



An actively managed panel of Macromill South East Asia

January 2021

Panel Information

About Us



Macromill South East Asia is a part of Macromill Group company in Japan, we provides online and offline marketing research solutions and panel supply services in Southeast Asia, with office in Vietnam, Indonesia, and Thailand.

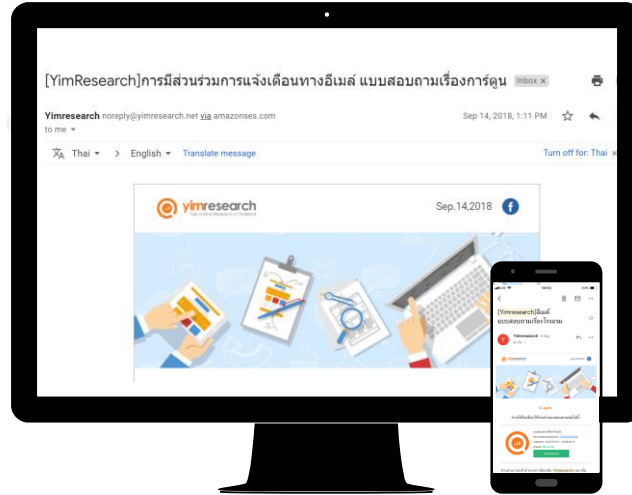


Yimresearch is the proprietary panel of Macromill South East Asia. Established since August 2014, Yimresearch panel has reached the number of 230,000 qualified members in December 2018 and growing continuously.

This document of panel attributes is for Market Research companies and business professionals' reference.

Participation Channels

There are 3 ways that panelists are able to access the survey which are login to our local site, click on the survey link that sent to their emails or notification in our mobile apps



Website

<https://yimresearch.net/public/>



E-mail



Mobile App

Panel Quality Management

Quality is our top concern, therefore, we strictly manage our Panel in every stage from registration to survey responding:



System Censoring

automatic checking through periodic trap, logic and reverse questions.



Personnel Censoring

manually check register information of sole member, survey results and other activities on panel.



Register

- ✓ Personal account at Yimresearch site is mandatory
- ✓ Basic profile confirming is required with activate link through email
- ✓ Unique mobile phone number is required
- ✓ Suspicious information is censored by direct contact through mobile phones
- ✓ Personal ID card is requested for verified members



Survey participating

- ✓ Fraudulent respondents are identified by TRAP questions in our common survey
- ✓ Bad responses, speeders are checked through data cleaning
- ✓ Logic and questionnaire flow will be reviewed based on respondents' answer
- ✓ IP duplication check
- ✓ Data input verification 30% from collected by call

Panel Quality Management



Incentives exchange

- ✓ Members are called directly to check for ineligibility at visualized points exchange time
- ✓ Unreal members will be “Blacklisted”
- ✓ Several studies without incentives are also conducted



Member status validation

- ✓ Members are asked to update profile every 6 months
- ✓ Members who do not login or take part in any surveys for 200 days would be changed status into "Inactive"
- ✓ “Blacklisted” members will be deleted from system after 3 months



Privacy Protection

We ensure protecting personal information of our online panelist as standardize by ESOMAR international ethic code of conduct and Greenbook Association

