GK Critique Services
- Research is the creating new knowledge

GKC SERVICES

INTRODUCTION

➢ We have faith in research from base.

➢ We move/power the statistical surveying effort utilizing solid relational abilities and top to bottom information on review programming and task the executives.

➢ GKC Services is overseen by profoundly qualified proficient with industry skill.

➢ We picked an imaginative methodology towards statistical surveying, working in giving modified client solutions.

➢ We at GKC Services are energetic and resolved to scale new statures in the field of statistical surveying.

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Board Profiling Attributes

Computer and Video Gaming

Hobbies and Interests

Parent and Child

Automobile

Occupation

Pet Owners

Household

Media

Food and Beverages

Electronics

Education
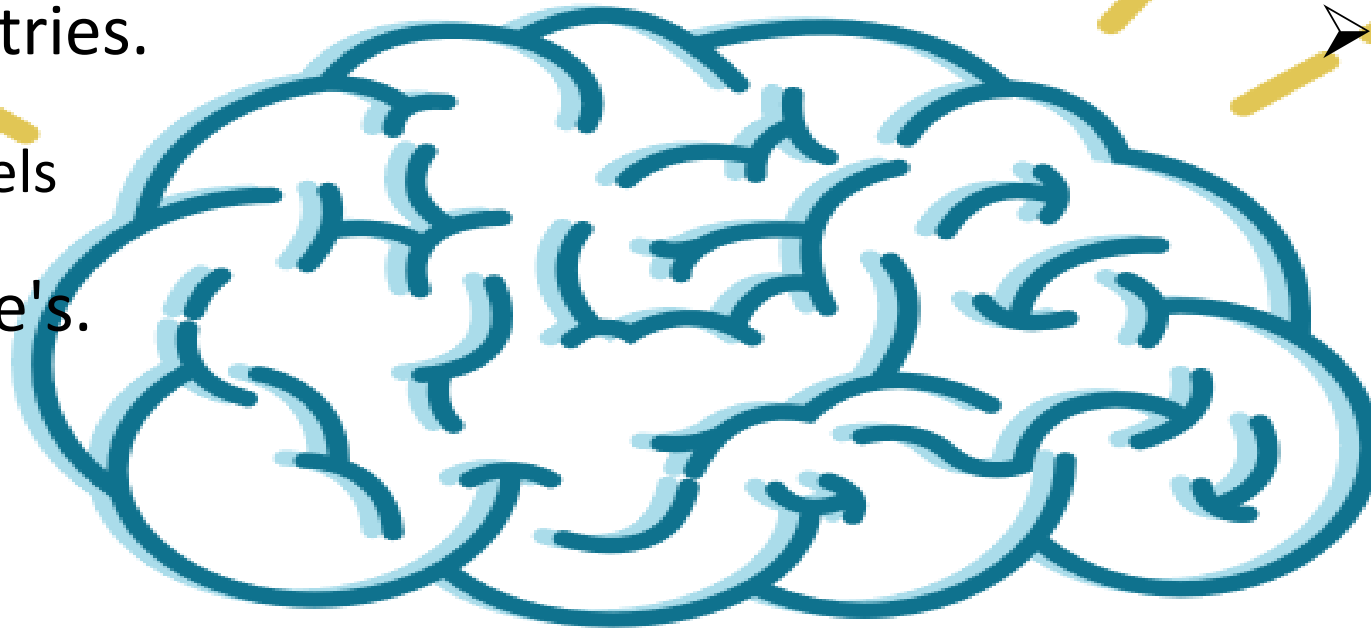
Healthcare Consumers

Ethnicity

Travel

Doctors

B2BAudience

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Panel Profiling Attributes

- GKC services is a think-tank that led online subjective exploration, built up all around presumed research establishments, directed blended mode investigates (online + offline)

- We set out to challenge new approach in the market.

- We offer sensible venture cost to seek after the incentive for money

- We offer best quality with moderate costs

- Through 0.74 million active panels through which we pre-secure the data points of target respondents.

- We have serviced our minds to flexibly cope up with customer needs along with keeping principles and guidelines of the company

GKC services (online Research Panels) Quick Facts

➢ 1.24 million active members

➢ Across 27 countries.

➢ 21 specialist panels

➢ Survey software's.

➢ Pure market research and consultancy services

➢ Consumer opinion open communities.

➢ Survey scripting advertise.

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GKC services follows the most rigid quality arrangements in the business.

Bounce back email and duplicates are checked every day.

Duplicates are also checked during and after the registration process.

Panellist with inconsistent responses are removed.

Regular checks with the registration data.

Unresponsive Panellist are purged on weekly basis.

Panellist regularly encouraged to update their profiles.

GK Critique Services

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

Ailments and Health Conditions

- Allergy/Asthma/Respiratory
- Arthritis/Joint Ailments
- Autoimmune/Blood
- Cancer
- Cardiovascular/Heart
- Diabetes/Thyroid/Obesity
- Gastric/Digestive/Urinary
- Male/Female Health
- Mental Health
- Neurologic/Nervous
- Pain
- Skin/Dermatologic
- Sleep Disorders
- Vision/Hearing Impairments

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)

Marketing Research Power

✦Based in the largest online research panel infra, GK critiques 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.**

International Panel Reach - Breakdown

EUROPE					
Austria	Belgium	Bulgaria	Czech Republic	Denmark	Estonia
12,916	40,761	3,467	77,346	147,437	7,118
Finland	France	Germany	Greece	Hungary	Ireland
269,291	288,192	374,993	42,887	17,392	27,897
Italy	Latvia	Lithuania	Netherlands	Norway	Poland
12,198	22,497	2,776	50,416	70,529	238,792
Portugal	Romania	Russia	Slovakia	Spain	Sweden
191,433	98,212	2,071,395	18,584	182,140	431,975
Switzerland	Turkey	UK	Ukraine		
24,461	249,848	701,129	270,914		

Contact us

Contact : +91 9599626058

**   : +91 9315739301**

Mail: -
gkcrtitiqueservices@gmail.com
connect@gkcritiques.com
bids@gkcritiques.com

Website www.gkcritiques.com

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