



QUALITY AT BILENDI

Proprietary panels for full control

Over many years, Bilendi has built or acquired panels to create a portfolio of 51 proprietary panels, representing over 4 million active online panellists worldwide.

This proprietary approach enables us to control the whole process:

From panellist recruitment to the ongoing management during the whole panellist life cycle, from the invitation to a survey to the incentivisation after completion - for full transparency at every stage.

An all-around commitment to Quality

Providing reliable data from real people in a secure way is our daily business. Learn more about how quality is placed at the centre of all our processes - From panellist recruitment, panel management, panel qualification to local project management.

**LEARN HOW QUALITY IS PLACED AT THE CENTRE
OF ALL OUR PROCESSES**

1 PANELLIST RECRUITMENT

The Foundation of a Strong Panel

All our panellists are carefully recruited through a variety of sources and selected industry partners to build and maintain heterogeneous panels. The recruitment process comprises numerous quality checks to ensure that only real and unique participants are selected.

Quality from the Start

To guarantee that our respondents are real and unique, we have implemented various quality checks at the registration level to:

- Prevent robots from entering the panel
- Prevent persons from creating more than one account
- Prevent persons from creating accounts with false personal information (e.g. age or country of residence)

Advanced Quality Checks for Reliable Data

Our quality checks include numerous measures on technical and personal information, for example:

- AI-powered checks on answers to open-ended questions
- Double opt in
- GeoIP checks
- Digital fingerprint
- Friendly captcha
- Detecting disposable emails to avoid fraudsters
- Check of postal codes
- Profile consistency check

2 PANELLIST MANAGEMENT

Carefully maintained panel for engaged participants resulting in high response rates and recontact rates

- Internally managed by local teams: panellist support in their native languages
- Constant measurement of participant's activity to retain motivated and committed panellists
- Regular launch of engaging communication campaigns (e.g. regular newsletters, ...)
- Satisfaction Survey conducted among our panel members to analyse in each country their opinion on their membership

Constant panel monitoring and cleaning for consistent quality

- Monitoring of panellists' activity and removal of inactive members
- Series of indicators to detect inappropriate behaviour that does not comply with our quality standards (quality respondents, speeders, open-ended undesirable answers)
- Removal of panellists who continuously provide bad quality data

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Fair treatment of participants to keep motivation high

Besides the opportunity to make their voices heard and to be the first to test new products, we offer our panel members a fair incentive programme:

- Adapted to the local panels' requirements
- Cash or loyalty points for successfully completed surveys which can be redeemed for various rewards (physical gifts, online vouchers, donations to charities, bank transfers)
- Professional fraudsters are discouraged
- Add good customer support, data privacy etc (pas limiter aux incentives)

3 PANEL QUALIFICATION

Highly profiled panellists based upon more than 300 criteria

We don't just recruit respondents — we build relationships with real, verified individuals, continuously profiled across hundreds of data points to deliver unmatched targeting accuracy for your research.

Our panellists are deeply qualified, rigorously verified, and continuously engaged. From lifestyle habits to purchasing behaviours and professional details — we gather the information you need to reach the right audience, every time.

Thanks to our profiling, our panellists receive surveys that are relevant to them.

Our panel members are profiled across a wide range of dimensions, including:

- Socio-demographics (age, gender, education, income, etc.)
- Household composition
- Occupation and industry
- Purchase habits (tech, FMCG, automotive, etc.)
- Media consumption
- Health conditions
- Travel behaviour
- Financial products
- And many more...

Our local teams constantly update and expand this data, ensuring you have access to the most relevant and up-to-date targeting criteria. Our profiling criteria are harmonised among countries, while still taking into account local specifications.

4 LOCAL PROJECT MANAGEMENT

Local Expertise for Your Market Research

Our local teams provide extensive support and bring local knowledge to each project. Our experts

- Assist in designing suitable quota plans
- Ensure a professional scripting
- Carefully check that all questionnaires are in compliance with local regulations
- Ensure the best possible implementation in the design and wording of the questionnaire
- Monitor the fieldwork on a daily basis.

21 local offices

25 years of experience

650 experts at your service

Ensuring Data Quality During the Survey

Various quality checks are implemented for each survey to ensure authentic and carefully given answers:

- Checks of open-ended questions
- Detection of ghost completes
- Elimination of participants that answer the questionnaire too fast or give random answers

OUR QUALITY FRAMEWORK

Innovative technology

Continuous developments in technology put Bilendi at the forefront of the market research industry.

- Internally developed technology that are perfectly adapted to the specific needs and constantly improved
- Innovative in-house market research tools with constant updates
- In-house solution for device recognition: the device used by each panellist is recognised at the start of a survey. The respondent only gains access if a suitable device is used.
- AI-automated quality checks on answers to open-ended questions with BARI, the Bilendi Artificial Research Intelligence

Privacy and data protection by default

Privacy and data protection measures are implemented the earliest stage of the design of our processing operations.

- By default, all data of our panellists and our clients is processed with the highest privacy protection.
- Only data which is necessary is collected.
- All data is securely stored on proprietary servers hosted in the EU.
- Regular external penetration tests to stay ahead of potential threats

ISO-certified processes

The entire Bilendi Group with all companies involved in market research was certified in accordance with ISO 20252:2019 in October 2022. Every two years another surveillance audit and after 6 years a recertification takes place to maintain the standard. ISO 20252 specifies requirements for market, opinion, and social research, including sampling, data collection, and data processing. The certification demonstrates that Bilendi meets the standards set by ISO 20252 for conducting market research and providing reliable and high-quality research services to its clients.



ISO 20252:2019
certified services

THE FOUNDATIONS OF OUR QUALITY

- Innovative technologies
- Data security
- AI-powered technology
- ISO-certified processes
- 5-Layer Bilendi Quality Score

WHY BILENDI?

- Innovative technology for smooth and secure processes
- ISO-certified processes
- Numerous quality checks for reliable data
- Proprietary panels for full transparency
- Secure data protection

Our research is regularly selected for the conference programmes of renowned industry events



Top image in the panel provider category, published by the leading German industry magazine marktforschung.de



We are committed to the quality standards defined by the market research industry and the principles of the European professional associations.

