



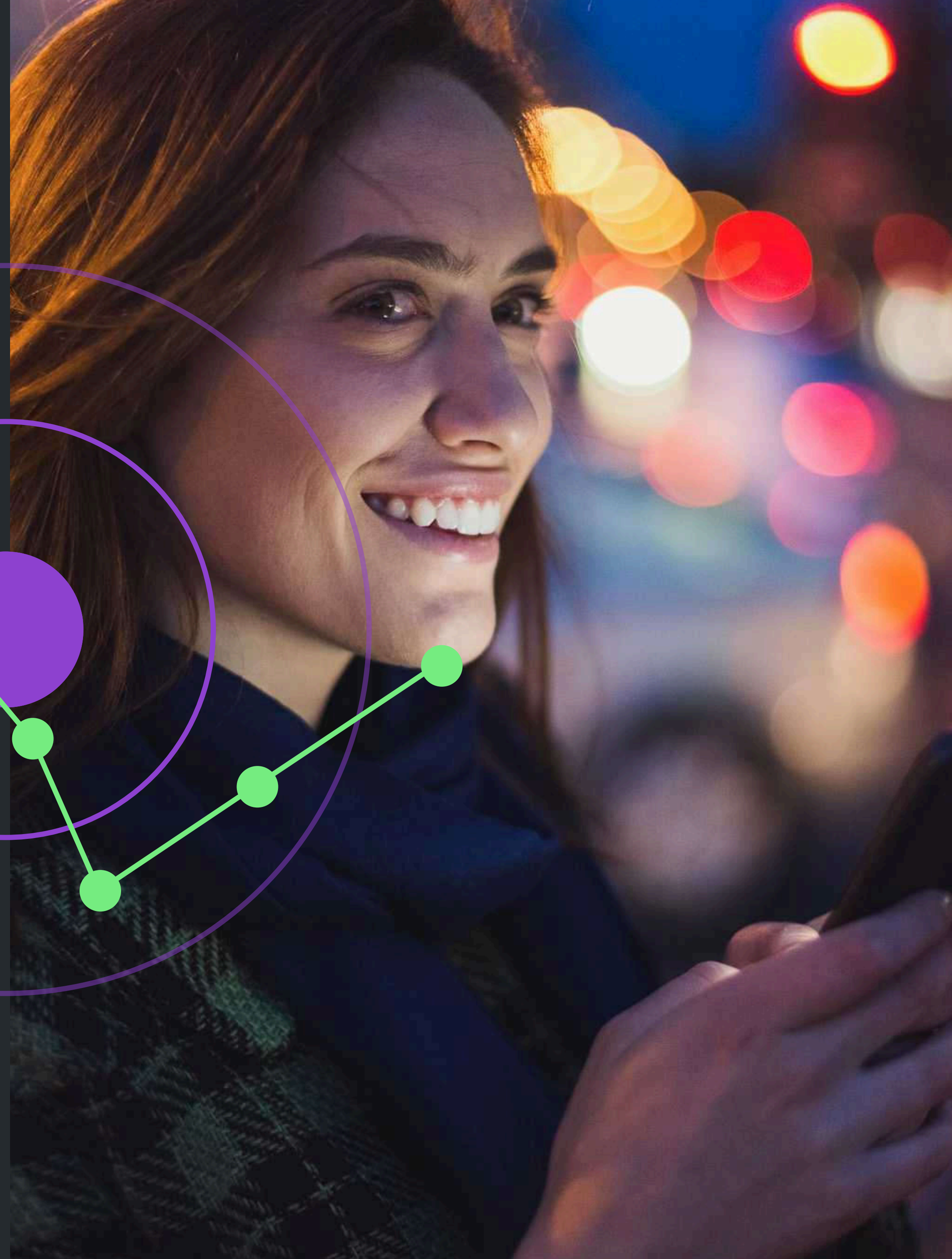
JANUARY 2025

Panel Book

Digital Behavior Data

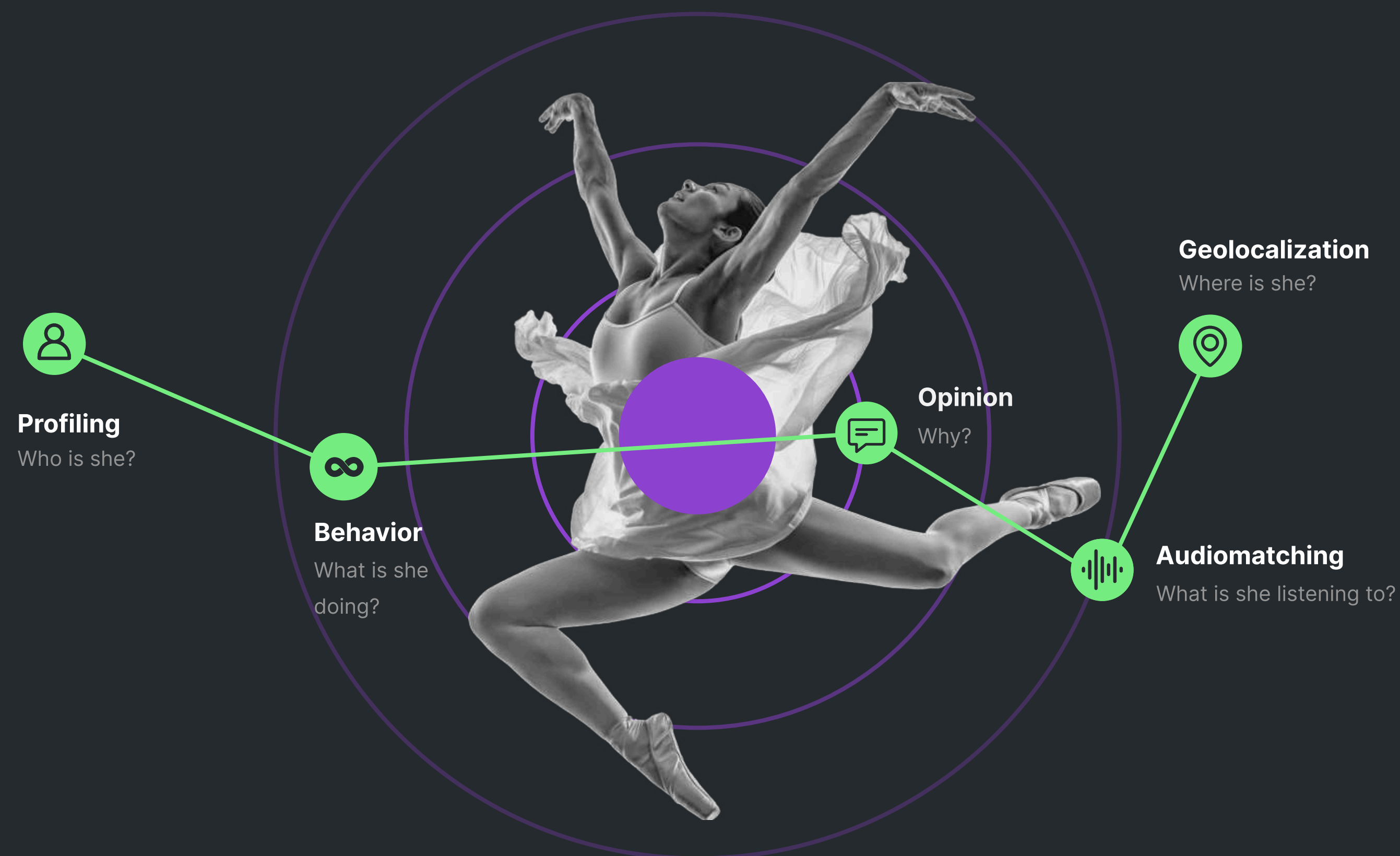
Discover everything you need to know about e-commerce and understand your consumer's online behaviour thanks to detailed reports on the URLs visited, app usage frequency, search terms, online purchases, etc...

netquest.com



Symphony of data

Orchestrating data combinations to give you a 360° view of the consumer



The panel size includes those who have responded to at least one of the last 12 invitations received, considering that we send invitations approximately every 7 days. Response rate is calculated as the percentage of panelists who participated in the last project they were invited to. Data: January 2025



What is digital behavior investigation?

It is a method for collecting data on people's online behavior.





When the people that make up the Netquest panel agree to install our tracking software on their mobile, tablet or PC, they give us access to a world of information about their online behavior. This is why we refer to these panels as "behavioral panels".

Once the tracker is downloaded and installed on the panelist's device, the software registers their digital footprint and provides data about their online activity.

Only members that show a high level of commitment to Netquest are invited to install the tracker. Additionally, each time a panel member participates in our surveys, we enrich their profiling data which can then be used in combination with their behavioral data to give you a complete photo of their online activity and motivations as a consumer.

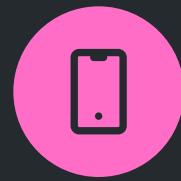
How is the behavioral data gathered?



PC

Installation of a browser plugin.

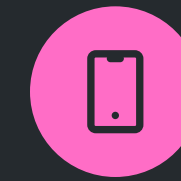
URLs and search terms are collected for each browser.



Android

Tracker integrated in a branded app that the panelist accesses regularly.

Captures every movement on the device, from app usage (including apps that require no internet access) to URLs visited.



iOS

User configures a proxy connection.

Registers browser activity, URLs visited and app usage (apps that require internet access only).

What information is gathered?



PC

URL Tracking

- http traffic
- https traffics
- Incognito browsing

Search Terms



Android

URL Tracking

- http traffic
- https traffics
- Incognito browsing

App tracking

- App name
- App start time
- App duration
- In App behavior

Search Terms



iOS

URL Tracking

- http traffic

App tracking

- App name
- App start time
- In App behavior



Key points for understanding the data

Panelist seniority: How long have they been sharing data?

We have access to our panelists data history, giving you the chance to track their digital behavior over months and even years.

Panelist device: What devices do they share data on?

Some panel members share data from their PC, others only from their smartphone or tablet. However, we also have panelists that share data from several different devices at the same time.

How does the recruitment process work?

A trust-based relationship

Behavioral data is sensitive. For this reason, it is essential for panel members to trust us before asking them to install a tracker on their devices. At Netquest, we foster trust through our surveys. Once a member has participated in several surveys and confirmed that we are trustworthy, we can then invite them to install our tracker. Our aim is to reduce auto-selection bias as much as possible.

