

POTLOC SUPPLY CAPACITY BOOK.

EVERY AUDIENCE, AT YOUR FINGERTIPS.

Two proprietary sampling engines, one vetted partner network, and the discipline to make them work as one.

Potloc's supply is built on three respondent sources that let us reach any audience, any geography, any industry: our B2B and B2C proprietary panels, our proprietary Social Media Sampling technology, and a tightly vetted partner network. No respondent reaches your dataset unchecked — each methodology gets the controls that actually work on it.



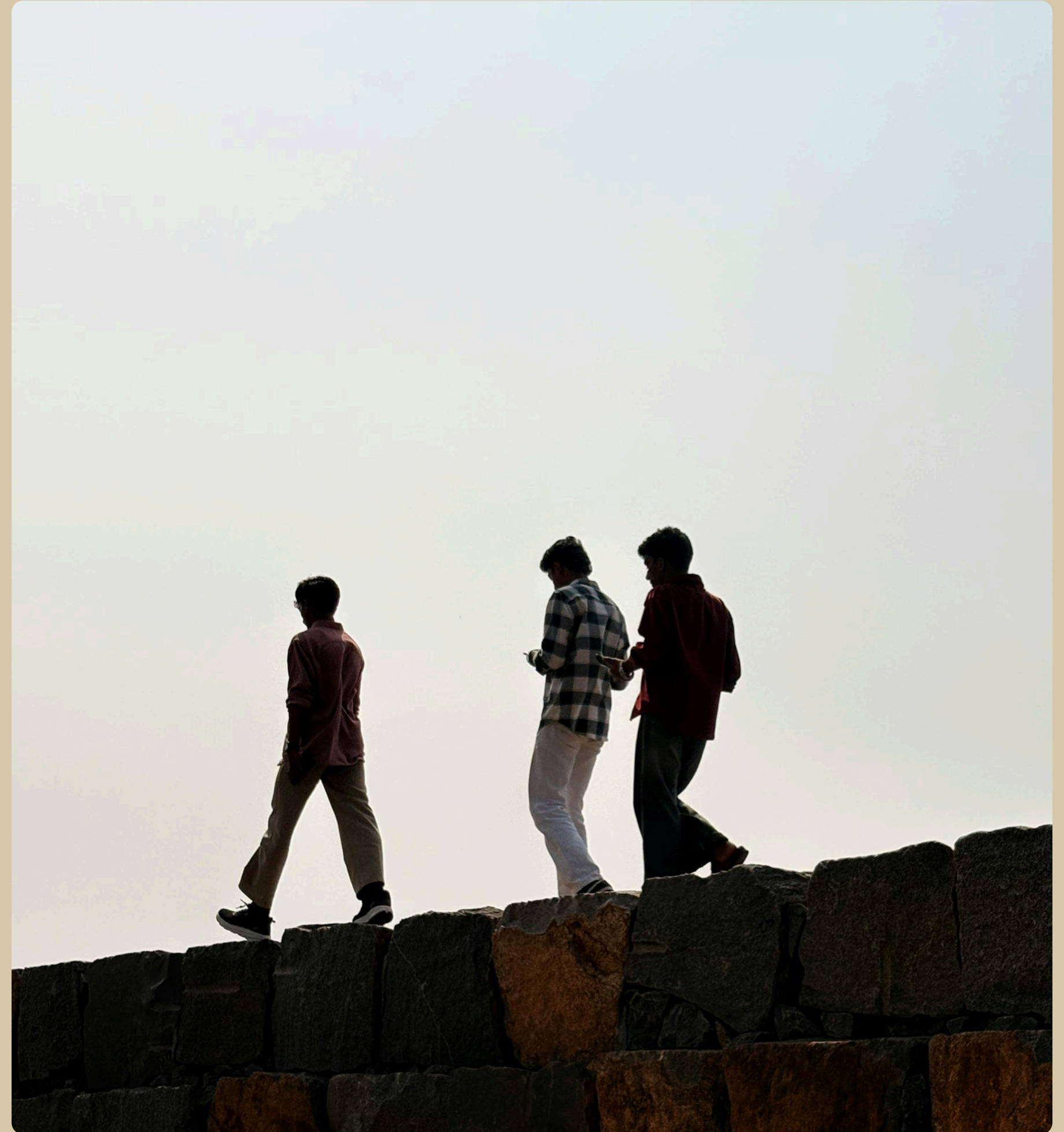
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1

SUPPLY OVERVIEW .

Discover our global reach and specialized ability to target niche audiences.



SUPPLY OVERVIEW: OUR REACH

How our proprietary supply reaches professionals and consumers across continents or down the block.

Potloc's Social Media Sampling.

Our proprietary sampling technology involves ad-based recruitment and delivers fresh respondents who care about your topic and provide higher-quality insights.

1B+
global virtual reach.



Potloc's B2C reach.

Includes our vetted partner network — and Yunte, our B2C community consisting of active consumers, engaged, rewarded, and quality-controlled to outperform traditional panels.

217M+
total B2C reach.

49M+ NA	56M+ APAC	46M+ EMEA
15M+ LATAM	8M+ MEA	

Potloc's B2B reach.

Includes our vetted partner network — and Opinova, our B2B community consisting of active decision-makers and niche experts, verified with LinkedIn and selfie-to-ID match.

31M+
total B2B reach.

6M+ NA	3.9M+ APAC	4.1M+ EMEA
1.3M+ LATAM	1.6M+ MEA	

NICHE AUDIENCE CAPACITY.

A non-exhaustive view of specializations and narrow targets we activate through our supply engine.

CPG & F&B

Premium consumers.

Whiskey buyers (\$30+), premium tea, frozen viennoiseries, dairy, ice cream, alcohol, flatbread.

GROUP OF INTEREST

Expats & niche cohorts.

Expats by origin/destination, religious communities, language speakers, hobby-specific affinity.

BLUE COLLARS

Trade & manual workers.

Construction trades, logistics, manufacturing, transportation, agriculture, skilled trades.

AUTOMOTIVE

Auto buyers & owners.

EV owners, PHEV intenders, car buyers, scooter owners, motorcycle equipment purchasers.

HEALTHCARE

HCPs & patients.

GPs, specialists, nurses, pharmacists, payors, hospital administrators. Diagnosed-patient cohorts: rare-disease patients, IVF and fertility patients, chronic-condition patients.

EDUCATION

Parents, students & staff.

Parents of K-12, higher-ed students, medical students, teachers, school administrators.

HNWIS

High-net-worth individuals.

Investable assets \$1M+, \$5M+, \$10M+. Income-verified executive audiences.

WHITE COLLARS

Office professionals.

Knowledge workers, managers, analysts, professionals across function and seniority levels.

TRAVEL

Travelers.

Frequent travelers, higher-income travelers, expats, region-specific tourists ("have visited X").

REAL ESTATE

Buyers, sellers & agents.

Property buyers, sellers, agents and operators. Region-specific and price-segment targeting.

SMALL BUSINESS

Owners & operators.

Beauty salons, restaurants, farmers, plumbers, hairdressers, opticians, retail shop owners.

EV DRIVERS

Electric vehicle owners.

BEV / PHEV owners, EV intenders, charging-network users. By make/model, household profile.

