

online access panels

Romania, Hungary,
Bulgaria, Serbia, Croatia,
Slovakia, Czech Republic,
Greece and Argentina



about us

let's talk performance.



As a leading market research company Daedalus New Media Research provides online solutions that help you achieve outstanding business performance – fast.

The services offered by Daedalus New Media Research provide support for a wide range of projects, including brand tracking, usage and attitude monitoring, copy testing, customer and employee satisfaction, concept and name testing. Since we strive to provide the best data quality for our clients, what you get is more than intelligent information – it is excellent performance. Simply delivered.

We collect more than 300 000 interviews annually.

Current Daedalus Online Access Panels:

Romania: 103,000 members, Hungary: 51,000 members,
Bulgaria: 26,000 members, Serbia: 25,000 members
Croatia: 16,000 members, Slovakia: 15,000 members,
Czech Republic: 34,000 members, Greece: 17,000 members,
Argentina: 33,000 members
New Panel in Romania: Healthcare professionals
over 400 active members



why us?



recruitment

We only have real and responsive panel members.

In order to make sure that only the right people are recruited to our panels, all our members are double opt-in recruited.

Multiple recruitment sources are used including online and offline methods. Data is manually screened after each survey to remove poor data. The database is regularly cleaned of members who provide non-serious responses to surveys and inactive members.

One of our main interests is keeping our panel up to date by constantly checking the demographics with the help of web-cruisers.

We also keep a close contact with the respondents: we send them invitations for polls regularly, greeting emails for holidays and birthdays and we offer monthly prizes to active panelists. Every respondent receives an appropriate incentive for their participation, even when they are not eligible for the survey.



data collection and validation

The fieldwork is monitored by experienced Project managers who are making sure they are sending sample based on the project needs and follow the time line.

Validation and quality metrics are applied at all points in the process, from registration through to invitations to specific surveys. We use a variety of time metrics and repeated questions. We also validate respondents by analyzing the quality and consistency of response at several critical points throughout the survey and over many surveys during the membership.

Surveys that are completed faster than is realistic as well as surveys containing inappropriate or non-serious responses are excluded. These members are then removed from the database.

Also we screen-out the duplicates by detecting the IP.

We can target a large range of demographics in order to deliver well balanced sample. This way we can collect national representative sample in all our countries.



We cover a wide range of companies – access panel providers, market research agencies, consulting and advertising companies, local producers or big multinationals.

Depending on clients' internal capabilities, we have a flexible offer that includes data collection, scripting, database hosting, database cleaning and basic data processing.

sample only surveys

You provide us the questionnaire and sample specifications and we deliver the proper audience to complete the interviews.

data collection & programming

You provide us the questionnaire and sample specifications and we return the database with filled questionnaires according to your specifications.

recruiting for online qualitative research

You have the tools and moderating capabilities for online qualitative research, we can recruit for you the right participants based on your specifications.

journals, ethnography and other special methodologies

Sometimes simple ad-hoc or tracking research is not enough to measure a more sophisticated phenomenon. We are open and capable to apply non conventional methods for data collection.

access panels quality



Industry standards come standard

All the members explicitly agreed to participate in research studies



effective recruitment

Mixed (online and offline) recruitment procedures

no place like everywhere

Good representation throughout all demographic sub-segments



great response rate

An incentive system based on points ensures a good response rate (between 20% and 25% on the latest studies)



sustained engagement

Various activities organized to keep the panelists active in the panel community (making some research results available, web cruising, continuous communication with panelists, monthly prize draws)

up-to-date information

Information about members is updated and enriched via a web cruising process



accurate targeting

Strict control procedures to ensure the accuracy of respondent demographics

continuity

Efficient panel management system



overcome possible capacity problems

Permanently monitor field metrics, so we can identify any possible feasibility issue and being able to act in time.

Continuously increasing panels capacity in all countries by recruiting new active members.