Extra rewards

Once selected, panel members are invited to install the tracker. If they accept and install it, they receive extra weekly rewards for each device they allow us to monitor.

Representing the online population

Our behavioral panels are built to represent the online population of each country. This is why we invite panel members according to variables such as gender, age, location and socio-economic levels. The online-representative criterion is based on public national surveys (where available) and updated every year. We considered a +-10% deviation for each key quotas.

Loyal panels

This process enables us to build representative panels with the tracker installed, with strong conversion rates (up to 40% in some countries) and with low abandon rates (less than 3% cancellations per month).



What does it take to build our panel?



**Genuine data
from real panel
members**



**ISO 20252 quality
certification**



**Diverse and
profiled targets**



**High retention
rate**



**Innovative
tracking
software**

AMERICA

Brazil

13,229	56%
Tracked panelists	Average response rate

COUNTRY PROFILE

212,559,409	182,182,516	86%
Population	Est. Online Population	Internet Penetration Rate

REGIONS

7% Centro oeste 22% Nordeste 6% Norte 53% Sudeste 13% Sul

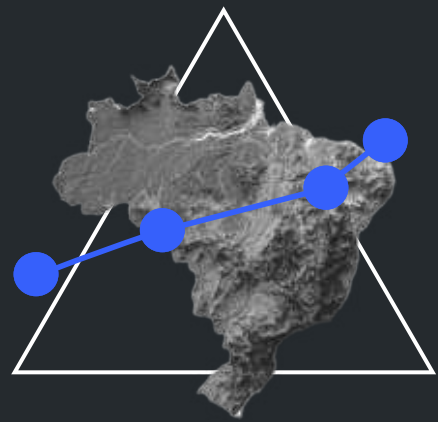




GENDER

47% M

53% F



Brazil

AGE

16%

16-24

25%

25-34

26%

35-44

17%

45-54

16%

+55

SOCIOECONOMIC LEVEL

12%

A

15%

B1

33%

B2

23%

C1

13%

C2

4%

D-E

AVAILABLE PROFILING INFORMATION

8,384

Household

7,002

Actively working

8,797

Financial products

2,608

Mothers

8,844

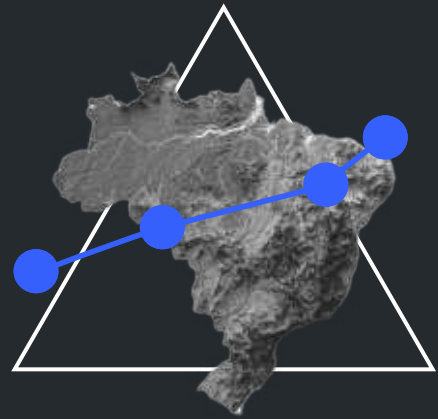
Healthcare

1,589

IT Influencers

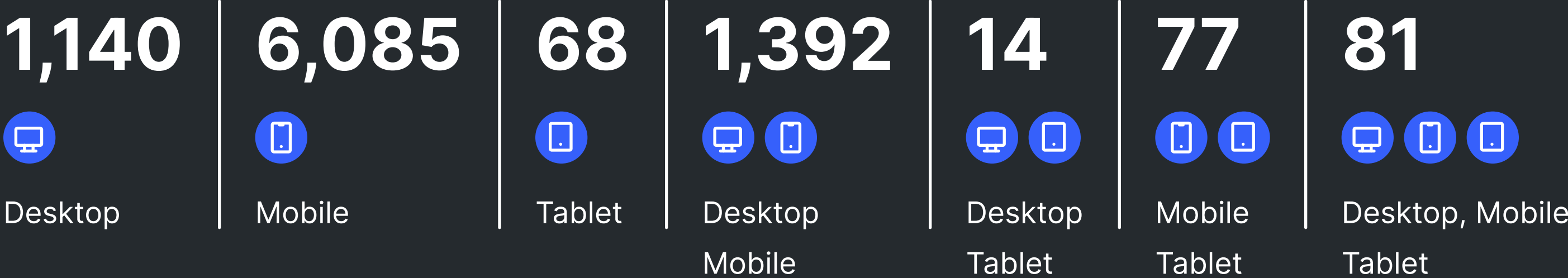


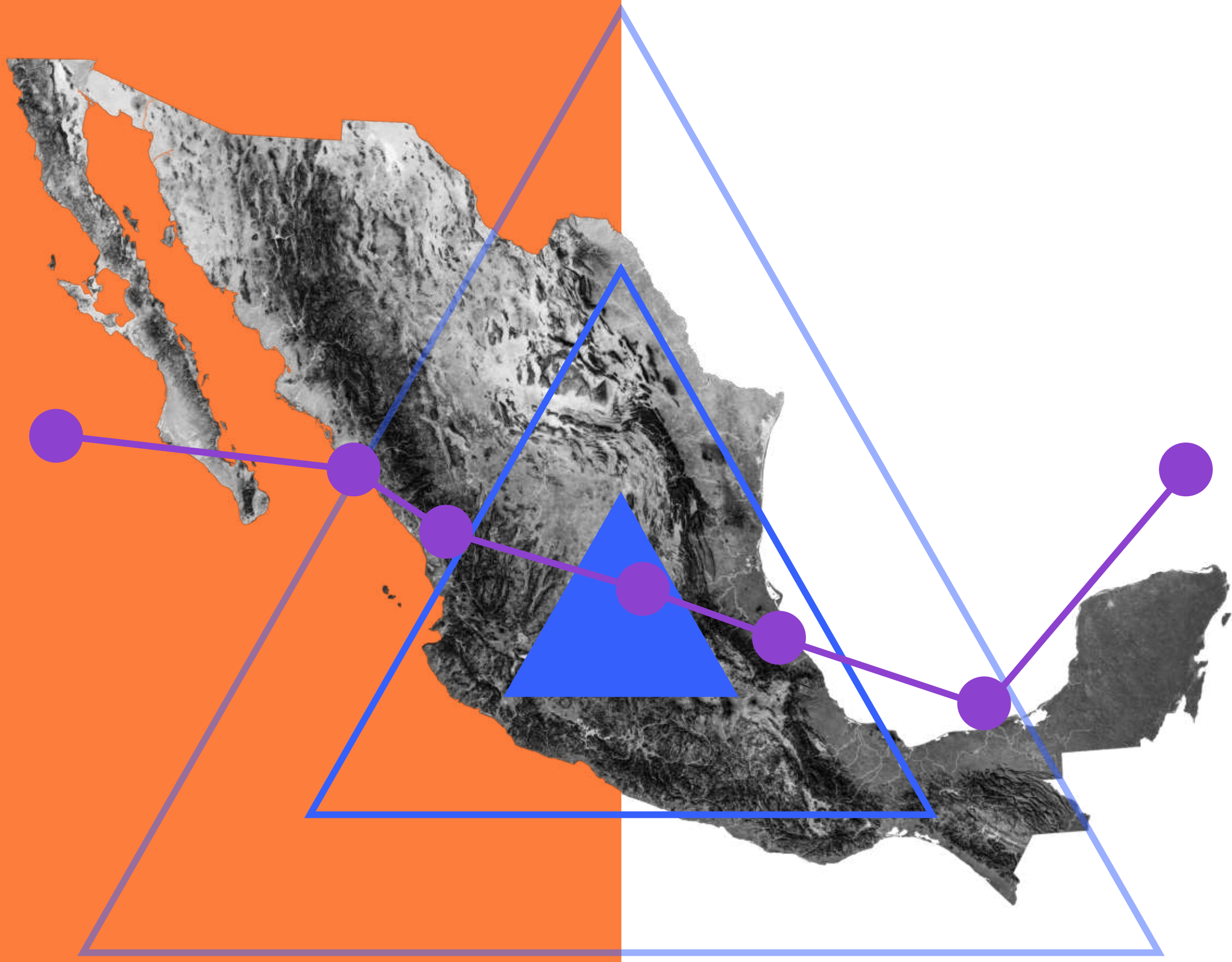
PANELISTS SHARING THEIR DATA FOR



Brazil

PANELISTS SHARING DATA PER DEVICE TYPE





AMERICA

Mexico

17,539	47%
Tracked panelists	Average response rate

COUNTRY PROFILE

128,932,753	103,032,385	80%
Population	Est. Online Population	Internet Penetration Rate

REGIONS

6% Pacifico **14%** Norte **15%** Oeste Centro **16%** Centro **34%** DF
16% Sureste