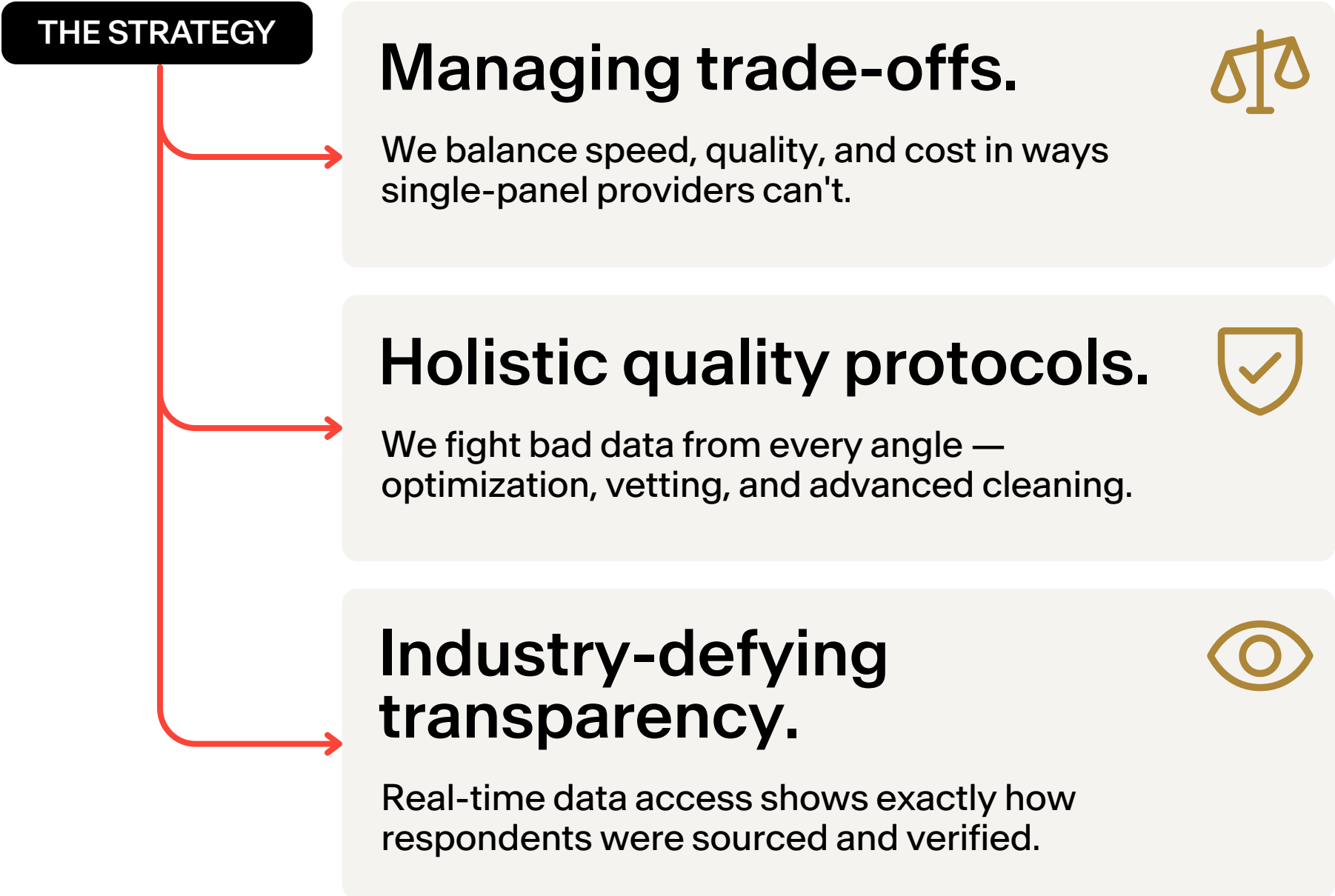
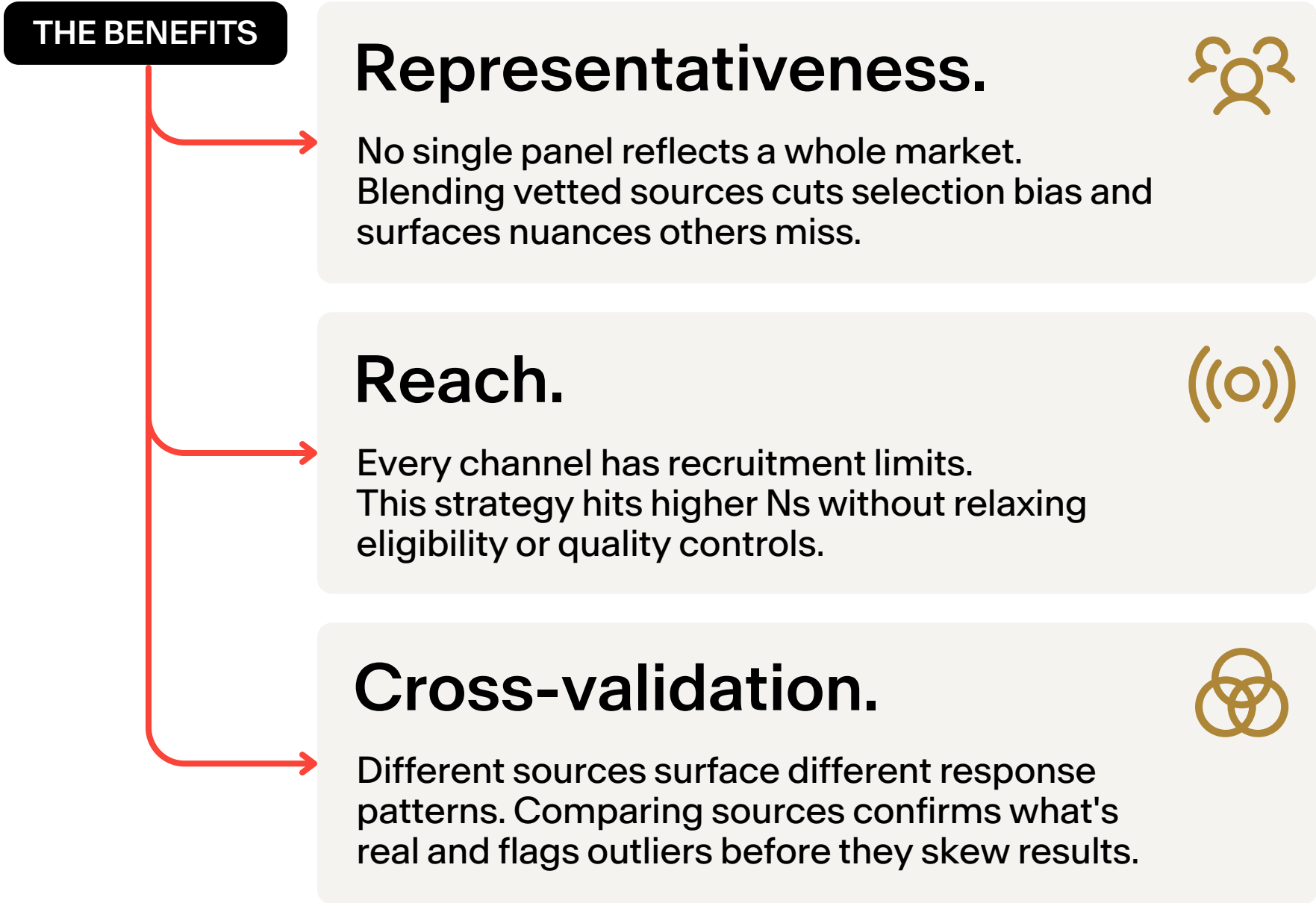
STUDENTS

Higher education.

Undergraduate, graduate, MBA candidates. By institution type, field of study, year of study.

MULTI-SOURCE SAMPLING ENGINE .

We blend proprietary and vetted partner sources to secure the optimal respondent mix, maximizing reach while inherently reducing source bias.



PROPRIETARY SUPPLY.

Meet our own B2B and B2C sampling engines and the quality controls we've designed to protect every insight.



OUR SOCIAL MEDIA SAMPLING TECHNOLOGY.

We recruit respondents from their natural social media habitats, targeting based on demographics, behaviors, and interests to deliver more engaged responses.

The advantage.



1

Especially powerful for low-incidence audiences and geo-specific targets.

2

Respondents go directly from the ad to your survey. No third-party router, no dropouts from frustration.

3

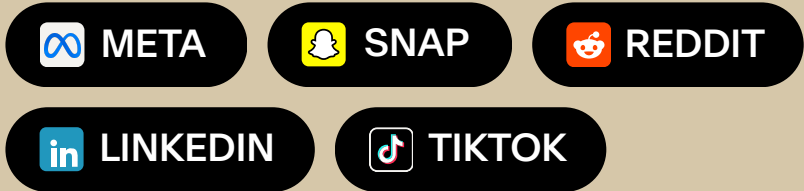
Cash incentives are contingent on passing our quality controls, mitigating the incentive for fraudsters.

4

Advanced platform profiling minimizes unqualified traffic, so ads only reach people who match your target.

5

major platforms activated.



1B+

virtual reach.

75+

countries delivered.

HOW WE TARGET RESPONDENTS.

Where traditional panels apply filters after recruitment, we apply them before the ad even serves. Four targeting layers stack to define the audience.

1

Socio-demographics.

- GENDER
- AGE
- LANGUAGE
- EDUCATION
- MARITAL STATUS
- WORK INDUSTRY
- JOB TITLE
- PARENTS
- EVENTS IN PROGRESS

2

Behavior.

- INTEREST FOR AN EVENT
- EXPATS & TRAVELS
- PURCHASE HABITS
- ONLINE HABITS

3

Interests.

- COMPANIES (BY INDUSTRY)
- ENTERTAINMENT
- FAMILY & FRIENDS
- TECHNOLOGY
- SPORTS & WELL-BEING
- FOOD & BEVERAGE
- HOBBIES
- SHOPPING & FASHION
- OUTDOOR ACTIVITIES
- FOLLOWED PAGES

4

Continuous re-balancing.

- FROM 1 KM RADIUS
- CITY / ZIP CODE
- REGION / STATE
- COUNTRY

Especially powerful for low-incidence audiences and location-specific reads, where panels struggle and Social Media Sampling shines.

Reach values reflect actual delivered respondents on reference projects. Higher reach is achievable on extended field periods or with increased media spend.

Americas		
Country	Audience size on Meta	Reach delivered
United States	200M+	300,000+
Brazil	~150M	275,000+
Canada	~30M	100,000
Argentina	~30M	105,000
Mexico	~85M	85,000
Chile	~14M	97,840
Colombia	~38M	67,280

Europe		
Country	Audience size on Meta	Reach delivered
France	~50M	400,000+
Germany	~65M	128,000+
United Kingdom	~50M	275,000+
Italy	~48M	310,000+
Spain	~35M	190,000+
Netherlands	~14M	178,000+
Belgium	~9M	50,000
Sweden	~7M	68,000
Norway	~4M	52,000
Switzerland	~7M	25,000+
Austria	~7M	25,000+
Ireland	~4M	20,000+
Portugal	~8M	20,000+
Poland	~30M	60,000+
Romania	~15M	86,000
Latvia	~1.5M	140,000
Estonia	~1M	60,000
Czech Republic	~8M	30,000+

APAC		
Country	Audience size on Meta	Reach delivered
India	600M+	285,000+
Indonesia	170M+	1.7M+
Japan	~85M	88,000
Australia	~20M	48,000
Republic of Korea	~40M	30,000+
Singapore	~4M	58,000
Bangladesh	~100M	127,000
Pakistan	~140M	62,000
Cambodia	~11M	52,000

MENA / Africa		
Country	Audience size on Meta	Reach delivered
Saudi Arabia	~25M	207,000+
UAE	~8M	125,000+
Qatar	~2M	58,000
Kuwait	~3M	42,000
Bahrain	~1M	50,000
Oman	~3M	70,000
Jordan	~7M	121,000
Egypt	~70M	117,000
Iraq	~25M	96,000
Tunisia	~8M	55,000
Morocco	~25M	186,000+
Nigeria	~120M	465,000+
South Africa	~40M	110,000
Kenya	~30M	57,000
Ghana	~22M	161,000
Côte d'Ivoire	~18M	175,000+
Rwanda	~8M	152,000
Liberia	~3M	145,000
Burkina Faso	~12M	35,000

OUR B2C AND B2B PROPRIETARY PANELS.



Consumer
self

yunite
By POTLOC

B2C

65,000+
respondents.