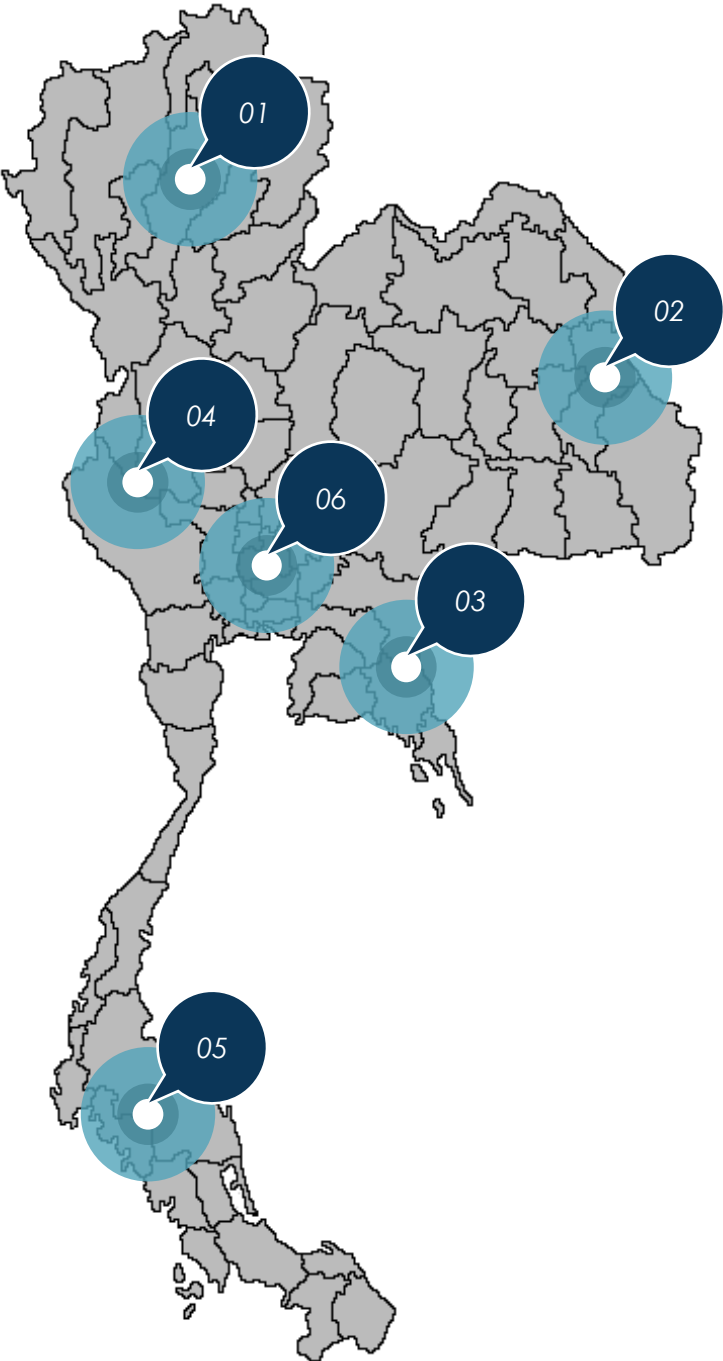
Panel Attribute

Panelists nationwide

538,368

January 2021

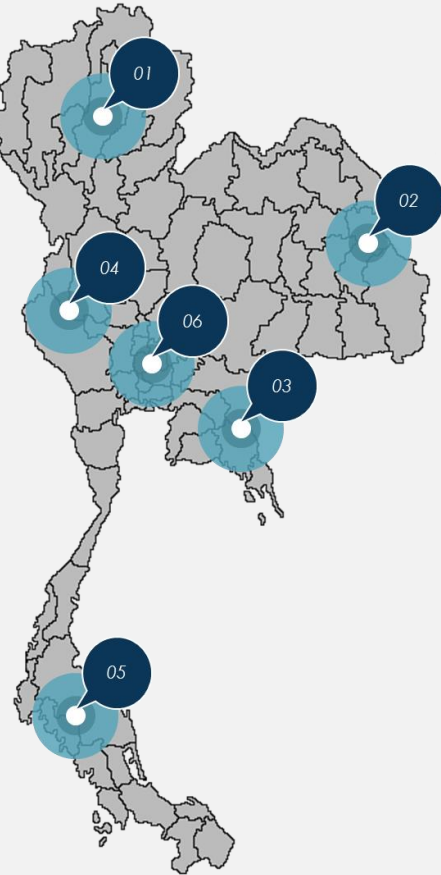
- 01 North Region 10.2%
- 02 North East Region 23.7%
- 03 East Region 9.4%
- 04 West Region 4.4%
- 05 South Region 13.2%
- 06 Central Region 39.1%