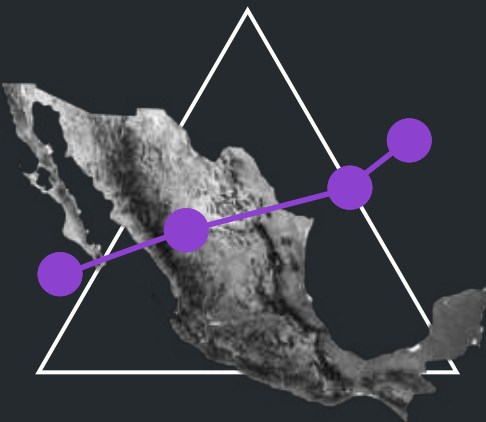




GENDER

44% M

56% F



Mexico

AGE

20%

16-24

30%

25-34

26%

35-44

17%

45-54

8%

+55

SOCIOECONOMIC LEVEL

25%

AB

19%

C

23%

C+

17%

C-

5%

D

11%

D+

0%

E

AVAILABLE PROFILING INFORMATION

7,443

Household

7,670

Healthcare

7,015

Financial products

1,951

Mothers

4,117

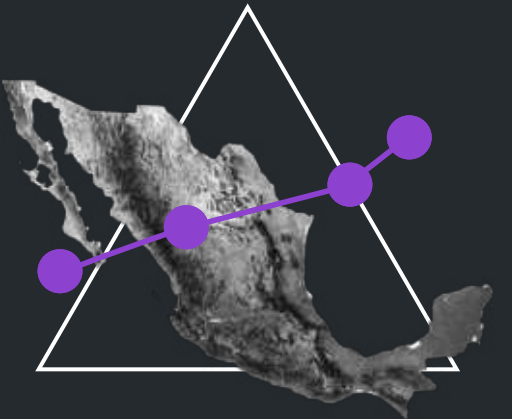
Car drivers

6,146

E-commerce

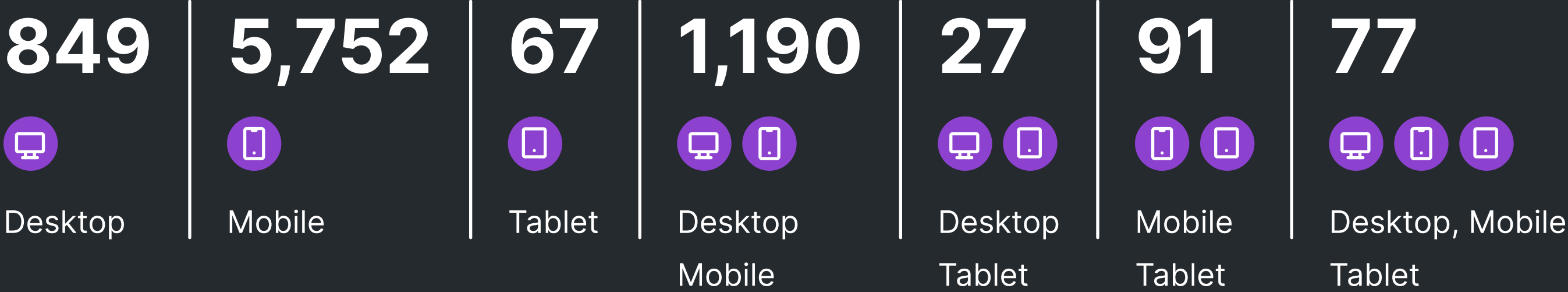


PANELISTS SHARING THEIR DATA FOR



Mexico

PANELISTS SHARING DATA PER DEVICE TYPE



AMERICA

Argentina

8,685

Tracked panelists

45%

Average response rate

COUNTRY PROFILE

45,376,763

Population

40,807,439

Est. Online Population

90%

Internet Penetration Rate

REGIONS

11% Buenos Aires 13% CABA 19% Centro 6% Cuyo

34% GBA 14% Norte 4% Patagonia





GENDER

34% M

66% F

AGE

18%

16-24

29%

25-34

27%

35-44

15%

45-54

11%

+55

SOCIOECONOMICS

10%

ABC1

25%

C2

23%

C3

22%

D1

20%

D2-E

AVAILABLE PROFILING INFORMATION

4,423

Household

3,310

Source of income

2,246

Amateur athletes

3,747

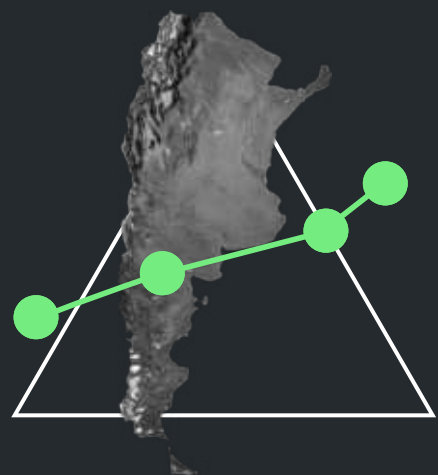
Healthcare

1,903

Car drivers

512

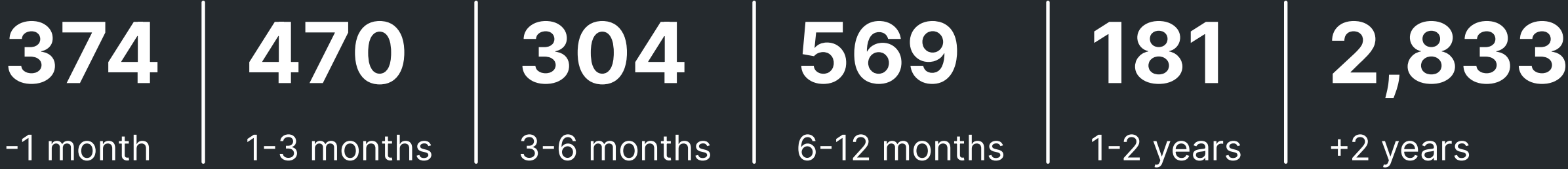
IT influencers



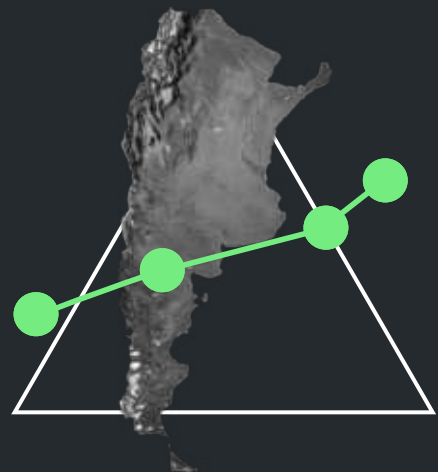
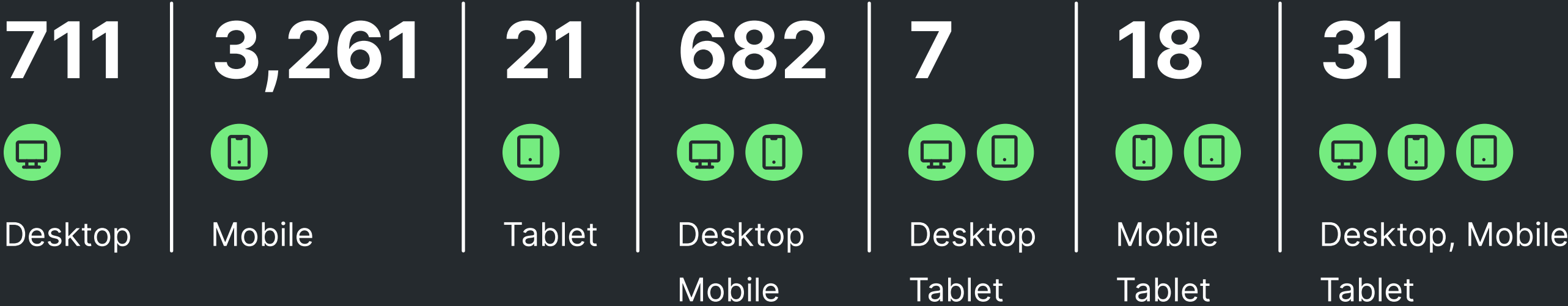
Argentina



PANELISTS SHARING THEIR DATA FOR



PANELISTS SHARING DATA PER DEVICE TYPE



Argentina



AMERICA

Colombia

9,638

Tracked panelists

44%

Average response rate

COUNTRY PROFILE

50,882,884

Population

38,591,931

Est. Online Population

76%

Internet Penetration Rate

REGIONS

19% Atlántica 9% Oriental 53% Central 16% Pacífica 2% Orinoquía
1% Amazónica

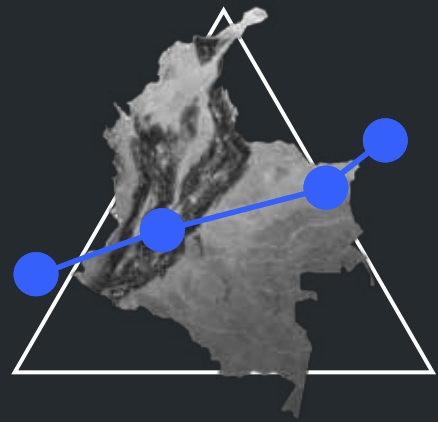




GENDER

46% M

54% F



Colombia

AGE

23%

16-24

27%

25-34

22%

35-44

16%

45-54

12%

+55

SOCIOECONOMIC LEVEL

13%

Estrato 1

32%

Estrato 2

37%

Estrato 3

13%

Estrato 4

3%

Estrato 5

1%

Estrato 6

1%

I do not know

AVAILABLE PROFILING INFORMATION

6,031

Household

3,970

Amateur athletes

1,172

IT influencers

1,509

Mothers

5,812

Healthcare

2,088

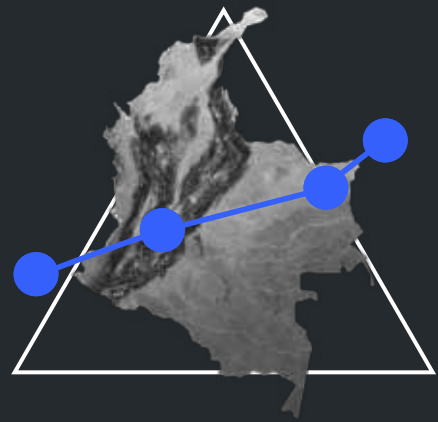
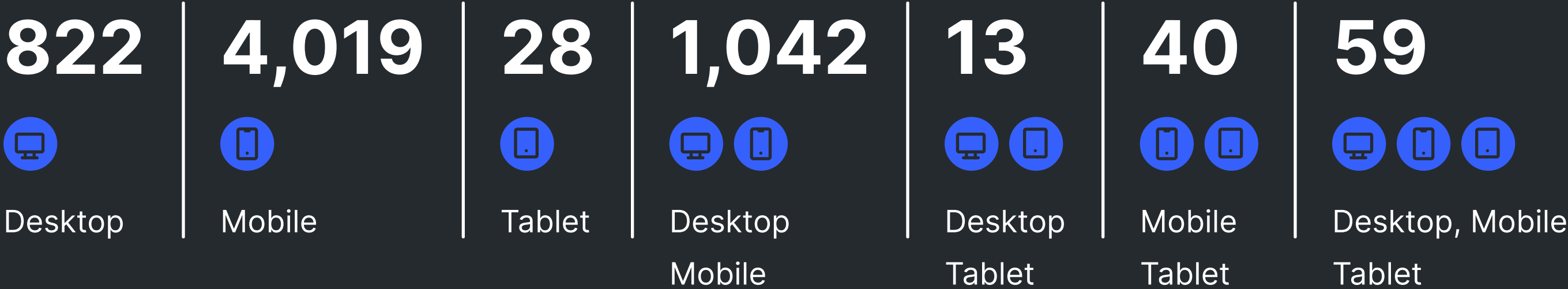
Car drivers



