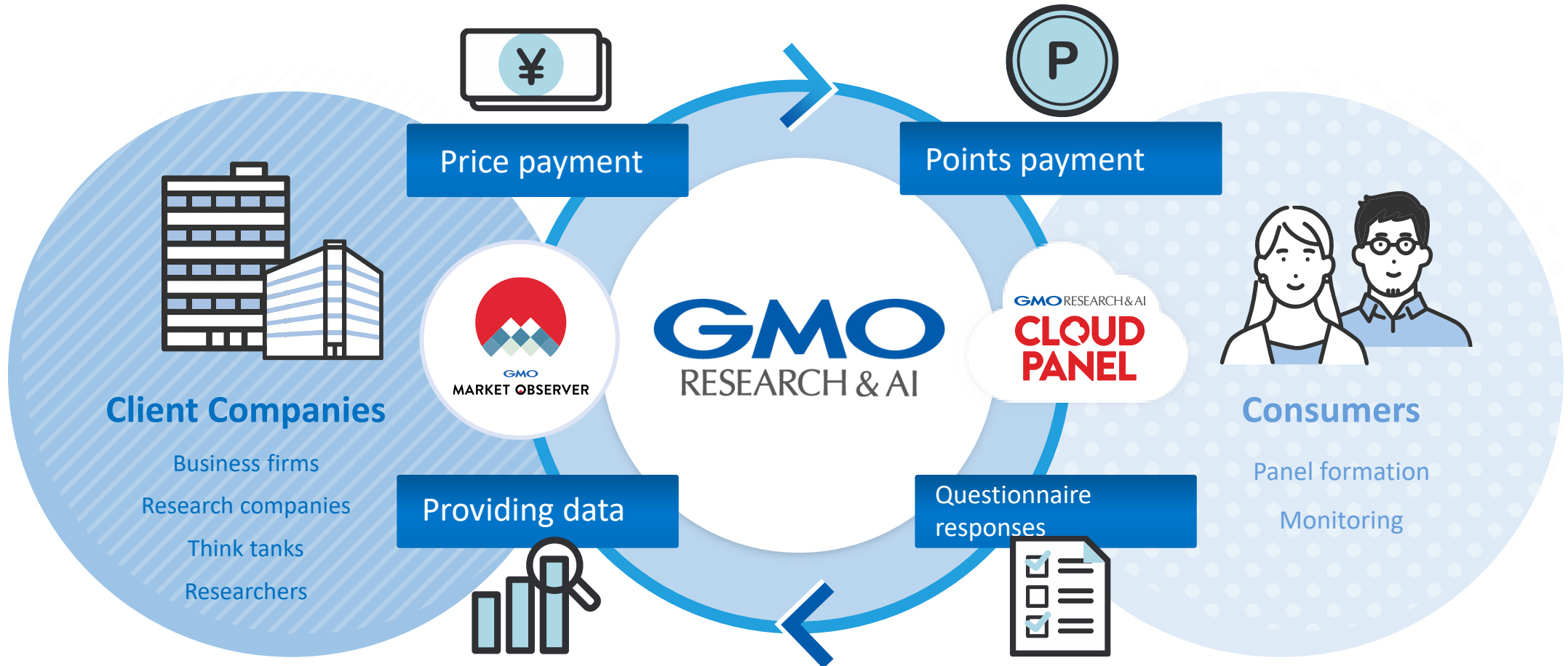
With a view to that future, GMO Research & AI’s Asia Cloud Panel, which we are developing as the No.1 marketing solutions platform in 16 different countries and markets, is being utilized in all parts of Asia by a variety of consumers and companies, and our aim is to develop a succession of services that fulfill the needs of people around the world.



