

Company Profile



Who We Are

With specialty within Japan and Asia, GMO Research & AI is a global company that uncovers value through insights within the global market researching and marketing space, leveraging its technological capabilities and one of the largest online survey panel networks in the industry worldwide.

Philosophy

Engaging People Around the World

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 innovative marketing solution platforms that express the concept of reinvigorating and strengthening the relationship between companies and consumers. With a future-focused perspective, GMO Research & AI’s Asia Cloud Panel, which we are developing as the No.1 audience engagement platform in the world, has been operated across all parts of Asia by a variety of consumers and companies, and our aim is to develop additional products & services that fulfill the needs of consumers around the world.

Corporate Profile

Company Name

GMO Research & AI, Inc.

Location

(Headquarter)
Cerulean Tower, 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo 150-8512

(Shimonoseki Satellite Office)
Sumitomo Seimei Shimonoseki Building, 2-7 Hosoe-cho 1-chome, Shimonoseki,
Yamaguchi Prefecture 750-0016

Establishment

April 18, 2025

*Effective October 1, 2025, the business was transferred from GMO Research & AI, Inc., and the company name was updated to GMO Research & AI, Inc. At the same time, the former GMO Research & AI, Inc. became GMO Product Platform, Inc.

Capital

JPY 10 million

Chief Executive Officer

Takehiro Ogita

Employees

227 (119 full-time employees / 26 temporary staff) *as of October 1, 2025

Business

Online Research, Asia Internet Research

Affiliate

GMO Product Platform, Inc. (Japan)
GMO TownWiFi, Inc. (Japan)
GMO-Z.com Research Pte. Ltd. (Singapore)
GMO Z com Research Sdn. Bhd. (Malaysia)
GMO E-Lab Marketing Research (Shanghai) Co., Ltd. (China)
GMO-Z.com Research Pvt. Ltd. (India)
GMO-Z.com Research USA, Inc. (USA)

Our Business Model

A One-Stop Platform Connecting Brands with Consumers

Audience Engagement Platform

We distribute online survey projects commissioned by our clients to our global network of consumer members and provide the collected consumer feedback (survey data) to our clients. Our audience engagement platform fosters impactful connections between consumers and brands worldwide, sparking pivotal decision-making processes to drive innovation to new heights.

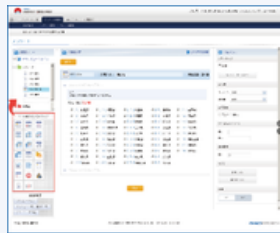


Our Platform



Market Observer is a DIY (self-service) questionnaire tool that can manage everything from the creation and distribution of questionnaires to their aggregation and analysis, all within a single interface.

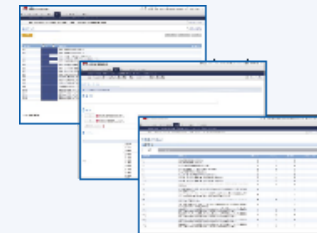
Being able to conduct a series of processes on the same interface allows for surveys to be administered efficiently. Further, data is managed in batches on the cloud, which enables smoother and faster sharing of information between organizations.



Intuitive survey creation



Sophisticated retrieval estimates



Diverse aggregation functions

Our Values

Number of Respondent



**70
M+**

Consumers
and
B2B audiences

Country Covered

14

Asia-Pacific
markets



Number of User Profile

Over
6,000



Consumers' Voices



30 M+

Voices collected
last year

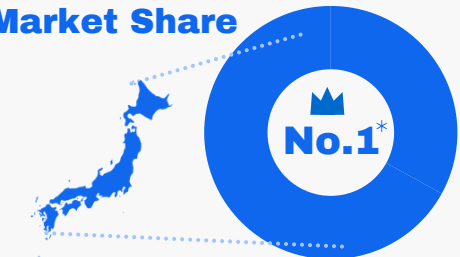
Annual Number of Survey

245,000



Japan Market Share

80%



*Data source: "JMRA 49th Actual Business Conditions Report", "GMO Research 23th Annual Securities Report for the fiscal year ending December 2024"

Our Services

| Sampling Solutions



APAC Consumer Panel

Our multi-country research panel network allows you to reach over 65 million consumers across 14 Asia-Pacific markets. Panelists of all sorts of demographics and attributes are available at your fingertips.



