

2024

Panel Book



Introduction

The majority of internet usage is contained within mobile apps, and HLDT puts those users in the hands of researchers. HLDT not only offers a new way of accessing respondents, HLDT gives researchers access to the 95% of respondents who have not been recruitable by traditional email panels.

HLDT uses technology to unlock this population in a scalable way, integrating with thousands of apps to reach millions of unique respondents each month. Unlike a mobile panel or rewards app, HLDT finds respondents where they are — in the app or game they already use — providing them with relevant rewards for their time in the form of virtual currency.

Beyond reach, this approach provides industry leading quality. In addition to behavioral scoring, device fingerprinting and other industry standard controls, programmatic fraud is minimized by accessing mobile Ad ID for identity and rewarding through user-specific virtual currency that can't be converted to real world currency. HLDT consistently performs in the top tier in all 3rd party quality benchmarking studies.



Methodology



Users from popular mobile apps and web applications see HLDLT survey offers and opt-in to complete an offer in exchange for virtual rewards in that application.



Before being allowed to enter a survey, users are required to answer a set of profiling questions, in addition to passing other quality checks including blacklist, IP and trap questions.



Users who pass all quality checks are directed into an appropriate survey in real-time.



Users are rewarded with virtual rewards once the survey is successfully completed.

25million Everyday Users
not professional panelists

Across **26** Major Markets

Quality

Respondents complete a demographic screening survey with trap questions at the beginning of every session, ensuring profile freshness and attentiveness.



We ensure your survey is only completed by unique respondents through a digital fingerprint of their mobile Ad ID, IP address, browser cookies and other characteristics.



We actively analyze our network of respondents to eliminate any suspicious IP addresses - proxies, server farms, or other abnormalities.



Our users are continuously asked questions that allow us to analyze their consistency and attentiveness.

Quality control measures:



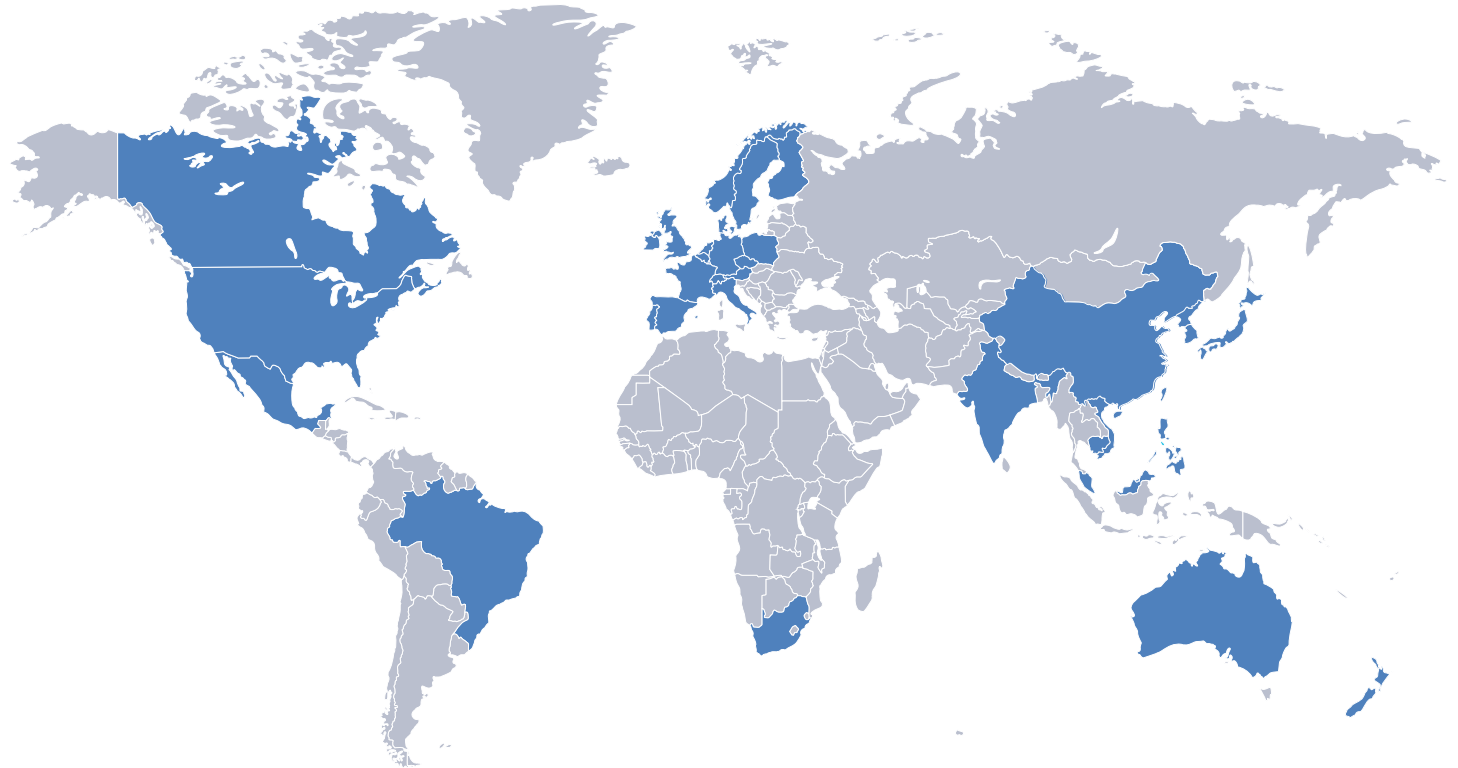
In our survey panel, we have taken a number of strict quality control measures to ensure the accuracy and reliability of the data. Cymbal Data Protection and Privacy

We attach great importance to the interviewees' right to privacy, strictly abide by relevant laws and regulations, and ensure the security and confidentiality of all personal information.



Global Reach

COUNTRY	PANEL SIZE	MONTHLY ACTIVE
United States	7M	1M
Great Britain	507K	73K
Brazil	400K	58K
France	455K	88K
India	440K	84K
Canada	375K	51K
Germany	335K	43K
Mexico	300K	51K
Australia	214K	33K
Italy	165K	29K
Spain	157K	27K
Philippines	100K	18K
China	94K	13K
South Korea	60K	10K
South Africa	55K	8K
Japan	37K	4K
Netherlands	28K	6k
Poland	29K	5K
Singapore	18K	5K
New Zealand	21K	5K
Sweden	21K	3K
Denmark	13K	2K
Norway	11K	2K
Finland	8K	2K
Hong Kong	7K	1K



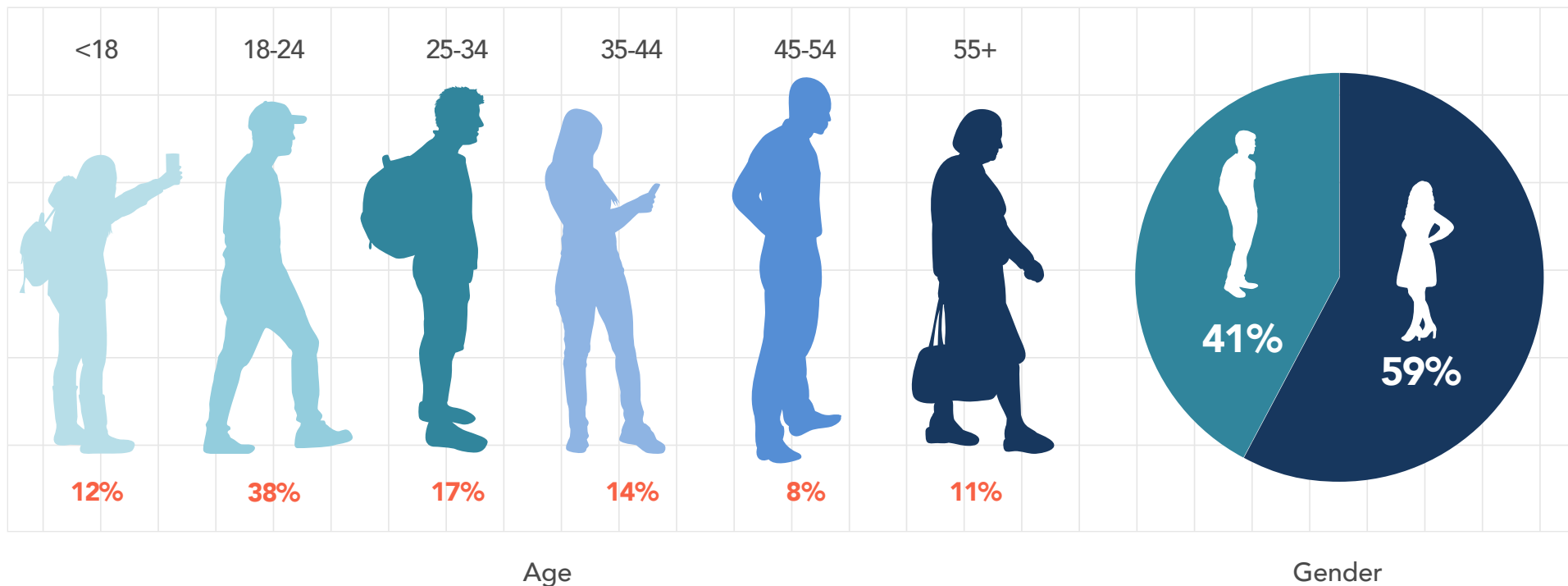
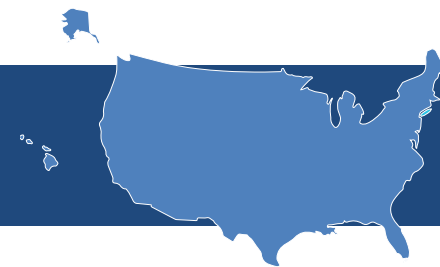
10.85m+

Global Panels Size

1.67m+

Active Monthly Consumers

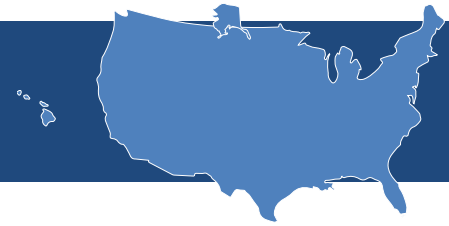
Panel Demographics: USA



Ethnicity	
White	50%
Black, or African American	23%
American Indian or Alaska Native	3%
Asian	5%
Pacific Islander	2%
Some other race	8%
Prefer not to answer	9%

Household Income					
Less than \$10,000	34%	\$50,000 to \$59,999	4%	\$100,000 to \$149,999	4%
\$10,000 to \$19,999	12%	\$60,000 to \$69,999	3%	\$150,000 to \$199,999	2%
\$20,000 to \$29,999	8%	\$70,000 to \$79,999	3%	\$200,000 to \$249,999	1%
\$30,000 to \$39,999	7%	\$80,000 to \$89,999	2%	\$250,000 +	3%
\$40,000 to \$49,999	5%	\$90,000 to \$99,999	2%	Prefer not to answer	11%