Professional
self

OPINOVQ
By POTLOC

B2B

15,000+
respondents.



Combined advantage.

While many competitors rely on a single panel, we operate both B2C and B2B panels — and capture the same individual's perspective across personal and professional contexts.



The respondent hook.

1 Real money guarantee.

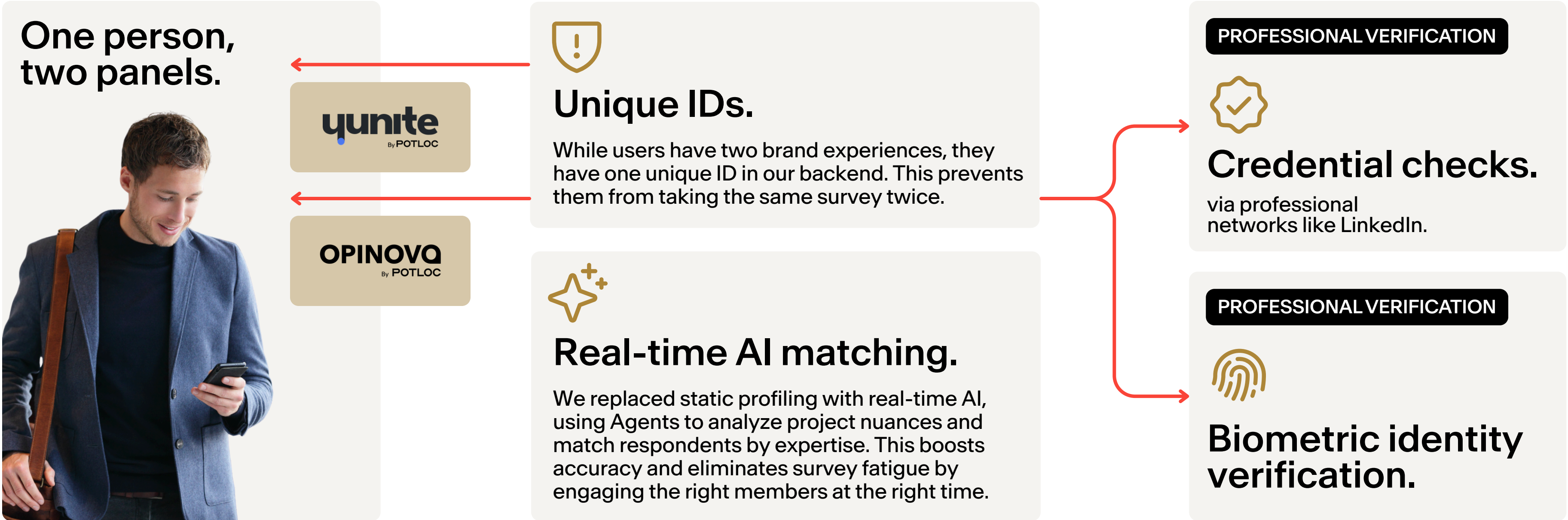
No confusing points or "virtual currency."

2 Premium floors.

Industry-leading minimums that attract and retain high-caliber, attentive participants.

THE UNIFIED DATA ARCHITECTURE.

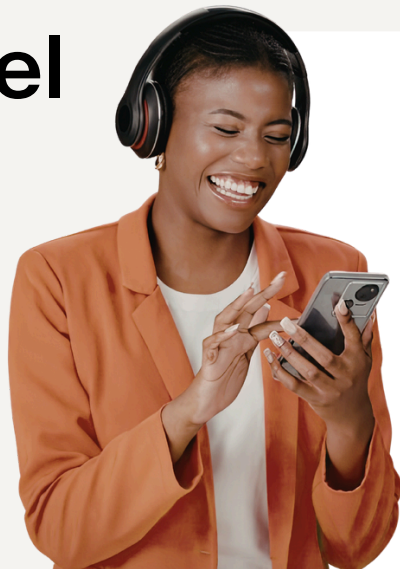
Our one person, two panels system allows us to capture dual perspectives without duplicate participation



RECRUITMENT.

Premium in, premium out. Our sourcing strategy targets high-intent individuals across the digital platforms they use most.

Multi-channel sourcing.



Yunite.

B2C

Scale-driven recruitment via Meta, Google, and Snapchat, supplemented by niche affiliate partnerships and custom client-led project sourcing.



Opinova.

B2B

Precision-targeted outreach via LinkedIn and professional-grade affiliate networks to reach decision-makers and specialized cohorts.

Controlled entry flows.

Our onboarding process is designed to prioritize quality over volume from the first click.

Consumer flow.

A mandatory multi-step authentication process requiring active email verification and identity cross-referencing to ensure 100% human participation.



Executive flow.

A specialized "low-friction" onboarding process. We filter out non-professionals by requiring LinkedIn profile synchronization and work-history validation at entry.



QUALITY CONTROLS.

Our proprietary "Pre-Post" quality framework is significantly more rigorous than industry standards.

27

Yunite (B2C)
quality controls.

33

Opinova (B2B)
quality controls.

1 Pre-panel registration.

We neutralize fraud at the point of entry to ensure only legitimate humans enter our ecosystem:

IDENTITY AUTHENTICATION

- Global address validation
- Cross-referenced email duplication checks
- Mandatory Double Opt-In (DOI) protocols



ADVANCED BOT DEFENSE

- Real-time click-pattern analysis
- Interactive challenge-response tests



2 Post-panel registration.

Unlike panels that stop at initial verification, we conduct a continuous, persistent audit of our entire membership database:

BEHAVIORAL MONITORING

- Sophisticated threats
- Account sharing
- Duplicated identities
- Unauthorized account takeovers



INTEGRITY SCREENING

- Geographic consistency (detecting VPN / Proxy)
- Fake accounts
- Financial transaction anomalies
- Face match



PROFESSIONAL VALIDATION

- Work-email verification
- Firmographic data validation



QUALITY CONTROLS.

Our proprietary "Pre-Post" quality framework is significantly more rigorous than industry standards.



3 Survey-level protection.

We maintain a "clean" environment throughout the entire lifecycle of a study, ensuring that only high-attention respondents contribute to your data.

PRE-SURVEY SCREENING

We monitor real-time activity and search patterns to identify geographic threats and duplicate entries before a respondent ever sees a survey question.



ENGAGEMENT MONITORING

Standardized attention traps and coherence checks are embedded throughout the interview process to verify active participation.



AUTOMATED DATA SANITIZATION

Our system automatically flags and removes "speeders," low-quality open-ended responses, repetitive answer patterns, and copy-pasted text.

HUMAN OVERSIGHT

All automated flags undergo a final manual review by our data integrity team to ensure clinical accuracy.

4 Secure incentive redemption.

We manage our incentive program with the same rigor as a financial institution, ensuring rewards are a closed loop for verified humans only.

MULTI-FACTOR AUTHENTICATION (MFA)

We utilize secure verification protocols to ensure that every reward is claimed by the specific, validated individual who earned it.



COMPREHENSIVE RISK AUDIT

Before any redemption is approved, our system runs a cross-reference check against an extensive internal "Red Flag" database, identifying device-level anomalies, VPN usage, and geographic inconsistencies.



FULL-LIFECYCLE SECURITY SHIELD

Our security engine remains active during login, survey exit, and the point of redemption, providing a 360-degree barrier against fraudulent behavior and account compromise.



INCENTIVES.

We retain a high-caliber audience by valuing their time more than the industry standard. Fair pay isn't just a policy; it's our primary tool for ensuring data integrity.

Our incentive models.



Our B2C model.

Immediate Real Cash rewards—no points, tokens, or complex conversion scales.



Our B2B model.

High-value, professional-grade real cash rewards tailored to executive-level participation.

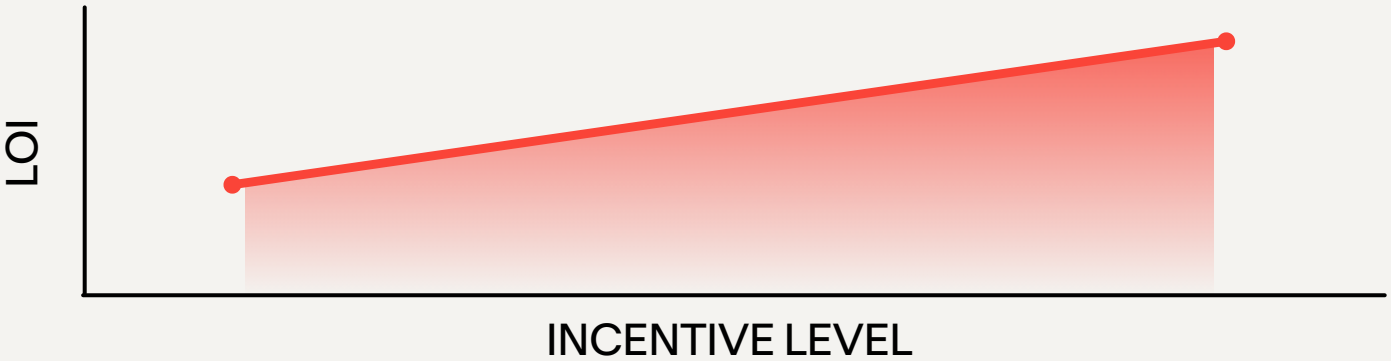
The financial differentiator.

Our baseline incentives are significantly higher than industry averages. We have proven that removing the "point-chasing" grind attracts more attentive, thoughtful participants who provide deeper insights.



Transparency.