Panelists nationwide

538,368

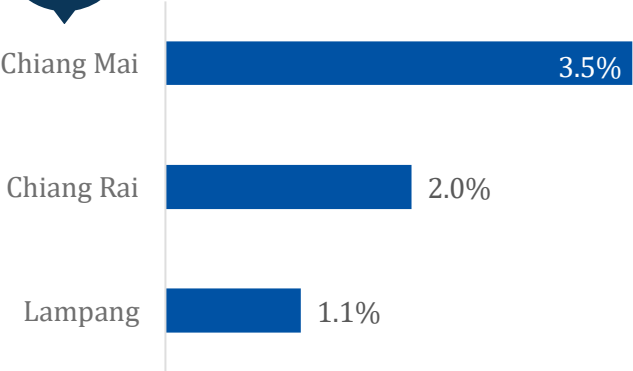
January 2021



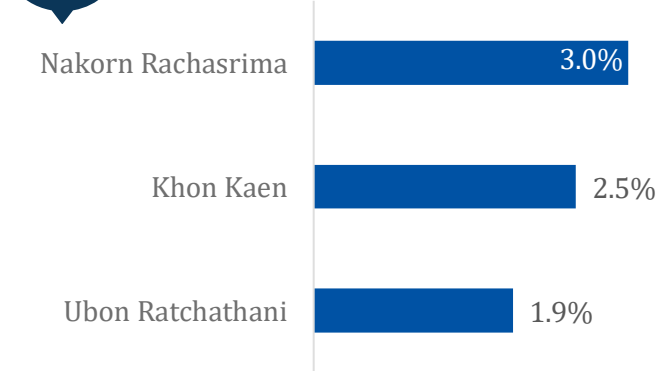
Yimresearch Panel

The Thai panel by provinces

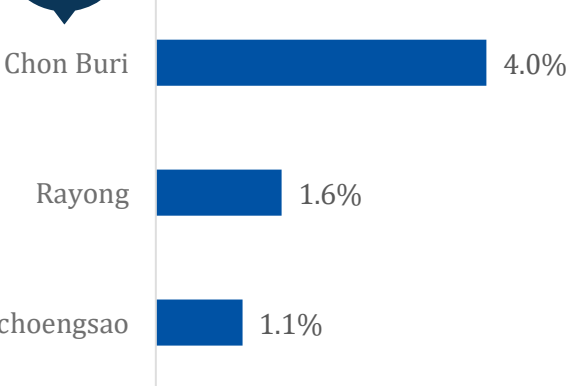
01 North Region: 10 provinces



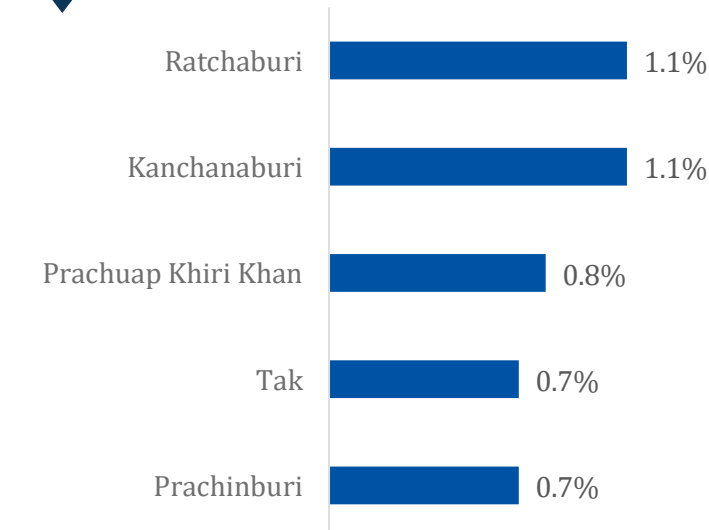
02 North East Region: 20 provinces



03 East Region: 7 provinces



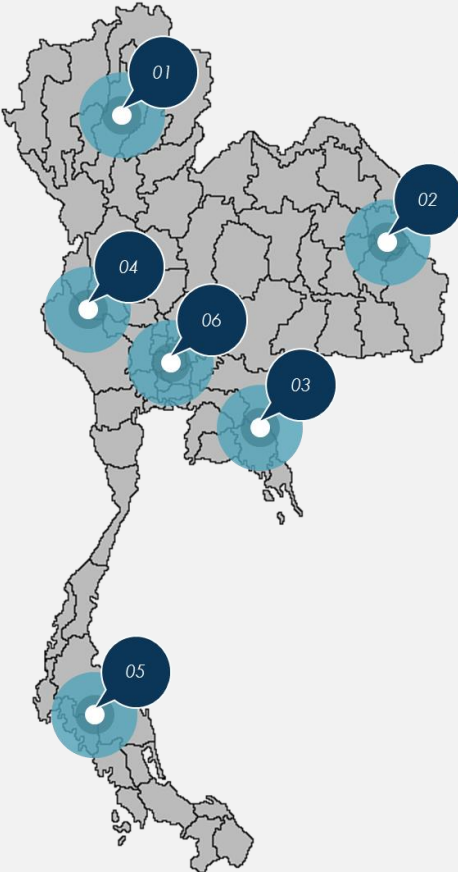
04 West Region: 5 provinces



Panelists nationwide

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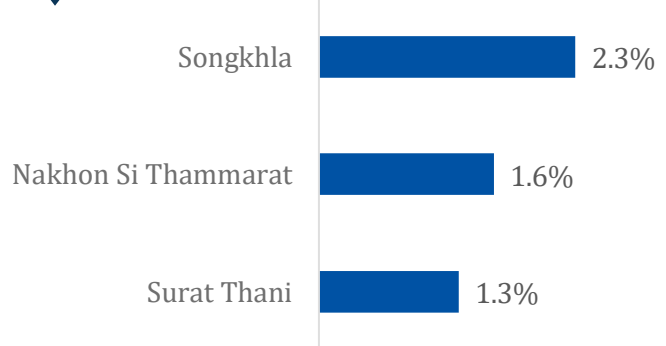
January 2021