Japan - B2B Panel

We specialize in B2B research in Japan, providing expert guidance on sampling for precise, effective studies. Our panel of 1.26 million+ professionals across 50+ profiles delivers reliable insights for accurate research outcomes.



AI Interview Panel

Gain access to a reliable panel for AI-moderated interviews in Japan. Respondents have agreed to participate and are experienced, motivated, and committed to providing quality answers.



Japan - Healthcare Panel

We provide access to a wide range of respondents in Japan, from patients with specific conditions to healthcare professionals. Our panel supports surveys and interviews with patients, professionals, and KOLs.

| API Integrated Solutions



Automated Sampling

Fully automated, agile data collection lets you access our growing online research panel via API integration. Gather insights anytime, anywhere with complete automation.



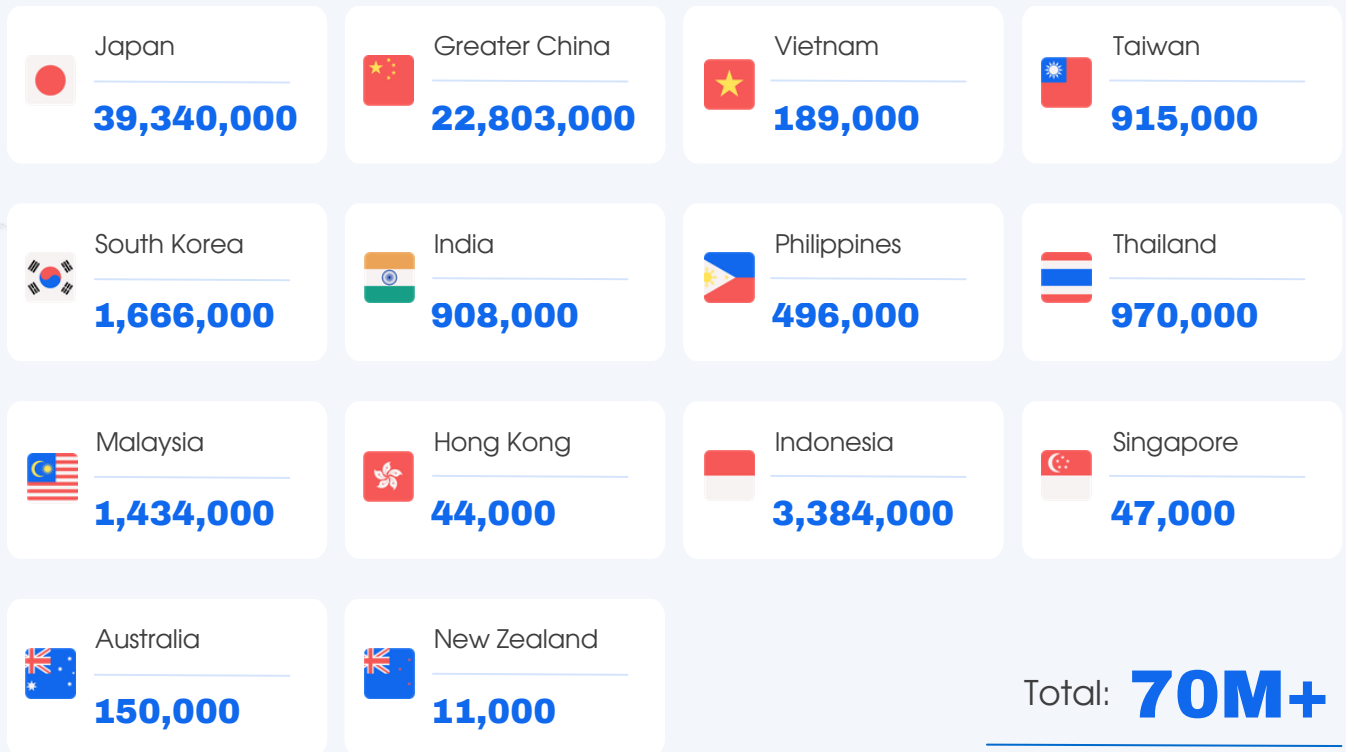
Audience Monetization

Partnering with us via API allows you to deliver survey content to your members, reward them with incentives, and turn engagement into new revenue opportunities.



APAC Consumer Panel

We operate one of the industry's largest online research panel networks, covering 14 countries across the Asia-Pacific region and connecting you with more than 65 million real consumers.



