

MAGS– Company Abstract

- Company Name: MAGS Research Consulting Inc.
- Establishment: 2014

Business Areas:

1) Online Panel Provision

2) Marketing Consulting

3) Sales Consulting

4) Market Research

Pride of MAGS

Pioneership

- MAGS is a research company that conducted online qualitative research, established well reputed research institutes, conducted mixed mode researches (online + offline)
- **We dare to challenge new methodology in the market.**

Affordability

- We offer reasonable project price to pursue the value for money.
- **We offer best quality with affordable prices.**

Client first

- We have serviced our minds to flexibly cope up with customer needs along with keeping principles and guidelines of the company
- **We are not happy until our client is happy**

Well-prepared

- Through 1.74 million active panels through which we pre-secure the data points of target respondents.
- **We are ready to provide data for sophisticated and difficult to reach respondents.**

MAGS POWER- Online Research Panel



Fast/ accurate target
respondents through
million panelist

Pre secured difficult to
reach research target
through specialized panels

Getting in Touch with people !

Online Research Panels helps around 180 of the world's best research focused companies. These organizations are willing to enjoy the best services provided by the integrated solutions of our online research samples, our online survey software's, and various custom panel building services.

MAGS is Asia's fastest growing online market research panels and online survey technology provider.



The leading world's professionals are constantly enjoying the reliable data collection and survey scripting services that are delivered through MAGS's panel community of 1.74 Million active members in 29 countries around the world. Our panel has acquired a highly profiled and highly responsive reputation. Whatever is your online data need, MAGS will be committed that your organization will get in touch with the people.

MAGS (Online Research Panels) quick facts

- 1.74 million active members
- Across 29 countries
- 21 specialist panels
- Survey software's
- Panel management software solutions
- Consumer opinion open communities
- Panel building services
- Pure market research and consultancy services
- Survey translation management
- Survey scripting advertise





Contact Online Research Panels

Even if it for sample survey, full market research service projects including survey scripting, panel building surveys, and panel management software solutions; Online Research Panels can help you take the advantage of internet as a method for collecting research data.

Please feel free to contact us, as soon as we get an email from you, our company representatives will revert your queries immediately.

Skype ID: live:magsresearch

MAGS Services



Only sample services- our specialist panels allows us to immediately address the feasibility of the projects offered by you and in turn helps make quick turnaround time which leads to faster completion than any other provider.

Attract and engage your customers through advance survey scripting--: MAGS has highly specialized team who can make your surveys look 3 D using animation, videos and audios.

Online advertisement tracking :

Test the efficiency and effectiveness of the online advertisement campaigns
Receive full detailed reports and comparison tables on measured brand perception.

Research Technology: Along with our research technology our clients are able to test advertisements concepts, website effectiveness, customer satisfaction, and even new product development.

Creating your own Quick Surveys: With MAGS, you can create your own quick online survey of 1-8 questions and can receive responses of 100- 1000, with live results within 24 hours.

Digging Deeper: Our Panels

We manage a **panel community of 1.74 million** most engaged / active panelist across 29 countries. MAGS utilizes various web technology to increase the engagement, overall responsiveness, reliability and unbiased opinion of the panelist.

Our panel communities enable the individuals to express and share views on qualitative and quantitative opinions.

Due to the long experience across various cultures, we can provide you a deep understanding of the **national cultural variations** that highly affect your global projects.

The science of Research Panel- our panel management team allows to manage the panel in such a manner that ensures to deliver the research professional the most reliable and trustworthy opinions.

Online panel quality-the Panelist recruitment is deep and very continuous which allows us to have full profiling details of the Panelist. This allows fast and accurate estimates on the incidence rates for the most challenging research projects.

Panel quality policies

MAGS follows the most stringent quality policies in the industry.

- Bounce back email and duplicates are checked every day.
- Duplicates are also checked during and after the registration process.
- Panelist with inconsistent responses are removed
- Regular checks with the registration data
- Unresponsive Panelist are purged on weekly basis.
- Panelist regularly encouraged to update their profiles.

Multiple sources of recruitment of panelist

- Emails
- Referrals
- Banner Advertising
- Pay per clicks advertising
- Face to face



Our Global Coverage



Asadal has been running one of the biggest domain and web hosting sites in Korea since March 1998. More than 3,000,000 people have visited our website, www.asadal.com, for domain registration and web hosting.