Cooperate with partner panels selected based on a good feasibility/price ratio and which proved data quality in previous collaborations.

consumer profiling attributes

basic demographics

(available for all our panel members)



age
gender
region



number of children
age and gender of children
household income



education
occupation
household size



personal income
family member income

advanced targeting

(available for Romania and Hungary)



demographics
marital status



technology
web camera
mobile network operators
smartphone users



internet devices
internet usage
messaging and videoconference apps



consumption
food and beverages
personal care products
smoking
frequency of online shopping



alcoholic beverages
types of alcoholic beverages consumed
frequency of consumption
types of beer



banking
products and services used
(cards, deposits, credits etc)
alternative banking services
insurances (car, health, home)
private pension



employment
field of activity
professional position in company
company size



department
B2B
decision makers
business departments



automotive
car owners
type of fuel used
gas station used
products and services purchased from the gas station
type of car
car manufacturer
car model
year of manufacture
car sharing users



activities and interests
pet owners
sports betting
sports practiced



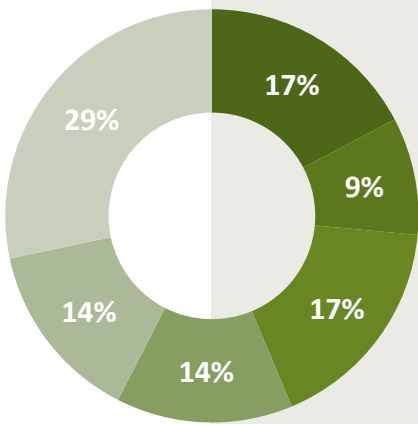
health
types of drugs used
food supplements

sub-panels in Romania

mothers, parents & teenagers

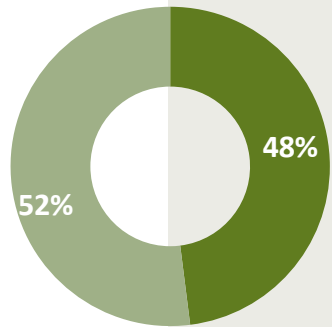
mothers with children at home (12,000 panelists)

- with children aged 0-2
- with children aged 3-4
- with children aged 5-7
- with children aged 8-10
- with children aged 11-13
- with children aged 14-18



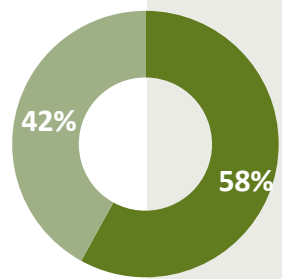
parents with children aged 6-13 (6,000 panelists)

- children aged 6-9
- children aged 10-13



teenagers aged 12-18* (9,000 panelists)