How is Our Research Panel Formed?

Our online research panel consists of two distinctive networks:



1. Proprietary Members

We have built our own membership network through our in-house rewards program/app in Asian regions which is constantly expanding.



2. Alliance and Partnerships

We have formed partnerships with approximately 300 business companies across Asia, which operate membership loyalty programs, through API integration.

With this extensive network, GMO Research & AI has real-time access to members globally which enables higher efficacy and efficiency when delivering online surveys and data collection. By leveraging this expansive infrastructure, GMO Research & AI stands at the forefront of data-driven solutions.

Attribute Information

We deliver specific or hard-to-reach attributes to meet our clients' requirements.



Basic

- Age
- Gender
- Ethnicity
- Highest Level of Education
- Current School Grade
- Type of School
- Marital Status
- Number of Family Members
- Relationship to Each Family Member



B2B

- Occupation
- Job Title
- Type of Industry
- Company Size
- Role in Decision-Making
- Company Annual Revenue
- Job Change History
- IT Field
- IT Decision Makers (DMs)



Health Care

- Doctor
- Nurse
- Patient
- Conditions ever Experienced
- Type of Diabetes
- Caregiver
- Type of Medical Care
- Care Recipient in the Household
- Required Level of Care
- Purchased Caregiving Products
- Caregiving Products in Use



Kids

- Parental Status
- Child's Age
- Child's Gender



Device

- Household Appliances
- Smartphone OS
- Internet Provider
- Mobile Carrier
- Smartphone Type



Game

- Devices
- Categories
- Frequency of Playing

Attribute Information

We deliver specific or hard-to-reach attributes to meet our clients' requirements.



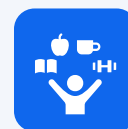
Finance

- Asset Type
- Insurance
- Asset Value
- Personal Income
- Household Income
- Property Ownership Type
- Credit Card Ownership
- Financial Institutions Used
- Financial Products of Interest
- Timing of Property Purchase
- Transportation Equipment Owned



Automotive

- Car ownership status
- Car Body Type
- Car Brand
- Car Model
- Number of Cars in Household
- Driving Frequency
- Type of Driver's License
- Timing of Car Purchase
- Car Insurance Status
- Car Condition (new/pre-owned)
- Planned Timing for Next Car Purchase
- Motorcycle Usage



Others

- Subscribed Streaming Services
- TV/Paid Broadcasts & Streaming
- Newspaper Subscription
- Subscription Services
- Usage of Online Services
- Ride-Hailing Usage Frequency
- Food Delivery Usage Frequency
- Alcohol Consumption
- Gambling
- Cigarette Brand
- Frequency of Overseas Travel
- Type of Social Media
- Personal Interests and Concerns
- Brand of Supermarket Used

...etc.

Quality Management

We uphold stringent quality standards through technology-driven quality control mechanisms and meticulous data verification procedures, led by our team of professional research system specialists.



1. Member Registration

Our own panels require e-mail address, SMS and phone number verification during membership registration.



2. Information Update

We update members' attribute information annually to ensure up-to-date and accurate survey results.



3. No Duplication

We guarantee distinct respondents by leveraging cookies and respondents' unique e-mail addresses.



4. Inactive Measures

We engage only active panelists in our surveys for optimal results.



5. Anti-Fraud Measures

Our system checks our survey response data and detects fraud to maintain the quality of respondents.



6. Educational Surveys

We conduct training surveys regularly with panelists to encourage them to respond appropriately.



7. Ghost Completions Elimination

Our proprietary technology automatically detects and eliminates fraud and bots.

We adhere to the P-Mark, a distinguished Japanese certification for safeguarding personal information, as well as the ISMS (ISO/IEC 27001:2013), an internationally recognized standard for data security. Additionally, we have deployed a designated team of data protection officers dedicated to ensuring our compliance with GDPR, CCPA, and other region-specific laws and regulations.

GMO RESEARCH & AI

Contact us



E mail

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US: rfq_us@gmo-research.ai

EMEA: rfq_eu@gmo-research.ai



Learn More About Us

<https://gmo-research.ai/en/services>

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公司簡介

公司名稱

GMO Research & AI, Inc.