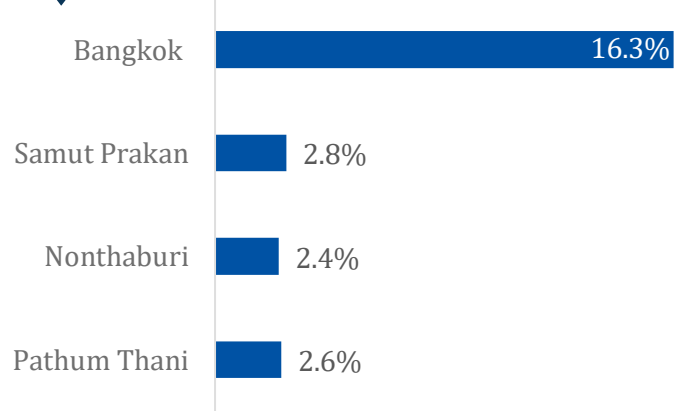
■ Yimresearch Panel

The Thai panel by provinces

05 South Region: 14 provinces



06 Central Region: 21 provinces



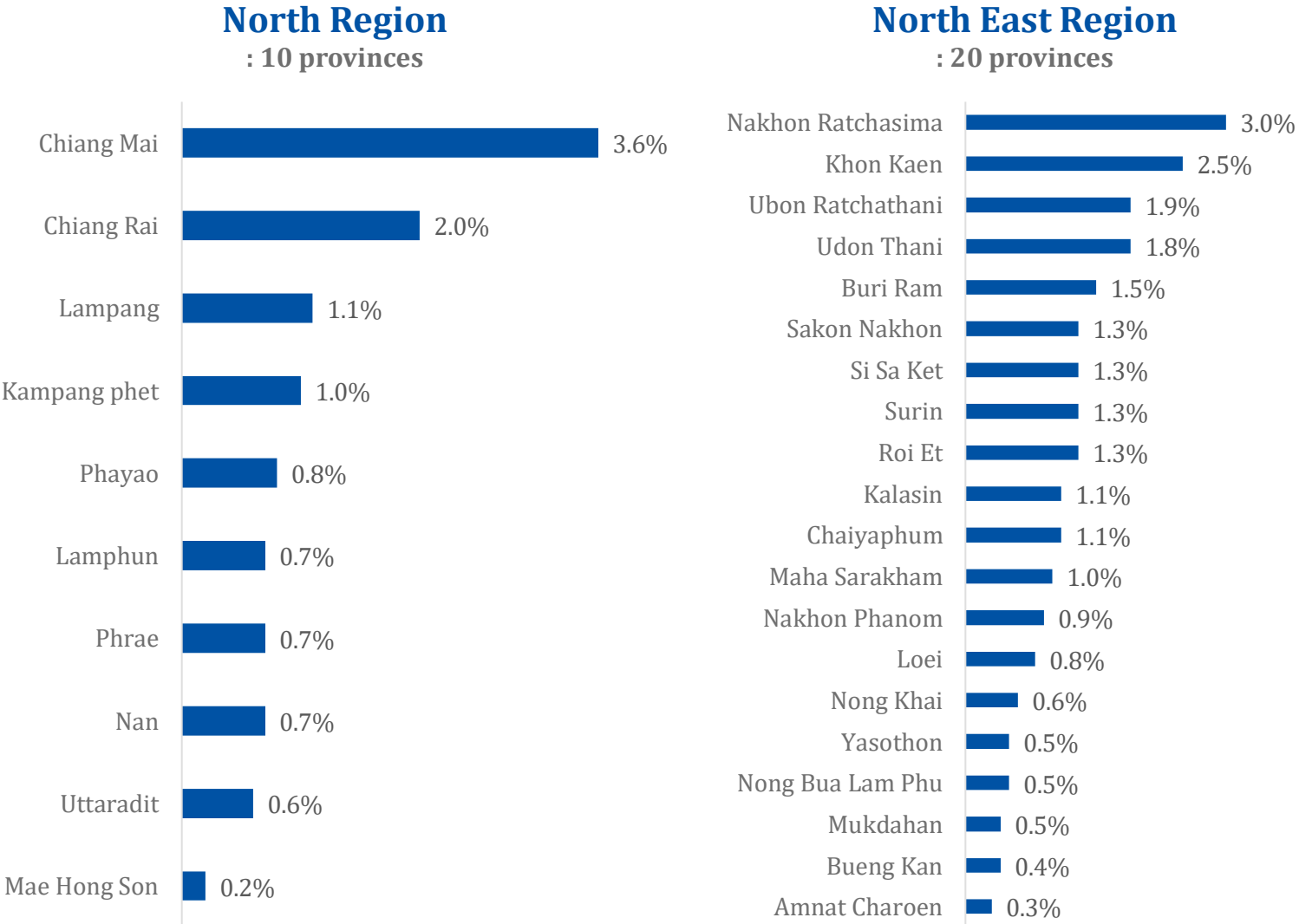
Panelists nationwide

