

FOCUS ON NICHE SAMPLING

Reach niche audiences worldwide

Reaching out to target groups via well-managed panels is a great solution for a large variety of surveys. But when the target is very specific, even the best proprietary panels might reach their limit.

Harness the power of social media targeting in your research

Receive reliable answers from even the most specific target groups, anywhere in the world.

Access the most specific targets through social media

Reach out to niche targets worldwide using thousands of targeting criteria:

- Geo-located targets
- Consumers of luxury brands or other specific products
- Passengers of public transport
- Participants in sports or niche activities

Get reliable and authentic insights

- Take advantage of people's intrinsic motivation: Receive detailed answers on topics they care about.
- Benefit from ISO-certified processes and the usual high quality standards Bilendi is known for.

Benefit from true market research expertise

- Professional advice and services: We have more than 25 year's experience in online recruitment.
- We advise you on the best methodology for your project: Niche sampling via social media, sampling via our true panels or using a combination of both.



How does it work?

Defining the approach

We advise you on the best approach to reach your target group, be it through our panels, via social media, or using a combination of both. Based on our extensive experience, we validate the feasibility of your project.

Scripting the questionnaire

We program surveys perfectly adapted to social media targeting. They are scripted according to your specifications, but always with advice for your individual project.

Ad hoc customised recruitment

Using very precise targeting criteria and based on our longstanding expertise in campaign management, we can reach out to even the most specific target audience.

Delivering the responses

We process the data and deliver your results in the way that suits you best. From cleaned raw data, to cross tabs, descriptive statistics or PowerPoint charts.

Bilendi



Contact us:
Bilendi.com



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