PANELISTS SHARING THEIR DATA FOR



PANELISTS SHARING DATA PER DEVICE TYPE



Colombia



AMERICA

Chile

6,974

Tracked panelists

51%

Average response rate

COUNTRY PROFILE

19,116,209

Population

18,113,214

Est. Online Population

95%

Internet Penetration Rate

REGIONS

1% Arica y Parinacota 3% Los Rios 48% Metropolitana 2% Antofagasta
6% La Araucania 1% Atacama 4% Coquimbo 4% Los Lagos 2% Nuble
0% Aysen del General Carlos Ibanez del Campo 8% Bio Bio 4% Maule
1% Magallanes y la Antartica Chilena 1% Tarapaca 12% Valparaíso
3% Libertador General Bernardo OHiggins

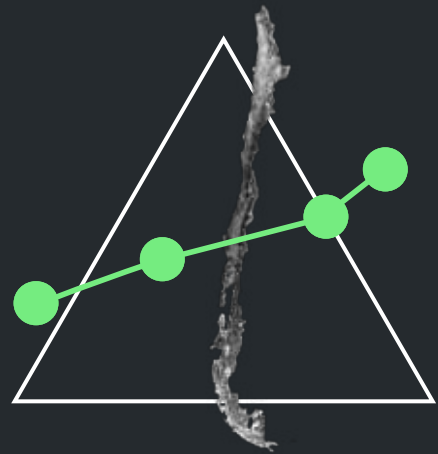




GENDER

44% M

56% F



Chile

AGE

15%

16-24

26%

25-34

25%

35-44

20%

45-54

16%

+55

SOCIOECONOMIC LEVEL

2%

AB

12%

C1a

15%

C1b

23%

C2

25%

C3

16%

D

7%

E

AVAILABLE PROFILING INFORMATION

5,354

Household

2,966

Amateur athletes

2,629

Car drivers

4,012

Source of income

5,231

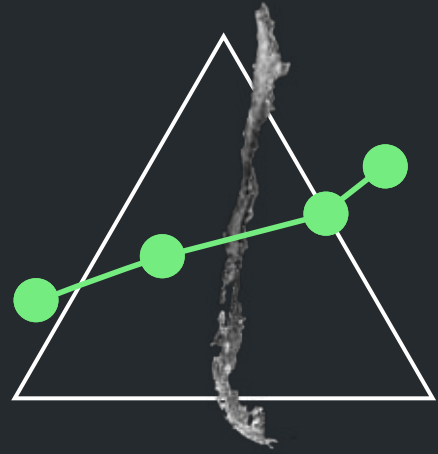
Healthcare

766

IT influencers

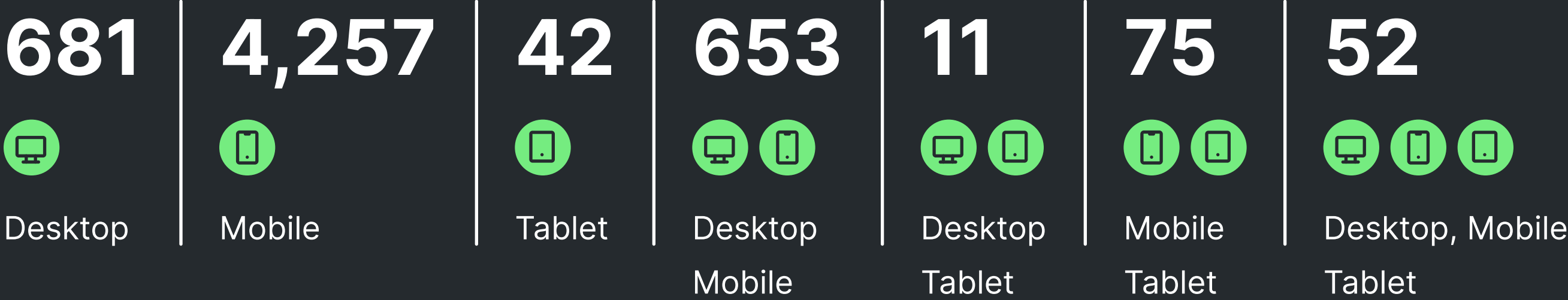


PANELISTS SHARING THEIR DATA FOR



Chile

PANELISTS SHARING DATA PER DEVICE TYPE



AMERICA

Peru

4,688

Tracked panelists

54%

Average response rate

COUNTRY PROFILE

32,971,846

Population

25,735,118

Est. Online Population

78%

Internet Penetration Rate

REGIONS

59% Lima **20%** Norte **5%** Oriente **16%** Centro Sur





GENDER

43% M

57% F



Peru

AGE

29%

16-24

30%

25-34

19%

35-44

13%

45-54

9%

+55

SOCIOECONOMIC LEVEL

2%

NSE_A1

10%

NSE_A2

17%

NSE_B1

29%

NSE_B2

25%

NSE_C1

8%

NSE_C2

8%

NSE_D

2%

NSE_E

AVAILABLE PROFILING INFORMATION

1,930

Household

1,702

Actively working

600

Car drivers

1,582

Source of income

1,964

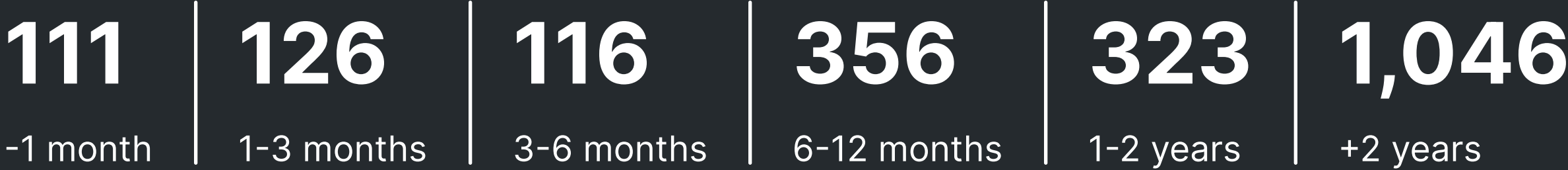