Panel Demographics: USA



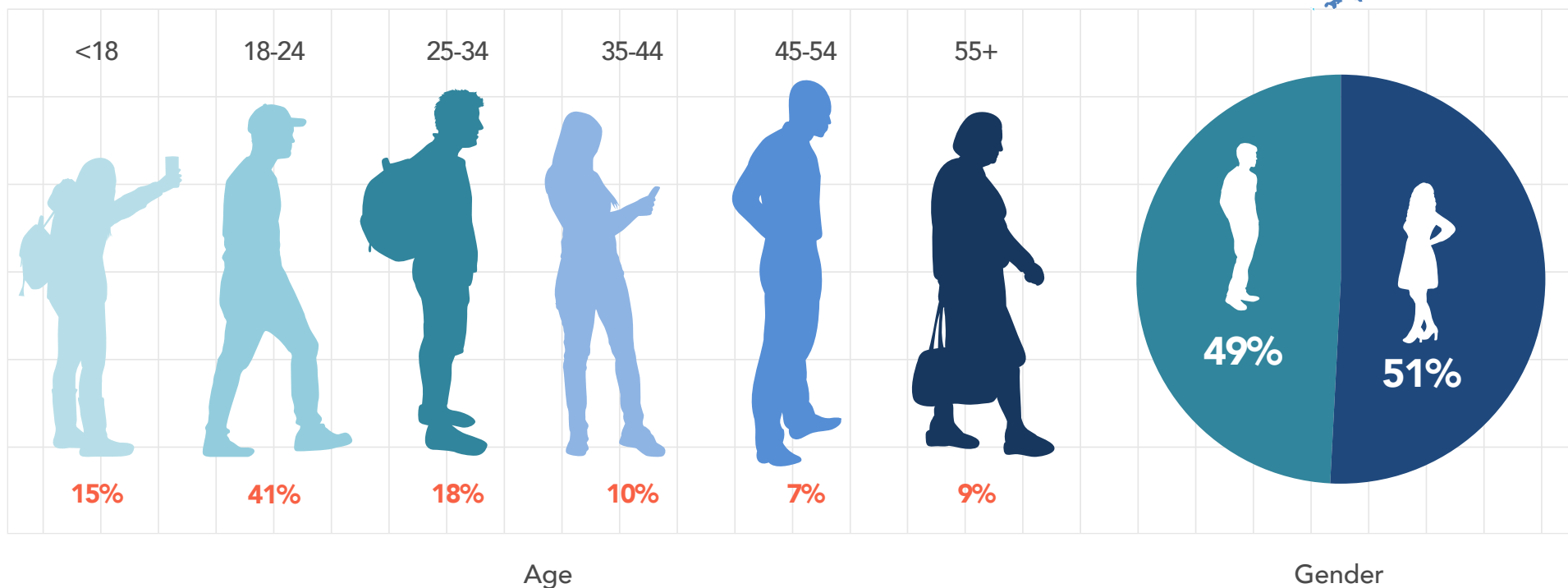
Education Level

Less than high school		16%
High school graduate		30%
Other post high school vocational training		5%
Some college - no degree		16%
Associates degree (AA, AS, AB)		8%
Bachelor's degree (BA, BS)		11%
Master's degree (MA, MS, MEng, MEd, MSW, MBA)		6%
Professional degree (MD, DDS, DVM, LLB, JD)		2%
Doctorate degree (PhD, EdD)		3%
None of the above		3%

Employment Status

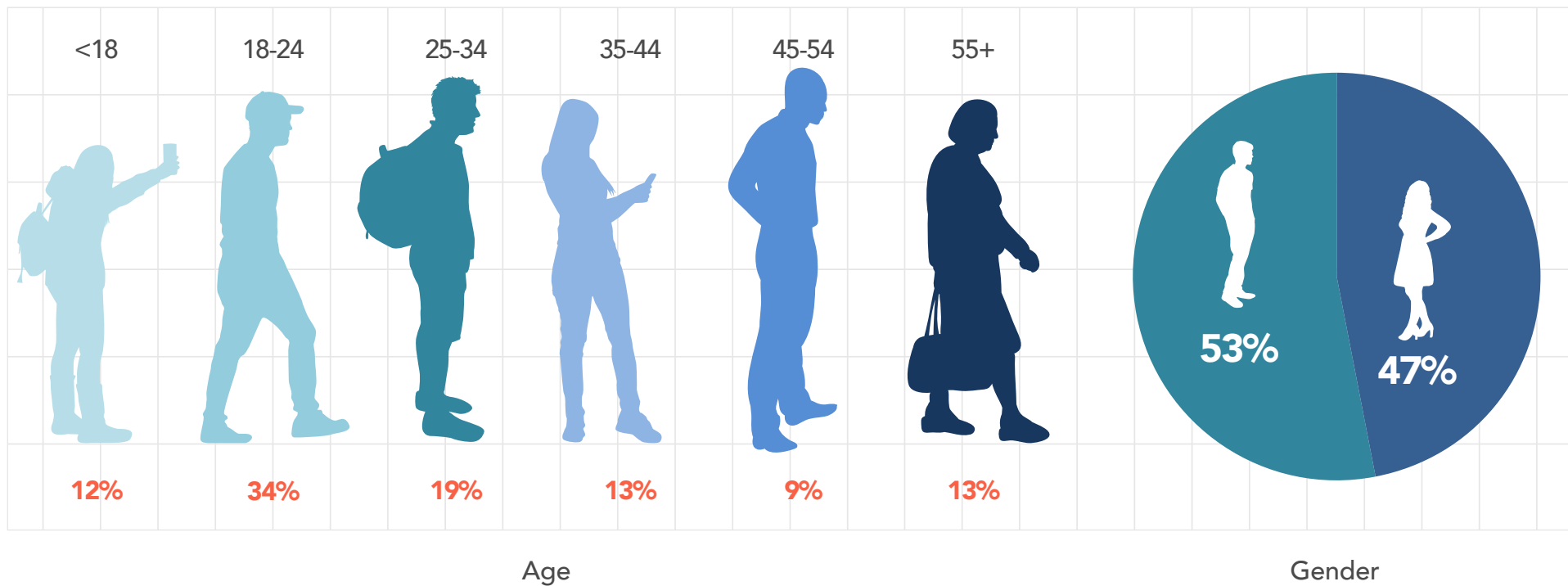
Employed full-time		32%
Employed part-time		14%
Self-employed full-time		5%
Self-employed part-time		4%
Temporarily unemployed		9%
Full-time homemaker		4%
Retired		5%
Student		14%
Disabled		5%
Prefer not to answer		8%

Panel Demographics: United Kingdom



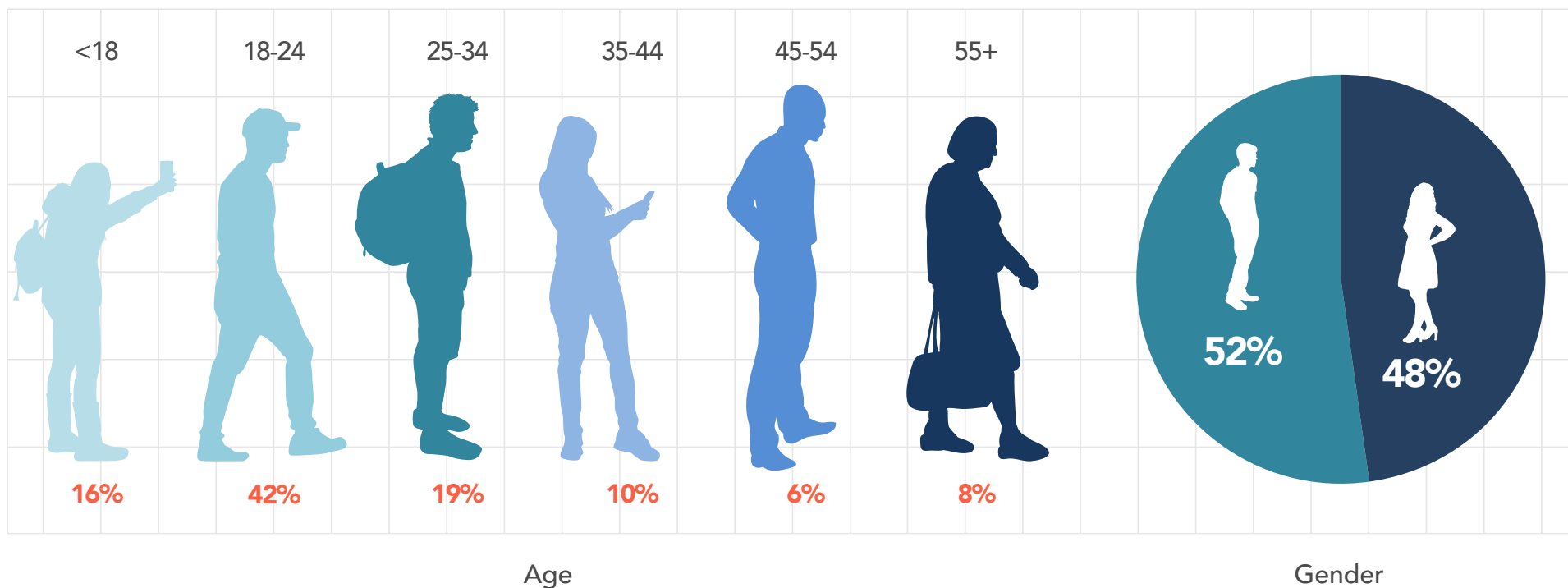
Household Income					
Less than \$15,000	27%	\$45,000 to \$59,999	6%	\$150,000 to \$174,999	1%
\$15,000 to \$24,999	21%	\$60,000 to \$84,999	4%	\$175,000 and above	3%
\$25,000 to \$34,999	12%	\$85,000 to \$124,999	3%	Prefer not to answer	14%
\$35,000 to \$44,999	8	\$125,000 to \$149,999	1%		