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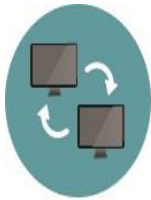
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OVER 20 COUNTRIES AND 1.50 M SURVEY RESPONDENTS OUR SAMPLE VITALS



MAGS Research uses a variety of methods to ensure the highest quality of respondent data, including:



Proxy & Browser Detection

We make database calls at multiple points of execution, from registration through survey entries and exits, to confirm IP and browser specific identifying information.



IP Geofencing

Our servers locate the registrant's country location through his/her IP address and determines their eligibility for registration based on country-specific rules.



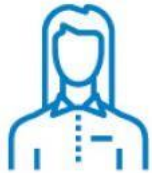
Postal Address Verification We verify the registrant's postal address and zip/postal code from a current local address directory.



Email Address Verification This is checked through our database to ensure the email address is unique (all registrants must verify their email address through a double opt-in registration process)

United States

Gender



62%

Female



38%

Male

Education



10%
< High School Graduate



16%
High School Graduate



5%
Associate's Degree



25%
Bachelor's Degree



14%
Master's Degree



26%
Some College or Further Education



2%
Vocational or Technical Degree



2%
Doctoral or Professional Degree

Female

62%

Male

38%

Degree
Master's

14%

Education
or Further
Some College

26%

Degree
Technical
Vocational or

2%

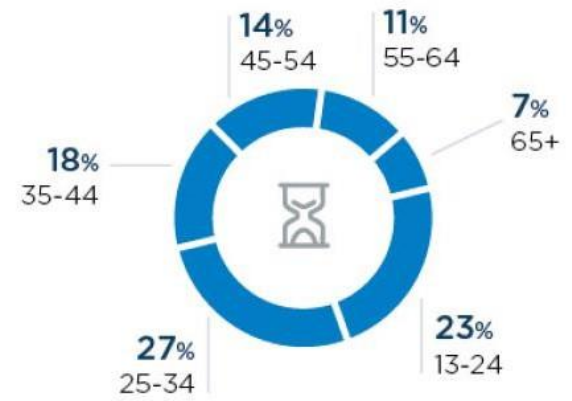
Degree
Professional
Doctoral or

2%

Income



Age



Selected Panel Attributes

Research Now maintains over 300 panel attributes collected across our B2B and B2C panels.

Business



Legal Services

- Legal Occupation
- Legal Role



Real Estate

- Type of Business
- Primary Real Estate Role



Business Owner

- Type of Business Owned/Operated
- Type of Personal Service



Education

- Educator Role
- Educator – Education Level Type
- Educator – Educational Institute



Banking/Financial Services/ Insurance

- Type of Business
- Primary Role



Transport & Logistics

- Type of Business
- Professional Driver Work Type



Basic Attributes

- Business Type
- Industry Segment
- Annual Revenue
- Number of Employees at All Locations
- Number of Employees at Local Location



Business Professional

- Title
- Occupation
- Functional Role
- Purchase Decision Makers
- Primary Role
- Human Resources Role



Expanded Business Variables by Industry

- Business Services
- Computer Hardware
- Computer Software
- Consulting
- Consumer Products
- Consumer Services
- Entertainment/Sports
- Energy & Utilities/Oil & Gas
- Food/Beverages/Restaurant
- Media/Publishing
- Non-Profit
- Retail
- Telecommunications
- Equipment
- Travel/Hospitality/Leisure



Government/Military

- Law Enforcement/Emergency Service Types
- Military Branch of Part-Time Service
- Military Branch Served
- National Guard Service Branch
- Military Service Status
- Government Level of Employment



ITDM/IT Roles

- Type of IT Professional
- Developer Roles
- Primary IT Functions/Responsibility
- Roles in Various IT Areas Including:
 - PCs, Tablets, or Client Devices
 - Mobile Technology/Applications
 - Servers
 - Data Center
 - Cloud Computing
 - Network/Data Technology
 - Voice Technology
 - Business Applications & Process
 - Software
 - Business Intelligence, Big Data, Analytics
 - Virtualisation Software
 - Unified Communications

Consumer



Basic Demographics

- Gender
- Age
- Marital Status
- Language
- Number in Household
- Children
- Education
- Household Income
- Employment Status
- Own or Rent
- Region
- Sexual Orientation
- Religious Affiliation
- Ethnicity or Race



