



Our Business model

Contributing to corporate growth and the lives of consumers by utilizing data from consumer perspectives

We collect, analyze and process a wide array of data, impart it with insight based on the INTAGE Group's unique understanding of consumers, and deliver it to our customers. Then, better goods and services are returned to society through our customers, contributing to a positive cycle.

Better products and services
Customer experience

Expectations

Customers
(Companies)



Representation of markets
insight intelligence

Our purpose

Create a prosperous society of limitless possibilities

Since our founding, we have remained cognizant of our role as a public institution of society, continuing our business with an adherence to objectivity, neutrality and social responsibility. As a company handling a wide array of data, we emphasize the need to earn the trust of all stakeholders while balancing business implementation with improvements to the foundations that support it. We also take pride in our role as a public institution of society, and strive to further enhance our corporate value through an interplay of mutual identification, trust, job fulfillment, pride and expectation.

Declaration to Achieve the SDGs

The INTAGE Group will contribute to the realization of a healthy, sustainable society through our efforts to maintain the data utilization environment, and to ceaselessly improve data utilization values that connect the viewpoints of our customers with those of consumers.



Empathy

Participation in society



Trust



Pride and job satisfaction

ethical compliance



SCI®
(Nationwide Consumer Panel Survey)
53,600 monitors
Daily shopping data continually collected from nationwide male and female consumers between the ages of 15 and 79

SRI+®
(Nationwide Retail Store Panel Survey)
6,000 stores
Retail store sales data collected from supermarkets and other retail stores across Japan

Mighty Monitor
3.32 million monitors
(As of November 2023*)
The largest Internet-based survey monitor panel in the marketing research industry

CODE members
3.08 million
(As of June 2023)
App to collect consumer data through receipts

i-SSP®
(INTAGE Single Source Panel)
30,000 monitors
Data collected on media contact and purchasing behavior under a cross-media environment

Smart TV viewing data
4.49 million television sets
Smart TV viewing log data collected from Internet-connected televisions

Cross Fact
(dispensing pharmacy)
3,522 stores
(As of November 2023)
Research database of social insurance and out-of-hospital dispensing pharmacy health insurance claims

Dr. Panel
60,000 doctors
Membership base made up exclusively of physicians whose main purpose is to cooperate with market research

* Number of monitors that participated in research or updated their profile data within the last year