# A Platform Connecting Companies with Consumers

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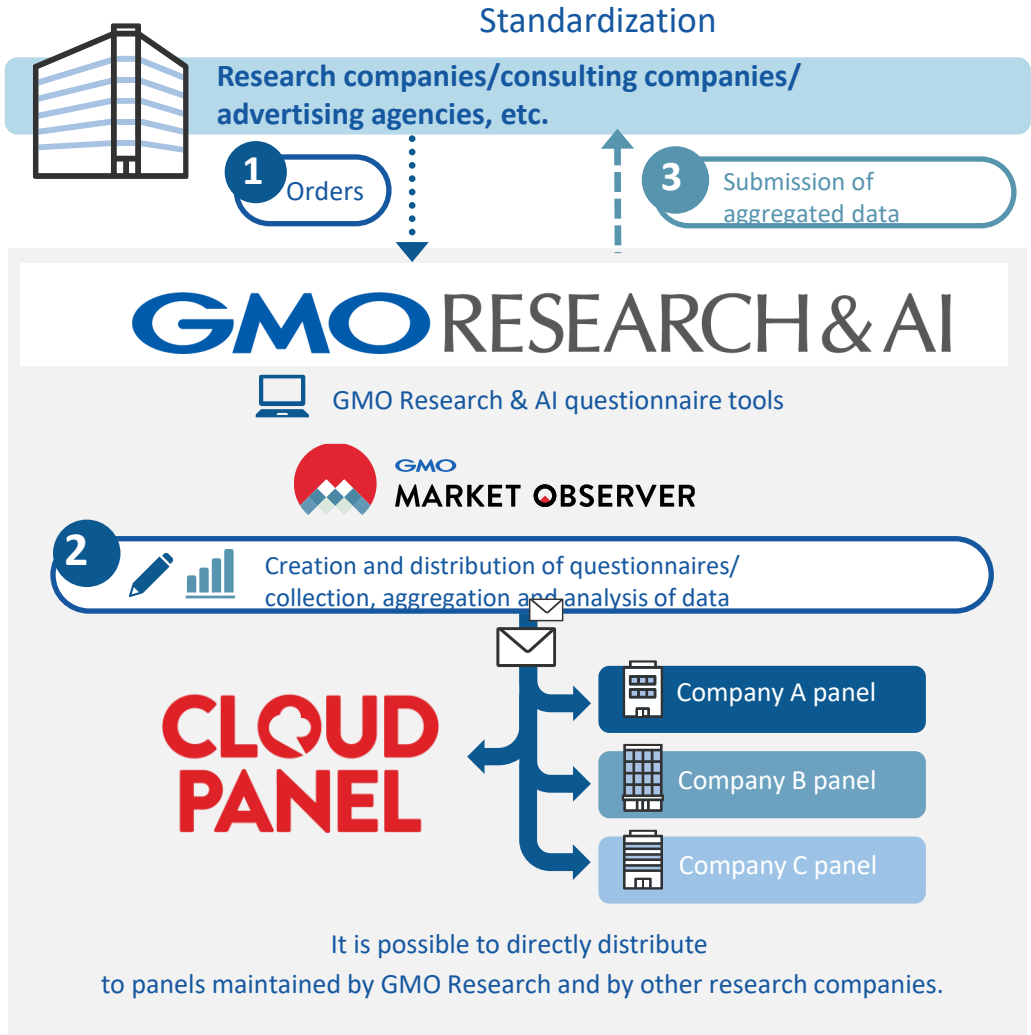
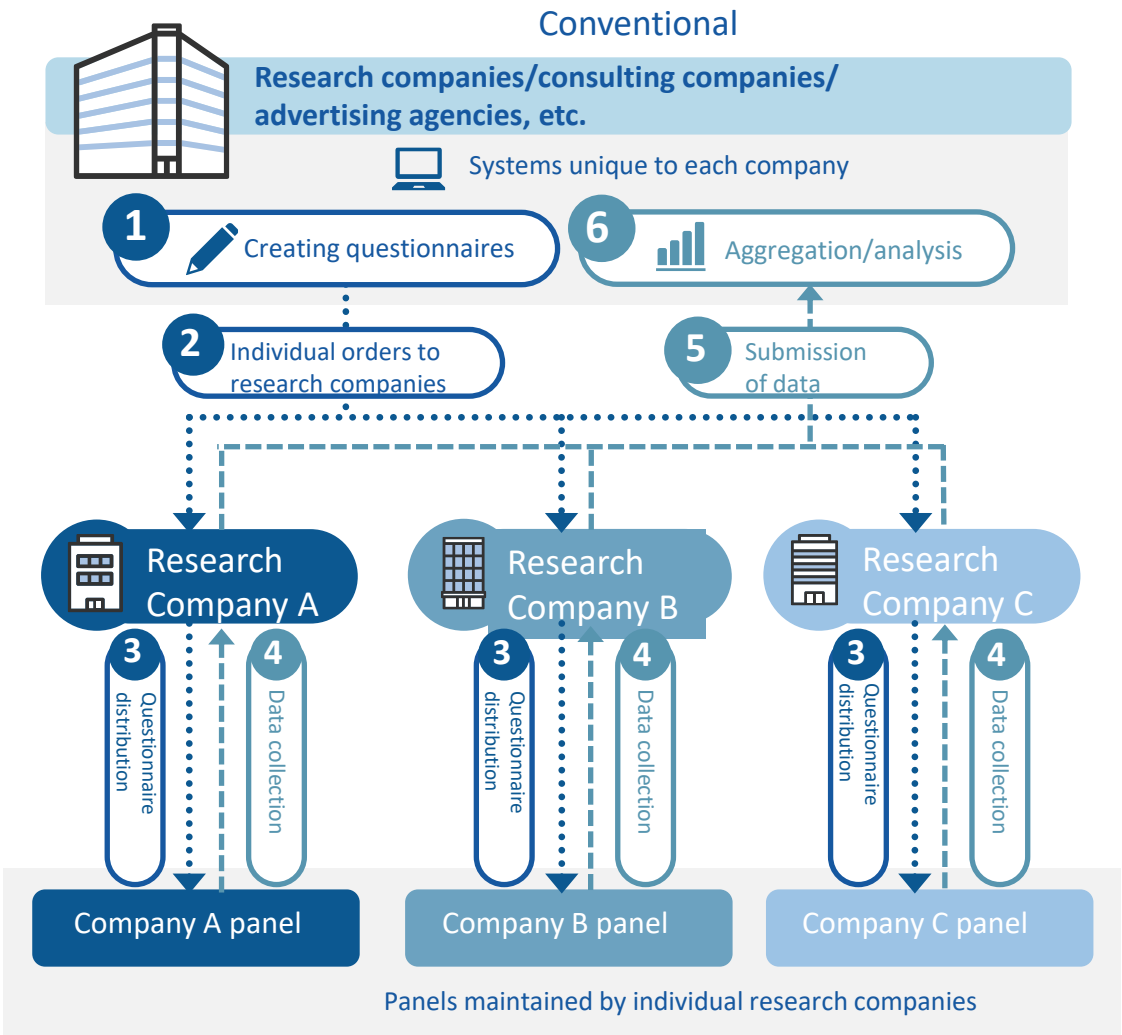
## Audience Engagement Platform