Consumer Banking

- Interest
- Financial Advice (11 services)
- Online Trading Accounts
- Financial Advisor
- Investment Account Types (13 types)
- Investment Account Firm
- Primary Brokerage Firm
- Type of Checking Account
- Primary Mutual Fund Firm (61 firms)
- Retirement Firm (26 firms)
- Total Investable Assets
- Type of Investment
- Financial Products
- Credit Cards
- Financial Institutions (134 banks)



Department Stores

- Shopping Frequency
- Items Purchased



General Household

- Pets or Animals
- Recreational Vehicles



Utilities

- Service Provider
- Role in Decision



Home Features/Improvements

- Home Improvement/Upkeep/Repair
- Role in Decision Making
- Lawn Equipment Used



Travel for Leisure

- Travel Websites Used
- Car Rentals
- Airlines
- Hotels



Tobacco Products

- Products Used
- Cigarettes by Brand (37 brands)
- Smoking Habits & History
- Smoking Cessation or Alternatives Used



Interests/Hobbies

- General
- Health/Fitness/Wellness
- Hobbies/Leisure
- Outdoor Activities
- Sports Activities



Groceries

- Primary Shopper
- Stores Shopped (56 stores)
- Amount Spent Per Week



Dining Out

- Frequency
- Amount Spent Per Person
- Type of Restaurant
- Considerations



Entertainment

- Television
- Books
- Movies
- Music
- Magazine Readership (40 genres, 270 titles)
- Radio Stations (39 markets)



Beer, Wine, Liquor

- Beverage Consumption
- Beer Consumption
- Domestic/Import/Craft Beer Brands (76 brands)
- Wine Purchases
- Liquor Type & Brands



Automotive

- Vehicles in Household
- Type of Automobile
- Primary Make, Model, Year
- Secondary Make, Model, Year
- DIY Maintenance
- Intent to Buy



Electronics/Gadgets

- Electronic Devices Owned (32 types)
- Desktop & Notebook Computer (19 brands)
- Printer (14 brands)
- Tablet or e-Reader (49 brands)
- Online Activities
- Internet (30 Providers)
- Video Game Accessories
- Video Game System (13 brands)



Insurance

- Auto Insurance Provider (152 providers)
- Home Insurance Provider (152 providers)
- Health Insurance Provider (66 providers)
- Health Insurance Coverage



Mobile Phone

- Mobile Phone Use
- Type of Mobile Phone
- Mobile Only Phone User
- Operating Systems
- Network Providers (16 providers)
- Average Monthly Billing
- Contract Type
- Plan Type
- Role in Decision
- Phone Brand (22 brands)

