UserZoom

eBook

Find the right audience with UserZoom Recruitment

Get fast, flexible access to over 120 million people worldwide with our state-of-the-art participant recruitment engine.

THE UX INSIGHTS SYSTEM

Find the right audience with UserZoom Recruitment

Conducting a successful UX study is both a science and an art. And like all scientists and artists, UX researchers need the right tools to do their job. You need to set your study's objectives, select the best methodology, create a research plan, and most importantly you need to find the right participants to take part in your research.

Unfortunately finding the right participants is also one of the hardest jobs. Over the past four years, our annual State of UX survey shows that recruiting participants is one of the biggest challenges for UX researchers.

Research is only as good as the people who take your studies. If you're restricted by a small pool of participants and geographical reach, this can undermine even the most thoroughly planned research projects.

For valuable, reliable insights, you need to recruit the right people, the right sample size, and at the right time.

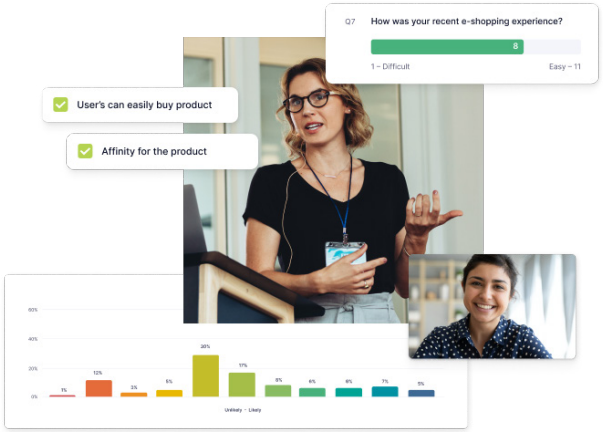
34%

Of UX practitioners say that participant recruitment is their number one challenge

So, what's a UX researcher to do?
Well, that's where our intelligent participant recruitment platform steps in to save you time and give you access to the high-quality participants you need.

Why choose UserZoom for participant recruitment?

We're the market leader in providing participants for all types of UX research studies. Whatever your sector, we can deliver the right participants at the right time—and at scale.



85%

Of UserZoom studies finish fielding in under 24 hours, giving you the timely insights you need to make informed decisions.

Whether you want to conduct a 1000-person quantitative study or a qualitative study with just a few online interviews—or anything in between—we have the capabilities you need.

Recruit top quality participants faster than ever

Built into the UserZoom platform, our unique participant recruitment engine provides you with instant access to a global network of over 120 million verified research participants, curated from over 40+ panel partners and spanning over 100 countries.

Find the right participants for nearly any target audience even including niche and hard-to-reach audiences.

Harness the power of automation

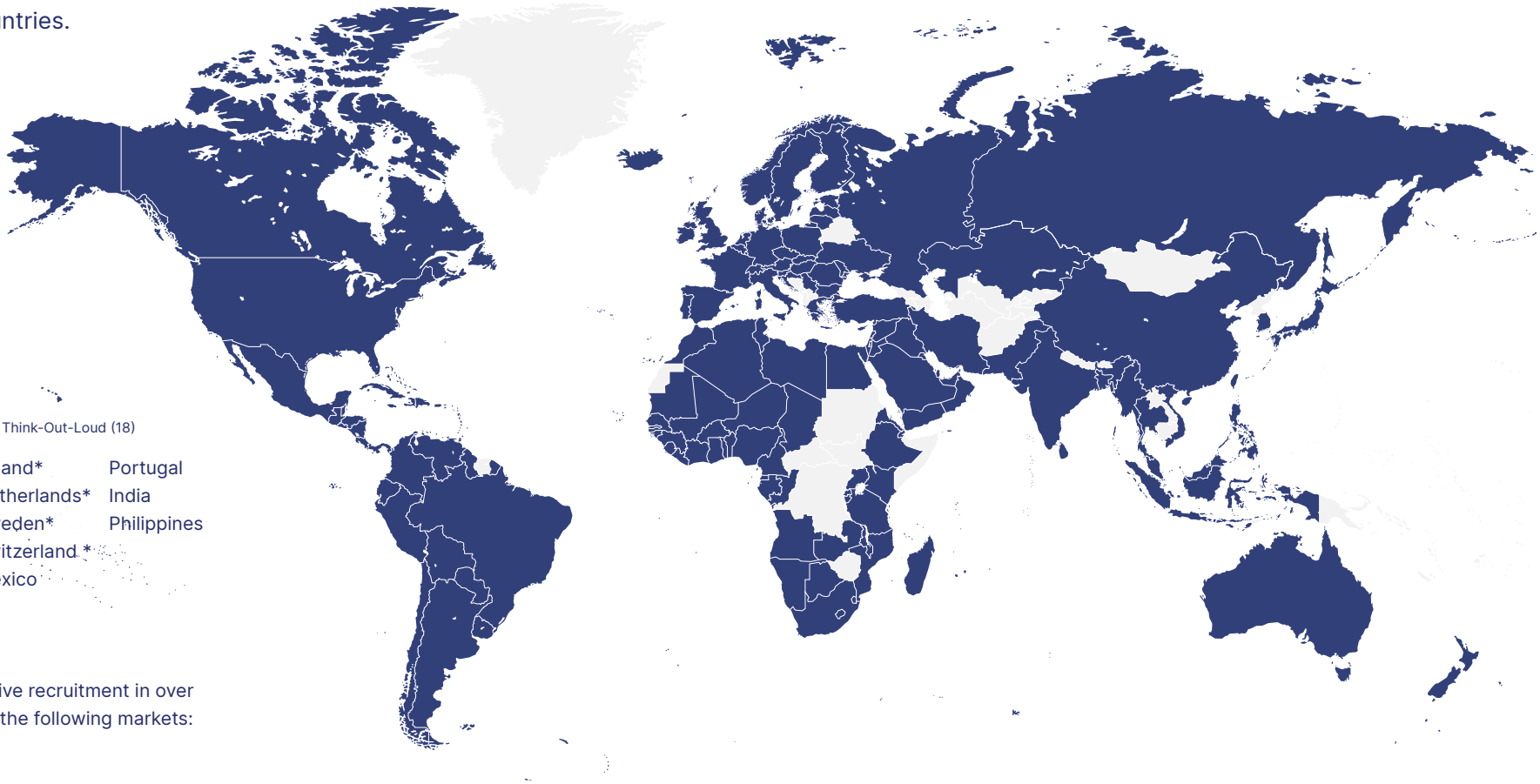
Streamline the recruitment process with automated participant recruitment. Let the platform automatically find the right participants based on your criteria, send invites, schedule sessions, and distribute incentive payments after the session is complete.