# Service Content

By standardizing conventional internet research tools, which until now have been developed by individual companies, GMO Research & AI provides a one-stop, low-cost research service.





GMO

MARKET OBSERVER

GMO MARKET OBSERVER

よくあるご質問 (FAQ) | maiko.iwata@gmo-research.jp | 操作トレ

### 回収可否

地域

全選択解除

- ☒ 北海道
- ☒ 東北
- ☒ 関東
- ☒ 首都圏
- ☒ 信越
- ☒ 北陸
- ☒ 東海
- ☒ 近畿
- ☒ 中国
- ☒ 四国
- ☒ 九州
- ☒ 沖縄

ID	性別	年齢	地域	回収可否	必要 サンプル数	回収 サンプル数	アクティブ数 (配信対象者)	回収見込み プル数
								最小
1	男女(両方)	15-19	北海道	<input type="radio"/>	0	0	13,619	490
2	男女(両方)	15-19	青森県	<input type="radio"/>	0	0	3,196	120
3	男女(両方)	15-19	岩手県	<input type="radio"/>	0	0	3,224	117
4	男女(両方)	15-19	宮城県	<input type="radio"/>	0	0	6,193	238
5	男女(両方)	15-19	秋田県	<input type="radio"/>	0	0	2,885	112
6	男女(両方)	15-19	山形県	<input type="radio"/>	0	0	3,696	140
7	男女(両方)	15-19	福島県	<input type="radio"/>	0	0	4,484	164
8	男女(両方)	15-19	茨城県	<input type="radio"/>	0	0	6,512	277
9	男女(両方)	15-19	栃木県	<input type="radio"/>	0	0	4,817	221
10	男女(両方)	15-19	群馬県	<input type="radio"/>	0	0	4,561	208
11	男女(両方)	15-19	山梨県	<input type="radio"/>	0	0	1,718	67
12	男女(両方)	15-19	東京都	<input type="radio"/>	0	0	26,054	1,206