United Kingdom

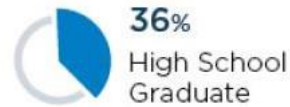
Gender



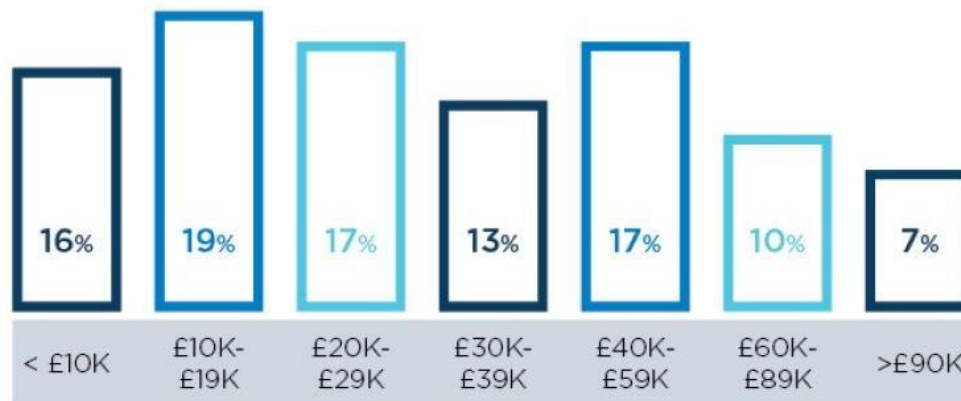
58%
Female

42%
Male

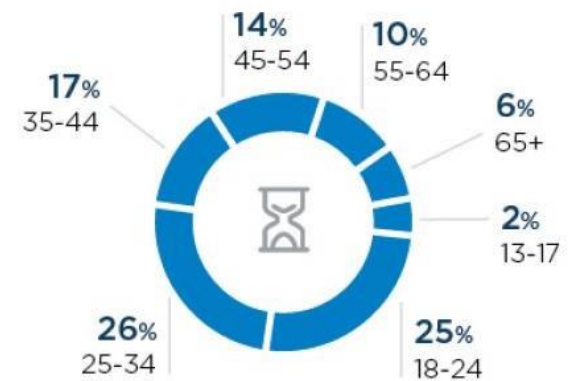
Education¹



Income



Age



France

Gender



53%
Female

47%
Male

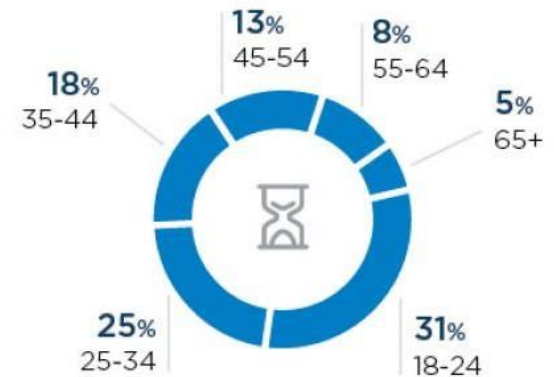
Education¹



Income

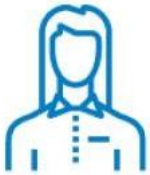


Age



Germany

Gender



49%
Female



51%
Male

Education¹



7%
< High School Graduate



36%
High School Graduate



14%
Bachelor's Degree



3%
Master's Degree



8%
Some College or Further Education



29%
Vocational or Technical Degree

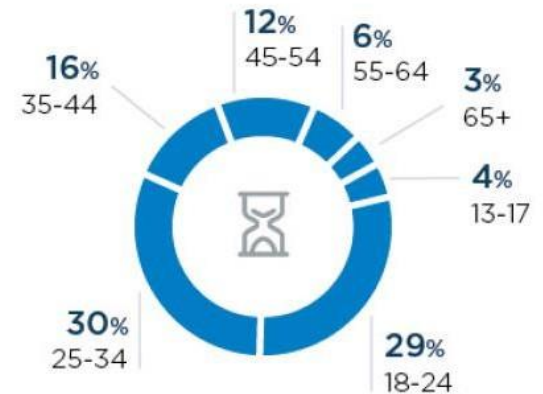


3%
Doctoral or Professional Degree

Income



Age



Italy

Gender



48%
Female



52%
Male

Education¹



13%
< High School Graduate



48%
High School Graduate



13%
Bachelor's Degree



14%
Master's Degree



3%
Some College or Further Education

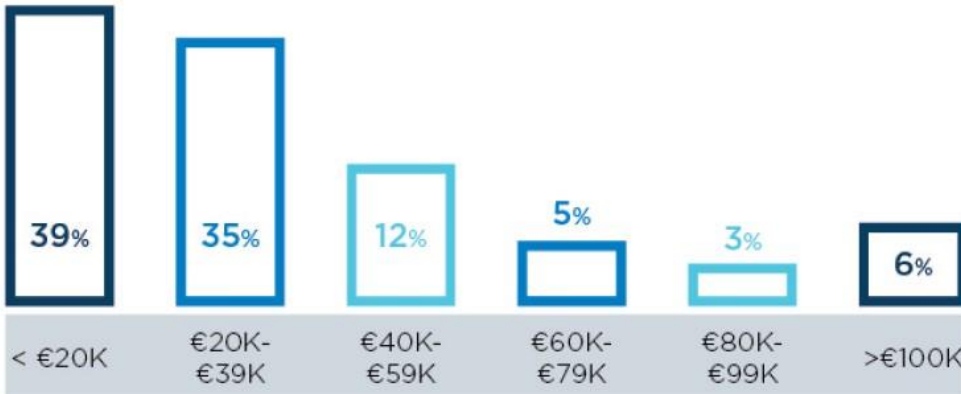


6%
Vocational or Technical Degree

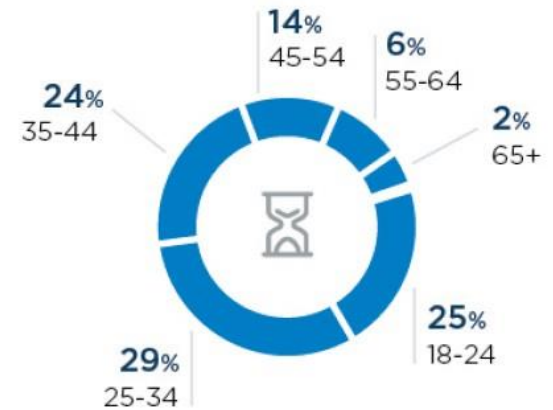


3%