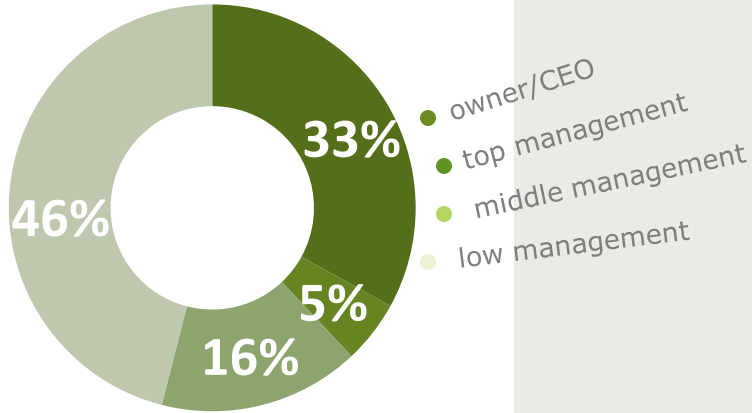
- females
- Males



*12-15: parental consent required

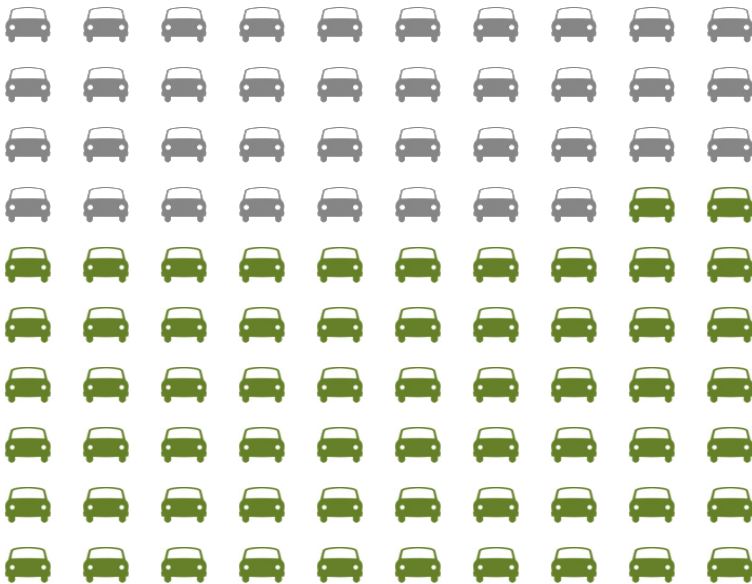
B2B

(5,500 panelists)



auto

(20,500 panelists)



37% owners of new cars

62% owners of second-hand cars

20% car-sharing users

healthcare professionals

new panel in Romania

panel size: **400 professionals**

family physicians: **25% response rate**

specialist doctors: **45% response rate**

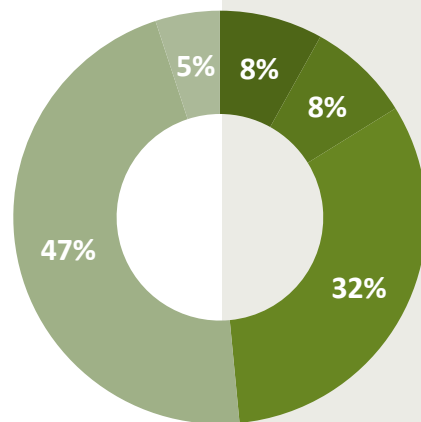
40% working in the private health system

35% working in the public health system

25% working both in private and public

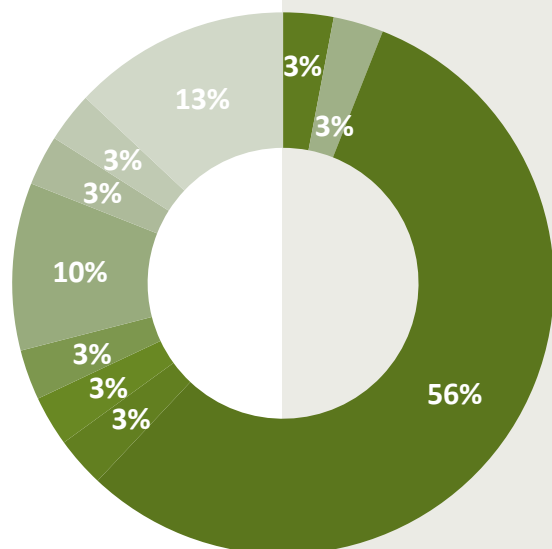
panel structure by professional degree

- general practitioners
- resident physicians
- specialty doctors
- primary care doctors
- oral physicians



medical specialties

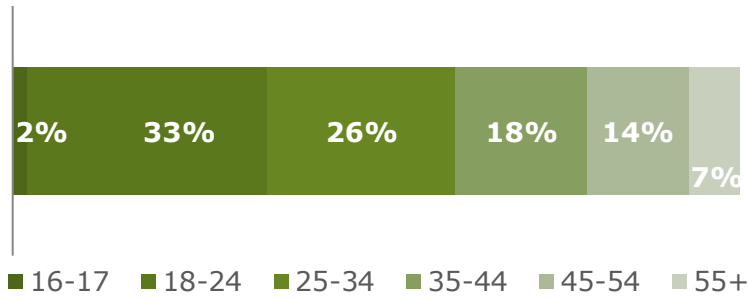
- cardiologists
- diabetes, nutrition and metabolic diseases specialists
- family physicians
- emergency physicians
- internal medicine physicians
- labor medicine specialists
- pediatricians
- surgeons
- otorhinolaryngologists
- other specialties