Feel supported every step of the way:
Our recruitment engine is also supported by a team of experienced participant recruitment experts who ensure you are always reaching the right participants.

Whether you target consumers, health care providers, or businesses, the end result is better data to inform your business critical UX decisions.

A Global network of 120+ million research-ready respondents.

Automated access to a network of panel providers for your every need, local expertise, and access to 100+ countries.



MODERATED (8)

*Auto Sourcing available

US*	Italy
UK*	France
Spain*	Canada*
Germany*	Australia*

Unmoderated, Usability Testing + Think-Out-Loud (18)

US*	France*	Ireland*	Portugal
UK*	Canada*	Netherlands*	India
Spain*	Australia*	Sweden*	Philippines
Germany*	Denmark*	Switzerland *	
Italy*	Austria*	Mexico	

Unmoderated Non-TOL (110+)

UserZoom supports quantitative recruitment in over 100 countries. Our focus is in the following markets: NAM, EMEA, APAC, MENA

Panel Profiling

TARGETABLE ATTRIBUTES

DEMOGRAPHICS

Age
Gender
Ethnicity
Race
Zip code

HOUSEHOLD

Marital status
Number of children
Ages of children
Pet ownership
Languages spoken
Home ownership

EDUCATION

College major
Degree type
Full-time/part-time
Student
Year graduated

PERSONAL

Political party affiliation
Registered to vote
Religion
Sexual orientation
Gun ownership

EMPLOYMENT

Employment status
Title
Industry
Department
Business size
Military (branch, active/veteran)

FINANCE

Annual income (personal/household)
Investable assets
Primary banking
Credit cards
Stock trading
Financial products

AUTO

Make/model
Owned/leased
Car manufactured year
Date purchased/leased
Auto insurance
Motorcycle ownership

MEDIA

Radio/TV (Frequency of Use)
Cable provider
Streaming services
Types of publications read
Social media activity

Panel Profiling

TARGETABLE ATTRIBUTES

COMPUTER & VIDEO GAMING

Gaming device/platform
Online/virtual gaming
Spend on games
Types of games
Frequency of use
Electronic products
Owned/used
Internet provider
Mobile (provider, phone brand)
Operating system

HOBBIES & INTERESTS

Gambling
Movie theater frequency
Music preferences
Rent/download movies
Sports
Exercise

FOOD & BEVERAGE

Grocery store preferences
Alcohol consumption
Types of beverages
Consumed
Fast food frequency
Food & beverage preferences

TRAVEL

Airlines used
Hotels visited
Types of travel (personal, business)
Transportation methods
Rideshare
Travel destinations

MOTHER & BABY

Expecting (due date)
First time parent
Breast feeding
Products used regularly
Brands of baby food
Child allergies

SMOKING & TOBACCO

Types of tobacco
Brands
Quitting methods
Vape/electronic cigarette
Use, frequency

Business Professionals

TECHNOLOGY	Artificial Intelligence Experts Cloud Architects Cybersecurity Directors Data Scientist Development Operations IT Decision Makers (CIOs & CTOs)	Machine Learning Experts Network Administrators Software/Application Developers Storage/Server Administrators System Administrators
FINANCE	Accountants/Bookkeepers Accounts receivable/payable experts Commercial Insurance decision makers Financial Advisors	Investment Specialists Insurance Agents/Brokers Tax Specialists
RETAIL/ MANUFACTURING	CPG Experts Enterprise decision makers Fleet managers Michelin Star Chefs	Purchasing decision makers Supply Chain Experts Small business owners Telecommunications decision makers
OTHER	Agricultural Experts C-Levels (CEO, CFO, CMO, CTO) Construction workers Customer Service Representatives Decision makers Educators	HR decision makers Hospital Administrators Industry Experts Real Estate Agents/Brokers

Here's how we helped this Fortune 100 Science Solutions manufacturer gather insights from hard-to-reach participants, in their own words.

"One of the biggest obstacles we face is that it's hard to find our users, and they're very expensive to recruit because they're professionals, they're busy and they get a ton of emails. Our audience is really tough to find, so when we get a chance to talk to them, we have to make sure we can answer several research questions with one study. That is very important.

One of the ways we've been using UserZoom is to recruit these international professionals. It's been super successful for us. We've been able to launch studies very quickly, as it allows us to narrow who we want to reach.

User Zoom is an essential tool that allows us to efficiently and continuously receive feedback from our visitors."

Healthcare Recruitment

We have access to the following specialties, medical professionals and patient ailments, globally.

HEALTHCARE PROFESSIONALS

- Dental Assistant
- Dental Hygienist
- Dentist
- Diabetes Nurse Educators
- Management/Administrators
- Lab Manager/Technician
- Medical Assistant
- Medical Director
- Nurse (RN, LPN, NP)
- Optometrists/Optician
- Payers
- Pharmacist
- Pharmacy
- Physician (all specialties)
- Technician/Assistant
- Physician Assistant
- Purchasing Agent
- Veterinarian
- Veterinary Technicians
- Veterinary Assistant

EXAMPLES OF PATIENTS WE HAVE RECRUITED:

- Type I and II Diabetics
- Multiple Sclerosis (all types)
- Cancer (all types)
- Pulmonary-Arterial Hypertension (PAH)
- Psoriasis
- Parkinson's Disease
- Osteoporosis
- Osteoarthritis
- Obesity
- Neurological Conditions
- Narcolepsy
- Muscular Dystrophy
- Migraines
- Mental Illness (most types)
- Lupus
- Liver Disease
- Kidney Disease
- Irritable Bowel Syndrome
- Insomnia
- Hypothyroidism
- HIV
- High Blood Pressure
- High Cholesterol
- Hepatitis
- Hemophilia
- Heart Disease
- Hashimoto's Disease

Built with security in mind

Real, genuine users at your fingertips

We understand the importance of reliable data. So, we've partnered with Imperium RelevantID, a leader in anti-fraud solutions, to block bots and fraudulent behaviour. RelevantID also uses digital fingerprinting to help us identify duplicate accounts.