Panel Demographics: Canada



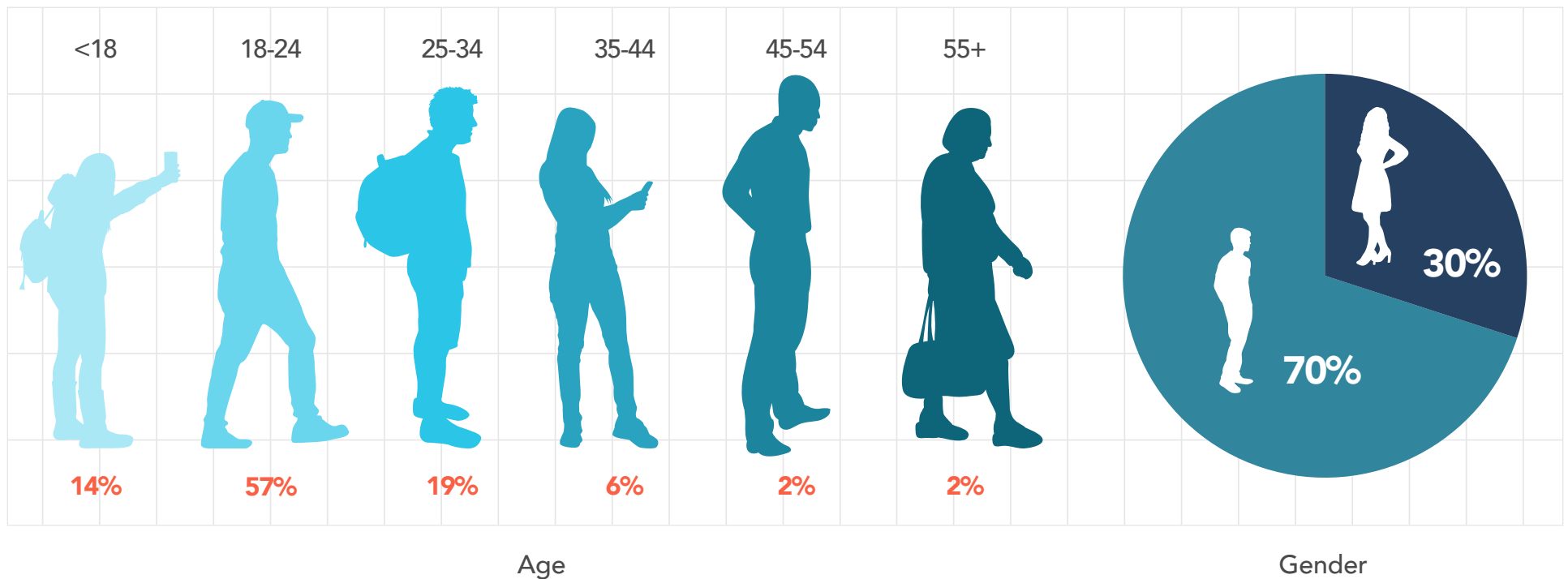
Household Income					
Less than C\$15,000	21%	C\$45,000 to C\$59,999	8%	C\$150,000 to C\$174,999	1%
C\$15,000 to C\$24,999	14%	C\$60,000 to C\$84,999	8%	C\$175,000 and above	4%
C\$25,000 to C\$34,999	9%	C\$85,000 to C\$124,999	8%	Prefer not to answer	16%
C\$35,000 to C\$44,999	7%	C\$125,000 to C\$149,999	2%		

Panel Demographics: Australia

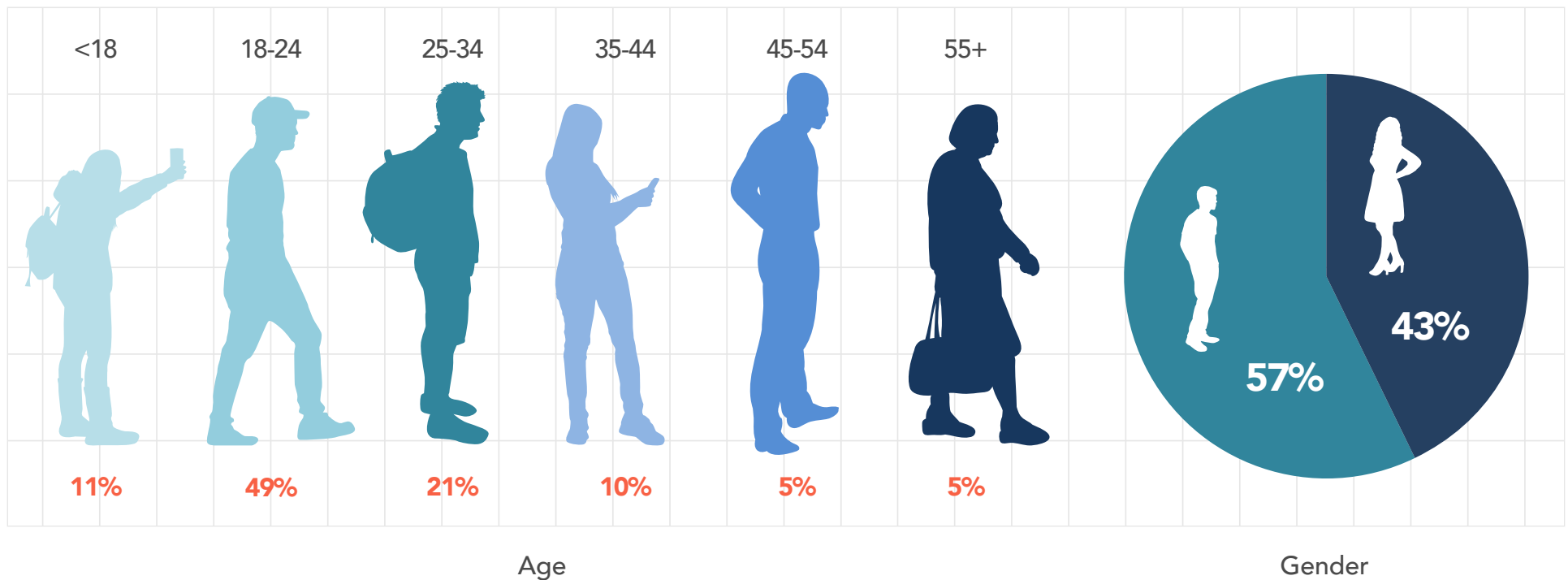


Household Income					
Less than A\$15,000	30%	A\$45,000 to A\$59,999	6%	A\$150,000 to A\$174,999	2%
A\$15,000 to A\$24,999	14%	A\$60,000 to A\$84,999	5%	A\$175,000 and above	5%
A\$25,000 to A\$34,999	7%	A\$85,000 to A\$124,999	6%	Prefer not to answer	18%
A\$35,000 to A\$44,999	5%	A\$125,000 to A\$149,999	2%		

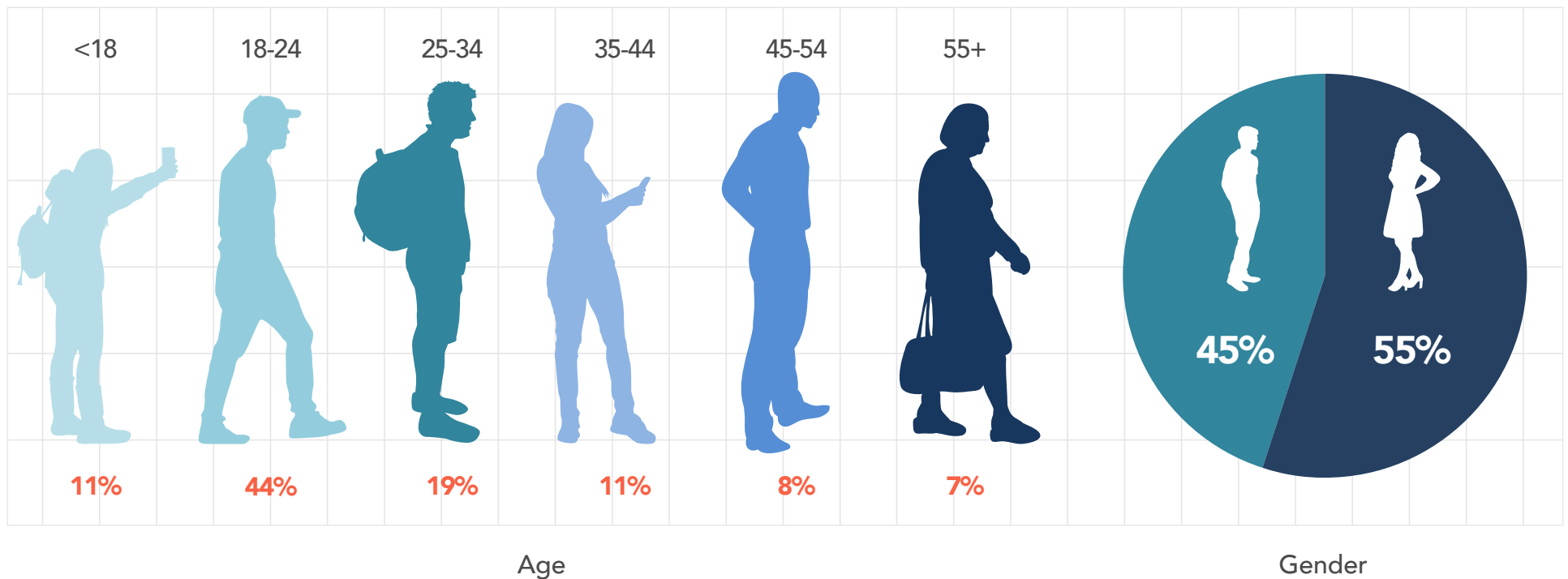
Panel Demographics: Mexico



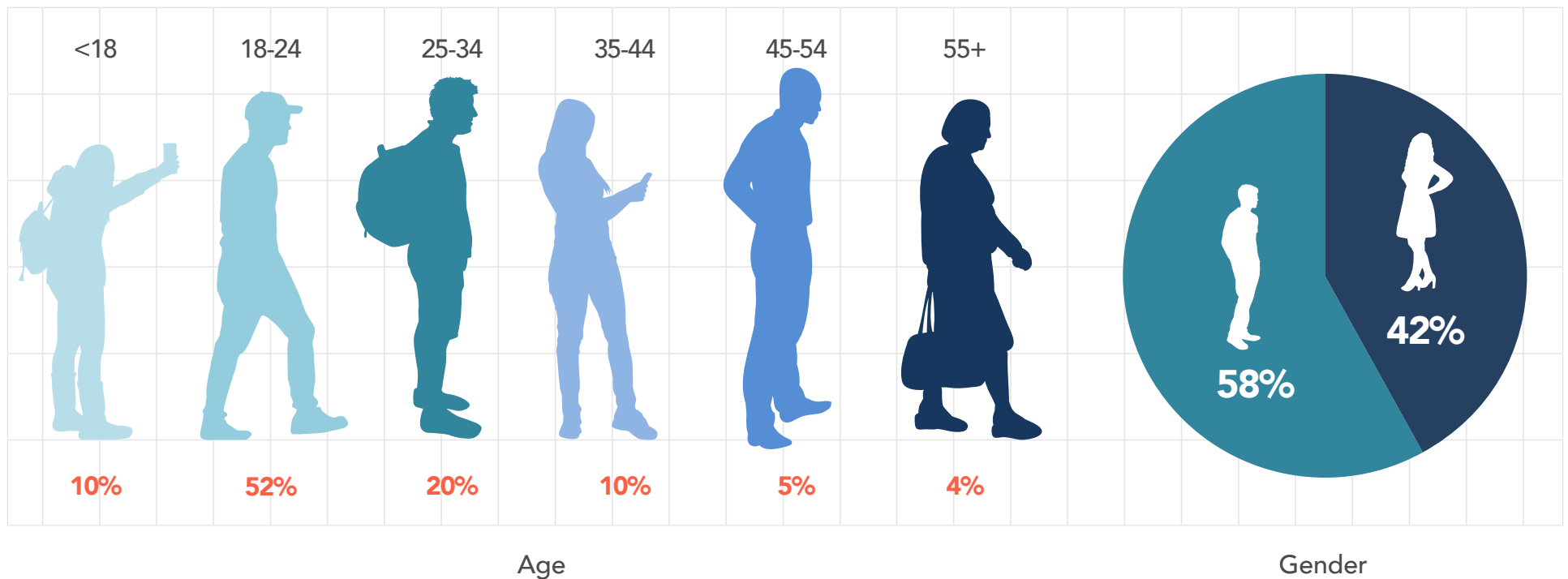
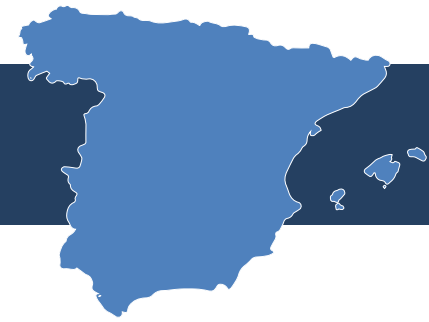
Panel Demographics: Germany