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January 2021

■ Yimresearch Panel

The Thai panel by provinces



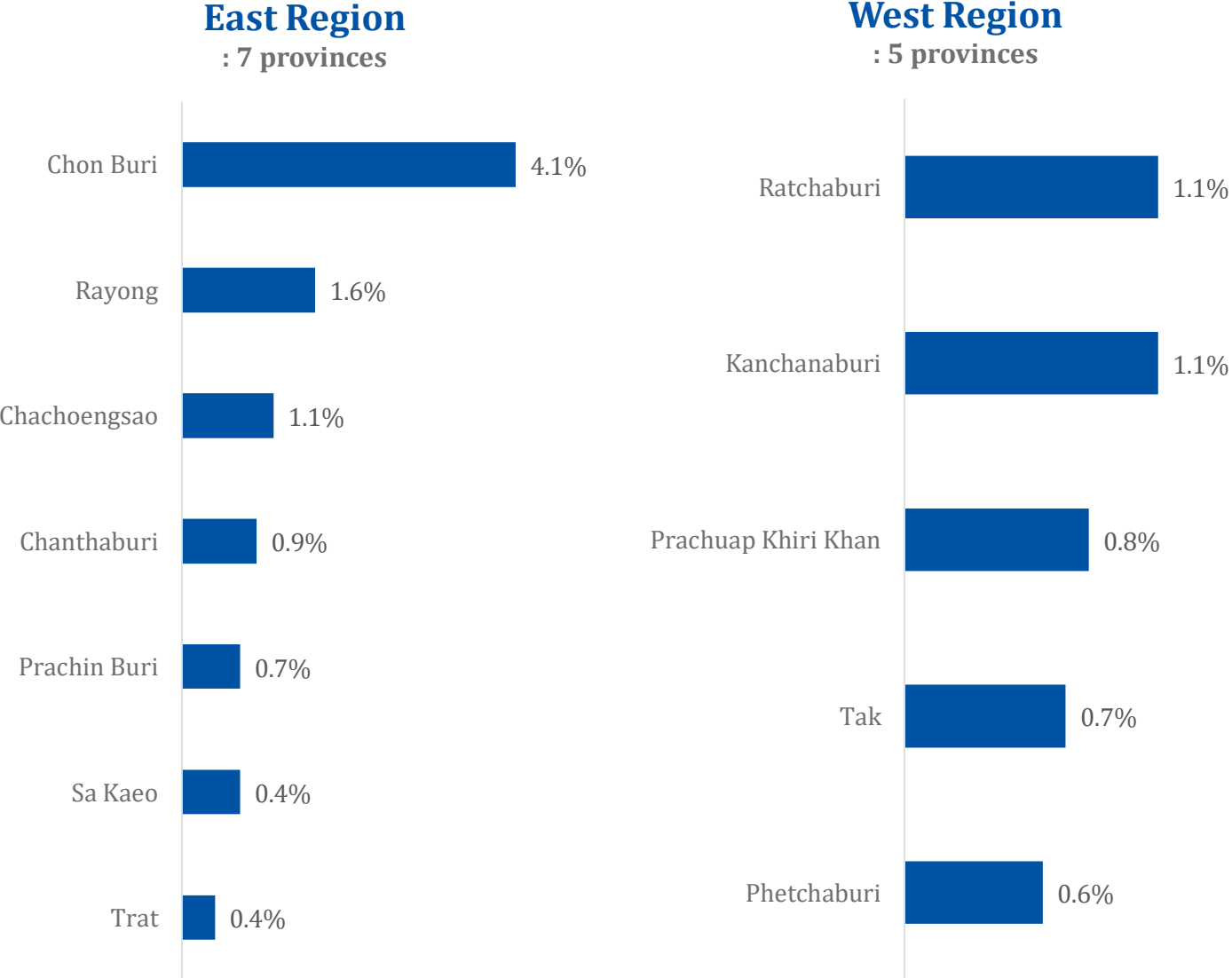
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January 2021