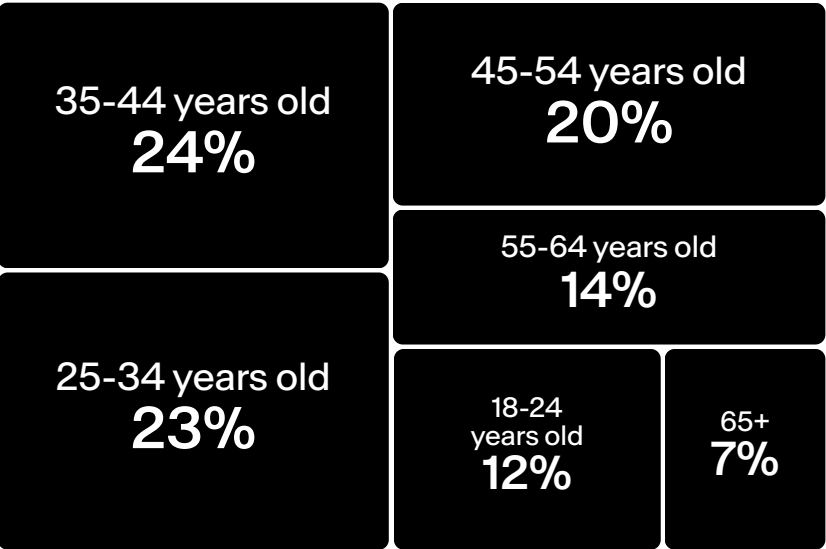
All rewards are clearly defined upfront based on Length of Interview (LOI).