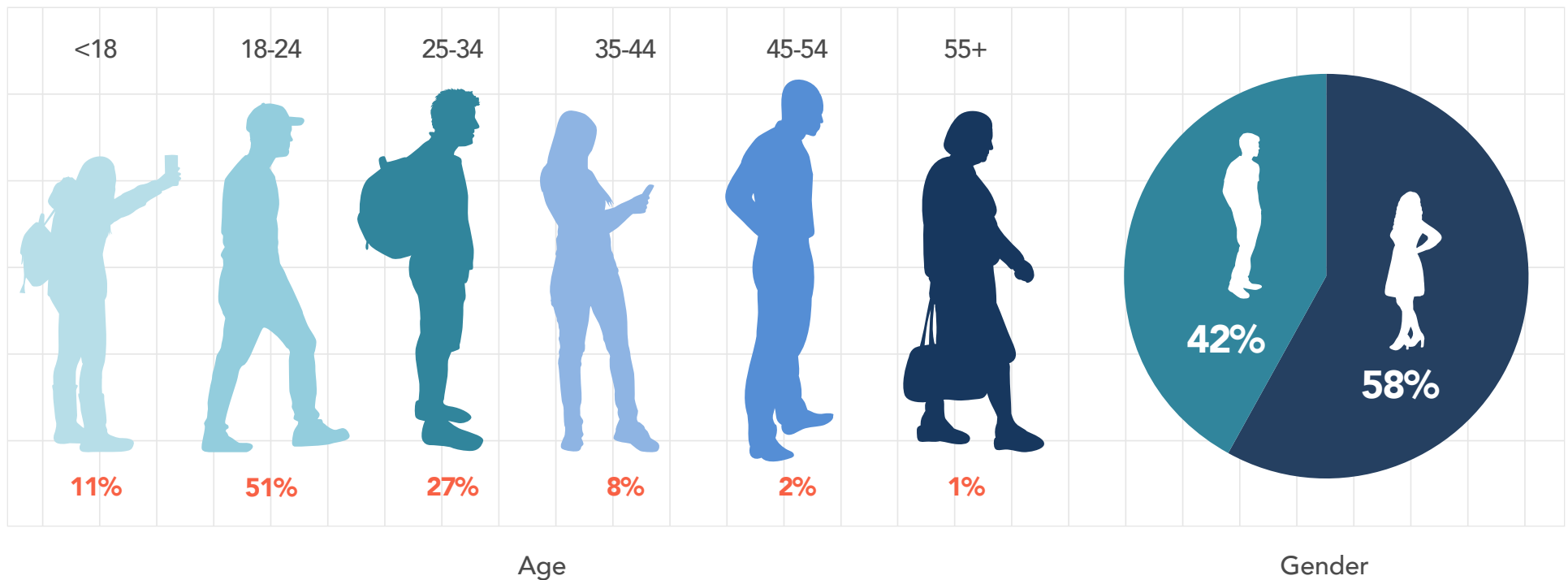
Panel Demographics: France



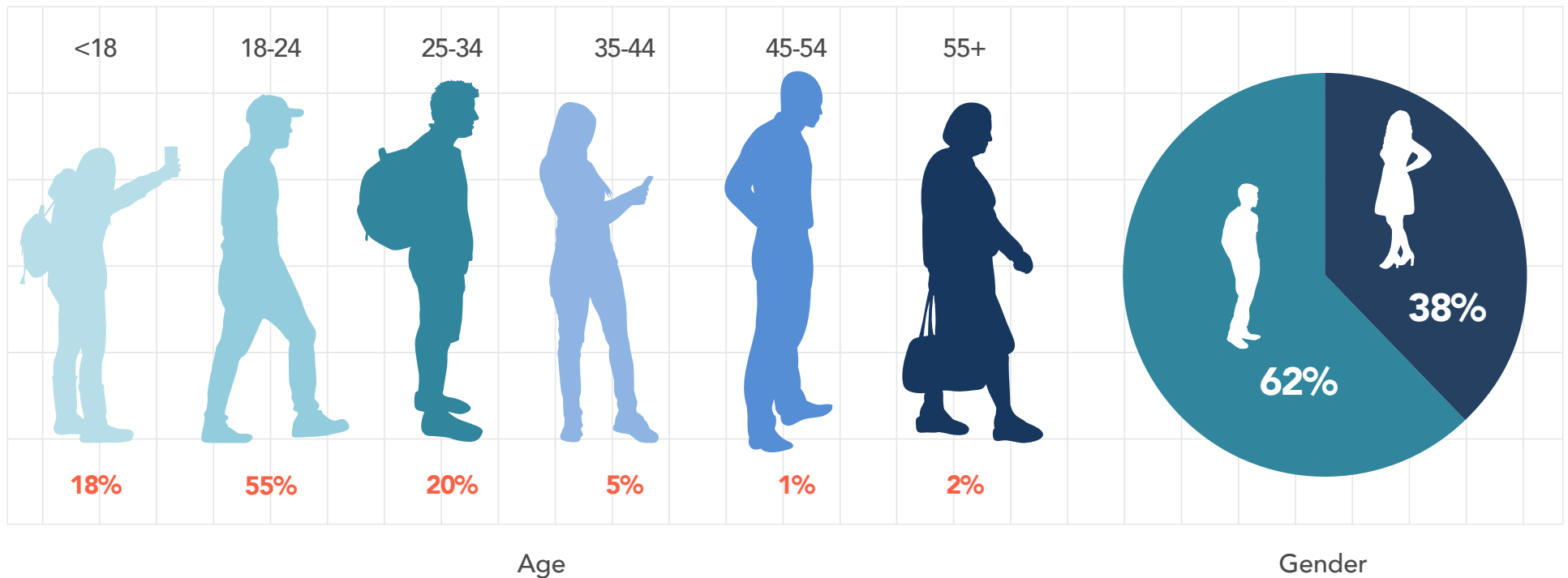
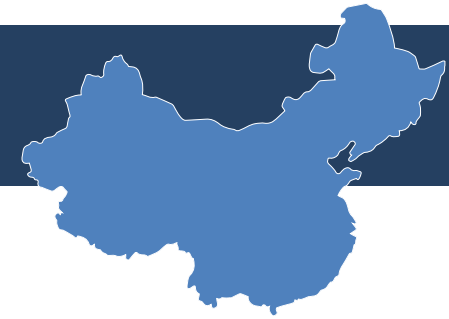
Panel Demographics: Spain