■ Yimresearch Panel

The Thai panel by provinces



Panelists nationwide

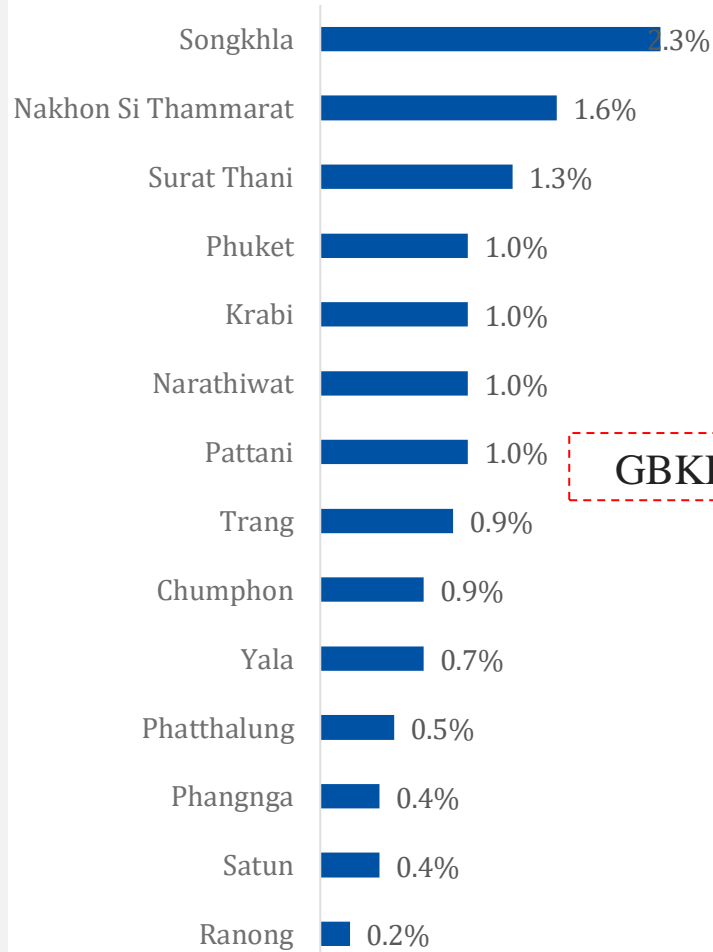
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January 2021