地點

(總公司)
Cerulean Tower, 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo 150-8512

(下關分公司)
Sumitomo Seimei Shimonoseki Building, 2-7 Hosoe-cho 1-chome, Shimonoseki,
Yamaguchi Prefecture 750-0016

設立日期

2002年4月1日

資本額

日幣 2億9,903萬

執行長

細川慎一

員工數

187 (截至2024年1月1日)

營業項目

線上研究、亞洲網路研究

合併子公司

GMO-Z.com Research Pte. Ltd. (Singapore)
GMO Z com Research Sdn. Bhd. (Malaysia)
GMO E-Lab Marketing Research (Shanghai) Co., Ltd. (China)
GMO-Z.com Research Pvt. Ltd. (India)
GMO-Z.com Research USA, Inc. (USA)

Our Services

| Sampling Solutions



Sample Supply

Our multi-country research panel network, Asia Cloud Panel, allows you to reach over 65 million consumers across 14 Asia-Pacific markets. Panelists of all sorts of demographics and attributes are available at your fingertips and at competitive prices.



Automated Sampling

Fully automated and agile data collection management enables you to access our current and future expanding online research panel network via API integration. With full automation, gather insights whenever and wherever you need them.

| Research Solutions



Quick Survey

Quick Survey is an online survey tool that enables you to send questionnaires and gather responses from your target consumers across 14 regions in the Asia-Pacific quickly and cost-effectively. It delivers valuable consumer insights, revealing shifting trends and allowing you to expand your competitive edge.



Custom Survey

Custom Survey encompasses the entire survey process—from questionnaire creation and data collection to cross-tabulation and analysis reports. By leveraging our complete end-to-end solution, you will gain actionable insights and data-driven solutions for any business challenge in the Asia-Pacific region.

我們的商業模式

一站式平台，連結品牌與消費者

Audience Engagement Platform

我們將客戶委託的線上問卷調查專案，發送到我們全球的消費者成員網路，並將所收集到的消費者回饋（問卷調查資料）提供給客戶。我們的受眾參與平台，能讓消費者與世界各地的品牌建立有效的連結，激發關鍵的決策過程，將創新推向新的高峰。



我們的平台

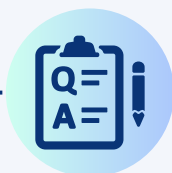


Market Observer 是一款 DIY（自助式）問卷調查工具，可以在單一介面內管理所有流程，從問卷的製作、發布到資料的彙整與分析。

由於所有流程都能在同一個介面完成，因此能更有效率地執行問卷調查。此外，資料在雲端進行批次管理，能夠讓組織之間的資訊共享更加順暢、快速。



可行性評估



問卷程式設計



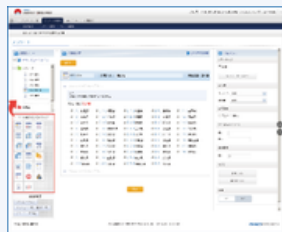
資料蒐集



資料檢查



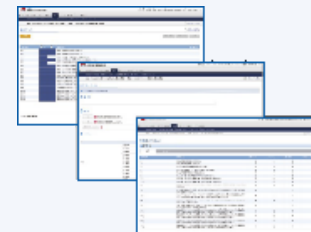
資料整理與分析



直覺式問卷建立



精確的回收量估計



多樣化的彙總功能

我們的服務

抽樣方案



樣本供應

我們的多國研究樣本網路 Asia Cloud Panel，能讓您接觸到亞太地區十四個市場，超過六千五百萬位的消費者。您可以隨時輕鬆地以具競爭力的價格，取得各種人口統計資料及屬性的樣本成員。



自動抽樣

全自動且靈活的資料收集管理，讓您能透過 API 整合，存取我們目前及未來持續擴展的線上研究樣本網路。透過全自動化，您可以在需要時，隨時隨地收集洞察。

研究方案



快速問卷

Quick Survey 是一款線上問卷調查工具，讓您可以快速且經濟實惠地，向亞太地區十四個市場的目標消費者發送問卷並收集回覆。它能提供寶貴的消費者洞察，揭示不斷變化的趨勢，讓您擴展競爭優勢。



客製化問卷

Custom Survey 涵蓋整個問卷調查流程，從問卷設計、資料收集到交叉分析與數據分析報告。透過我們的完整端到端解決方案，您將獲得可行的洞察，以及針對亞太地區任何業務挑戰的數據驅動解決方案。

Our Business Model

A One-Stop Platform Connecting Brands with Consumers

Audience Engagement Platform

We distribute online survey projects commissioned by our clients to our global network of consumer members and provide the collected consumer feedback (survey data) to our clients. Our audience engagement platform fosters impactful connections between consumers and brands worldwide, sparking pivotal decision-making processes to drive innovation to new heights.