検索

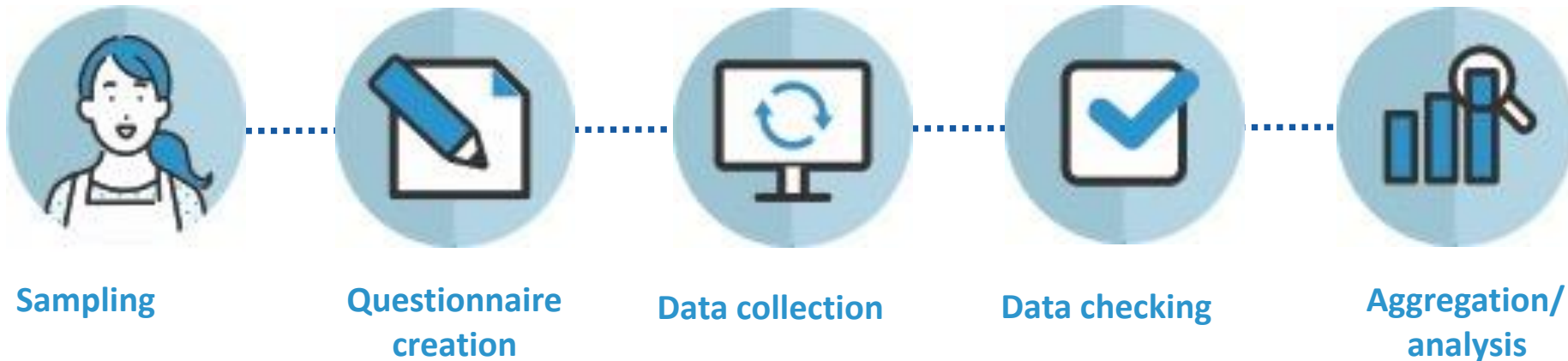


## What is Market Observer?

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### A DIY (self-style) questionnaire tool

that can handle everything from the creation and distribution of questionnaires to their aggregation and analysis, all on a single interface.



Being able to undertake a series of processes on the same interface makes it possible for surveys to be implemented efficiently. Also, data can be managed in batches in the cloud, which enables smoother sharing within an organization.