Doctoral or Professional Degree

Income



Age



Spain

Gender



46%
Female



54%
Male

Education¹



7%
< High School Graduate



26%
High School Graduate



35%
Bachelor's Degree



9%
Master's Degree



7%
Some College or Further Education



11%
Vocational or Technical Degree

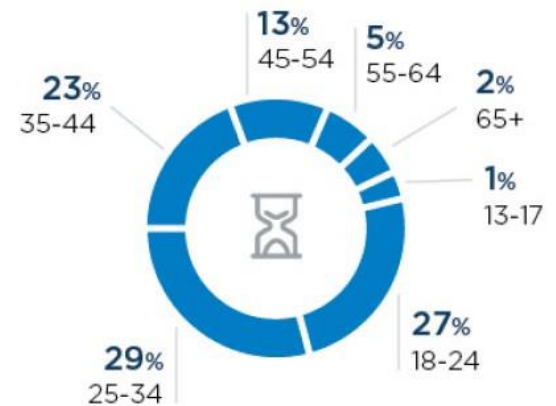


5%
Doctoral or Professional Degree

Income



Age



Ireland

Gender



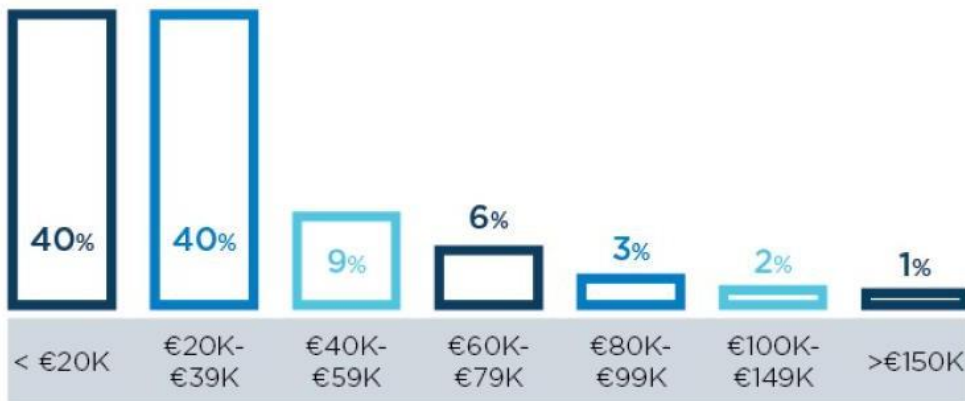
68%
Female

32%
Male

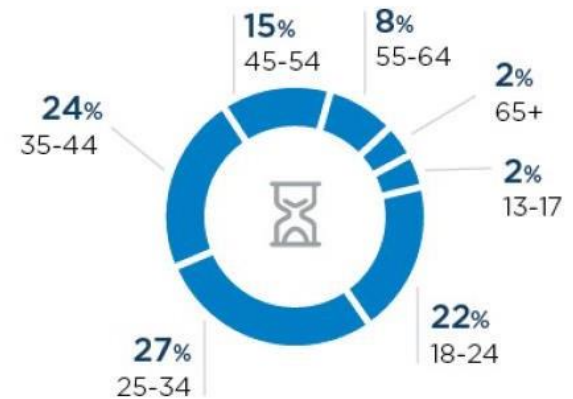
Education¹



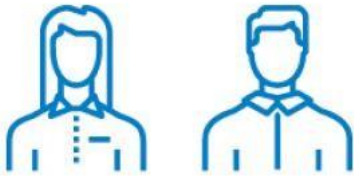
Income



Age



Gender



56%
Female

44%
Male

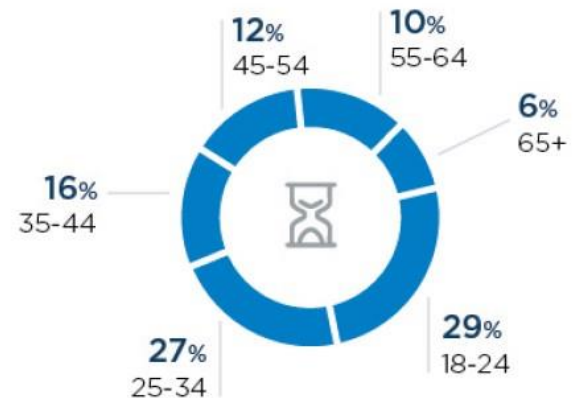
Education



Income



Age



Australia

Gender



60%
Female

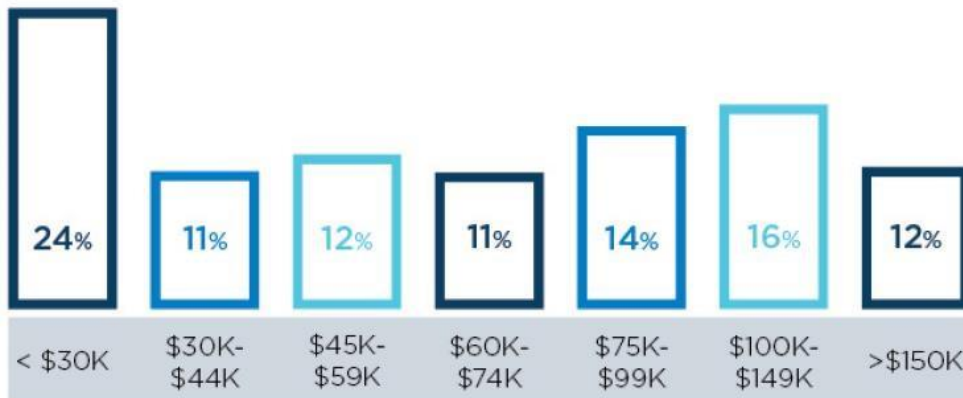


40%
Male

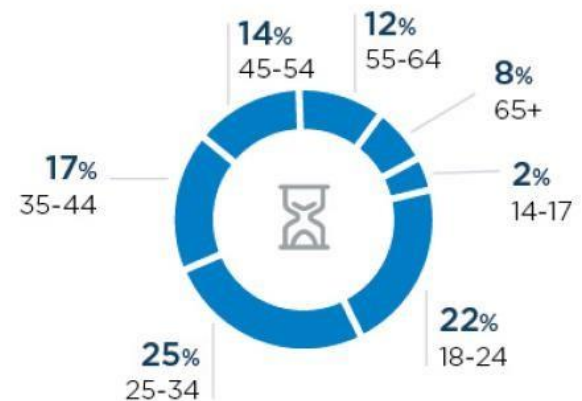
Education¹



Income



Age



New Zealand

Gender



65%
Female

35%
Male

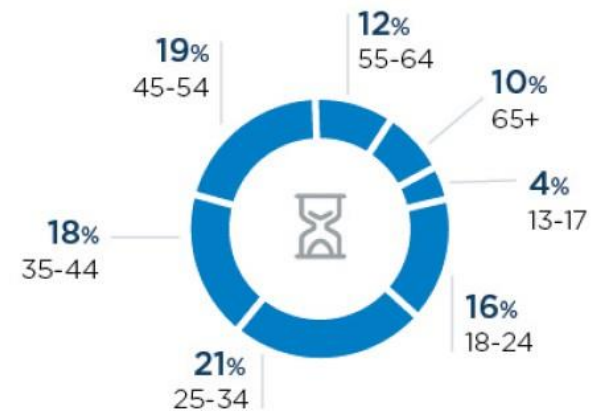
Education¹



Income



Age





MAGS Power
Marketing Research



Marketing research power

- Based in the largest online research panel infra, MAGS develops various qualitative and quantitative research methods.
- Capable to conduct any type of marketing research.

Marketing research

Qualitative

- FGI/FGD/Delphi/Shadowing/Home visiting/Shop along/ Web-board(DDI)/Ethnography/Workshop

Quantitative

- Interview/Telephone/Online/Intercept/Gang/CLT/HUT/ Mystery shopping

Social opinion research

- Public policy/Election/Social issue/Academic or index research

Online research

- Web survey/Mobile research
- On-line quantitative/On-line focus-group

Secondary Research

- Our team is highly specialized to conduct secondary research across various areas which primarily include: Healthcare, Industrial, Consumer lifestyle and behavior, rare earth compositions, information technology, and consumer electronics.
- Our secondary research involves summary, collation and synthesis of the existing research.
- It includes and overall systematic review through usage of meta analytic statistical techniques.



THANK YOU