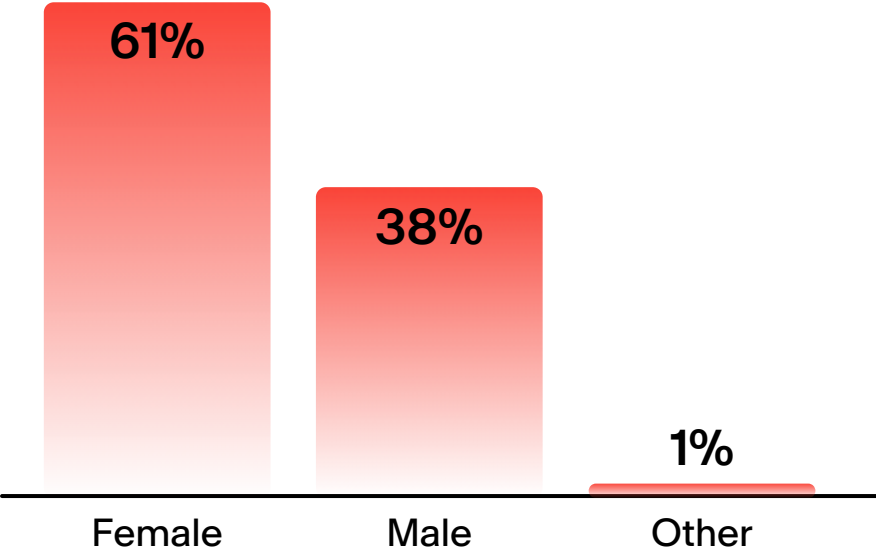
DEMOGRAPHIC & FIRMOGRAPHIC DATA

B2C

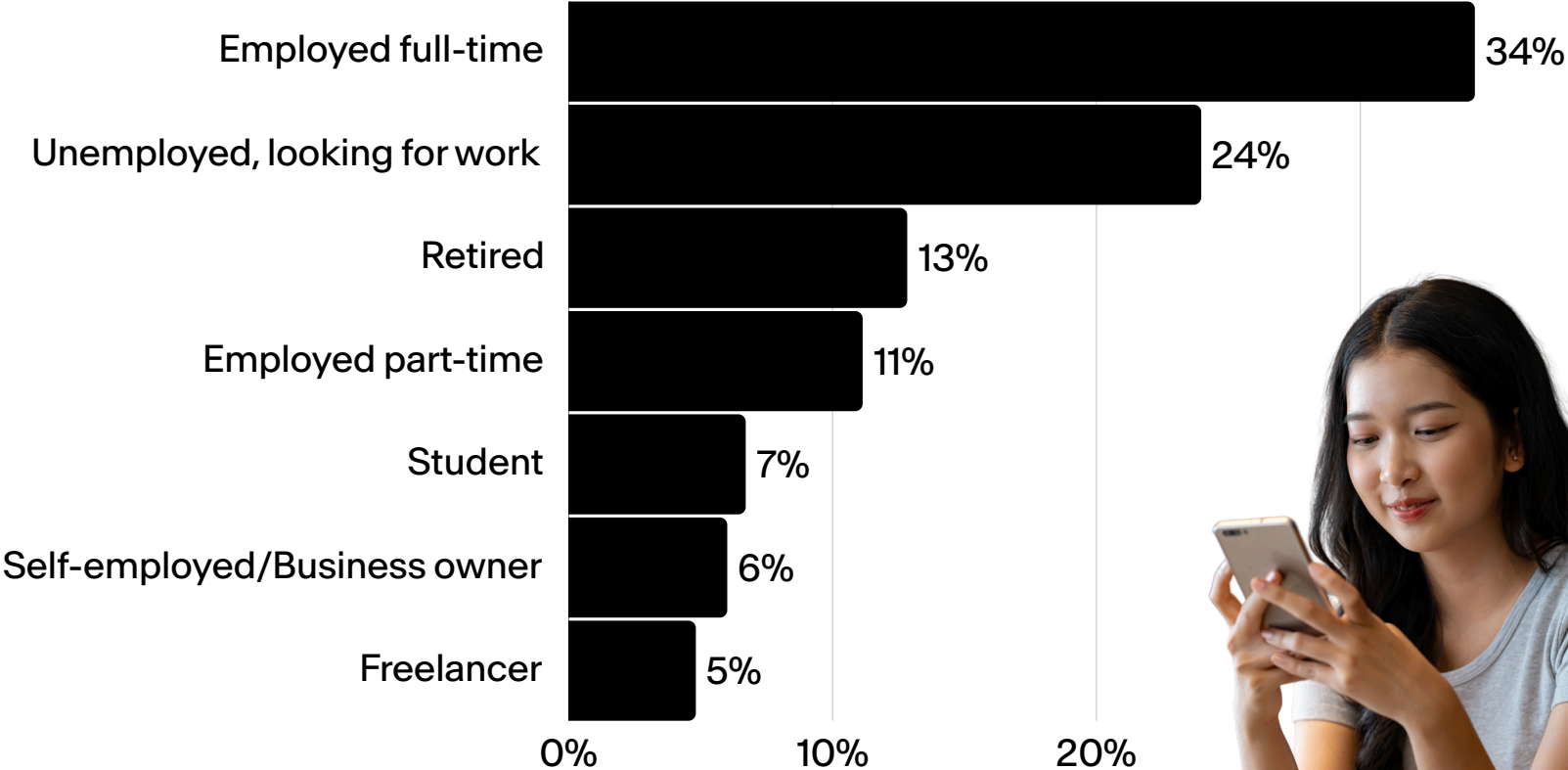
AGE



GENDER

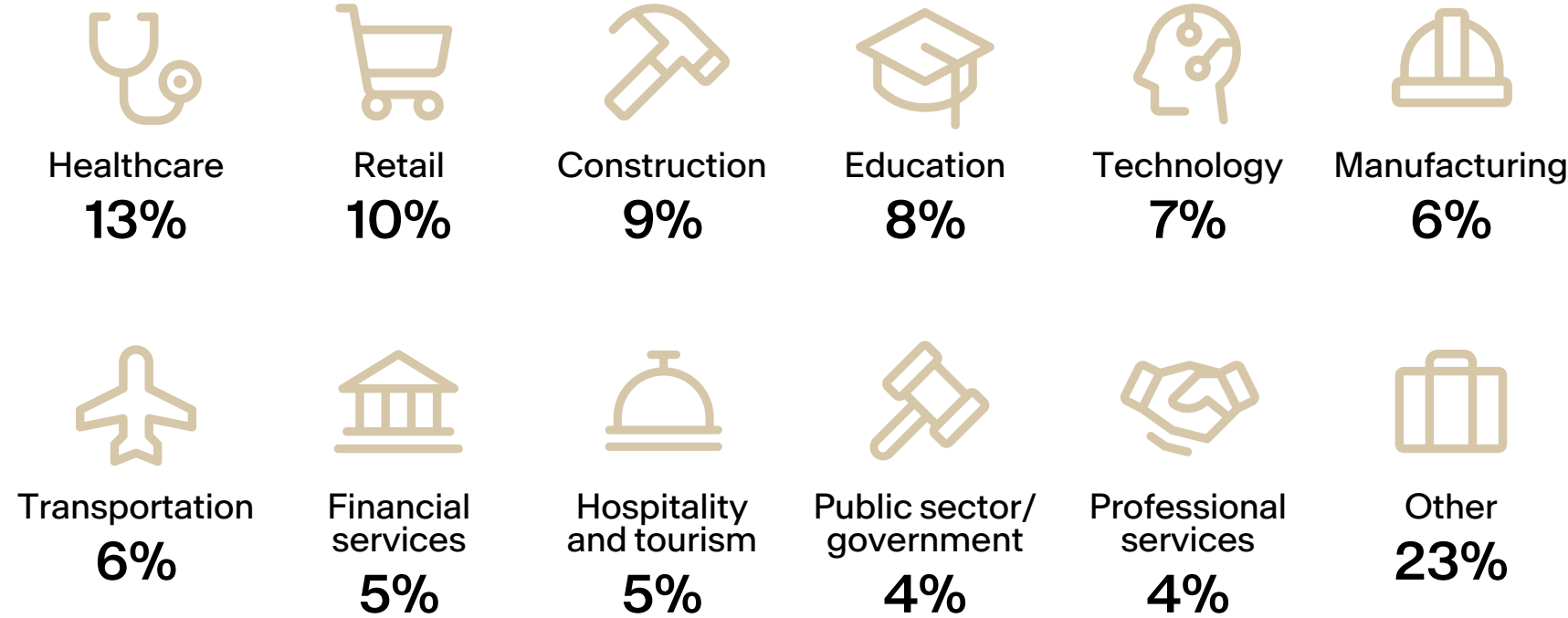


EMPLOYMENT STATUS



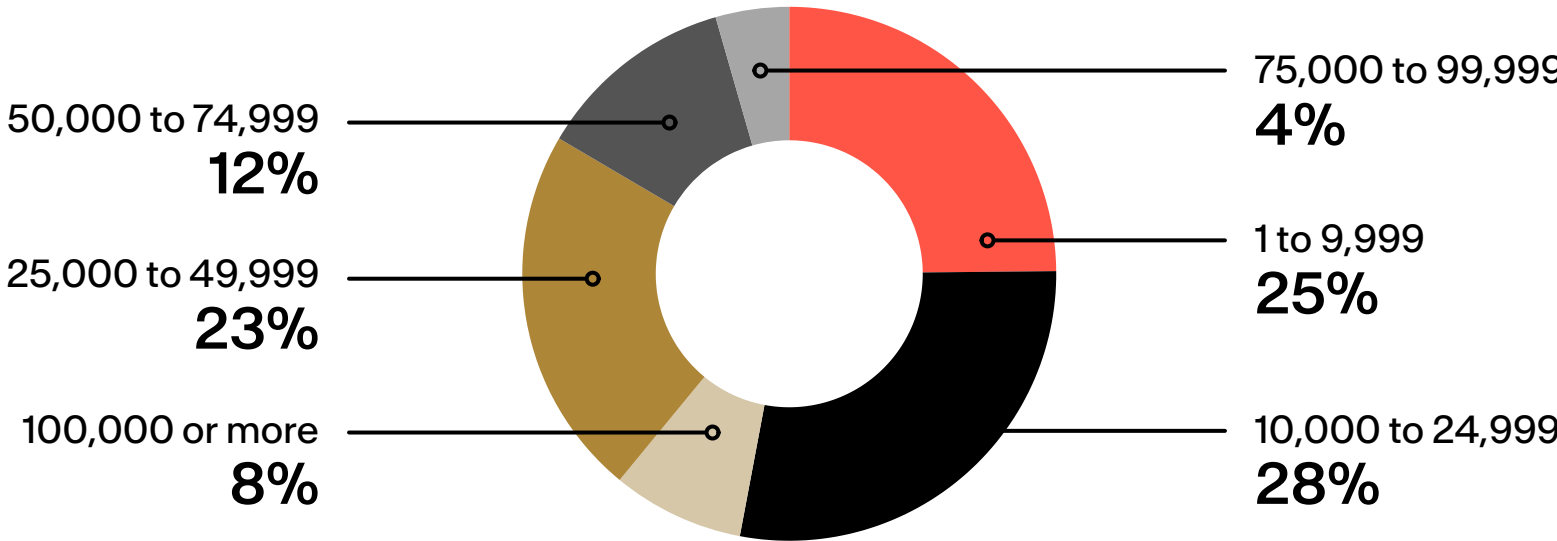
ECONOMIC SECTORS

*Economic sectors available for 49% of the panel.



PERSONAL INCOME (USD)

*Personal income available for 35.3% of the panel.



COUNTRY

*Nb. of kids available for 34%
and nb. of cars available for
37% of the panel.

United Kingdom

8%

 nb. of kids	 nb. of cars owned
0 67%	0 45%
1 16%	1 40%
2 11%	2 12%
3+ 6%	3+ 3%

France

23%

 nb. of kids	 nb. of cars owned
0 56%	0 20%
1 21%	1 51%
2 15%	2 24%
3+ 8%	3+ 5%

Germany

4%

 nb. of kids	 nb. of cars owned
0 73%	0 22%
1 26%	1 68%
2 1%	2 10%
3+ 0%	3+ 0%

United States of America

41%

 nb. of kids	 nb. of cars owned
0 60%	0 29%
1 18%	1 46%
2 13%	2 19%
3+ 9%	3+ 6%

United Arab Emirates

6%

 nb. of kids	 nb. of cars owned
0 44%	0 43%
1 22%	1 38%
2 19%	2 15%
3+ 15%	3+ 4%

Spain

6%

 nb. of kids	 nb. of cars owned
0 54%	0 43%
1 27%	1 41%
2 16%	2 14%
3+ 3%	3+ 2%

Italy

7%

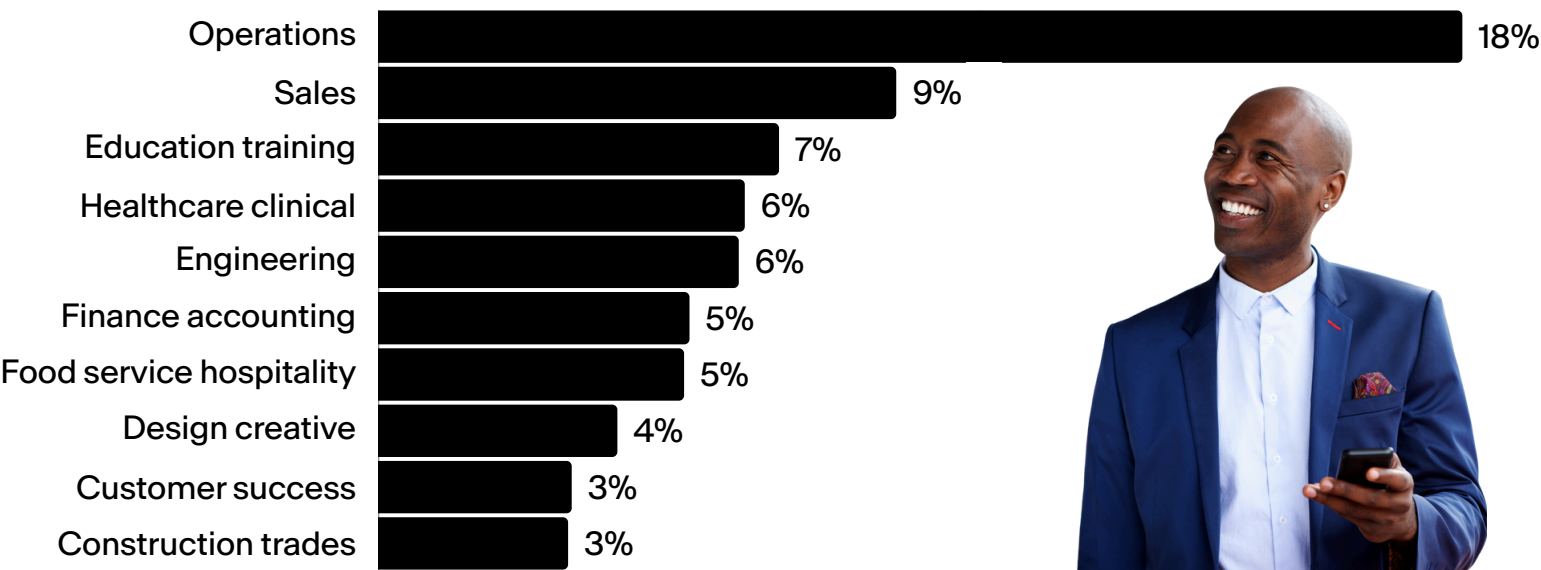
 nb. of kids	 nb. of cars owned
0 66%	0 18%
1 18%	1 59%
2 11%	2 19%
3+ 5%	3+ 4%