# Features of Market Observer

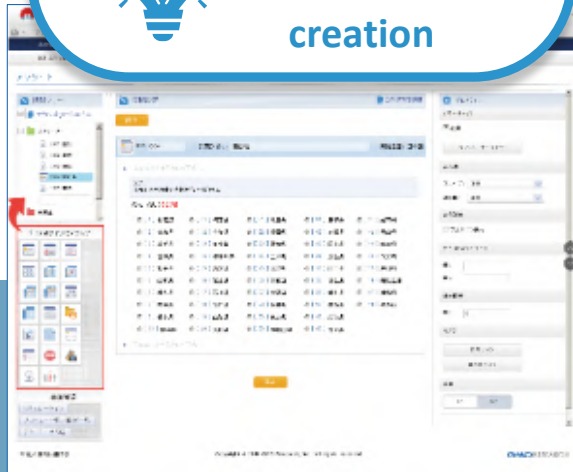
GMO RESEARCH&AI



GMO  
MARKET OBSERVER



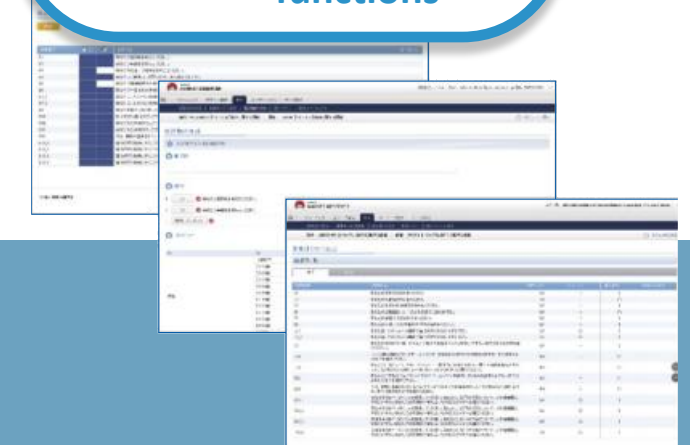
Intuitive  
screen  
creation



Sophisticated  
retrieval  
estimates



Diverse  
aggregation  
functions



Questionnaire  
distribution

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**CLOUD PANEL**

\*See p. 15

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# CLOUD PANEL

**JAPAN  
CLOUD  
PANEL**

**ASIA  
CLOUD  
PANEL**



## What is Cloud Panel?

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### ASIA CLOUD PANEL

One of the largest panel networks in the industry,  
encompassing **16** countries and markets across  
the Asia-Pacific region and more than

**64 million people**

Cloud Panel is the collective name for **consumer panels maintained by GMO Research & AI**. We have a network that spans not just Japan but the whole world.

(Data as of Jan 2025)

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### JAPAN CLOUD PANEL

More than **34 million** within Japan  
**people**

02

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**About Our  
Working Environment/  
Employee Welfare**

# Systems to Support Work-Life Balance

We are building a structure to enable flexible working in line with the situation of every individual, so that employees can realize a good work-life balance.



Remote work & flexitime\*



In-house day nursery



Subsidies

**Remote work compensation:  
10,000 yen per month**

**Babysitter subsidy:  
up to 30,000 yen each time**

\*Depending on the situation, remote work can be undertaken 2 days per week.

Core time is 12 noon-5 p.m.



## Systems to Enable Employees to Concentrate on Their Duties

We have established services and facilities to refresh both the mind and body, so that employees can perform sufficiently well in their jobs.



Free lunch &  
free drinks



Nap space &  
massages



## Systems to Support Careers and Personal Growth

- We provide a library to facilitate autonomous learning by employees, as well as a system which supports language study.
- A questionnaire about career aspirations is undertaken twice a year, and there are many opportunities for being posted to locations overseas.



In-house library



+ System for subsidizing book purchases



Career aspiration questionnaires



System to support language study

## Japanese + English

Study apps & online lessons



## Other Employee Welfare Systems

- Social insurance/labor insurance (with the Kanto IT Software Health Insurance Society)
- Provision of travel expenses
- Health check (yearly) and consultations with occupational health physician (available on request)
- Influenza vaccinations (yearly)
- System for parental/caregiving leave
- System for shorter/flexible work hours
- Special work leave (marriage/childbirth/bereavement/illness, etc.)
- Congratulatory/bereavement payments
- Employee shareholding association
- Defined contribution pension plan system
- Discounted use of various facilities (sports clubs, health clubs, etc.)





# Interviews with Current Employees

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### GMOリサーチ&AI株式会社

フォロー <https://gmo-research.jp> 東京都

ホーム 私たちについて メンバー ストーリー 募集

#### 注目のストーリー



GMOリサーチインド拠点新卒エンジニアの懇親会を初開催してみた

メンバーと話せる



GMOリサーチで働くエンジニアってどんな人？ダイジェスト版で紹介

メンバーと話せる



言語と文化を同時に学べる！GMOリサーチの英会話ランチとは？


メンバーと話せる

#### すべてのストーリー




GMOリサーチインド拠点新卒エンジニアの懇親会を初開催


#### スペース



New Graduate



Interview



We are posting interviews with current employees on [Wantedly](#). The interviews describe our corporate culture, working environment, and more, so please check them out.



**GMO** RESEARCH & AI **HR policy**

## ➤ Enjoy

Embrace change.

You will definitely change. Change comes from the inside.

Everyday is not the same! Be able to have excitement no matter what your mission is.

## ➤ Conquer

There is no problem we cannot solve. Don't accept the status quo and express yourself freely. Never give up. Our goals can be accomplished with strong determination.

## ➤ Respect

Is not based on race, nationality, gender, education, religion or language, but based on merit. Always trust each other, and show empathy.



# *WE ARE HIRING!*

We are looking forward to receiving inquiries from people who feel an affinity with our HR policies.

If you know an agent or an employee of GMO Research & AI personally, please ask them about us.

Feel free to contact us to arrange an informal interview.