As an additional layer of security, panelists must also link their profiles with a verified PayPal account. This helps us verify the panelist's country and further identify and remove any duplicate accounts.

FROM RECRUITMENT TO RESULTS, WE PROTECT DATA INTEGRITY

60-day quarantine period

UserZoom's participants enter a 60-day quarantine period after completing a study. This prevents you from seeing the same data from repeat participants, and also helps prevent participant fatigue. On average, our participants only complete 7-8 studies per year.

Think Out Loud certified

All panellists who participate in Think Out Loud studies must first complete a reviewed practice study. If they pass, they are certified and able to participate in future studies.'

Incentives without bias

We offer incentives based on Fair Market Value to ensure healthy responses without introducing incentive-caused bias.

Regularly refreshed panel

Our panel is refreshed regularly, and we have randomization and sampling rules to discourage sneaky professional testers.

Cherry-picking discouraged

Our invitations are standardized to discourage participants from cherry-picking studies.

We implement speeder and straight-liner traps, directly within the study—those who fail the quality metrics are automatically removed and replaced.

These panelists are then flagged and monitored within our panel. Any repeat offenders will be banned from participating in future studies. As a result, our exclusion rates are between 7-8%, lower than the industry standard.

Just like you, we take data privacy seriously

We're crystal clear about the data we record, and how we use it. Find out more here:

For study creators

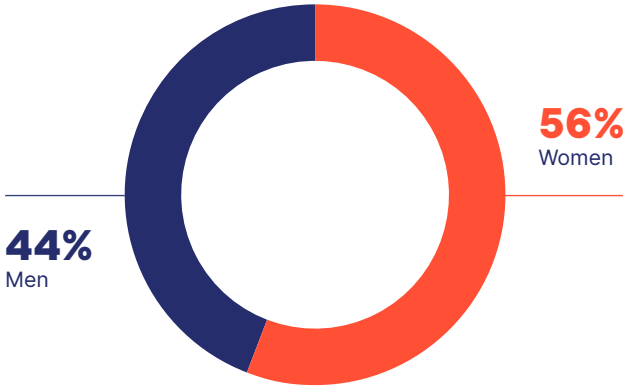
Find out more here

For study participants

Find out more here

Australia

GENDER



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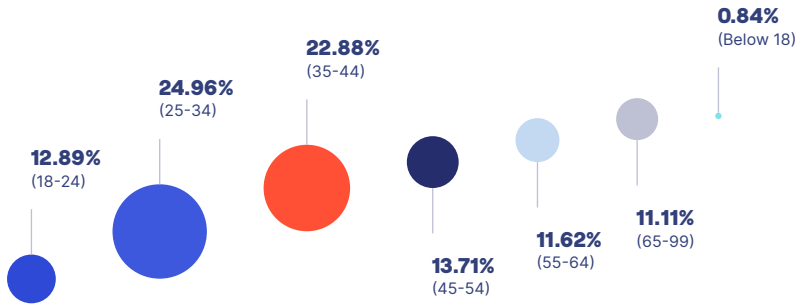

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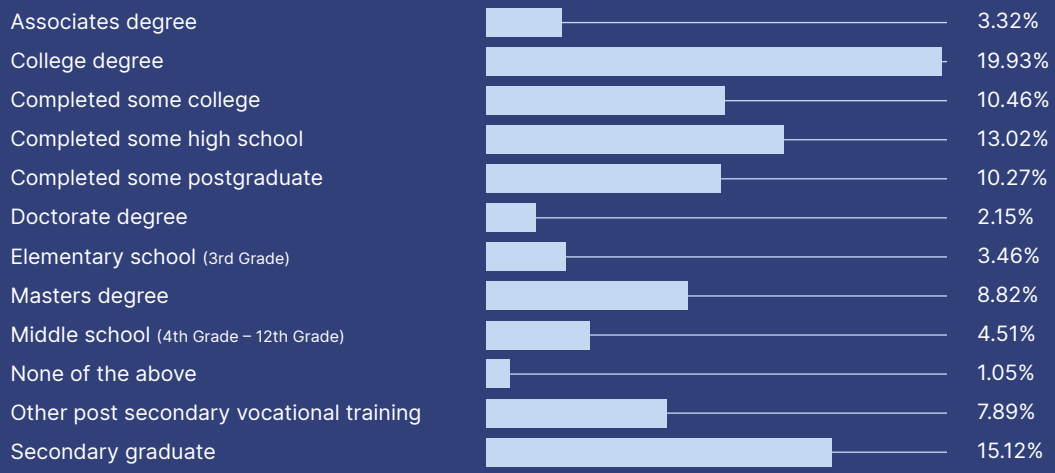

Canada

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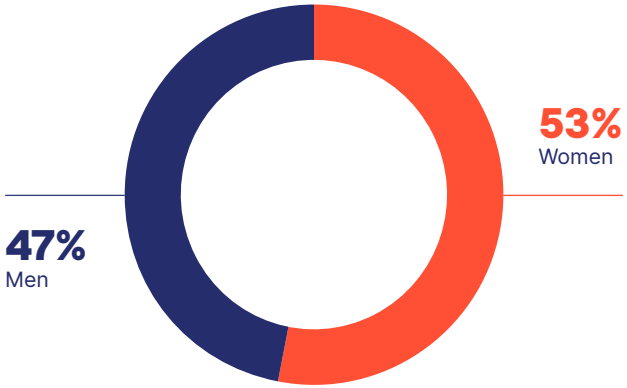

