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Our Global Data Coverage

Panel Coverage	North America 177 million	EMEA 281 million	Asia-Pacific 109 million	Asia-Pacific 8 million
Consumers	122 million	235 million	91 million	7 million
Professionals	55 million	46 million	18 million	1 million

Methodology Coverage	North America	EMEA	Asia-Pacific	Asia-Pacific
B2C Surveys	✓	✓	✓	✓
B2B Surveys	✓	✓	✓	✓
Interviews	✓	✓	✓	✓
Fieldwork	✓	✓	-	-
Expert Calls	✓	✓	✓	✓
Channel Checks	✓	✓	✓	✓

Methodology Coverage	North America	EMEA	Asia-Pacific	Asia-Pacific
Materials	✓	✓	✓	✓
Consumer Discretionary	✓	✓	✓	✓
Consumer Staples	✓	✓	✓	✓
Health Care	✓	✓	-	-
Industrials	✓	✓	✓	✓
Financials	✓	✓	✓	✓
Information Technology	✓	✓	✓	✓
Consumer Services	✓	✓	✓	✓
Utilities	✓	✓	✓	✓
Real Estate	✓	✓	✓	✓

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How We Collect Data

Investment-Grade Primary Research

- Woozle is the only primary research provider dedicated to the global investment community. We specialize in sourcing primary data that powers investment decisions for hedge funds, private equity, venture capital, institutional investors, investment banks, and consulting firms.

Woozle Data Coverage Explained

- Woozle Research partners with over 200 leading firms, granting access to a robust database of 545 million consumer, business, and healthcare profiles.
- With coverage across 114 sectors and 175 countries, we offer unparalleled insights into global market trends and sector-specific opportunities.
- Whether tracking regional performance or uncovering niche industry dynamics, our data ensures you have the tools to make informed, strategic investment decisions.

Speaking to Sources that Matter

- We go beyond surface-level data, connecting with primary decision-makers responsible for allocatable budgets and purchasing decisions.
- Our approach prioritizes insights over job titles, focusing on active professionals directly influencing today's market—not former or retired players.
- Leveraging 9 out of the top 10 lead generation databases, we efficiently gather accurate contact details for experts, ensuring we target the right individuals.
- Our 45 skilled telephone researchers specialize in conducting in-depth interviews and surveys with hard-to-reach audiences, enabling us to capture insights where web-based surveys fall short.

Relationships, Not Algorithms

- While technology enhances our productivity, it's our personal relationships that deliver value.
- Each data point we collect is the result of meaningful, one-on-one interactions with trusted industry professionals.
- Our long-term relationships provide us access to critical data at the right time, ensuring our clients always stay ahead of the curve.
- With 50,000+ data submissions annually, and 75% updated through direct conversations, we combine human expertise with the efficiency of modern tools to deliver unparalleled insight.

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Ensuring Data Investors Can Trust

- Woozle employs a ZeroBreach Compliance Methodology, ensuring every data point undergoes three human reviews and one algorithmic review before reaching our clients.
- This rigorous validation process guarantees that our data is accurate, actionable, and compliant with global standards.
- 98% of our clients report confidence in our data's reliability, enabling them to make critical decisions with assurance.

Coverage is Half the Story

- At Woozle, we believe that depth matters more than breadth.
- Our data goes beyond surface-level insights, offering exclusive metrics, nuanced perspectives, and comprehensive detail.
- On average, we gather 25% more data points per interaction than competitors, ensuring our clients receive deeper, more actionable intelligence.
- For example, our insights into the retail sector don't just track sales figures but uncover consumer preferences, emerging trends, and regional dynamics—all in real time.

Where We Get Our Data

- Woozle sources data from a diverse ecosystem, including:
    - Personal Relationships: Built with decision-makers and active professionals across industries.
    - News and Research Providers: Leveraging trusted sources for timely updates.
    - Data Partnerships: Collaborating with 200+ firms to access global datasets.
- Our team also conducts direct interviews and surveys with professionals, ensuring every insight is grounded in real-world expertise.
- By combining automated submissions and manual outreach, Woozle processes more than 1 million regular data submissions annually, delivering real-time, actionable intelligence.

Supporting Investment Professionals

- Woozle supports clients by providing tailored, actionable data designed to drive better investment decisions:
    - Custom Insights: Reports tailored to sectors, geographies, or specific investment strategies.
    - Analyst Access: Direct access to our research team for deeper understanding and strategy support.
    - Proactive Alerts: Real-time updates and notifications on critical developments.

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- Flexible Delivery Options: Whether through interactive dashboards, concise reports, or tailored briefings, we deliver data in the format that suits your workflow.

- Our focus on client success ensures every insight we provide is designed to deliver measurable outcomes.

Valuing our Sources

- At Woozle, we prioritize our contributors, ensuring that sharing insights is fast, simple, and rewarding.
- We guarantee fair and prompt compensation, creating trust and fostering long-term collaboration with our sources.
- This approach ensures we maintain a reliable network of contributors, granting clients access to data that is both accurate and timely.

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