Healthcare

1,929

Financial products

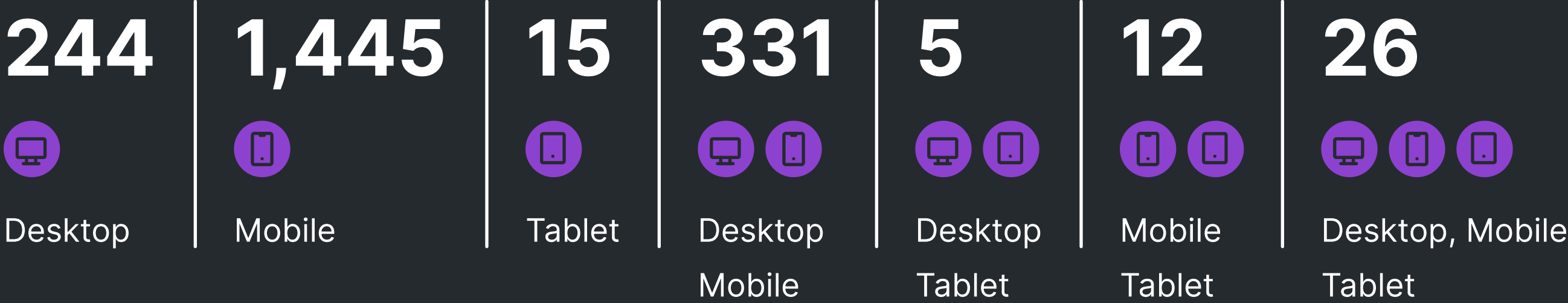


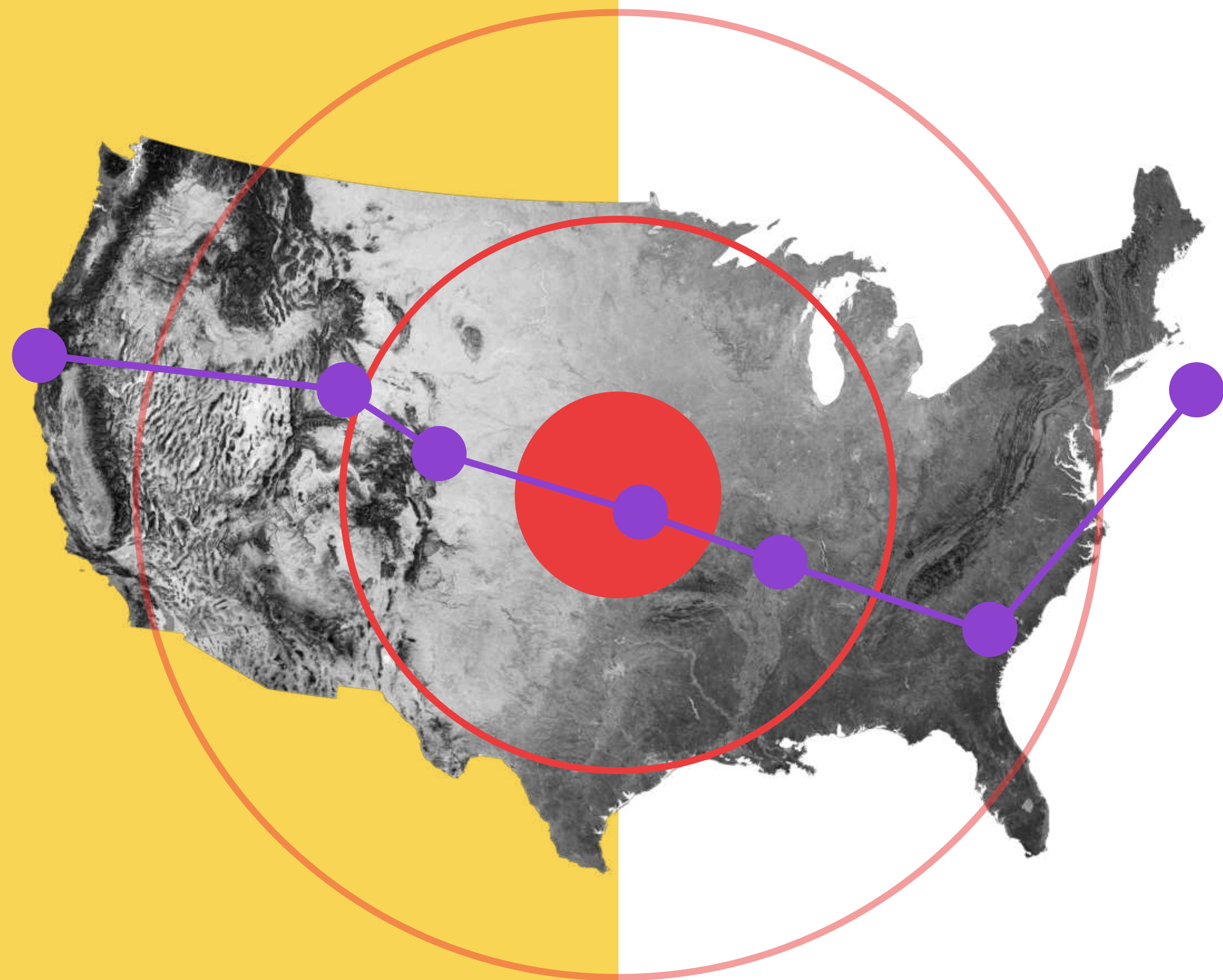
PANELISTS SHARING THEIR DATA FOR



Peru

PANELISTS SHARING DATA PER DEVICE TYPE





AMERICA

United States

677

Tracked panelists

56%

Average response rate

COUNTRY PROFILE

329,484,123

Population

315,486,765

Est. Online Population

96%

Internet Penetration Rate

REGIONS

22% Mid West **21%** Northeast **40%** South **16%** West





GENDER

30% M

70% F

AGE

1%

16-24

10%

25-34

24%

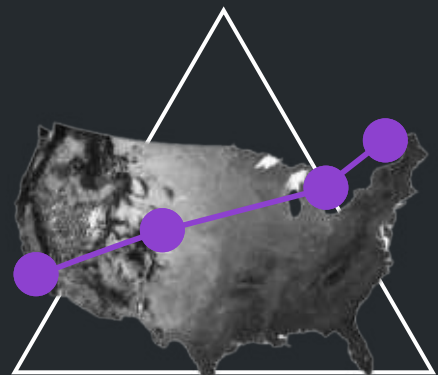
35-44

21%

45-54

44%

+55



United States

AVAILABLE PROFILING INFORMATION

318

Travelers

647

Household

97

Mothers

504

Source of income

320

Actively working

595

Financial products

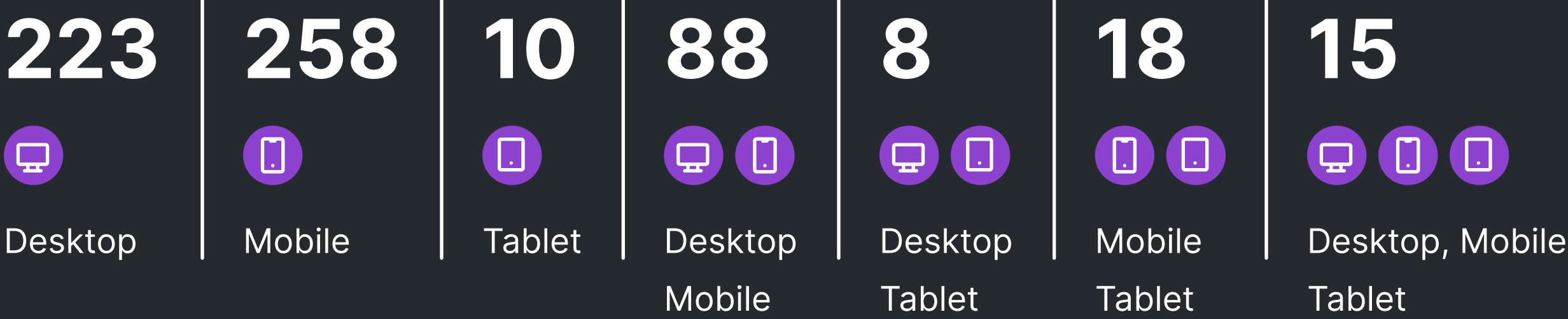


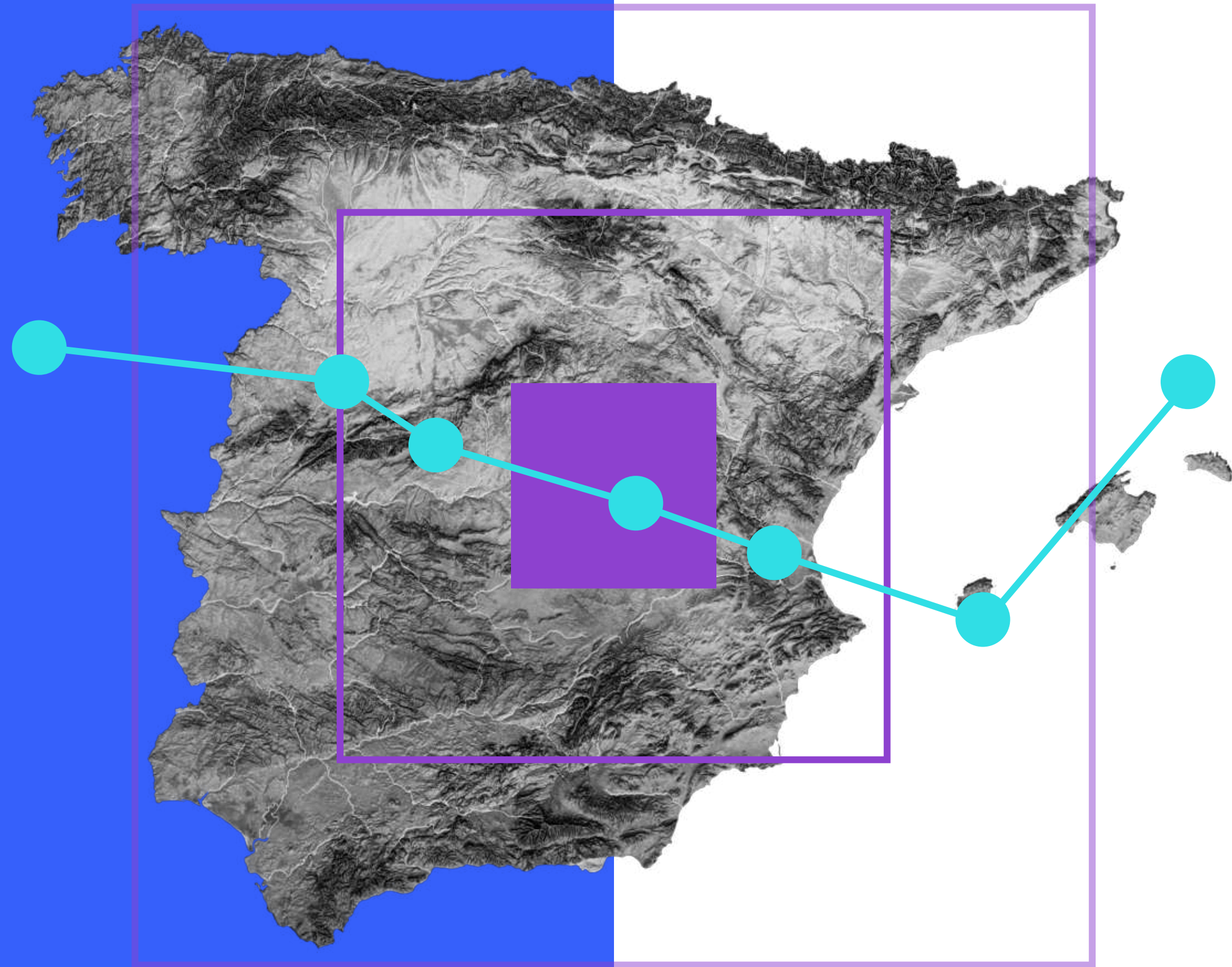
PANELISTS SHARING THEIR DATA FOR



United States

PANELISTS SHARING DATA PER DEVICE TYPE





EUROPE

Spain

19,727

Tracked panelists

60%

Average response rate

COUNTRY PROFILE

47,351,567

Population

45,346,061

Est. Online Population

96%

Internet Penetration Rate

REGIONS

8% Northwest **9%** North Centre **12%** Northeast Catalunya y Balears

9% Centre **14%** Levante **19%** South Andalucia **4%** Canary Islands

16% M. A. Madrid **10%** M. A. Barcelona

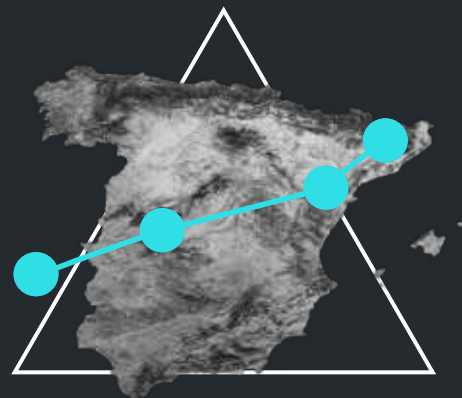




GENDER

45% M

55% F



Spain

AGE

9%

16-24

15%

25-34

22%

35-44

25%

45-54

30%

+55

SOCIOECONOMIC LEVEL

5%

iA1

19%

iA2

18%

iB

28%

iC

12%

iD

13%

iE1

5%

iE2

AVAILABLE PROFILING INFORMATION

14,996

Household

8,166

Amateur Athletes

10,703

Car drivers

11,235

Source of income

13,917

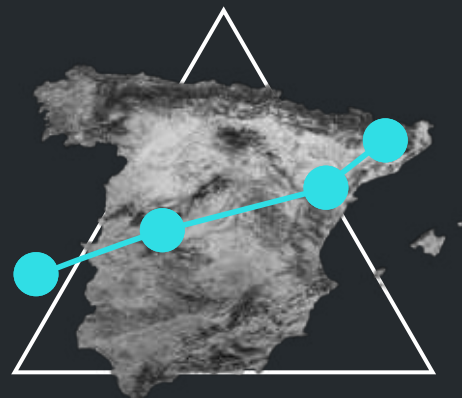
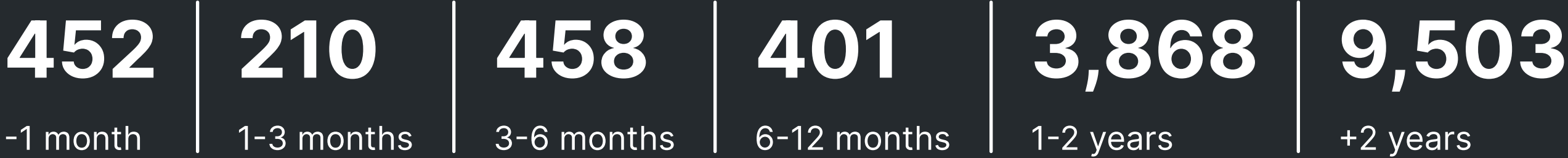
Healthcare