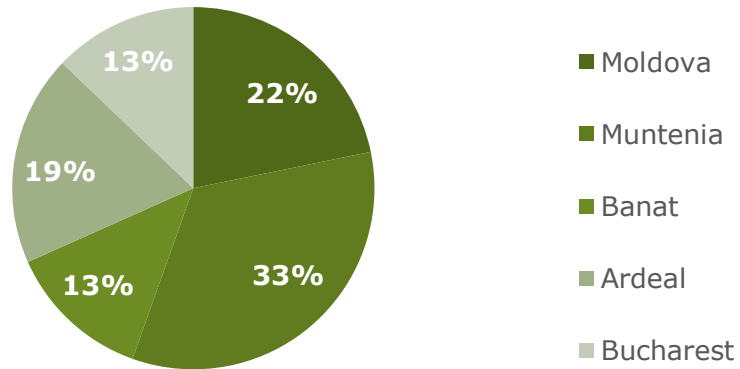


Romania

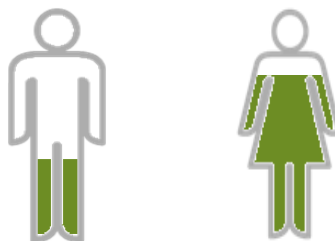
panel size: 103,000



age



regions



gender

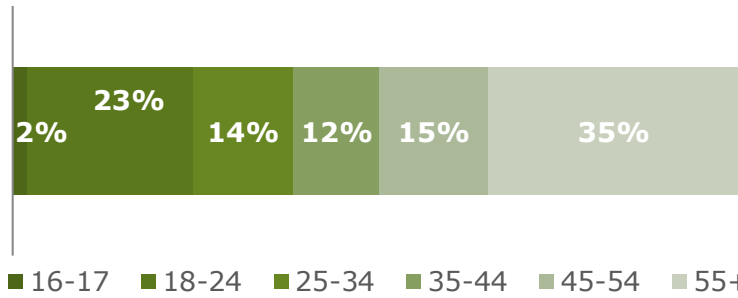
32%

68%

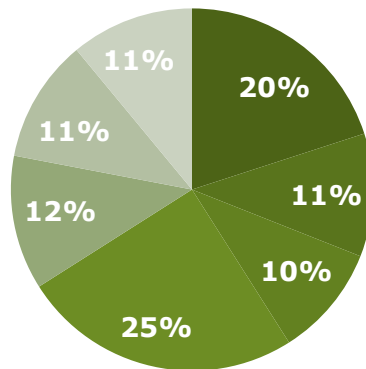


Hungary

panel size: 51,000



age



- Southern Great Plain
- Southern Transdanubia
- Central Transdanubia
- Central Hungary
- Northern Great Plain
- Northern Hungary
- Western Transdanubia