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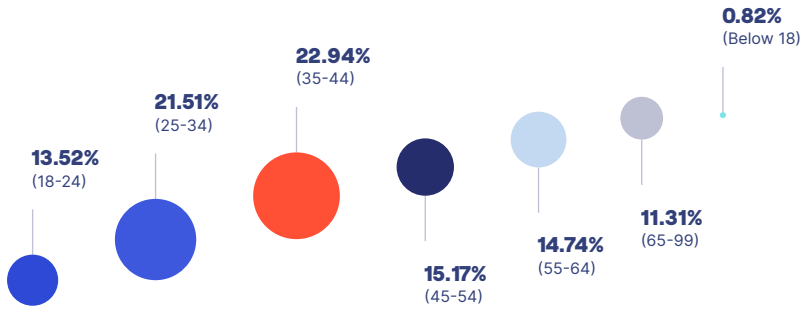

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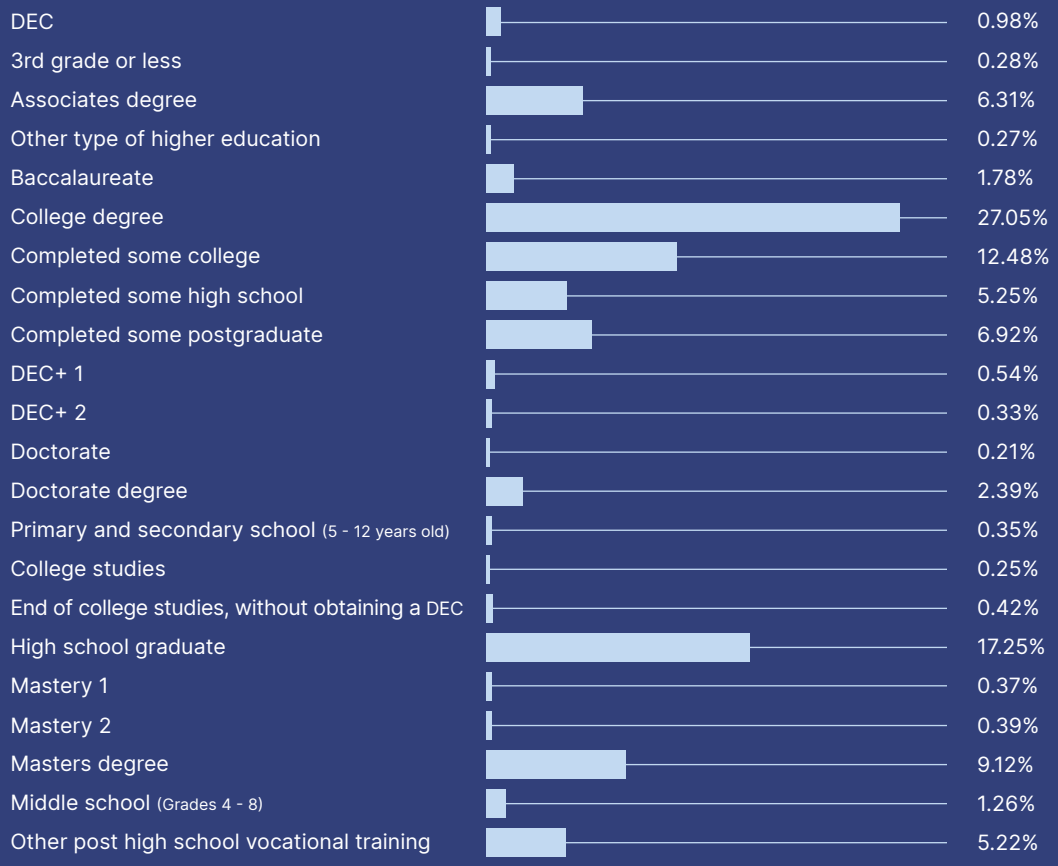

China

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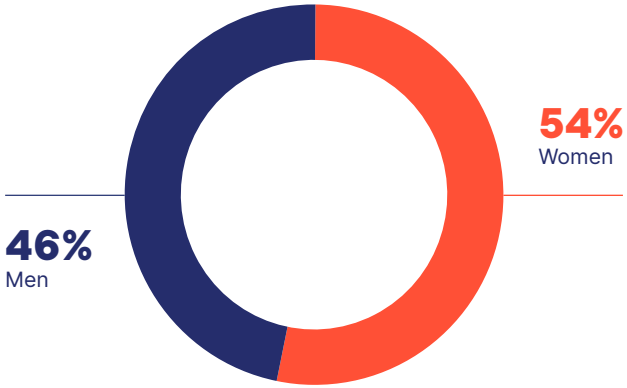

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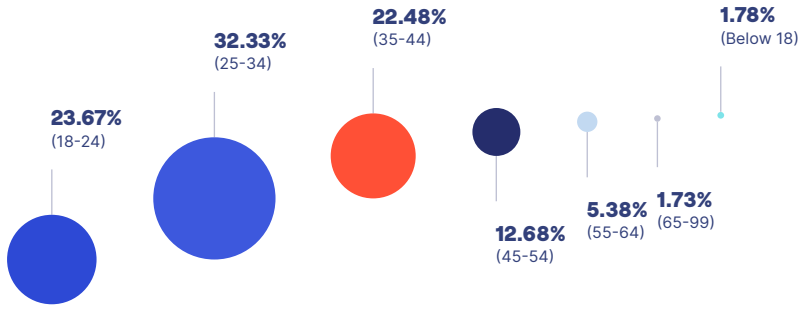

