

## Online & Offline Sample Panels

Our international business and consumer online & offline sample panels are truly unique, with access to over 60,000,000 people worldwide!

### Online and offline sample panel benefits:

- Immediate access
- Businesses, consumers & patients
- Fast, accurate results
- Across all industry sectors
- Single or multi-country
- Expert project management

Our **DBS Global Business File** totals some **12,518,000 corporate and healthcare organisations**. The data, collected via statutory bodies, government departments and online purchasers and subscriptions, allows access to quality researched prospect data from around the World. Trading addresses, telephone numbers, size and industry indicators will help you to penetrate any international market by specific job titles and functions.

This tele-researched enriched file identifies the most senior decision makers in the top Global companies, such as MD's, CEO's and other C-suite executives as well as decision makers covering every key line of business such as IT, Finance, Marketing, Facilities, Sales, Communications and HR.



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## Example DBS Global Business File Variables:

- Age & gender
- Geography
- Line of business
- Job function / title
- Remuneration
- Turnover & profitability
- Location type – head office/single site/branch
- Number of employees
- SIC Codes
- Numbers of PC's
- Intranets / internets
- Software
- Hardware
- IT Spend

## The DBS Global LifeBase is searchable by a multitude of variables including:

- Age
- Gender
- Occupation
- Geography
- Income
- Marital Status
- Household income
- Investments
- House value
- Nationality / ethnicity
- Children: number & age
- Property type
- High / low income
- Employed / self-employed
- Retired / not working / student
- Hobbies & interests
- Home workers
- Car make / model
- Motorcycle owners
- Charitable interests
- Patients by therapy area
- Mobile phone network
- Business flyers
- Foreign travel
- Credit cards by type
- Online buyers