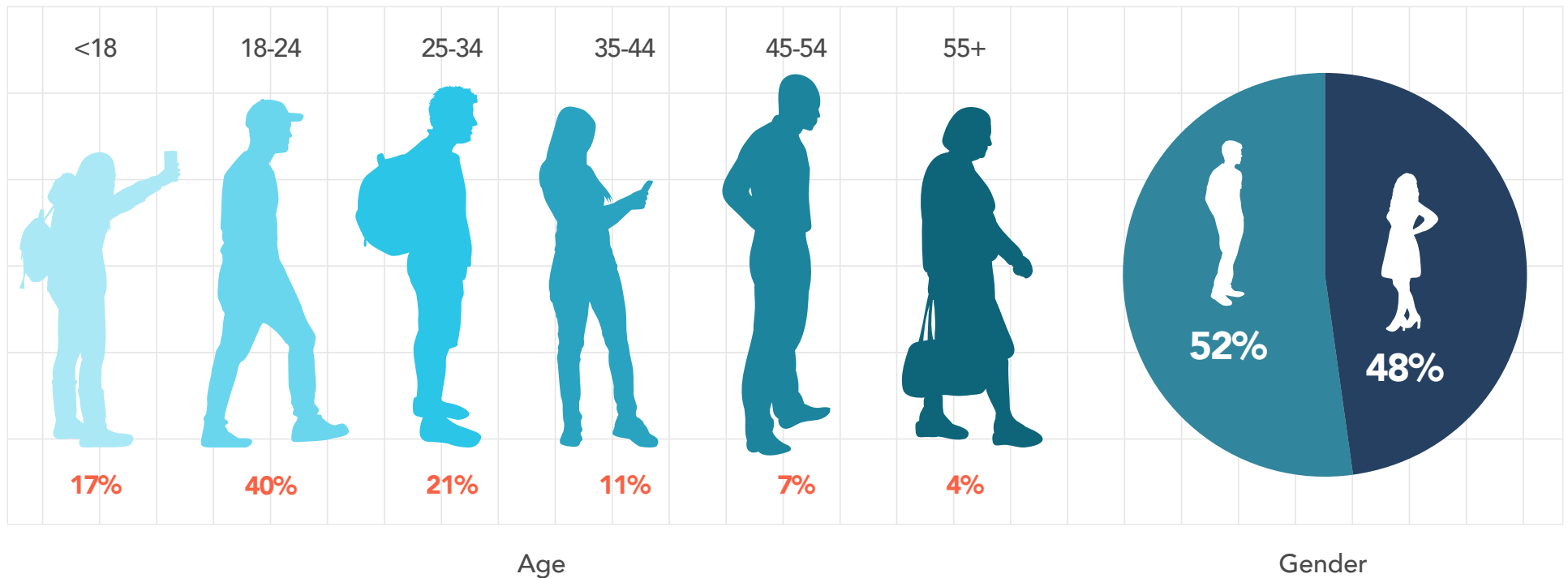
Panel Demographics: Philippines



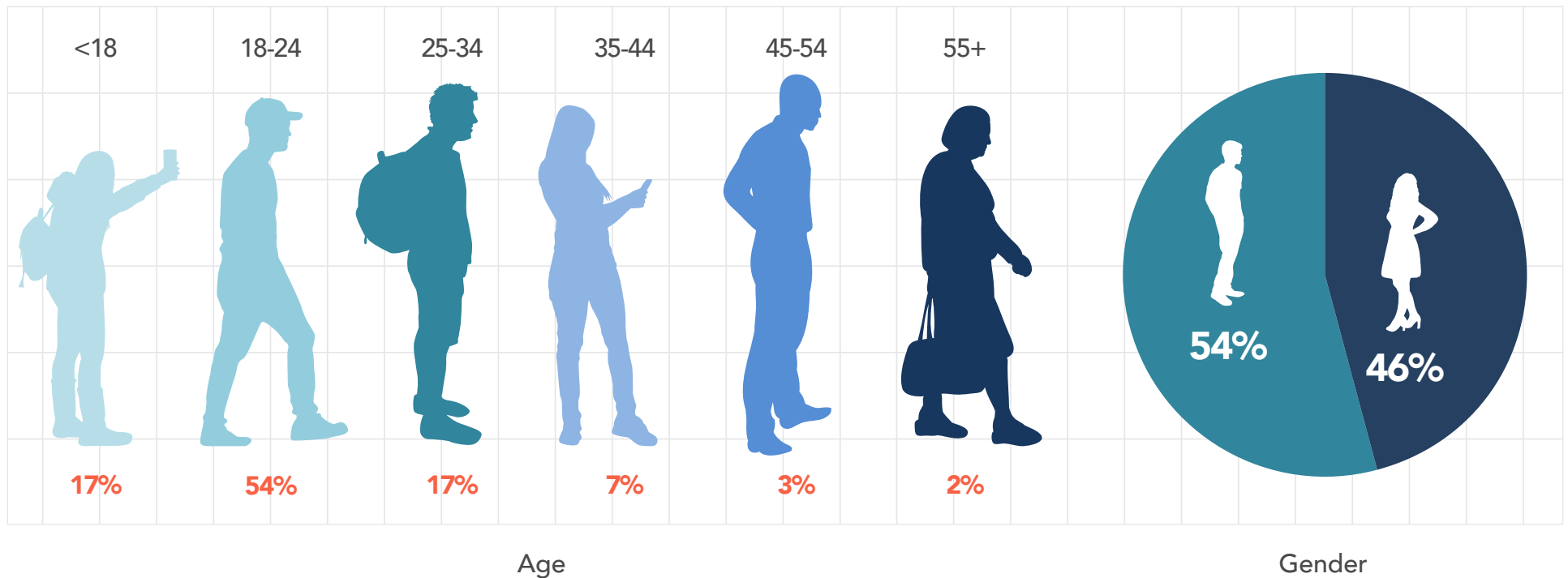
Panel Demographics: China



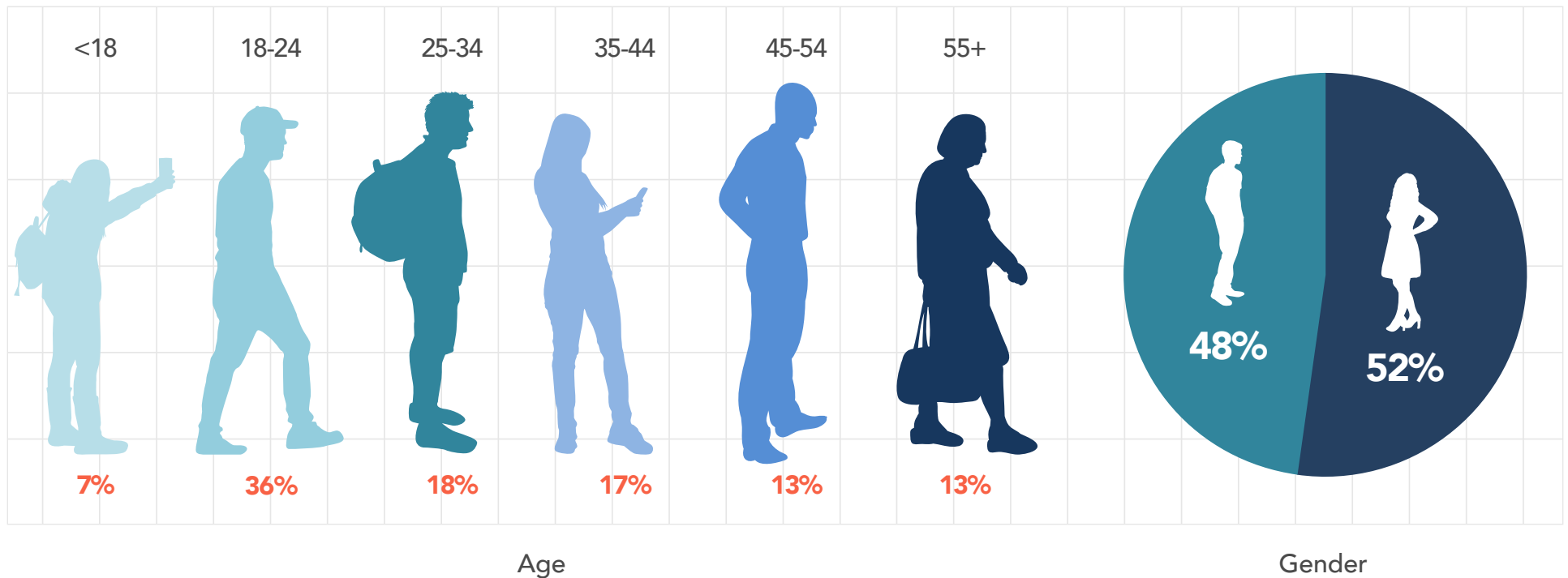
Panel Demographics: Japan



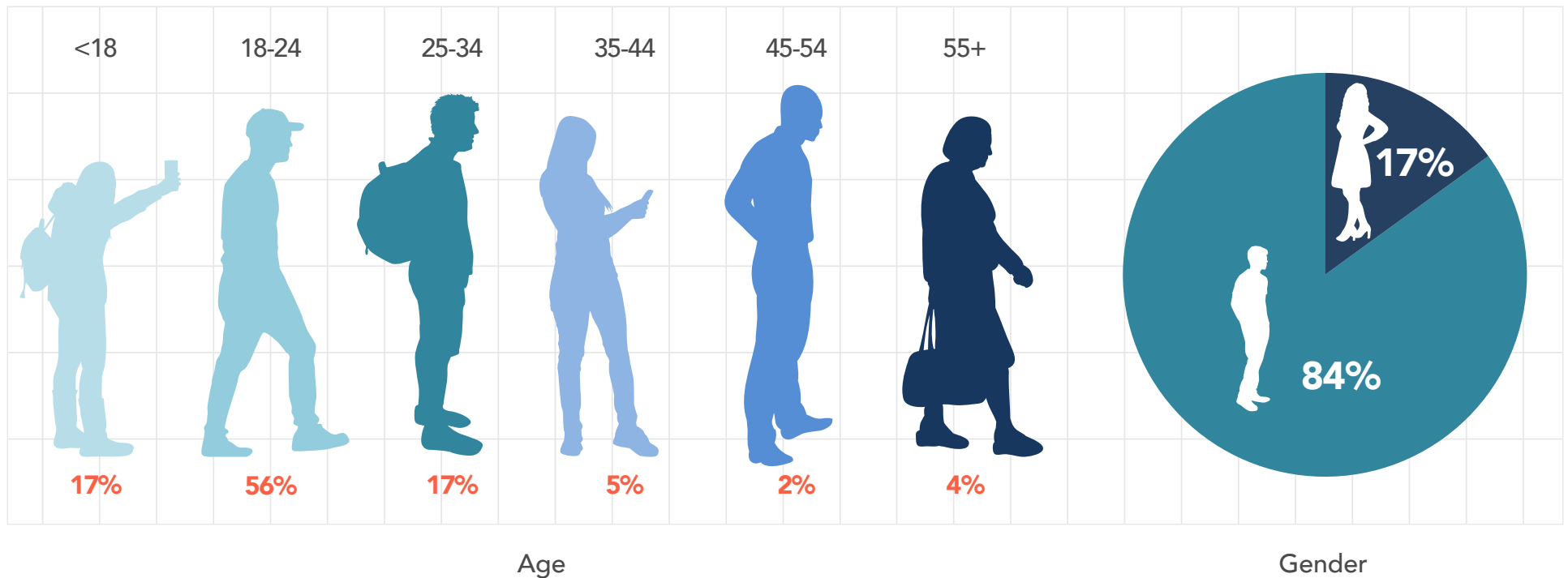
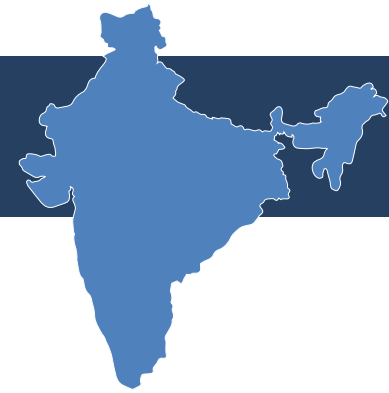
Panel Demographics: Brazil