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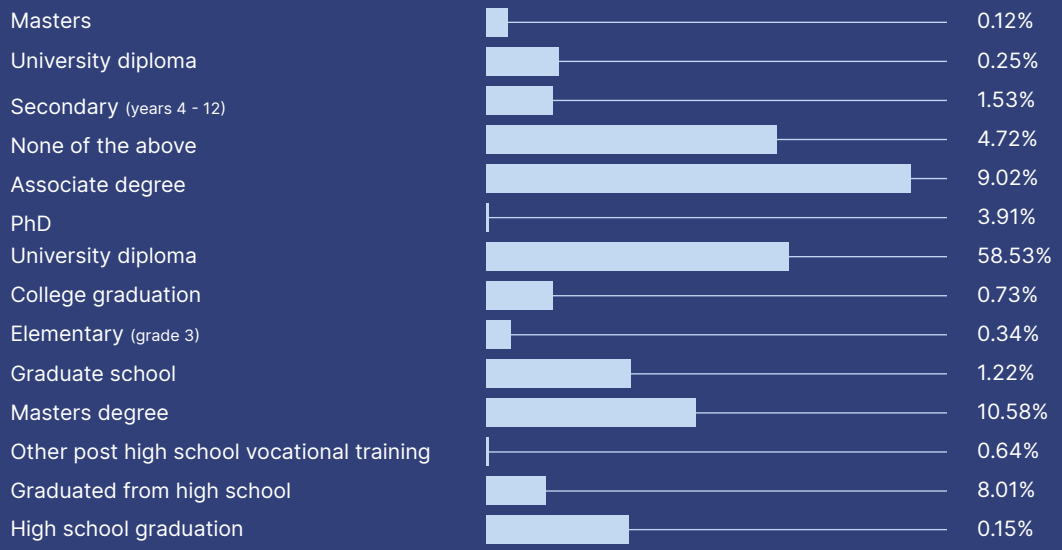

France

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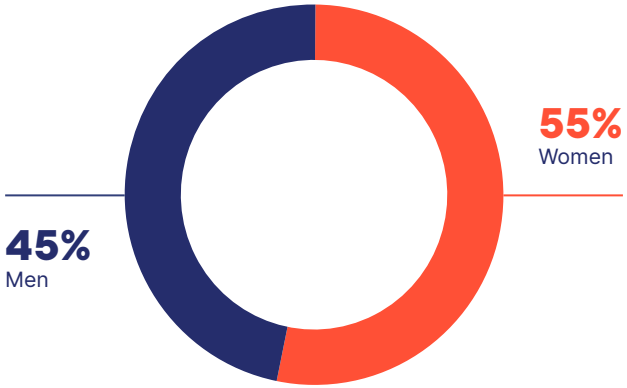

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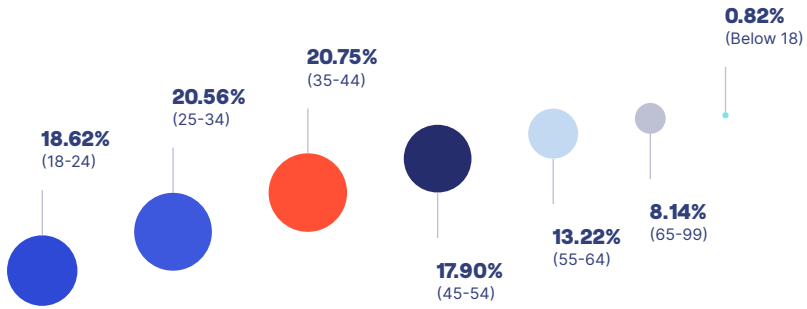

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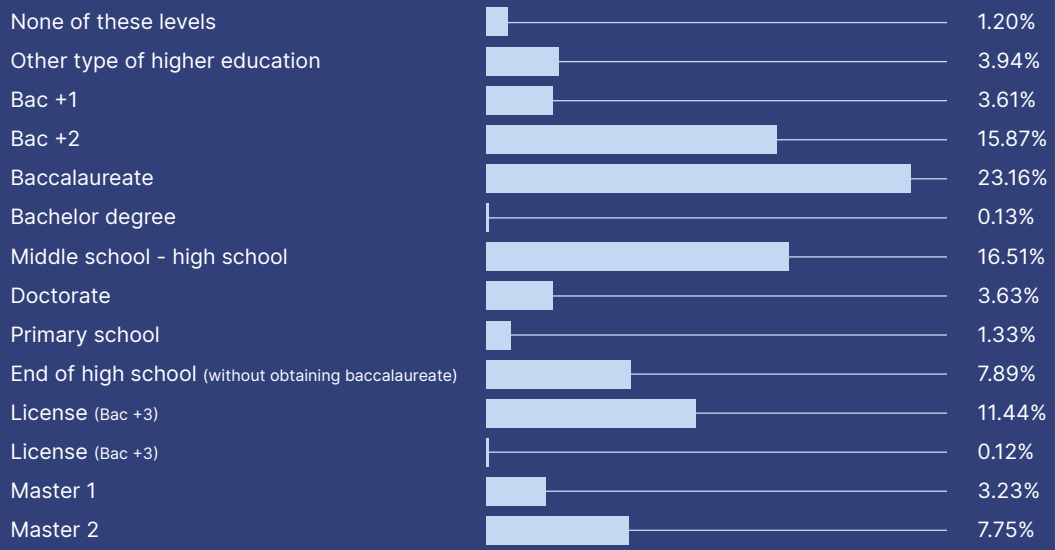

Germany

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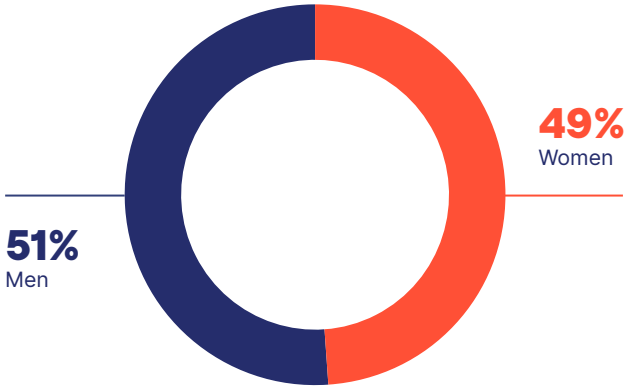