14,108

Financial products

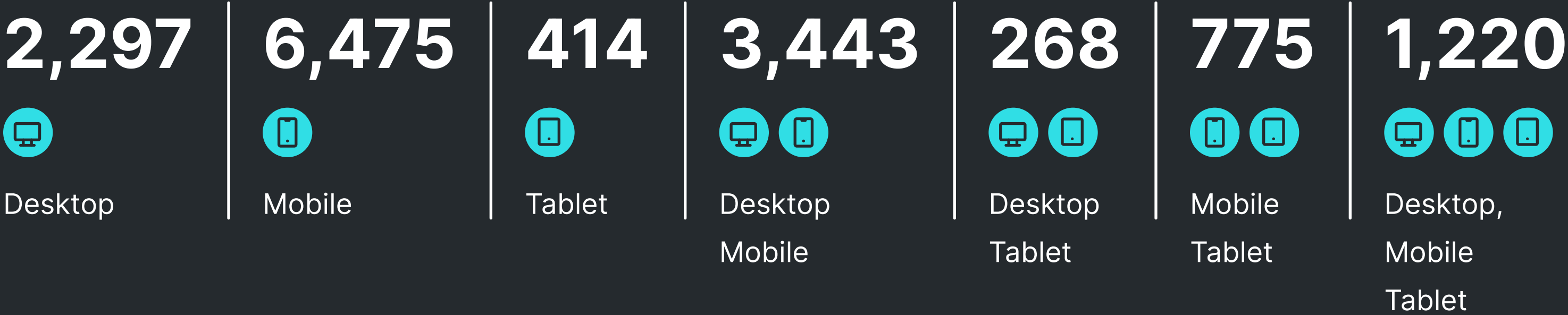


PANELISTS SHARING THEIR DATA FOR



Spain

PANELISTS SHARING DATA PER DEVICE TYPE



EUROPE

Portugal

1,821

Tracked panelists

68%

Average response rate

COUNTRY PROFILE

10,305,564

Population

8,735,954

Est. Online Population

85%

Internet Penetration Rate

REGIONS

33% North **24%** Center **30%** Lisboa & Valle del Tajo **7%** Alentejo

6% Algarve **1%** Azores **1%** Madeira





GENDER

50% M

50% F

AGE

2%

16-24

18%

25-34

23%

35-44

27%

45-54

30%

+55

SOCIOECONOMIC LEVEL

60%

A/B

32%

C1

7%

C2

1%

D

AVAILABLE PROFILING INFORMATION

893

Travelers

1,254

Household

990

Source of income

1,287

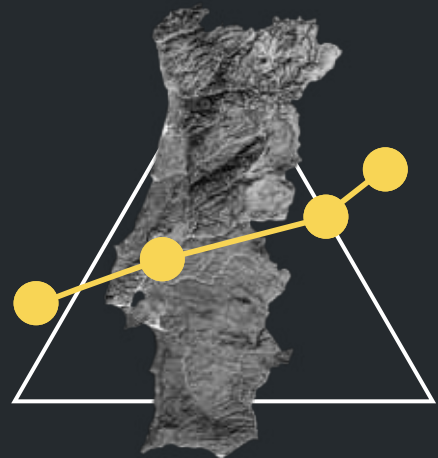
Healthcare

1,090

Autodriv

1,267

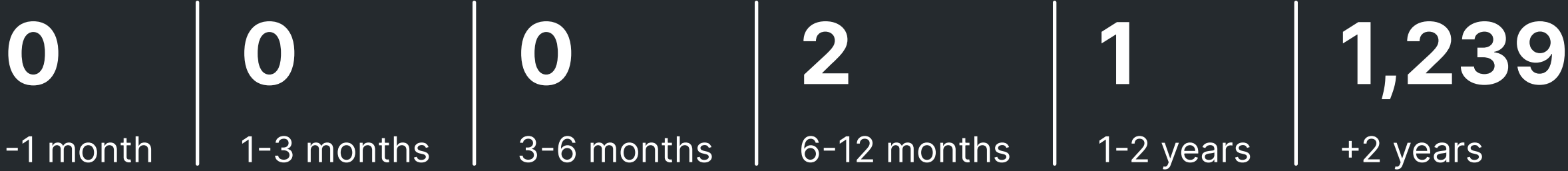
Financial products



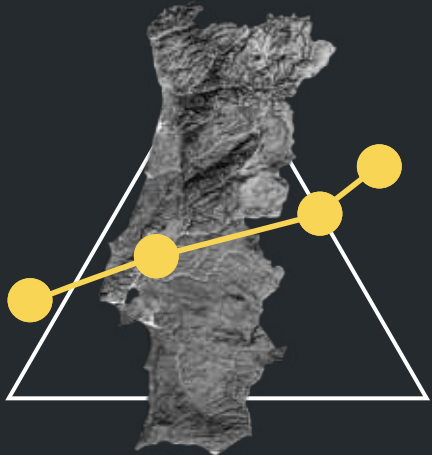
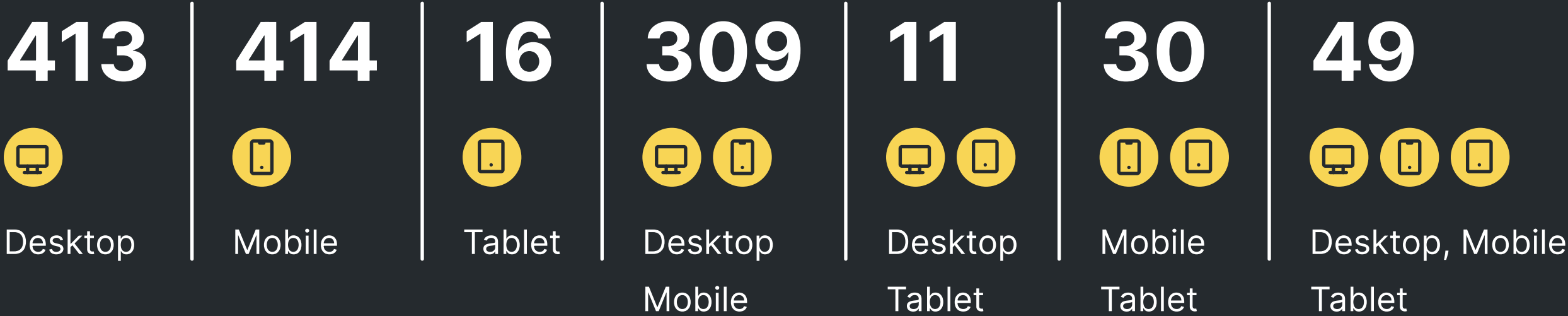
Portugal



PANELISTS SHARING THEIR DATA FOR

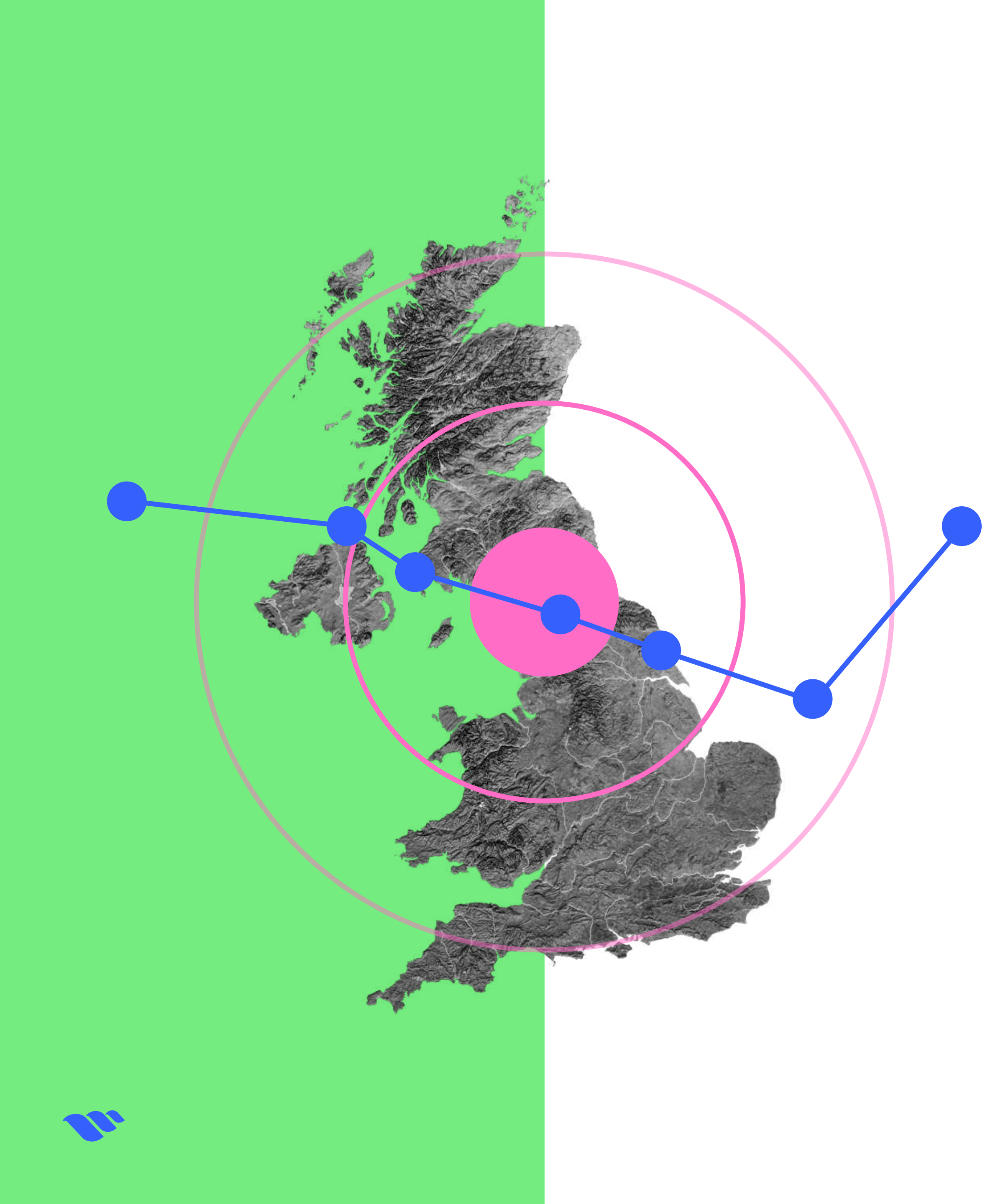


PANELISTS SHARING DATA PER DEVICE TYPE



Portugal





EUROPE

United Kingdom

642	67%
Tracked panelists	Average response rate

COUNTRY PROFILE

67,215,293	64,991,818	97%
Population	Est. Online Population	Internet Penetration Rate