regions



gender

50%

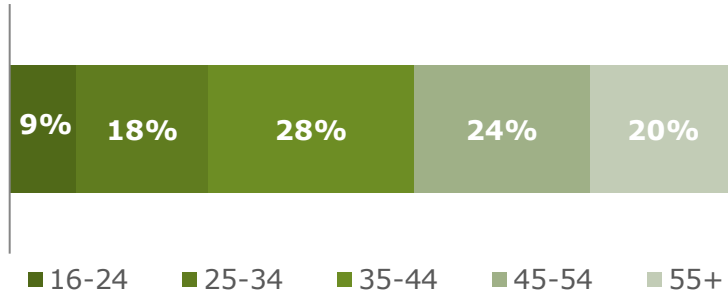
50%



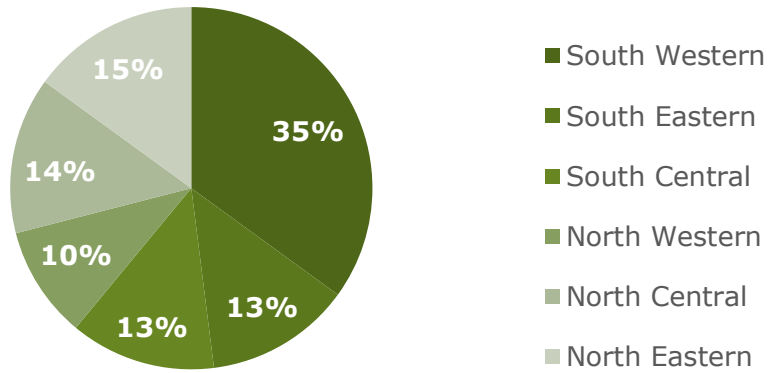
Bulgaria

panel size: 26,000

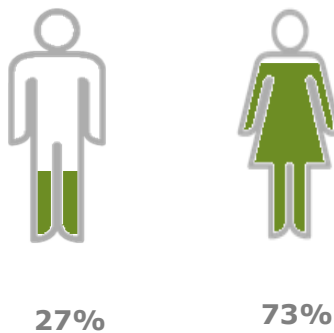
age



regions



gender

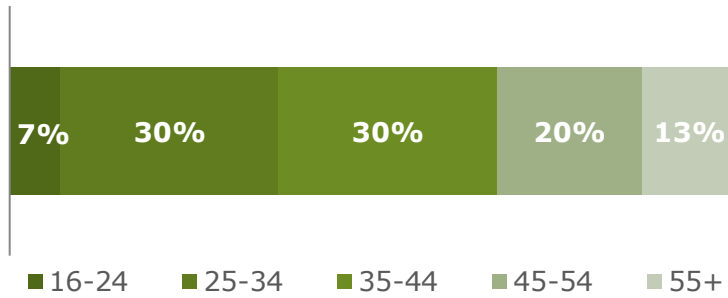




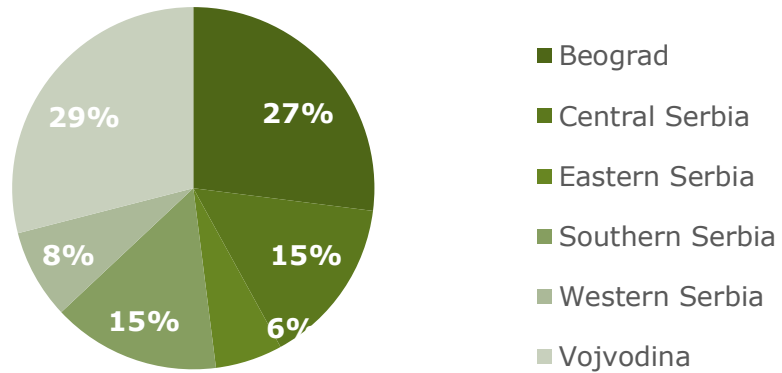
Serbia

panel size: 25,000

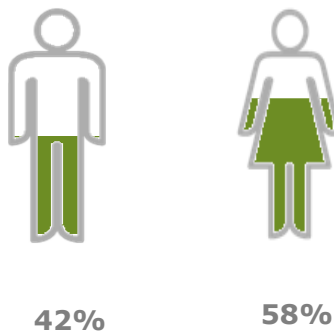
age



regions



gender

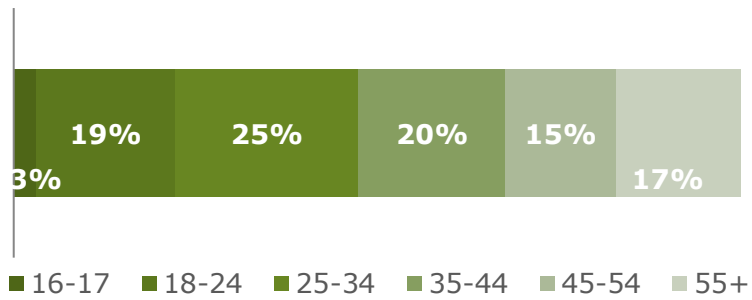




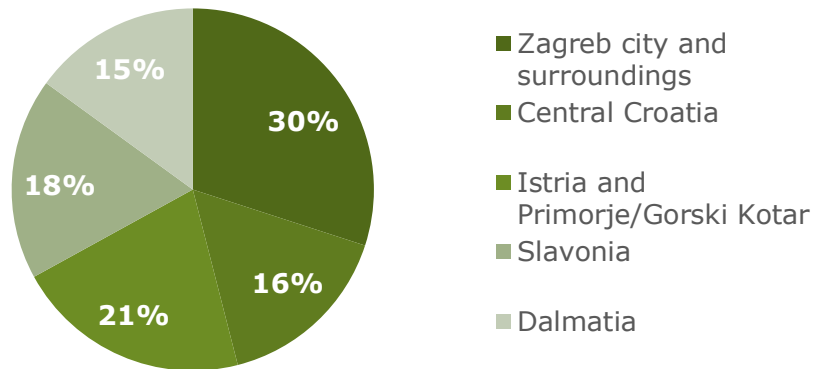
Croatia

panel size: 16,000

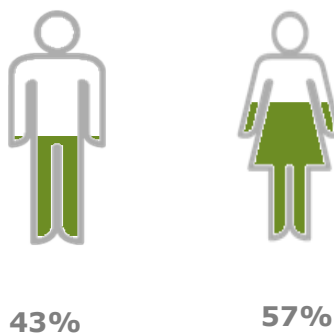
age



regions



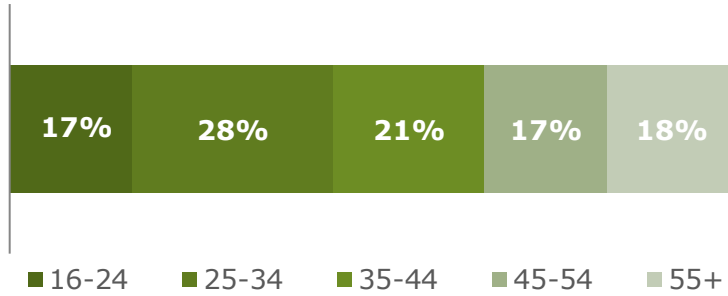
gender



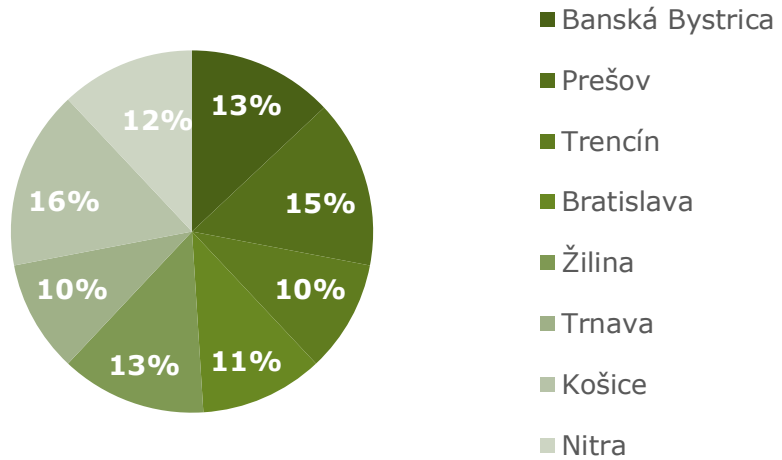


Slovakia

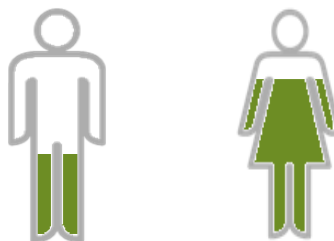
panel size: 15,000



age



regions



gender

34%

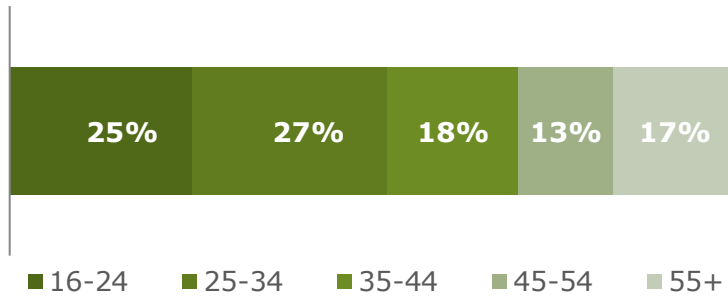
66%



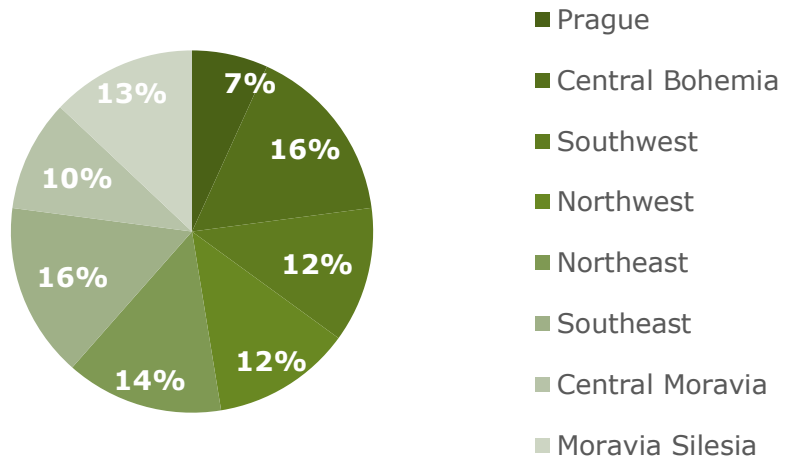
Czech Republic

panel size: 34,000

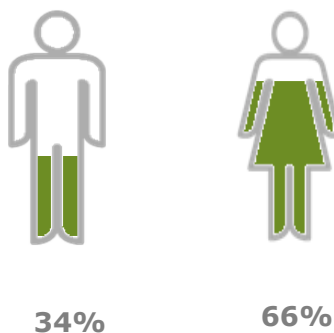
age



regions



gender

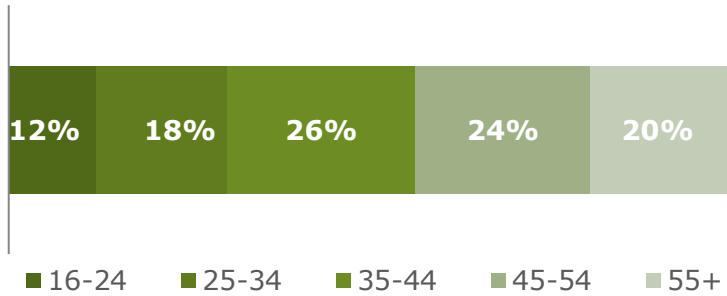




