Paris, February 7, 2023 - Bilendi, one of the European leaders in research technology and data, bases its development on a proprietary model that ensures that the quality of its data and processes are of the highest standard in the market.

Recent development of a risk-prone marketplace model

For several years, players have been offering “Marketplaces”, automated platforms that aggregate hundreds of millions of “consumers” through thousands of “publishers”. These “consumers” are email accounts, web traffic redirected to customer questionnaires, or accounts on mobile applications. The platforms therefore do not have the same means as a panel owner to control their origin, their behaviour over time, their rewards, etc.

Bilendi: a proprietary and secure model

At the heart of its strategy and as a priority, Bilendi takes numerous actions to ensure the quality and integrity of the data it collects and processes for its 1,700 clients.

Over many years, Bilendi has built or acquired panels to create a portfolio of 20 panels in Europe, representing over 2.5 million active online panelists in 13 European countries, as well as panelists worldwide through a network of trusted partners.

Bilendi’s model is to recruit and manage panel members on a daily basis. Numerous automated and human quality checks are performed to prevent bots from creating fake accounts, well before any surveys are solicited. In addition, the reward model does not attract fraud as a large number of surveys must be completed before rewards can be received. In addition, the rewards are either cash (IBAN transfer from an identified bank account), physical gifts sent to a postal address, or vouchers, which deters individuals seeking financial gain.

A qualitative, committed and certified positioning

Bilendi follows the recommendations of ESOMAR, among others, and the entire management of our panels is subject to numerous quality assurance measures. Bilendi is also certified by the international standard ISO 20252: 2019, obtained after an audit process carried out by Austrian Standard plus GmbH. This certification assesses the robustness of processes and procedures in the provision of research, insights and data.
services (market research planning, execution, data collection, etc.) and demonstrates the group’s commitment to providing quality panels and services to ensure client satisfaction.

Next publication: 2022 annual turnover, 22 February 2023 (after the close of trading)

About Bilendi
At a time when the amounts, variety and speed of data being issued and communicated are increasing exponentially, Bilendi provides an innovative technological response to the collection, processing and enhancement of this data. That is why Bilendi is positioned at the epicentre of data collection for two market segments. These are Services for Market Research and Services for Customer Engagement and Loyalty. We have locations in the Netherlands, France, the United Kingdom, Germany, Switzerland, Spain, Italy, Denmark, Finland, Sweden, Belgium, and Morocco. The group also has business activities in Austria and Norway. In 2021, Bilendi achieved a turnover of €44.1 million, up 29.3%, and €57.9 million on a pro forma basis. The group is listed on Euronext Growth Paris.

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