REGIONS

8% East Midlands 10% East Of England 11% London 6% North East
13% North West 0% Northern Ireland 8% Scotland 14% South East
9% South West 5% Wales 10% West Midlands 7% Yorkshire And The Humber

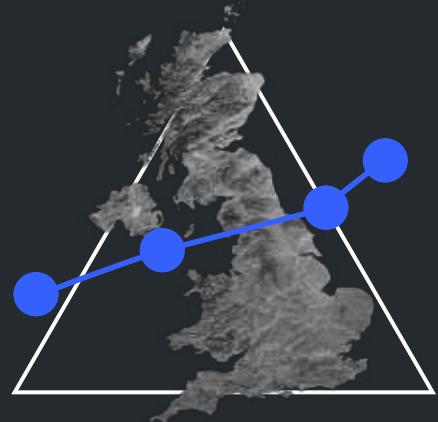




GENDER

51% M

49% F



United
Kingdom

AGE

0%

16-24

5%

25-34

18%

35-44

23%

45-54

54%

+55

SOCIOECONOMIC LEVEL

36%

High

24%

Medium
High

19%

Medium
Low

19%

Low

2%

Undefined

AVAILABLE PROFILING INFORMATION

385

Travelers

220

Mothers

150

Amateur athletes

623

Household

491

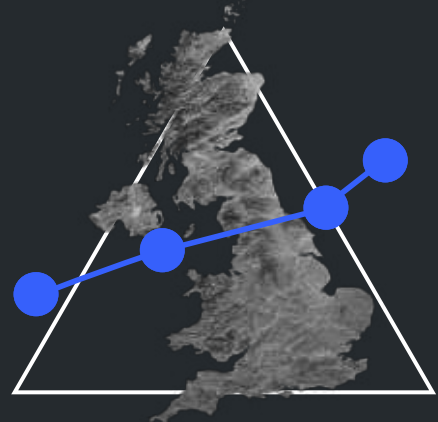
Source of income

321

Actively working

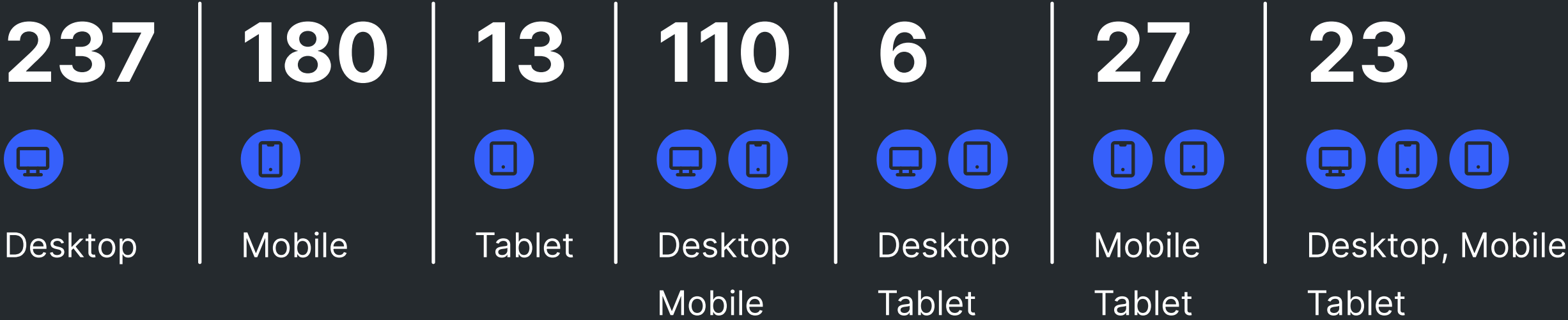


PANELISTS SHARING THEIR DATA FOR



*United
Kingdom*

PANELISTS SHARING DATA PER DEVICE TYPE



EUROPE

France

1,214

Tracked panelists

49%

Average response rate

COUNTRY PROFILE

67,391,582

Population

57,619,888

Est. Online Population

86%

Internet Penetration Rate

REGIONS

16% Ilhe de France 24% Nord Est 26% Nord Ouest 23% Sud Est 11% Sud Ouest

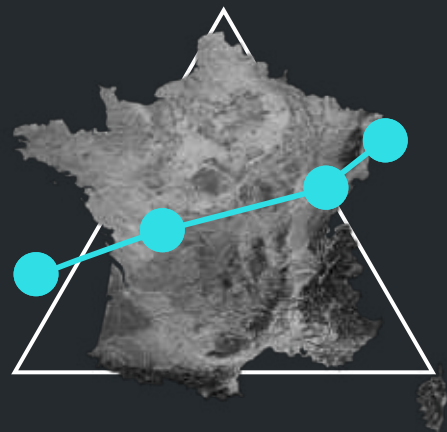




GENDER

44% M

56% F



France

AGE

1%

16-24

12%

25-34

23%

35-44

26%

45-54

39%

+55

SOCIOECONOMIC LEVEL

40%

CSP+

33%

CSP-

27%

Inactifs

AVAILABLE PROFILING INFORMATION

646

Travelers

372

Mothers

762

Actively working

1,158

Household

937

Source of income

1,189

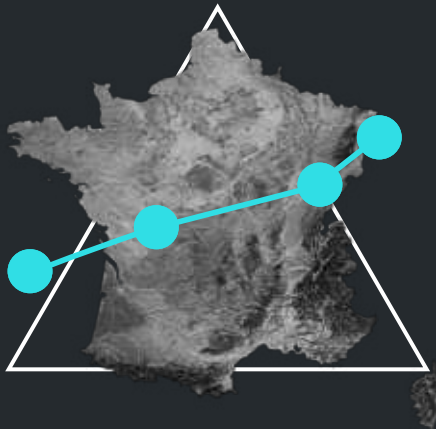
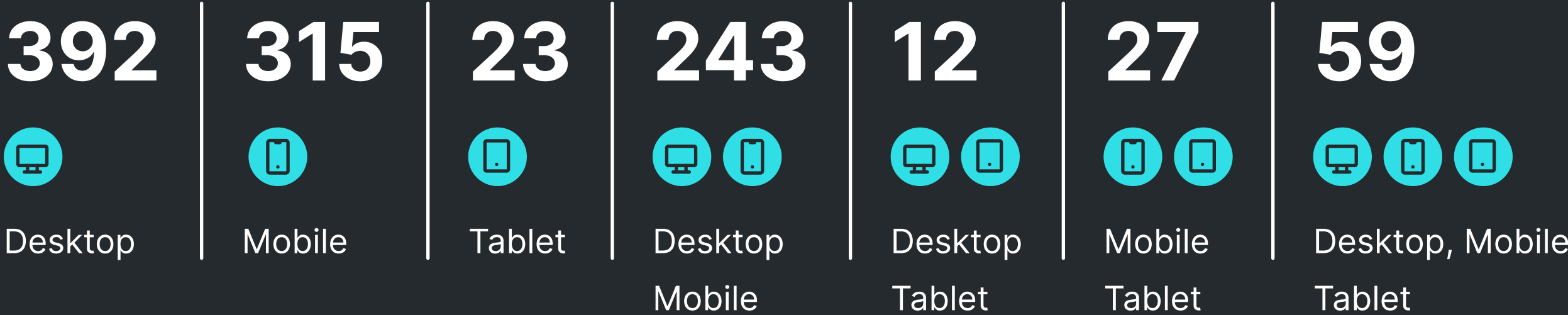
Mobile



PANELISTS SHARING THEIR DATA FOR



PANELISTS SHARING DATA PER DEVICE TYPE



France



EUROPE

Italy

1,609

Tracked panelists

72%

Average response rate

COUNTRY PROFILE

59,554,023

Population

47,863,825

Est. Online Population

80%

Internet Penetration Rate

REGIONS

25% Area 1 16% Area 2 23% Area 3 36% Area 4





GENDER

37% M

63% F

AGE

1%

16-24

12%

25-34

28%

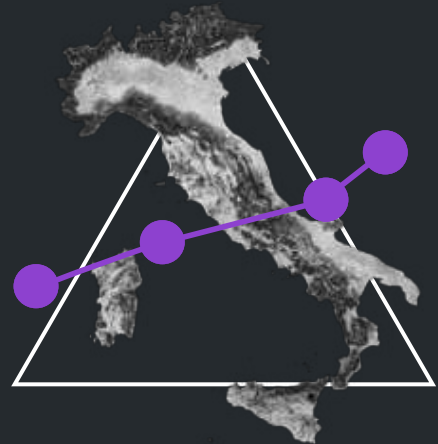
35-44

30%

45-54

29%

+55



Italy

AVAILABLE PROFILING INFORMATION

1,186

Travelers

309

Mothers

1,034

Actively working

1,484

Household

1,069

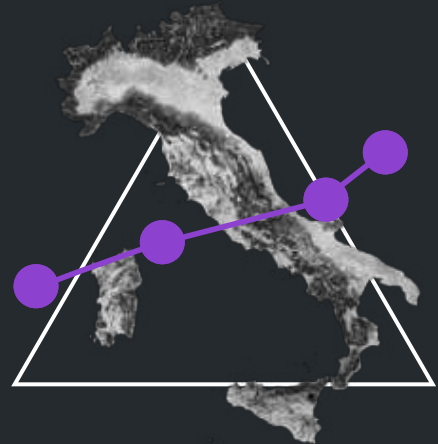
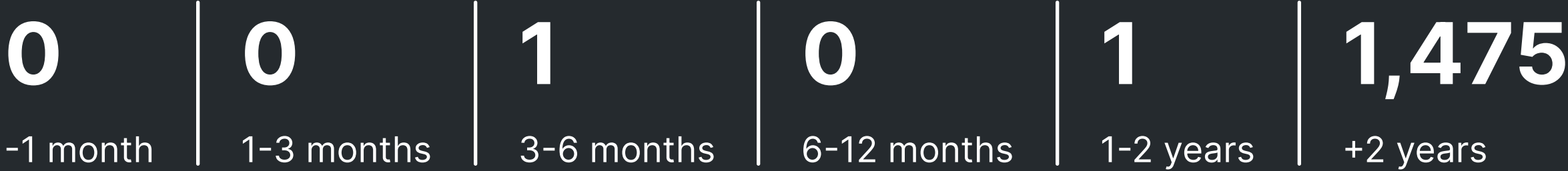
Source of income