Saudi Arabia

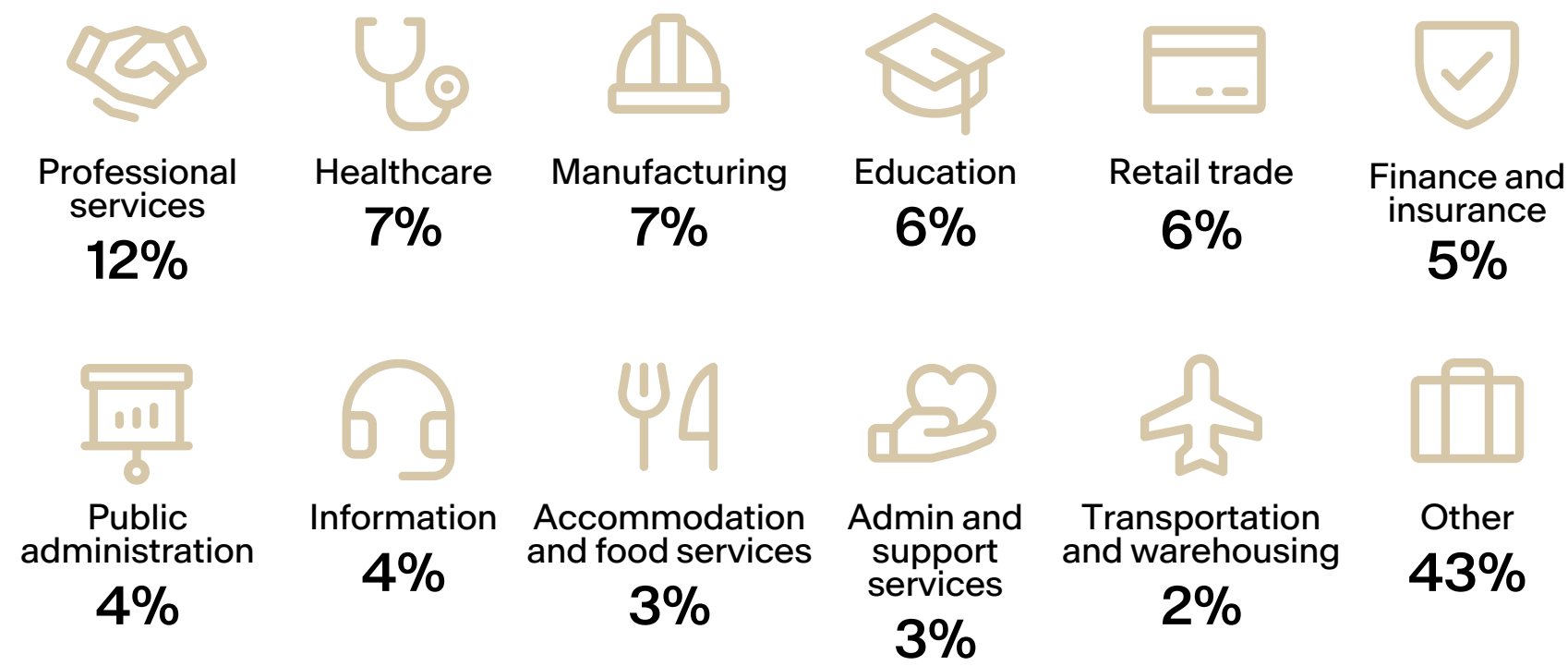
5%

 nb. of kids	 nb. of cars owned
0 34%	0 33%
1 21%	1 42%
2 22%	2 20%
3+ 23%	3+ 5%

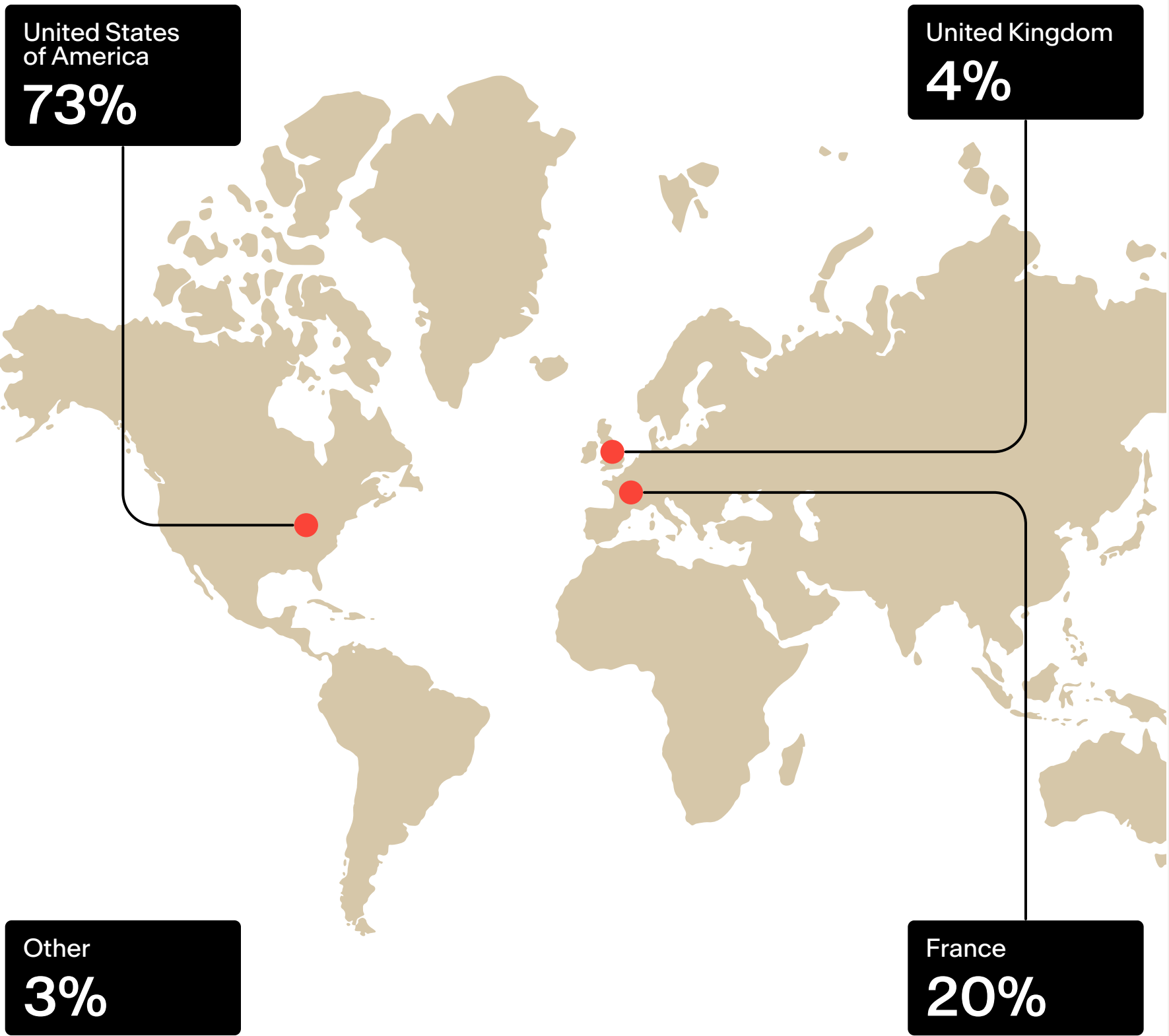
TOP 10 JOB FUNCTIONS



ECONOMIC SECTORS



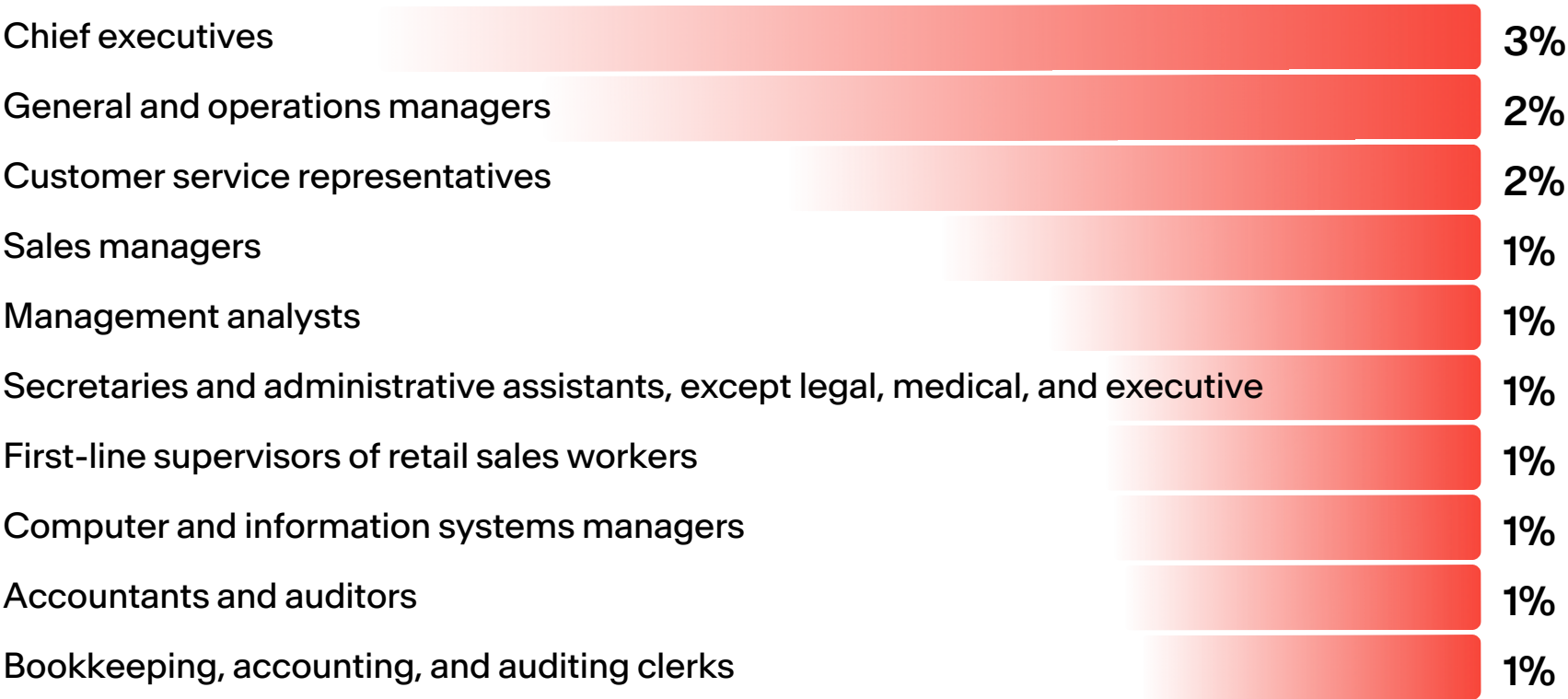
COUNTRY



DEMOGRAPHIC & FIRMOGRAPHIC DATA

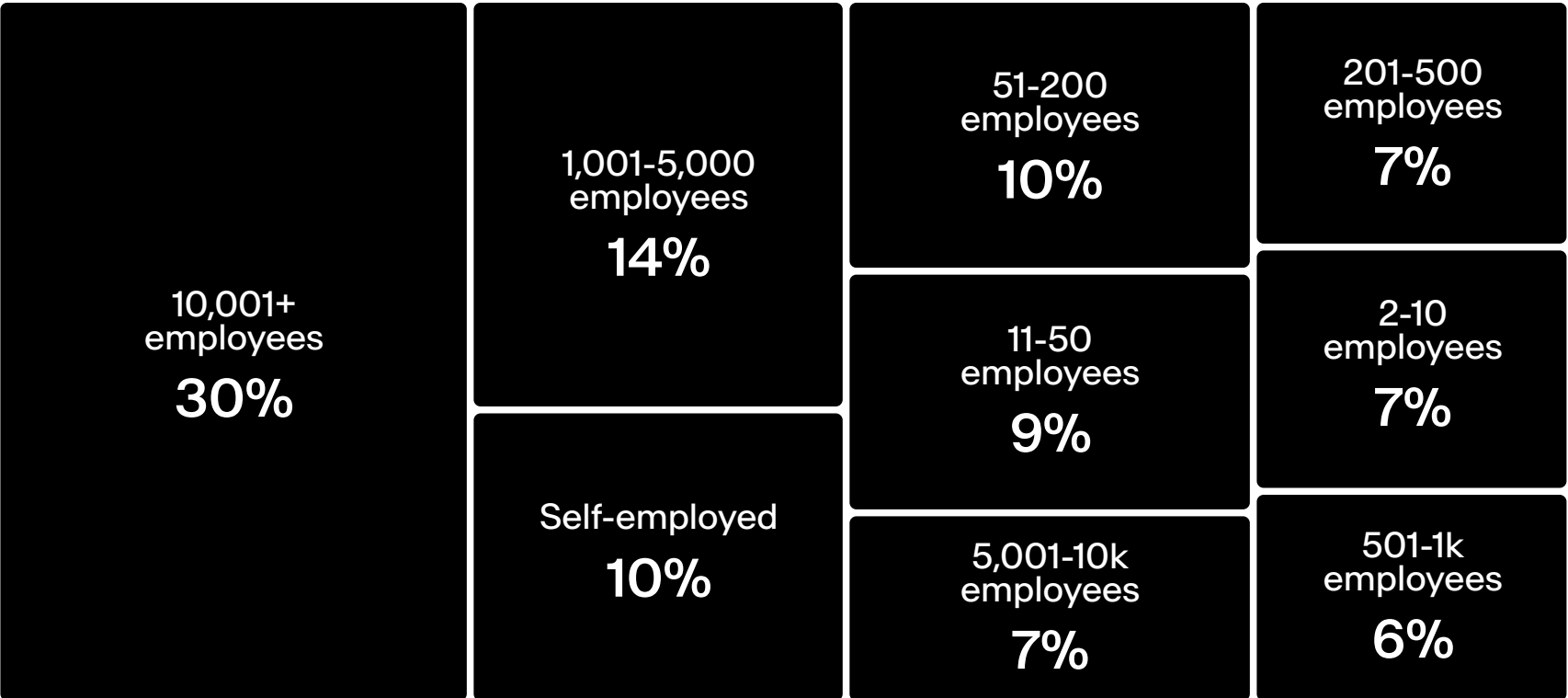