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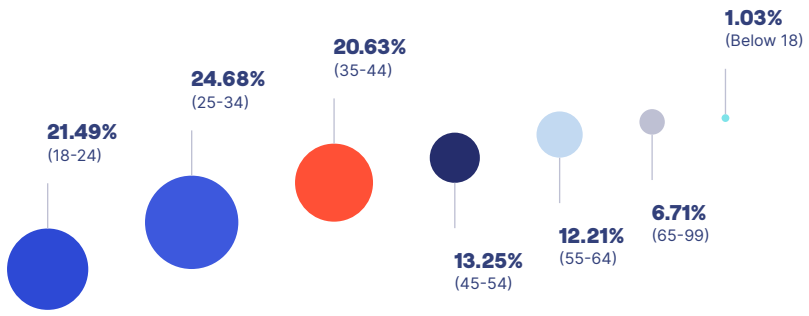

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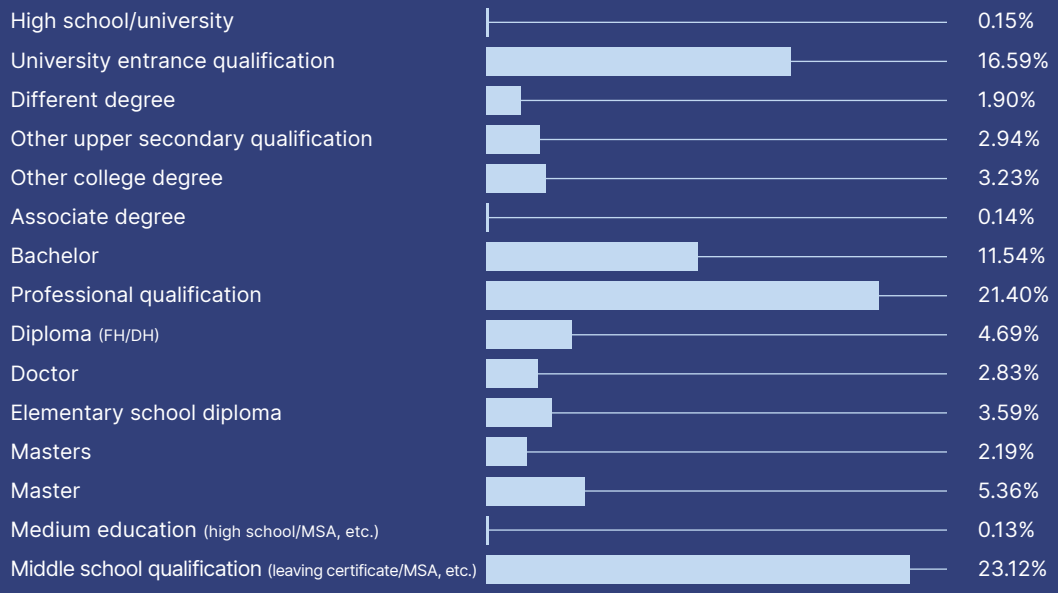

Great Britain (UK)

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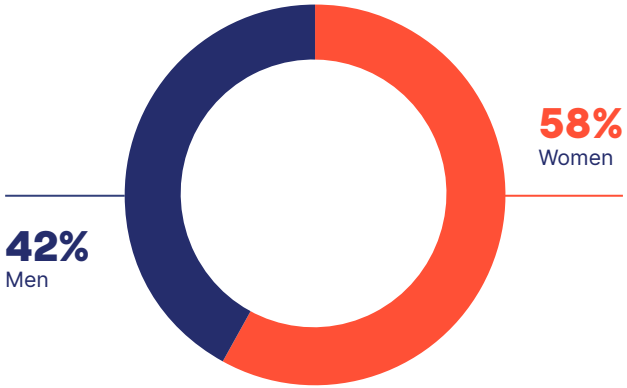

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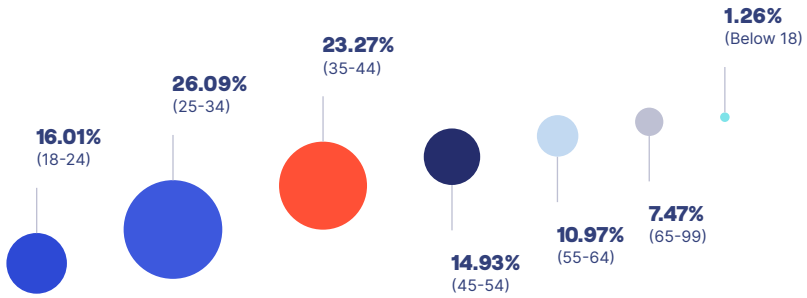

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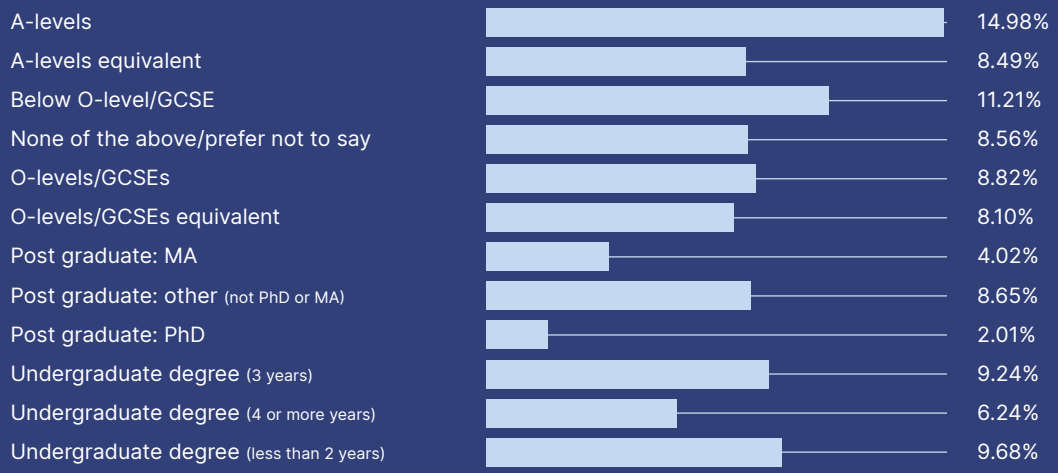