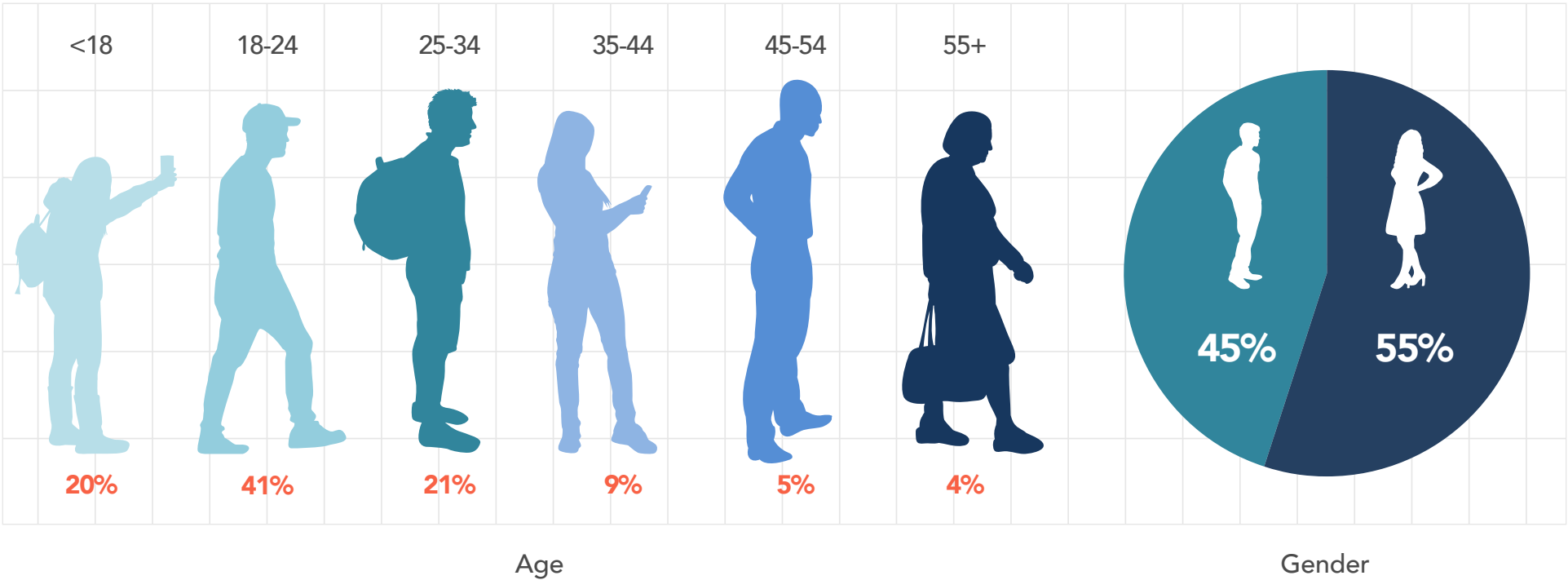
Panel Demographics: Italy



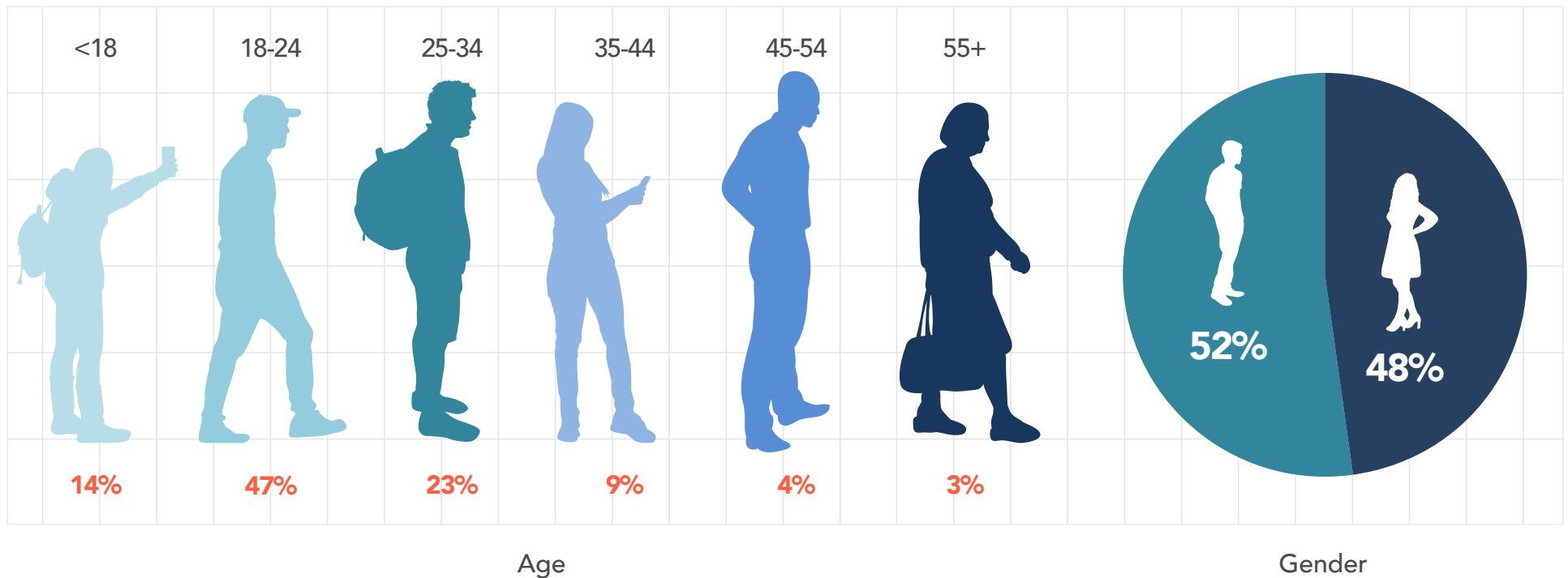
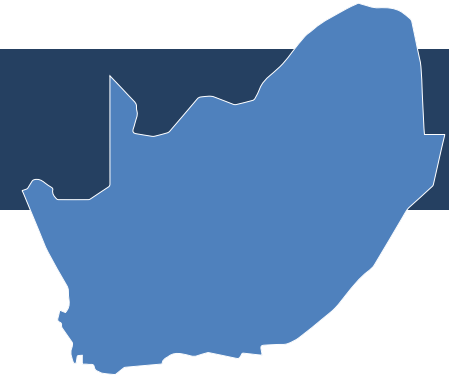
Panel Demographics: India



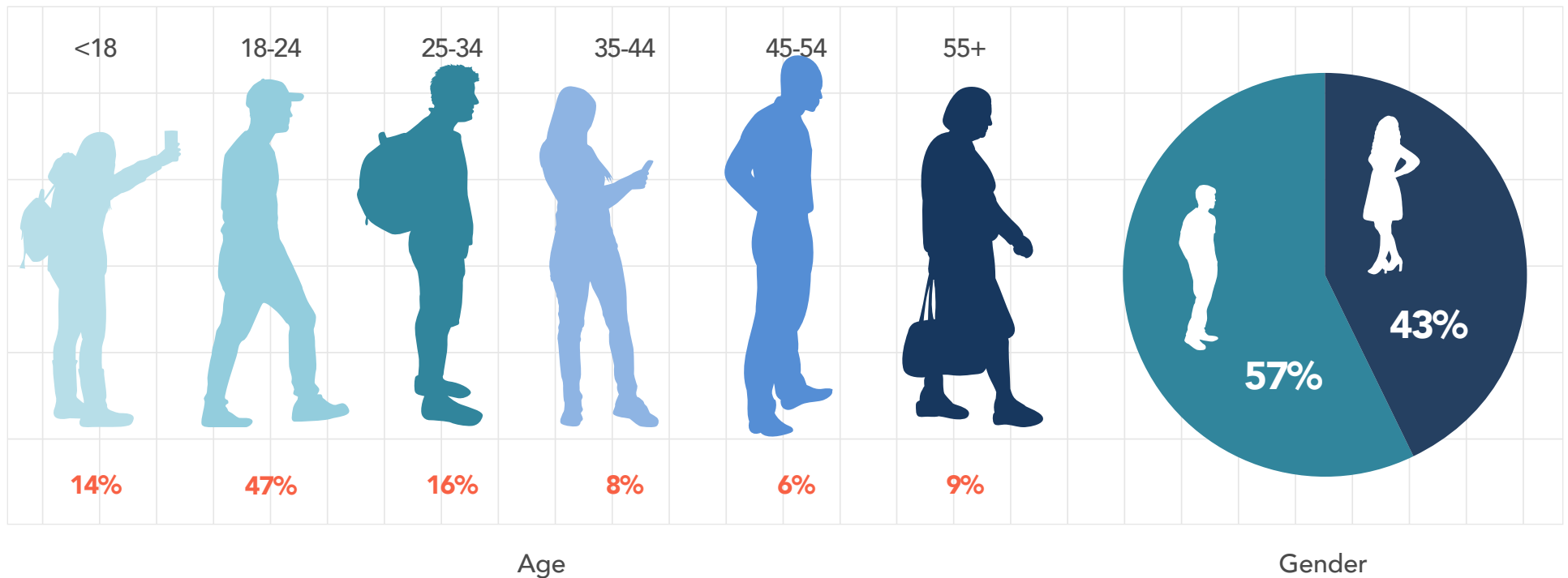
Panel Demographics: South Korea



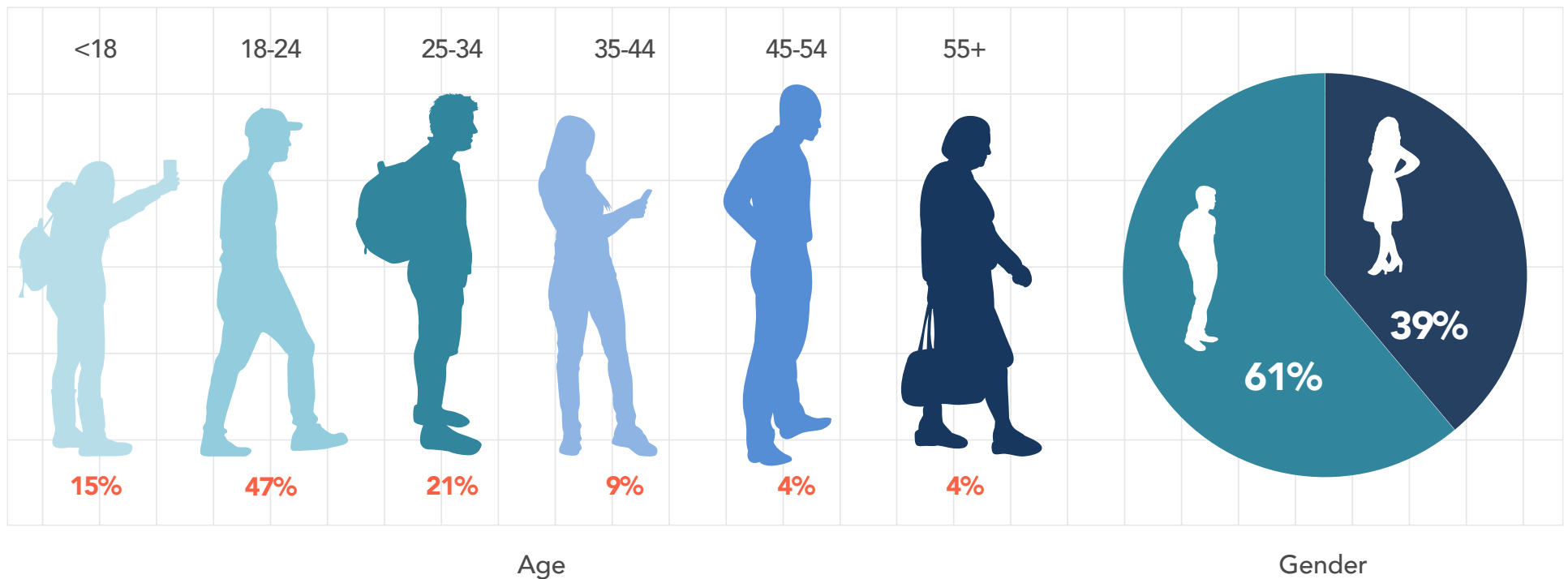
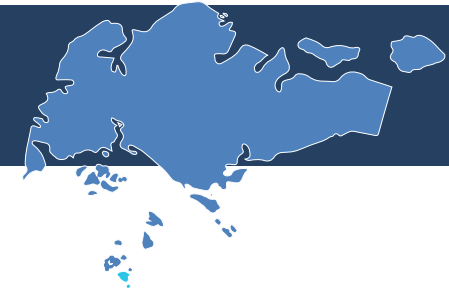
Panel Demographics: South Africa