B2B

TOP 10 JOB TITLES

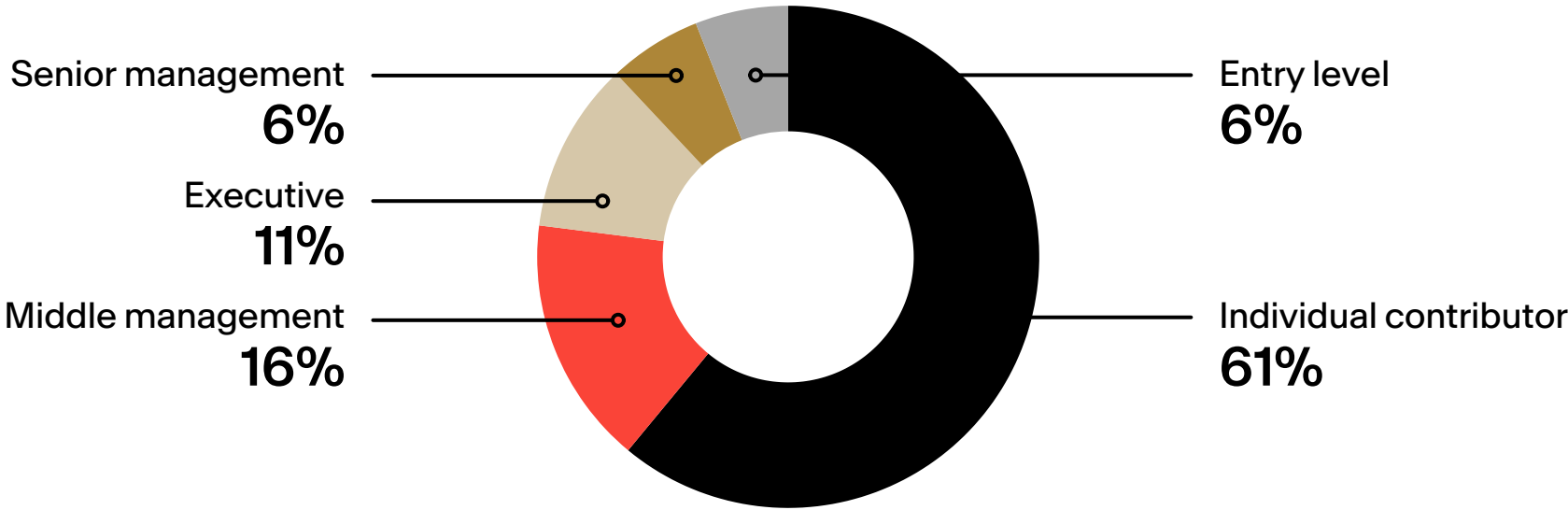


COMPANY SIZE

*Company size available for 56% of the panel.

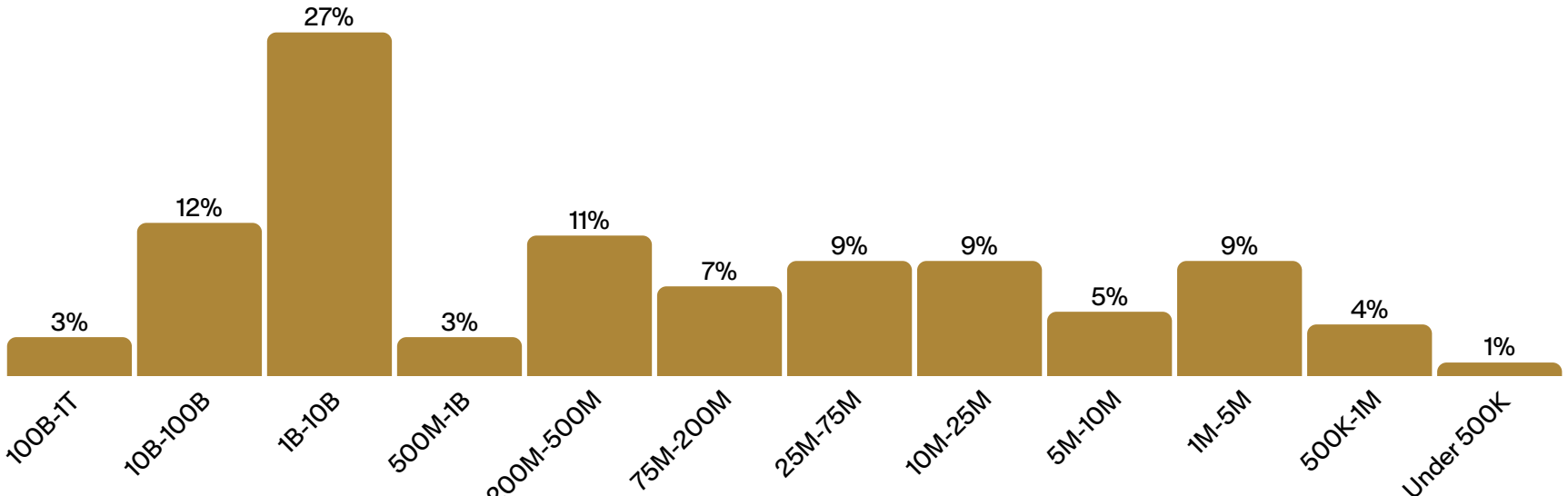


TOP 5 SENIORITY LEVELS



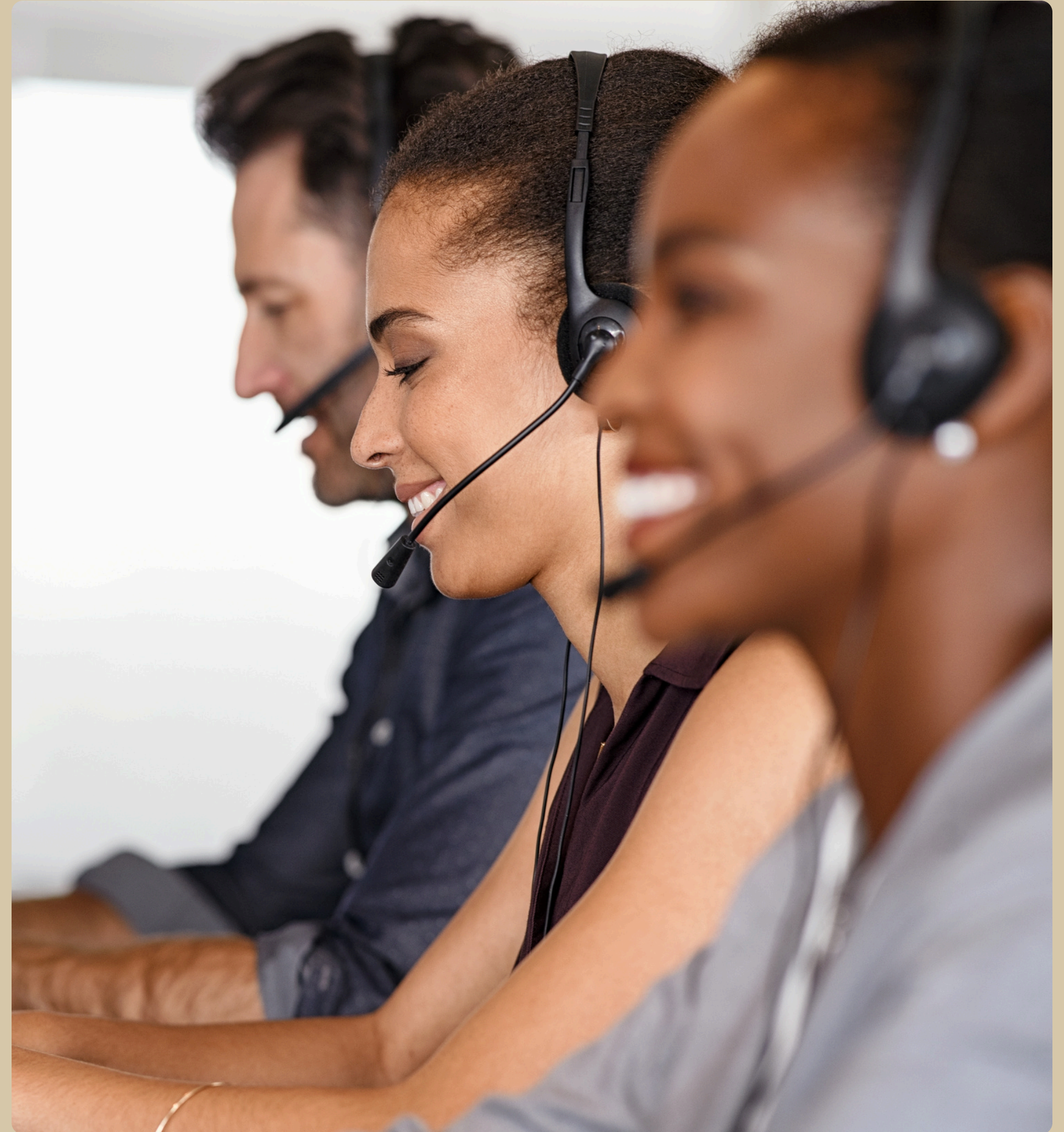
COMPANY REVENUE (USD)

*Company revenue available for 54% of the panel.