1,559

Mobile

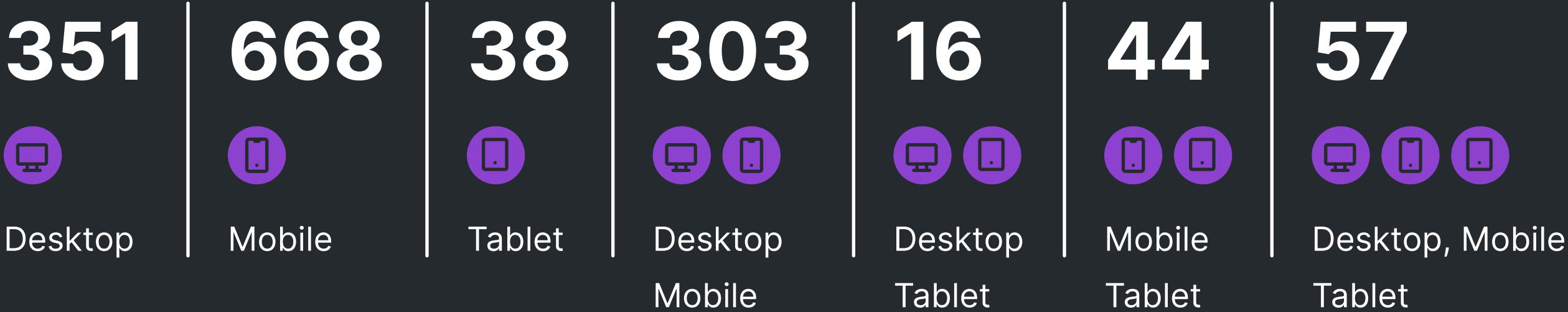


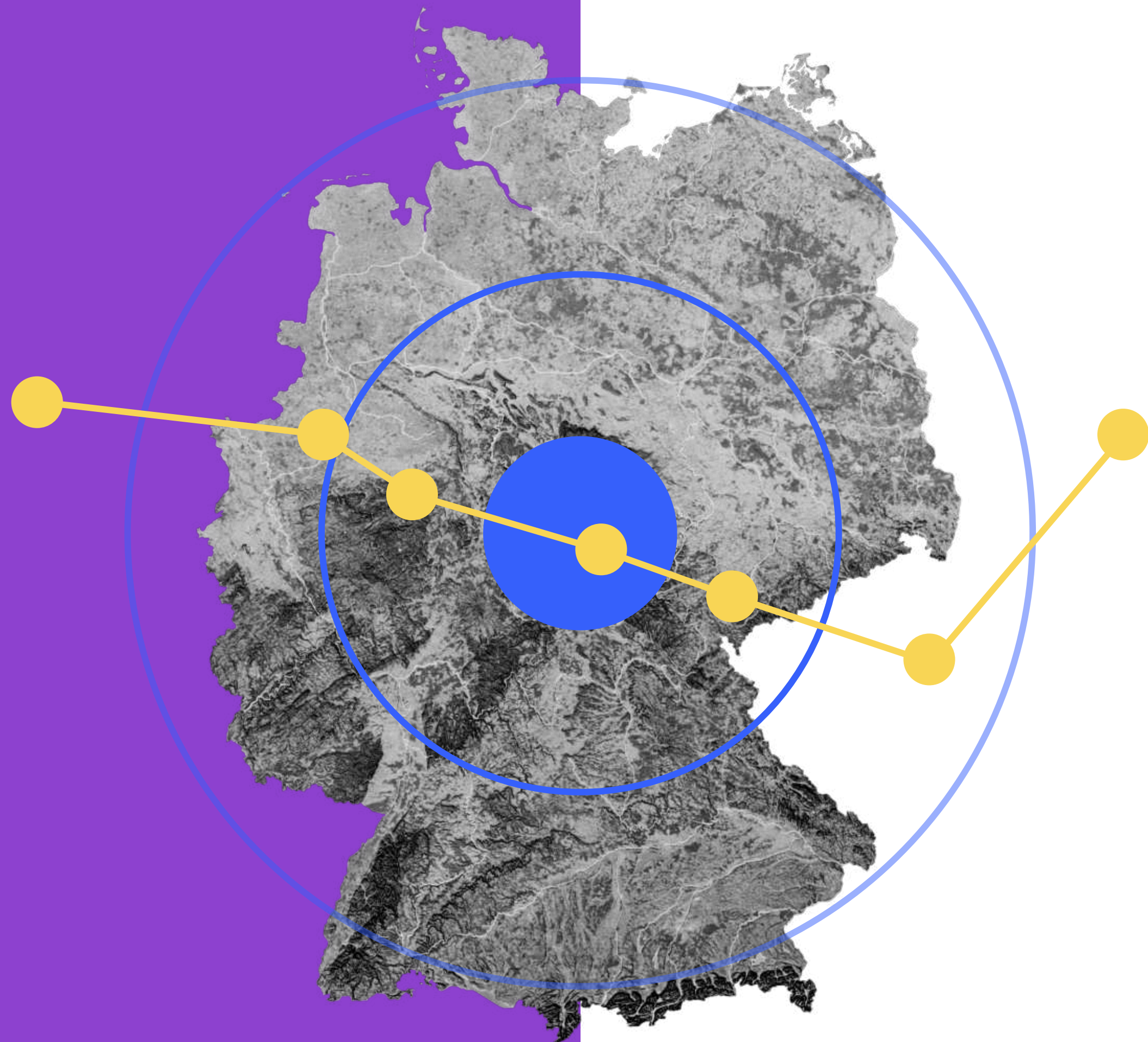
PANELISTS SHARING THEIR DATA FOR



Italy

PANELISTS SHARING DATA PER DEVICE TYPE





EUROPE

Germany

850	69%
Tracked panelists	Average response rate

COUNTRY PROFILE

83,240,525	75,908,052	91%
Population	Est. Online Population	Internet Penetration Rate

REGIONS

10% Baden Wurttemberg **13%** Bayern
15% Berlin, Mecklenburg, Vorpommern, Brandenburg, Sachsen, Anhalt
15% Hamburg, Bremen, Schleswig, Holstein, Niedersachsen
16% Hessen, Rheinland, Pfalz, Saarland **20%** Nordrhein Westfalen
10% Thuringen Sachsen





GENDER

52% M

48% F

AGE

0%

16-24

7%

25-34

21%

35-44

26%

45-54

46%

+55

AVAILABLE PROFILING INFORMATION

526

Travelers

286

Mothers

44

Actively working

815

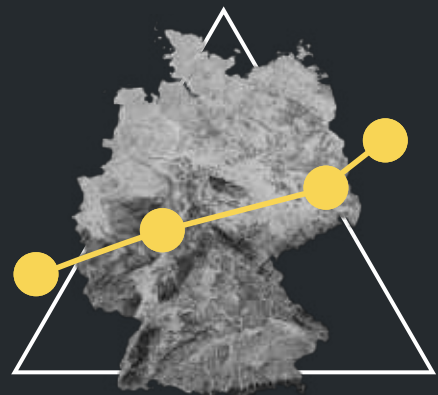
household

676

Source of income

821

Mobile

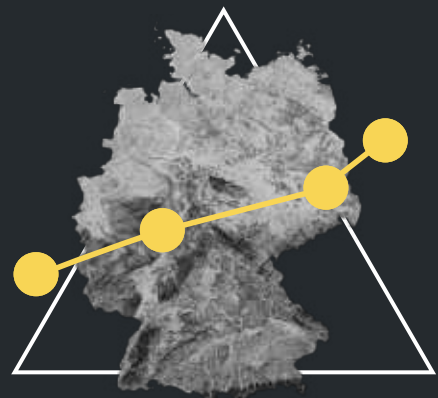
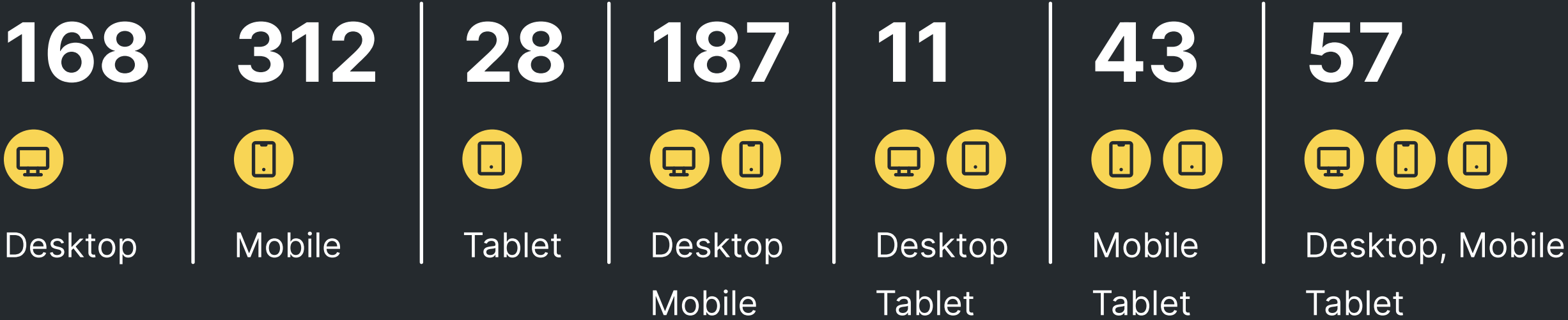


Germany

PANELISTS SHARING THEIR DATA FOR



PANELISTS SHARING DATA PER DEVICE TYPE



Germany





Why is this data so valuable?

Two goals are achieved by observing online behaviour:

Measuring reality

- Audiences
- Ad effectiveness / Target audiences
- Search term investigation
- E-commerce measurement

Enriched insights

- An end-to-end analysis of digital behavior, understanding the who, how and why by combining our profiling, opinion and market share data.



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