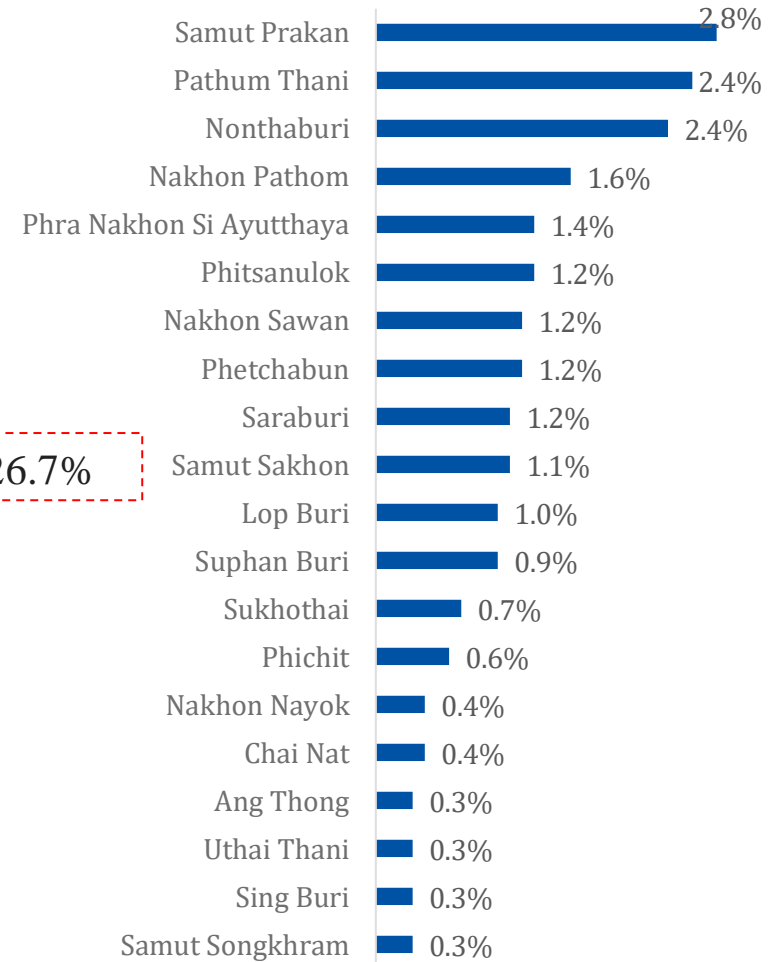
■ Yimresearch Panel

The Thai panel by provinces

South Region : 14 provinces



Central Region : 21 provinces



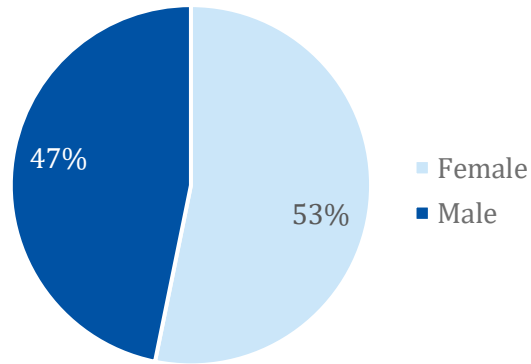
GBKK 26.7%

Panelists nationwide

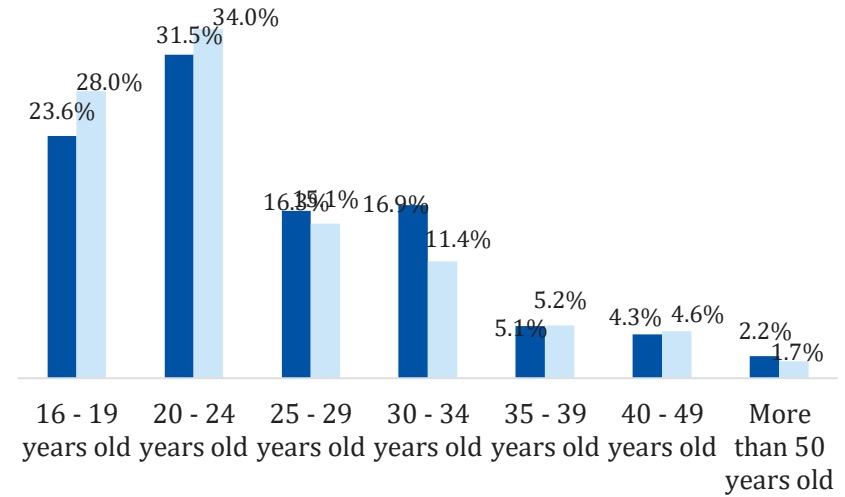
538,368

January 2021

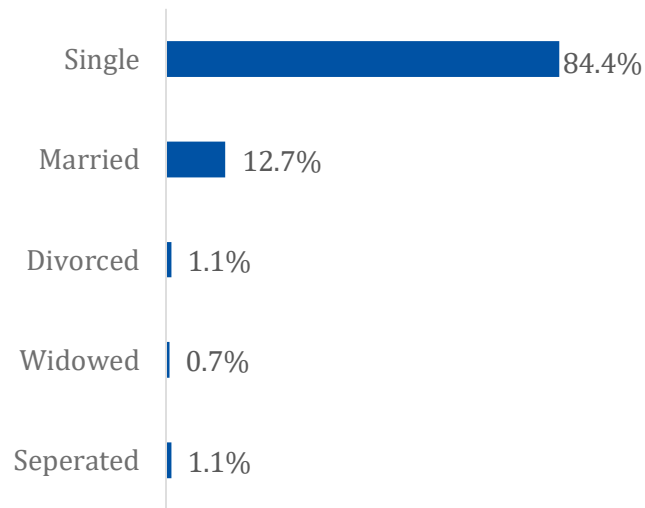
Gender



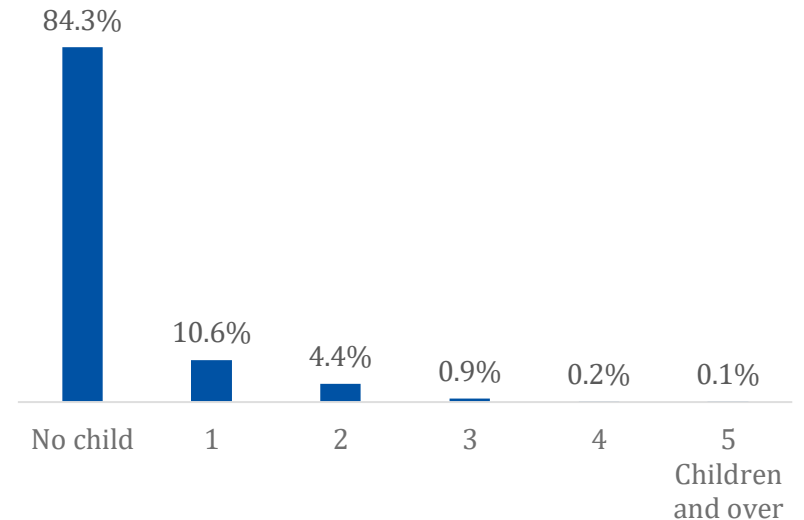
Age