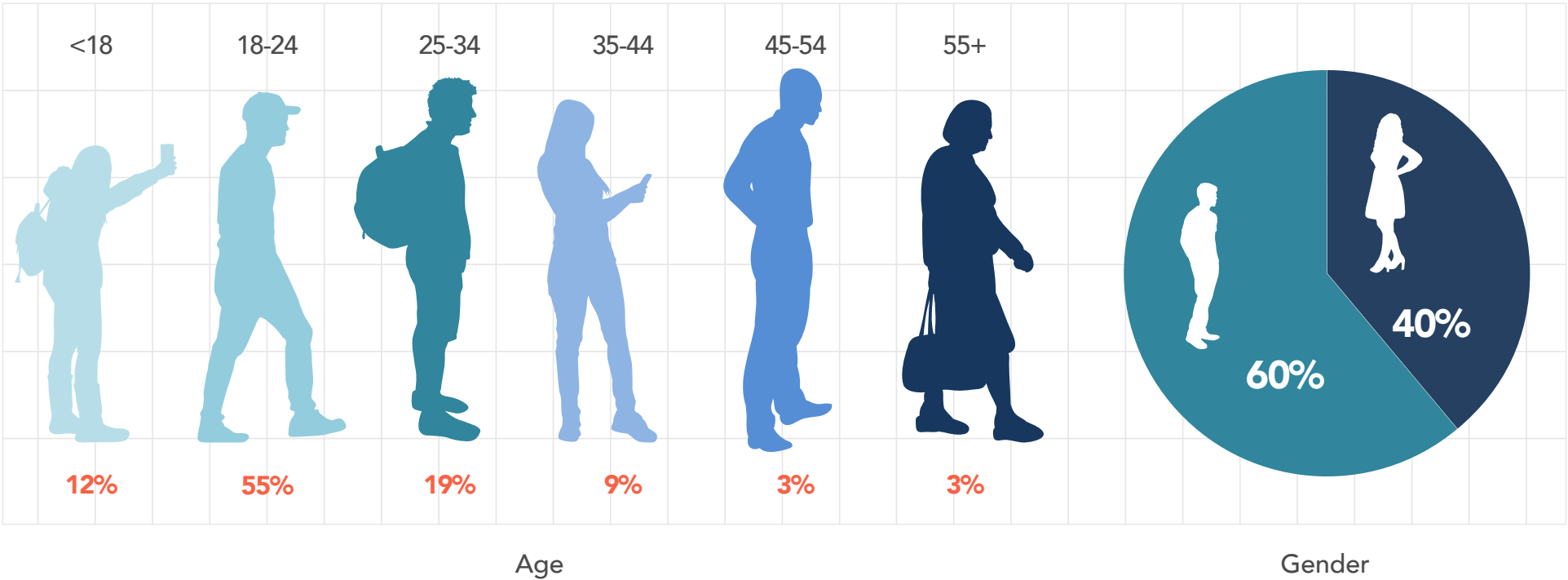
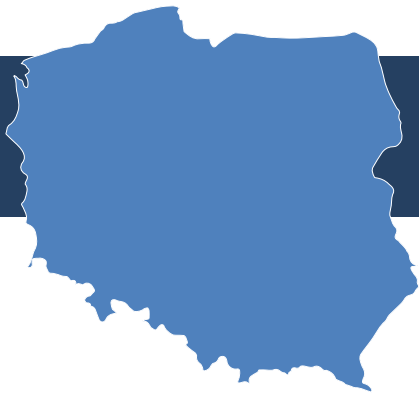
Panel Demographics: Netherlands