India

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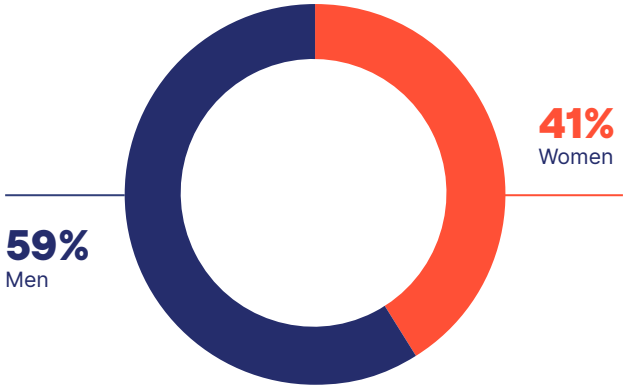

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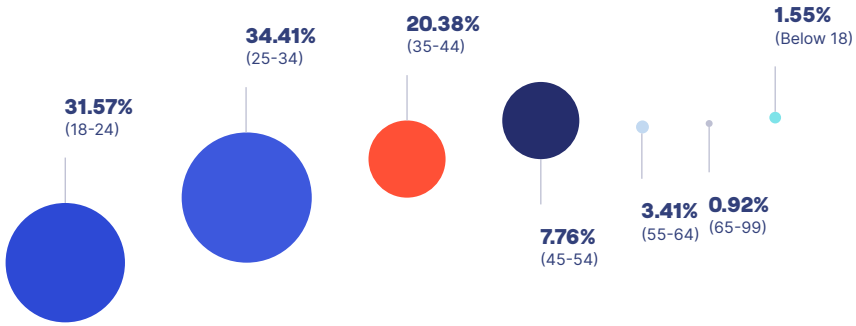

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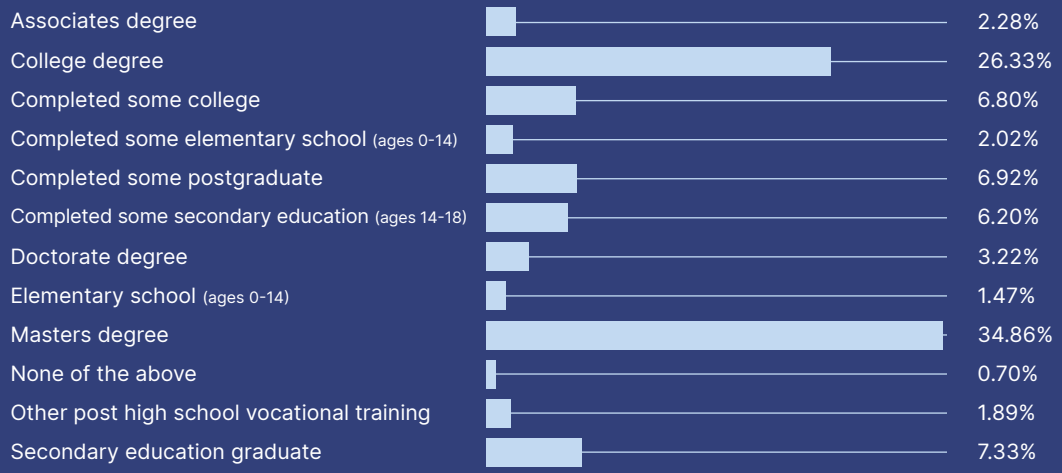

Italy

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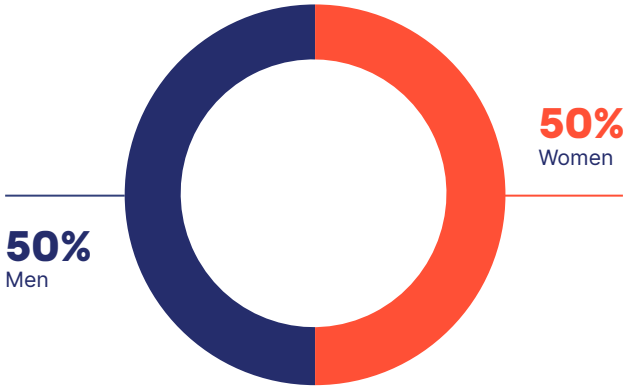

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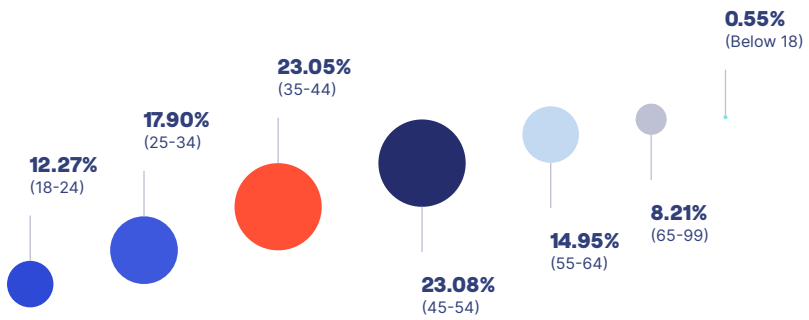

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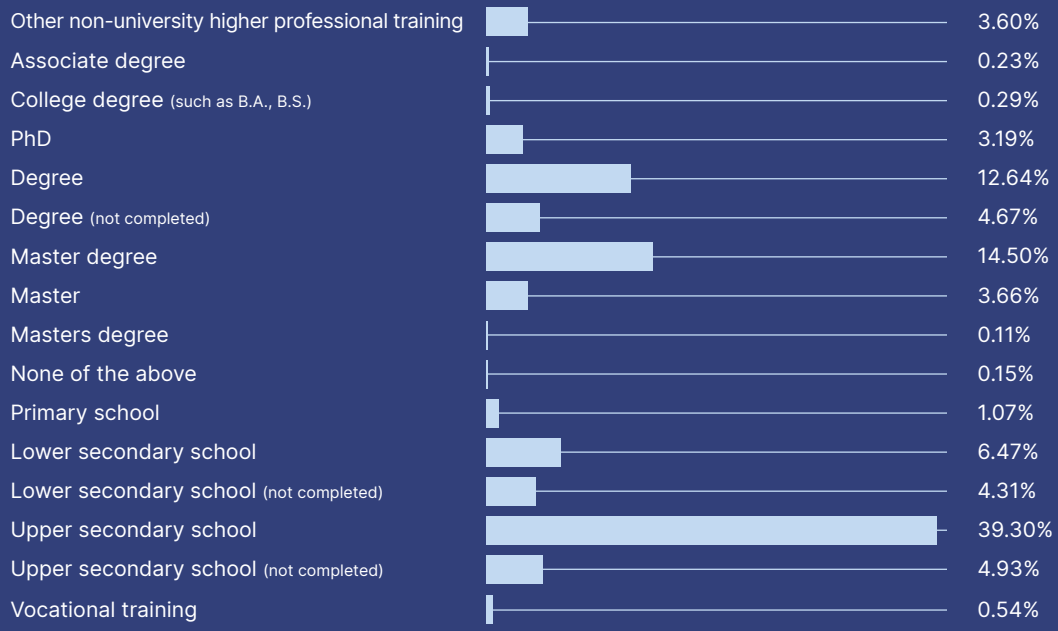