Quick Survey

Quick Survey is a powerful tool that enables you to send questionnaires and gather responses from your target consumers across 14 markets in the Asia-Pacific region swiftly and effortlessly. Gain valuable insights, identify trends, and strengthen your competitive edge to stay ahead.

✓ Feasibility Check

✓ Data collection

*The questionnaire should be prepared by clients.

Your Solutions

Continuous Feedback Loops and Optimization Strategies

Quick Survey allows you to easily conduct surveys. By repeatedly running small-scale surveys and obtaining valuable consumer feedback, making continuous real-time improvements is made possible and you can quickly optimize your marketing strategy.

Data at your Fingertips

Need data for presentations, measuring ad effectiveness, or measuring your key metrics? Quick Survey is perfect for minor data collection, hypothesis testing, and identifying underlying needs before product development.

Differentiate from Competitors

Quick Survey helps you quickly understand market trends and competitor movements, allowing you to reassess your position and develop precise differentiation strategies.



1. Quotation and Contract (1-4 Days)

- Define needs
- Provide quotation
- Confirm order
- Process payment



2. Set-up and Testing (1 Day)

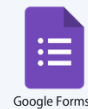
- Set up online survey
- Test and confirm

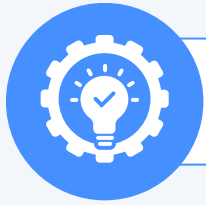


3. Data Collection (1-4 Days)

- Distribute survey to respondents
- Collect response data

You can use standard online forms for your surveys, and we will initiate the data collection process!





Custom Survey

Custom Survey covers the entire process—from creating questionnaires to delivering detailed analysis reports. Leverage our end-to-end solution for actionable insights and data-driven solutions in Asia-Pacific, empowering strategic decisions for business growth.

- ✓ Feasibility Check
 - ✓ Questionnaire design*
 - ✓ Questionnaire programming*
 - ✓ Data collection
 - ✓ Data cleaning and cross tabulation*
 - ✓ Analysis report*
 - ✓ Full support from experts
- *If applicable

Your Solution

Consultancy by Regional Experts

Our team of experts in Asia offers deep regional knowledge, aiding in culturally nuanced questionnaire design and sample size optimization. We're here to guide you.

Gather Consumer Data in a Blink

With 20+ years of industry expertise, we've built one of the largest consumer networks in the Asia-Pacific. We'll find your target audience, collect data, and quickly provide analysis reports.

High-Quality Data Standards

We rigorously manage our consumer network, detect and eliminate fraudulent respondents who provide false information or respond randomly to earn rewards, ensuring the provision of accurate data.



1. Quotation and Contract (1-4 Days)

- Define needs
- Provide quotation
- Confirm order
- Process payment



2. Questionnaire Design (3-4 Days)

- Create a questionnaire



3. Set-up and Testing (1 Day)

- Set up online survey
- Test and confirm



4. Data Collection (1-4 Days)

- Distribute survey to respondents
- Collect response data



5. Data and Report (1 Day-)

- Data cleaning
- Provide grand total and cross tabulation
- Provide analysis report*

* Timeline may vary depending on the specifications and criteria of the project.

* We provide a survey report spanning 10 to 40 pages, tailored to meet the specific needs of each client. The report includes detailed findings, supporting documentation, conclusions and recommendations.

Easy to Integrate API



Automated Sampling

Fully automated and agile data collection management

Get full access to our current and future expanding research panel network via API Integration. With full automation, you can gather insights whenever and wherever.

- ✓ Adaptability and flexibility to meet your various use cases
- ✓ Agile data collection
- ✓ Reduced research fees

Audience Monetization



Maximize the value of your loyalty program

Unlock new revenue streams and improve member engagement in your own membership ecosystem by integrating your membership system with our online research platform.

- ✓ Activate your membership with no investment
- ✓ Make more money with your membership services
- ✓ Increase member engagement and retention