Marital status



Children status

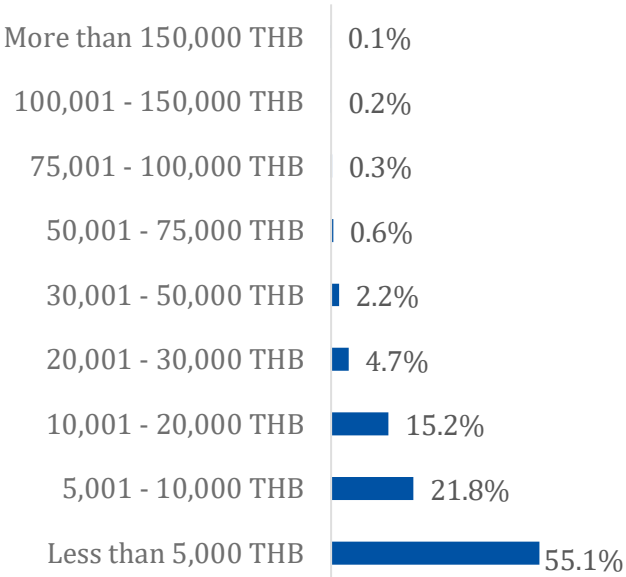


Panelists nationwide

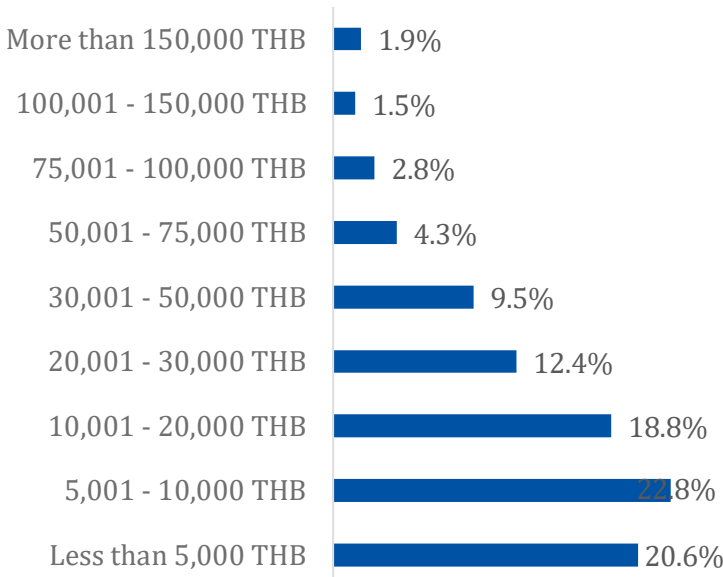
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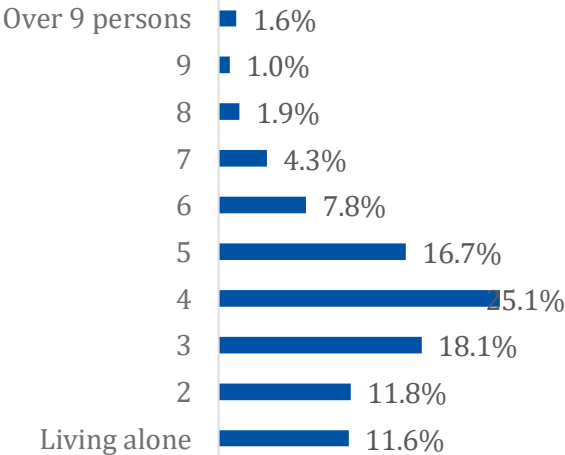
Monthly Individual income



Monthly household income



Household member



Innovative insights for all

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