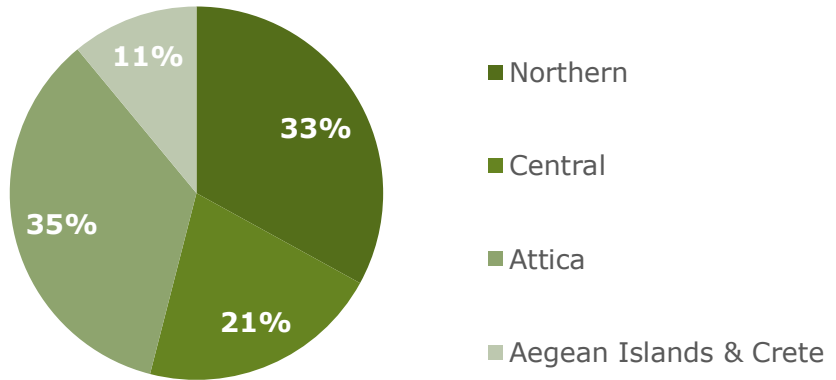
Greece

panel size: 17,000

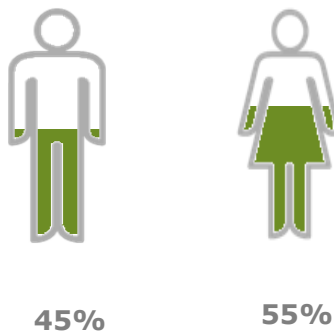
age



regions



gender

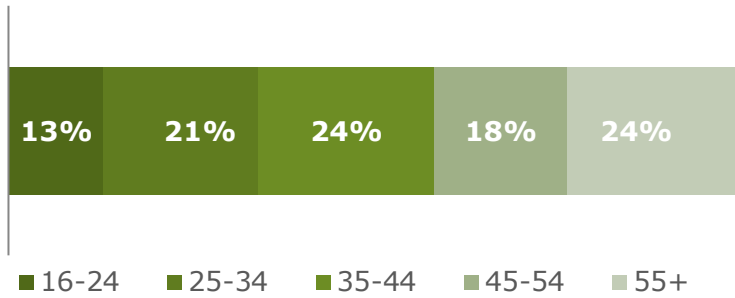




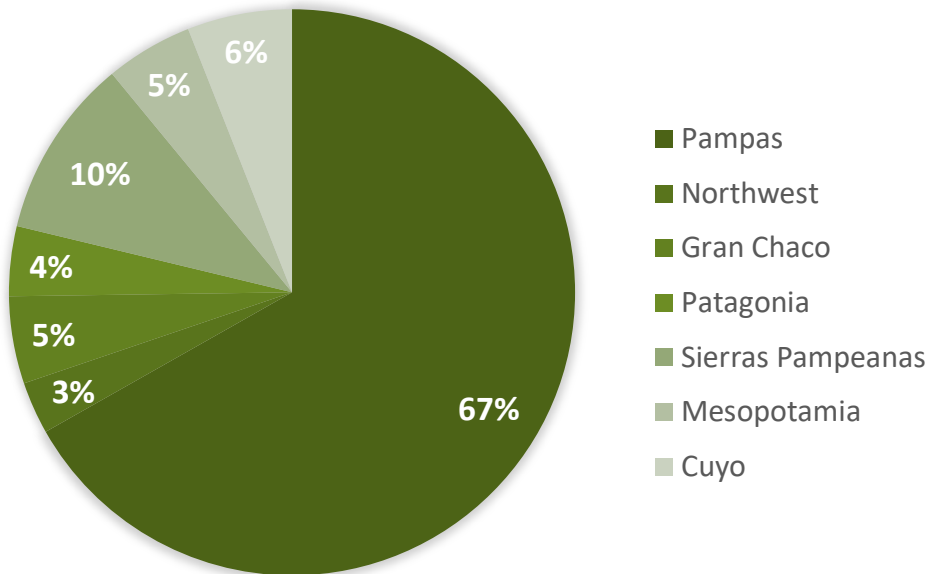
Argentina

panel size: 33,000

age



regions



gender



54%



46%

our clients

We carefully analyze our client's satisfaction level and we are proud to be the main supplier for most of them.

90% returning clients

74% grew their business with us

57% worked with us in more than one country

1.4 Million euros turnover in 2021

KANTAR

 InSites Consulting
taking research forward

 Ipsos

 quantix
marketing insights

 wisemetry

mercuryresearch 

 Toluna
In touch with people

 dynata™

KANTAR TNS.7

 emi
RESEARCH SOLUTIONS

KANTAR MEDIA

360insights

 n

SCORES GROUP | Solution for Cooperative Researches

criticalmix

KANTAR Profiles Division

 Red Bull

 EXACT
right sights on insights

 AHA

 brand Berry
market research for business solutions

