GMO RESEARCH & AI

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.



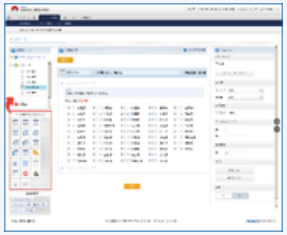
Our Platform

GMO MARKET OBSERVER

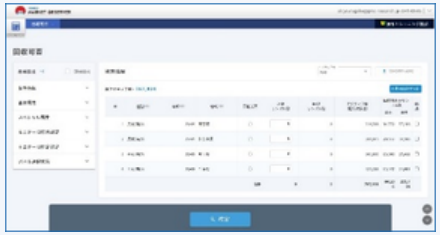
Market Observer is a DIY (self-service) questionnaire tool that can manage everything from the creation and distribution of questionnaires to their aggregation and analysis, all within a single interface.

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.

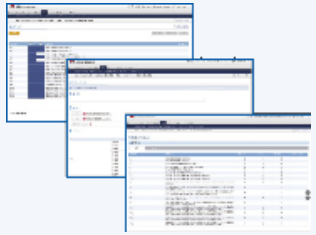
Feasibility → Questionnaire programming → Data collection → Data checking → Tabulation, analysis



Intuitive survey creation



Sophisticated retrieval estimates



Diverse aggregation functions

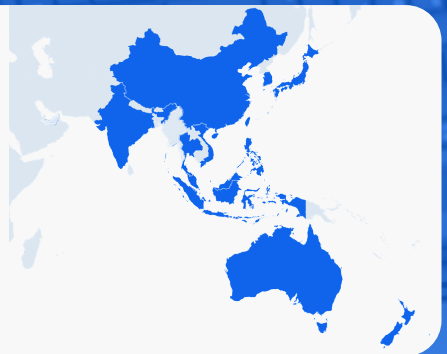
Our Values

Number of Respondent

45 M+ Consumers and B2B audiences

Country Covered

14 Asia-Pacific markets



Number of User Profile

Over 6,000

Consumers' Voices

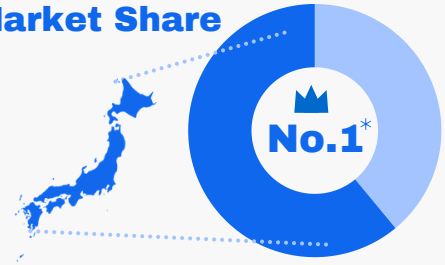
30 M+ Voices collected last year

Annual Number of Survey

187,000

Japan Market Share

61%



Data source: Estimates for the Sample Panel Provision Market within the Insights Industry, as Defined by the Japan Marketing Research Association (2025)

Our Services

Sampling Solutions

APAC Consumer Panel

Our multi-country research panel network allows you to reach over 45 million consumers across 14 Asia-Pacific markets. Panelists of all sorts of demographics and attributes are available at your fingertips.

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 - 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.

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.



Japan **38,381,000**	Greater China **729,000**	Vietnam **183,000**	Taiwan **960,000**
South Korea **1,522,000**	India **836,000**	Philippines **391,000**	Thailand **917,000**
Malaysia **1,463,000**	Hong Kong **57,000**	Indonesia **3,186,000**	Singapore **45,000**
Australia **149,000**	New Zealand **5,000**		

Total: **45M+**

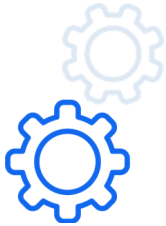
How is Our Research Panel Formed?

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 local 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

Kids

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

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)

Device

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

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

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 Completes 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

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