


# B2B Sampling

GMO Research & AI offers an audience engagement platform that provides access to over 65 million online consumer panelists across 14 APAC countries/markets, conducting more than 187,000 surveys annually. Headquartered in Tokyo, GMO Research & AI holds the No.1 market share in Japan as a sample panel provider, enabling localized consultation tailored to the latest trends in Japan. We support not only quantitative research but also recruitment for offline research and its operational support.

## Key Metrics

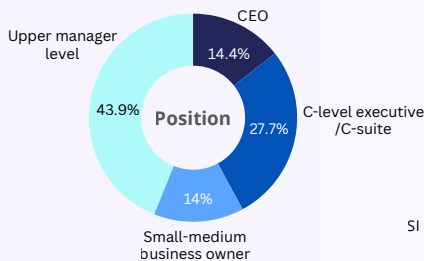
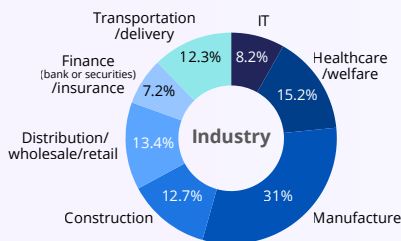
 **1,260,000** professionals

 **50** business profiles

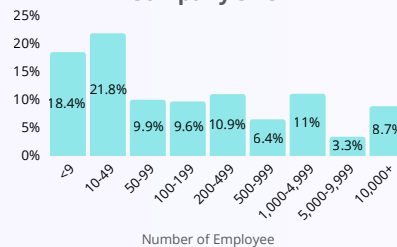
Approximately 150 additional basic attributes can be cross-referenced with business profiles!

Available for **Japan market!**

## Composition

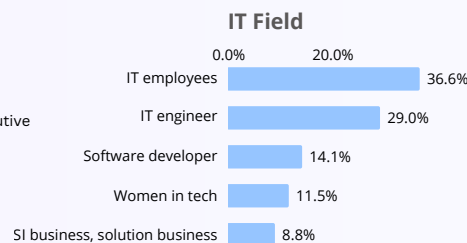


## Company Size



## IT Decision Makers (DMs)

Approximately **100,000** individuals with **20** profiles are available!



- Schedule management system and groupware
- Internal network construction/infrastructure importing
- Commercially available software package
- Marketing & market research services
- Customer management system
- Internal trunk system
- Payment system
- Accounting system
- Security system
- Other system
- Hardware (server)
- Hardware (customer PC)
- Network security
- Maintenance services
- Advertising services
- Corporate insurance services
- Legal related services
- Consulting services
- Financial services
- Cleaning services

## Our Strengths & Proven Case Studies

### Case 1 ✓ High-Volume Feasibility Projects

**Target Audience: Marketers/executives in SMBs**

- Industry: Market research, Advertising, Media, Creative
- Company Size: 1-999 employees



**Sample Size**  
1500



**IR**  
60%



**Fieldwork**  
10 days

### Case 2 ✓ Rapid Fieldwork Execution

**Target Audience: Decision makers/managers/owners**

- Industry: IT/software, logistics/manufacturing
- Company Size: 10+ employees



**Sample Size**  
200



**IR**  
3%



**Fieldwork**  
3 days

### Case 3 ✓ Precision Targeting for Quality Results

**Target Audience: IT architects/IT professionals/business decision-makers**

- Industry: Any of industry
- Role/Position:
  - Technical architects, developers, DevOps, IT professionals
  - Business decision-makers: director/VP/COO in operations/finance, general C-level management, line of business heads, head of product, head of engineering, etc.
- Company Size: 2+ employees



**Sample Size**  
200



**IR**  
30%



**Fieldwork**  
3 days