PARTNER SUPPLY.

Meet our extensively vetted, continuously monitored supplier network that amplifies our reach — from Healthcare to HNWIs — in keeping with our standards.



OUR VETTED PARTNERS.

For volume sourced outside Yunité, Opinova and Social Media Sampling, we blend across four complementary external channels. Each plays a different role in the sampling mix.



Consumer panel partners.

Broad demographic coverage worldwide, with deep verticals on demand.

B2C CAWI

Professional B2B panels.

15M+ B2B panelists across 40+ markets — C-Level, VP+, Director+, Manager+, SME & decision-makers.

B2B CAWI

Expert networks.

540K+ named experts and 800M+ professional records — custom-curated networks of verified senior professionals.

B2C CAWI

CATI providers.

Trained interviewer teams operating curated, phone-verified respondent databases — built over 16+ years.

B2C B2B CATI

Recruitment

Invite-only registration, dedicated app/website onboarding, double or triple opt-in.

Invite-only registration with explicit targeting on seniority and decision-maker segments at country level.

Individual outreach, not open opt-in. Sourced programmatically against firmographic and LinkedIn data.

Outbound — LinkedIn, email, dialing. Phone-verified profiling. Open self-registration is not permitted.

Best for

Scale fielding, mass audiences, hard-to-reach demos, low-incidence consumer segments.

Mid-market and broader B2B cells; sector deep-dives.

The most senior or niche profiles in any sampling plan. Native-language coverage in North America, EMEA & APAC.

Geographies and seniority profiles where online recruitment is structurally weak.

Verification

Self-declared profile attributes captured at registration, re-validated on a recurring cadence.

Mandatory social-media verification of professional identity; triple opt-in; OTP at registration and incentive disbursement.

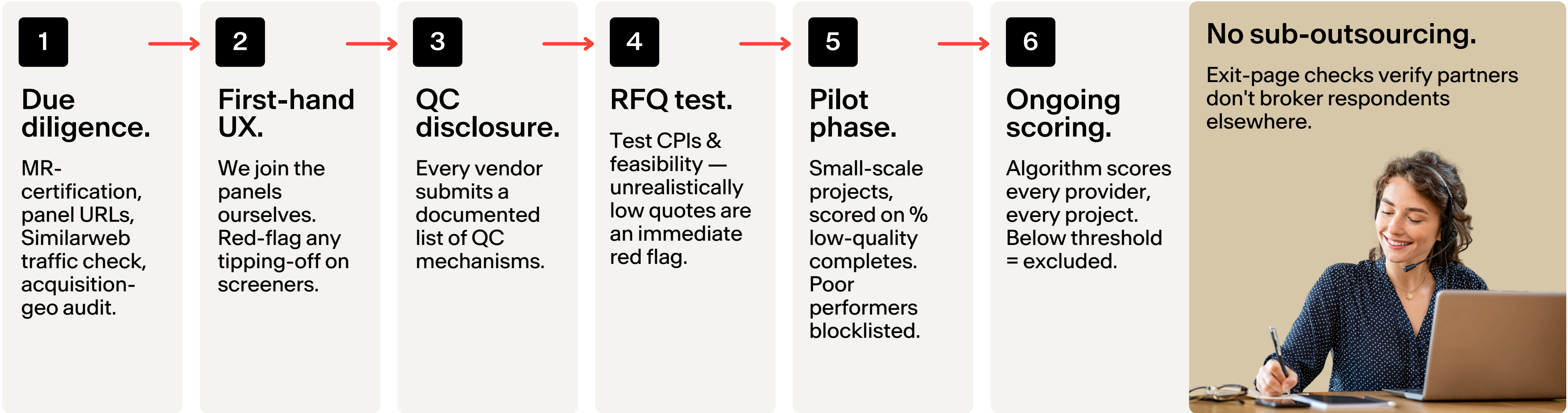
Live LinkedIn OAuth, employment-history verification, profile completeness rules, registry checks (e.g., NPI for healthcare).

Business email check, LinkedIn URL match, direct call to org HQ to confirm role. Two-step in-field validation (pre-screen + live moderator).

HOW WE CONTROL OUR PARTNER SUPPLY.

The same data quality controls apply to every respondent, and only partners who keep performing stay in Potloc's network.

A 7-step vetting gauntlet — entry & ongoing.



HOW WE COMBINE RESPONDENT SOURCES.

Quotas are filled by at least two independent supply sources to mitigate single-source bias. Allocation continuously re-balances toward best-performing providers during field.

Sample blending methodology.

1

Quota-driven allocation.

For each cell (region · industry · seniority · function), we pick providers with proven feasibility from our scoring algorithm's history.



2

Multi-source mix.

Every quota is filled by ≥ 2 independent supply sources. For B2B projects: Expert networks anchor seniors; B2B panels fill mid-market; CATI fills weak online geographies.



3

Soft launch, then scale.

Each project opens with ~10–15% per source. CPI, drop-off, screen-out, LOI & flag rates reviewed before full launch.



4

Continuous re-balancing.

During field, sourcing shifts allocation toward providers performing best on quality KPIs — low termination, low post-survey flag rate.



DATA QUALITY.

See our multi-layered, best-in-class quality control framework built to protect every dataset.



POTLOC'S DATA QUALITY CONTROLS.

Every respondent — regardless of source — passes through Potloc's quality framework: pre-survey, in-survey and post-survey checks.

7

Pre-survey.

Always apply, whether for sample-only or for programming + sample projects with Potloc.

3

In-survey.

Apply when Potloc also controls questionnaire design (programming + sample projects).

5

Post-survey.

11%

Post-cleaning rate when Potloc programs and hosts the survey.

<1%

Reconciliation rate for program + sample projects.

Share of respondents rejected by clients when we program and host the survey, and all quality checks apply.

Industry benchmarks suggest 10–20% of completes are typically removed during cleaning. Published research (Quirks, MRS) puts fraudulent or low-quality respondents at 5–25% of online-panel completes.

PRE-SURVEY CHECKS.

 RESEARCH DEFENDER

Country.

Blocks respondents who are located outside of the eligible countries of the study.

COUNTRY

 RESEARCH DEFENDER

Duplicates.

Blocks respondents who have already completed the survey.

DUPLICATES

 RESEARCH DEFENDER

Threat potential.

Blocks respondents who have been flagged as bots or fraudsters across the online sampling ecosystem.

HIGH THREAT

 RESEARCH DEFENDER

Pro survey takers.

Blocks respondents who have accessed an excessive number of surveys in the last 24 hours.

ACTIVITY

STRICTER THAN INDUSTRY

 SENTRY

Technical.

Blocks respondents who have already completed the survey, who have used a translation tool, or who have been flagged as bots or fraudsters.

TECHNICAL

HIGH THREAT

DUPLICATES

TAMPERING

 SENTRY

Behavioral.

Blocks respondents who have exhibited unwanted behaviors in Sentry's screener, such as inattentiveness or yea-saying.

BEHAVIOR

 FORSTA

Shared META link.

Blocks respondents coming from a shared META link.

TAMPERING

IN-SURVEY CHECKS.



Coherence checks.

Blocks respondents who have provided inconsistent answers throughout the survey.

COHERENCE



Similar email address.

Blocks respondents who input a duplicate email for the current project (only when PII is requested in the questionnaire and there is an opt-in).

DUPLICATES



Attention checks.

Blocks respondents who are exhibiting a subpar focus when filling out the survey.

ATTENTION

POST-SURVEY CHECKS.

 POTLOC

Similar answers.

Algorithm that detects similar answers between respondents.

SIMILAR ANSWERS

 POTLOC

Bad open-end detection.

Algorithm that blocks respondents who provided poor-quality answers (insults, keysmash, or out-of-context answers).

OPEN-END

 POTLOC

Coherence checks involving open-ends.

Algorithm that blocks respondents who are incoherent in specific questions.

COHERENCE

 POTLOC

Speeders.

Blocks respondents that answered the survey too quickly (sub-threshold LOI).

SPEEDING

 PROJECT SPECIALIST

Manual review.

Respondents who are manually reviewed and terminated by Potloc's internal team.

MANUAL REVIEW

TRUSTED BY LEADERS ACROSS INDUSTRIES.

Our premium supply ecosystem powers research for the world's front-running firms.



CONSULTING & STRATEGY

PRIVATE EQUITY

CORPORATE & BRANDS

UPCOMING PROJECT?
GET A QUOTE AT POTLOC.COM.

2026

POTLOC

NEW YORK
205 Hudson St., 7th floor,
New York, NY, 10013

LONDON
77 New Cavendish St,
London W1W 6XB

DUBAI
Nasab, Wadi Al-Safa 3,
KOA Canvas

PARIS
32 Boulevard Haussmann,
75009 Paris

MONTRÉAL
5420 Boul St-Laurent #300
Montréal QC H2T 1S1