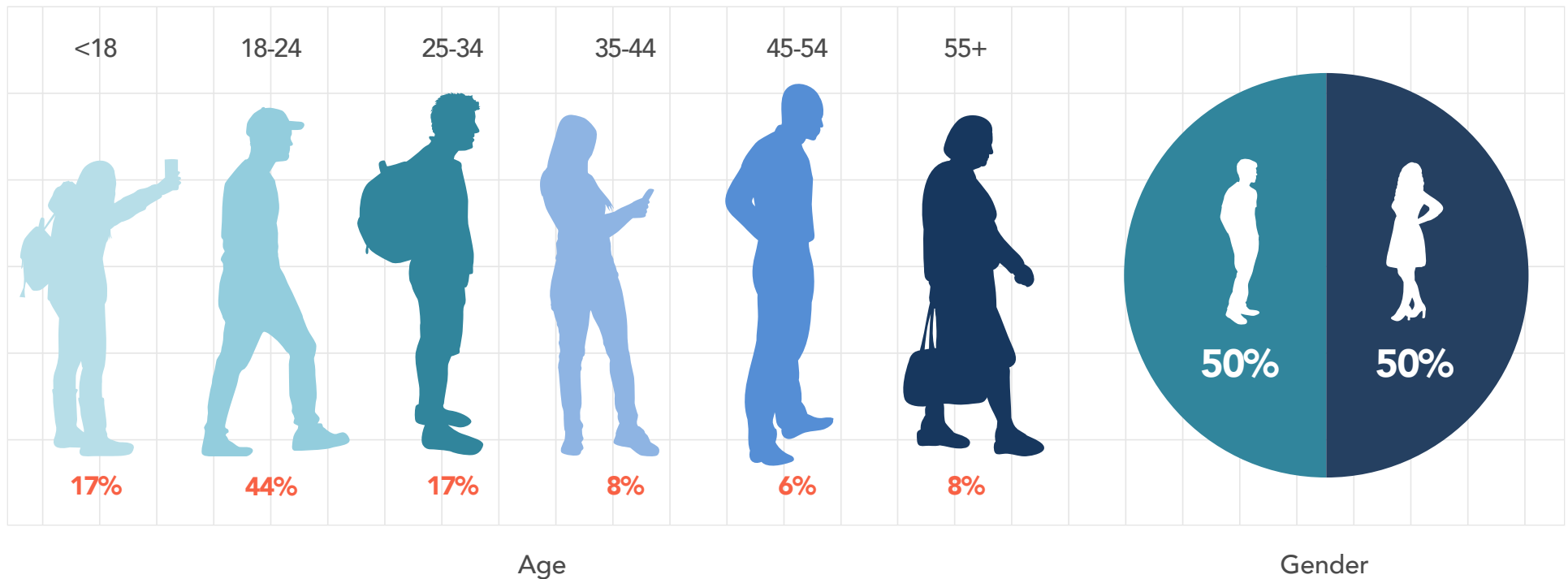
Panel Demographics: Singapore



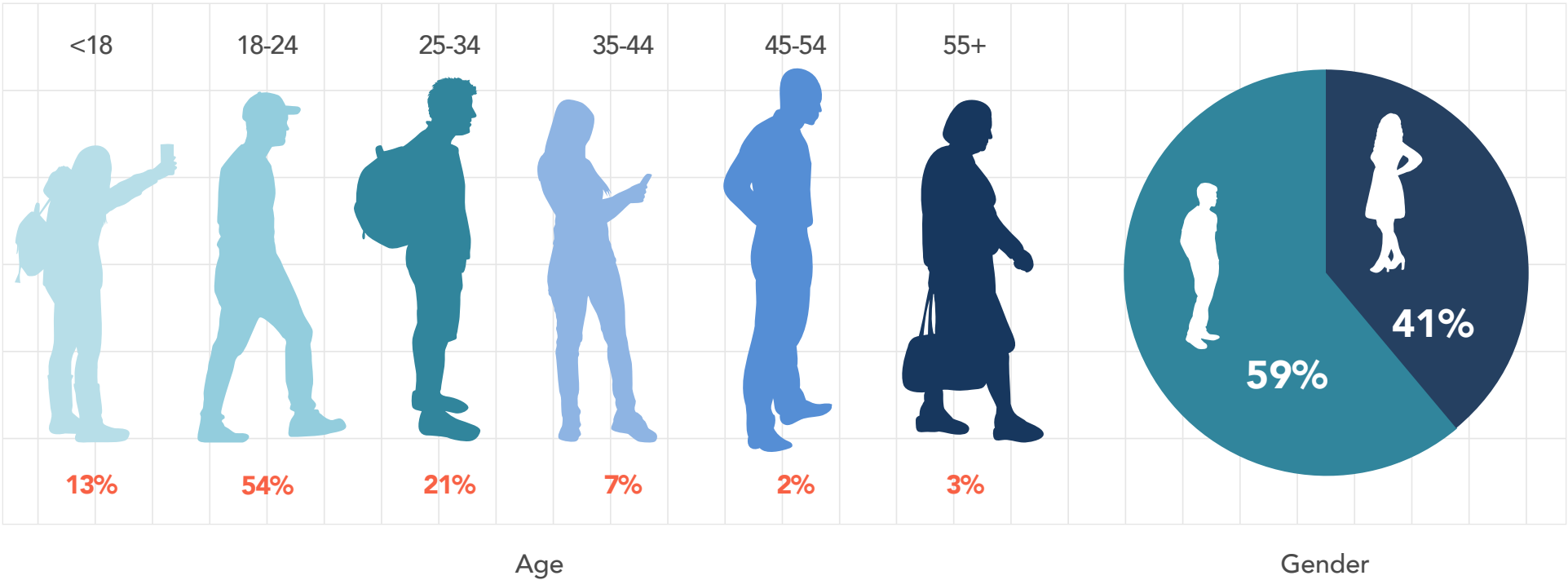
Panel Demographics: Poland



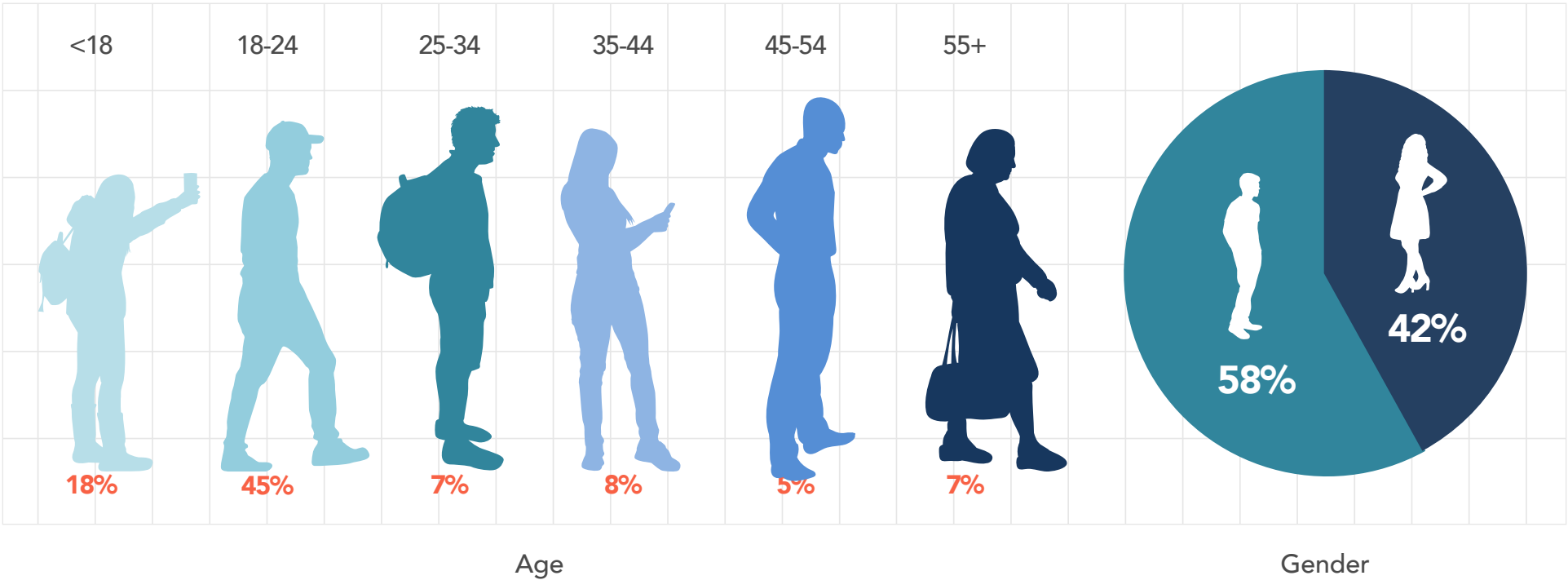
Panel Demographics: New Zealand



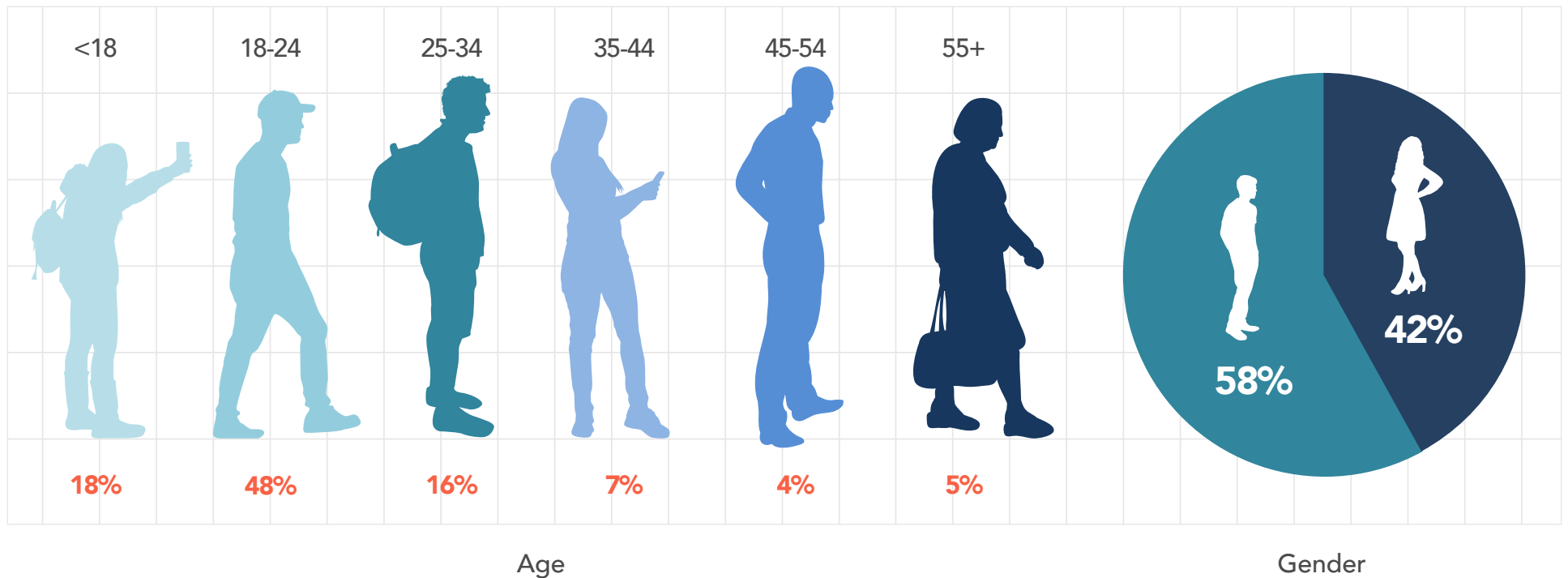
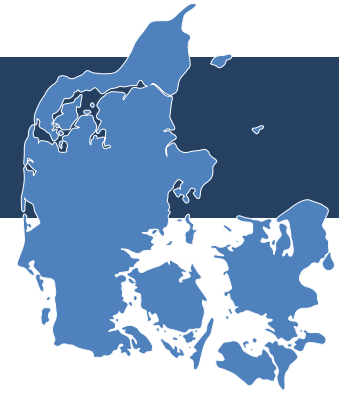
Panel Demographics: Hong Kong



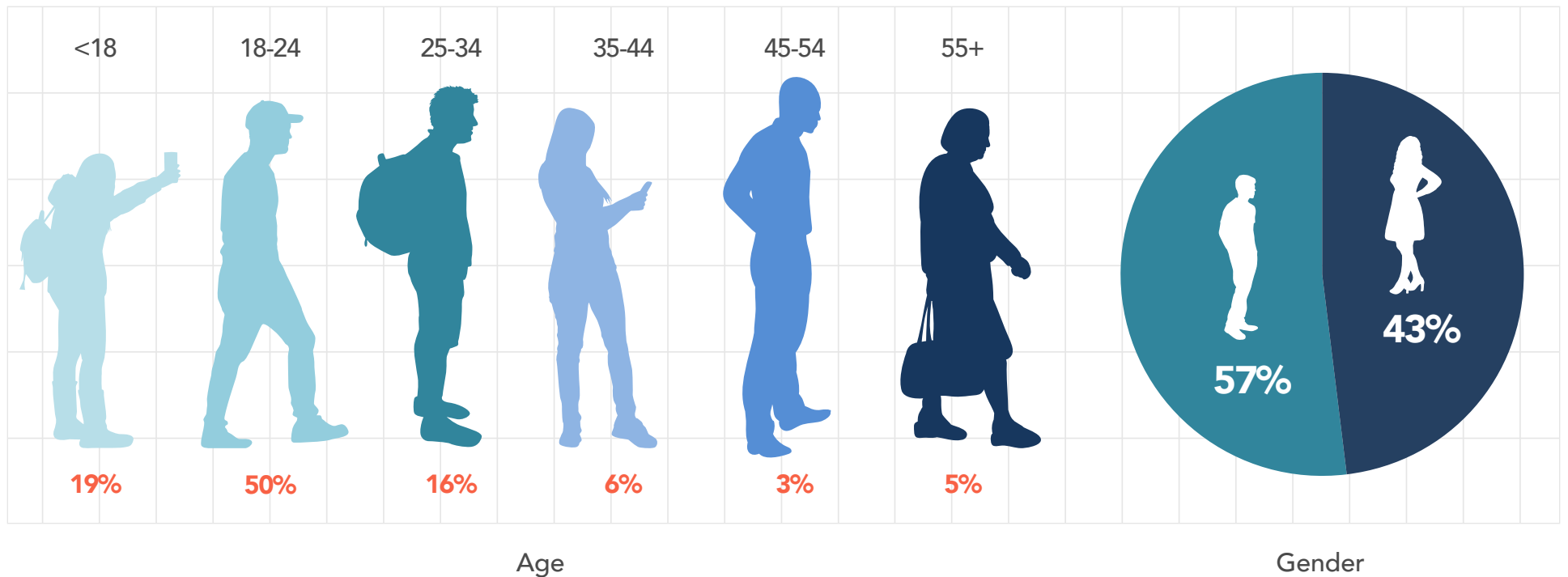
Panel Demographics: Sweden



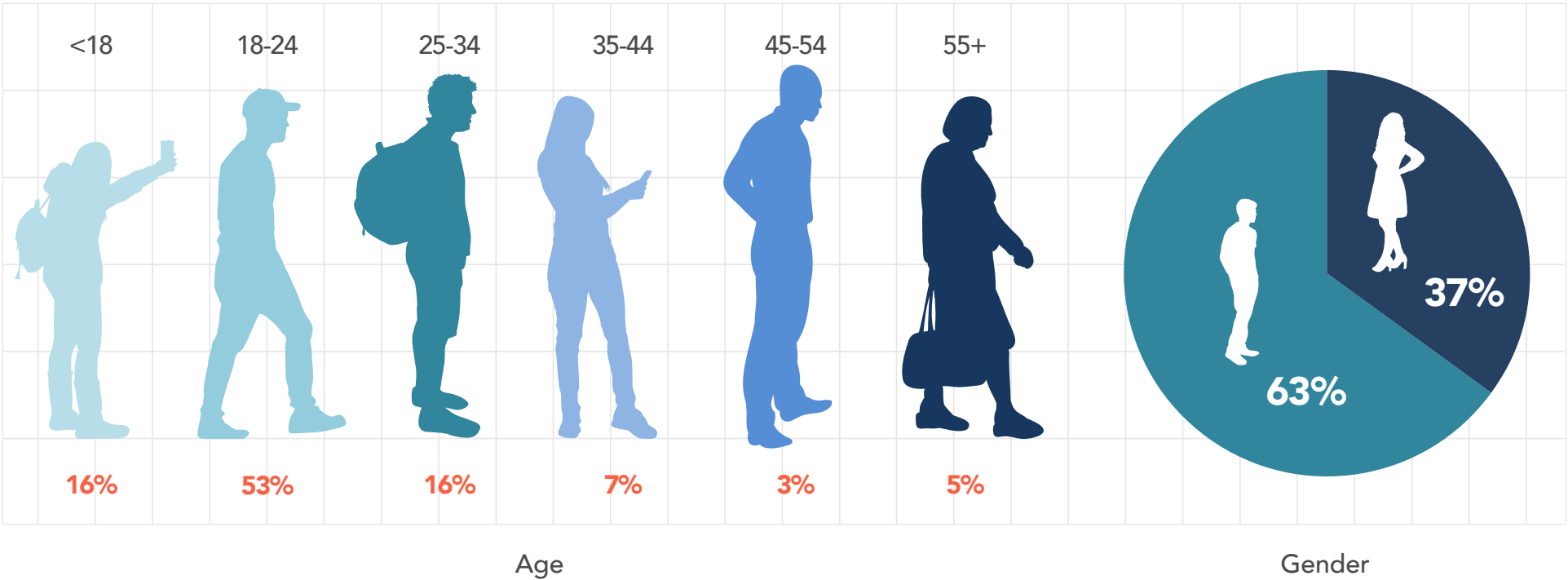
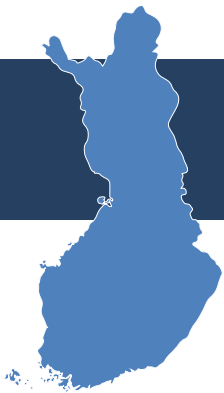
Panel Demographics: Denmark



Panel Demographics: Norway



Panel Demographics: Finland



Profiling Data Points

HLDT respondents are profiled on a range of standard characteristics.
Additional screening and feasibility data may be available in certain locales.

Age Gender Zip
Race / Ethnicity State
DMA
Region
Relationship Education
Voter Registration
Purchasing Decision Maker
Sexual Orientation
Industry
Company # of Employees
Company Revenue
Company Department
Auto Decision Maker
Auto Brands

Auto Purchase Date
Auto Purchase Intent
Fast Food Frequency
Beverage Frequency
Alcohol Frequency
Movie Frequency
Movie Home Watching
Exercise Hours
Sports
Electronics Ownership
Early Adopter
Cell Carrier
Cell Plan
Gaming Hours

Gaming Device
Gaming Online
Radio Frequency
Flight Purpose
Hotel Type
Smoking
Eyewear
Hearing Aid
Age and Gender of Child
Employment
Car Model Us Standard
Diagnosed Ailments
Household Income County
Race/Ethnicity



Thank you!