FACIT 

 Daedalus Online

we let our clients speak for us.



Our main focus is our customer's satisfaction. We are constantly improving our services in order to meet and exceed our customer's expectations in every possible way. So we can proudly say that our clients not only return to us but also spread the word through referrals.

"Once again we are impressed by the fast data collection for this project.

The positive attitude from the quotation stage to the data collection phase make us proud of you.

Thank you for being beside us and for making business together easily and with pleasure!"

Dalia Boghiu, Business Developer Director | Brand Guidance Commercial Lead & Kantar MarketPlace Champion, Kantar Romania

"Thanks a lot for a great and prompt cooperation. I hope to work with you again." **Hana Plosová, Senior Project leader, Kantar Czech Republic**

"Thank you very much for all your support! The experience of working with you was a good one and I wish to repeat it as often as possible." **Romulus Oprica, Strategic Growth Advisor | Senior Data Scientist | Managing Partner, BrandBerry**

"Thank you for all your work on this project! You are wonderfully professional and I really appreciated every single note and recommendation you had. It made the fieldwork tons easier." **Petra Megan, Project Management Executive | Operations, Kantar Czech Republic**

*"I appreciate that you are prompt, fair, you have well qualified panels (for us it was useful to target the cities because we have clients interested in very localized projects), the quality of the respondents is good (we even made segmentations on the Cluj city sample which came half from our panel and half from your Romanian panel; If the respondents had given poor quality answers the segmentation wouldn't have been possible)." **Ingrid Lambriu, Marketing Director, Mercury Research***



contact us



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