Japan

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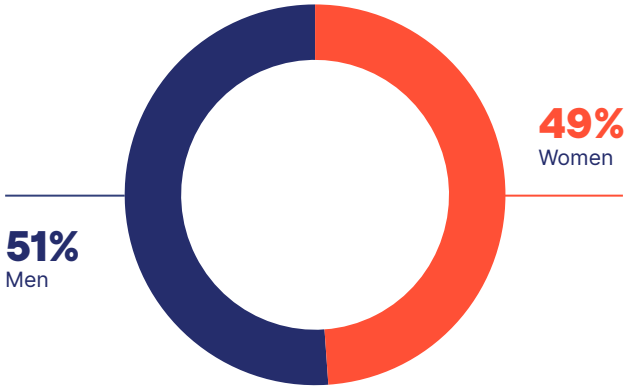

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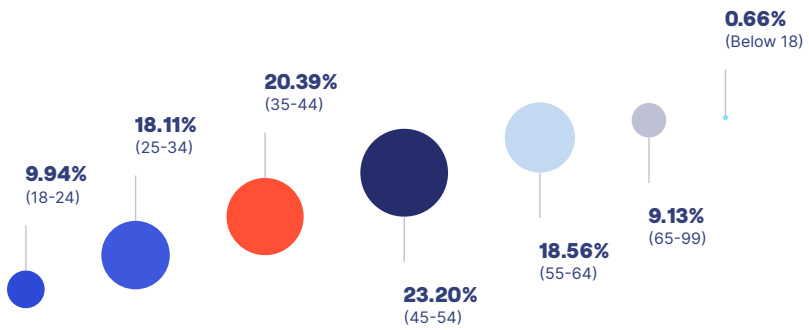

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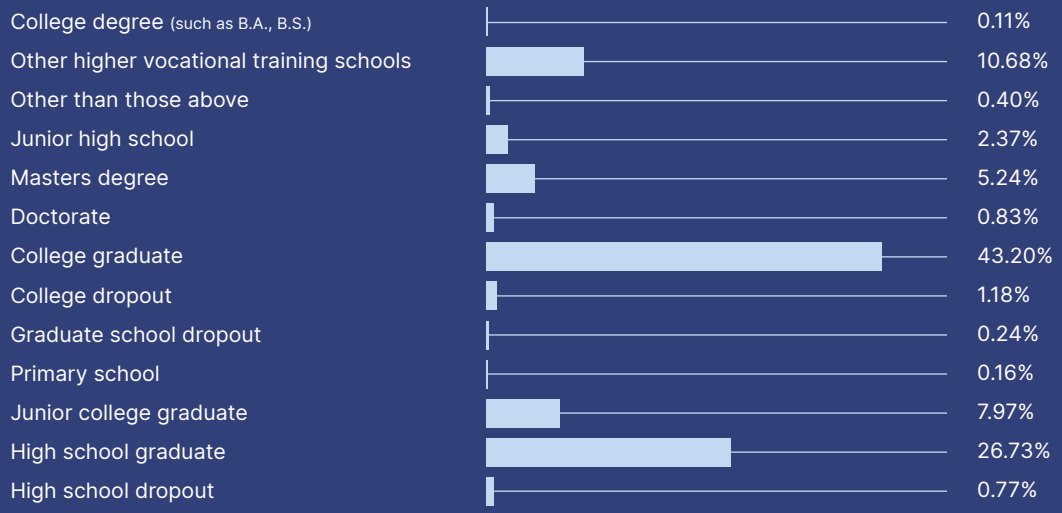

Spain

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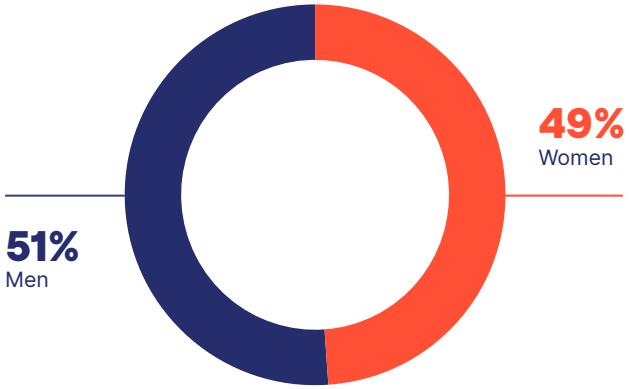

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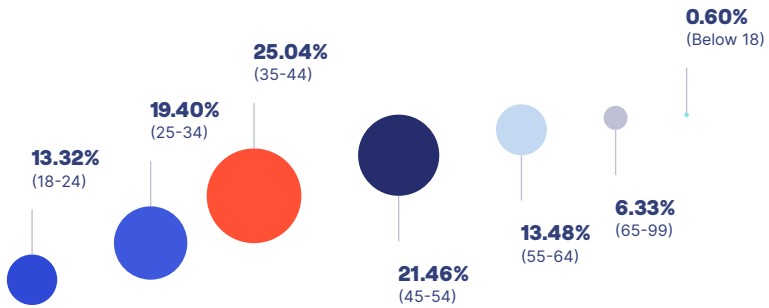

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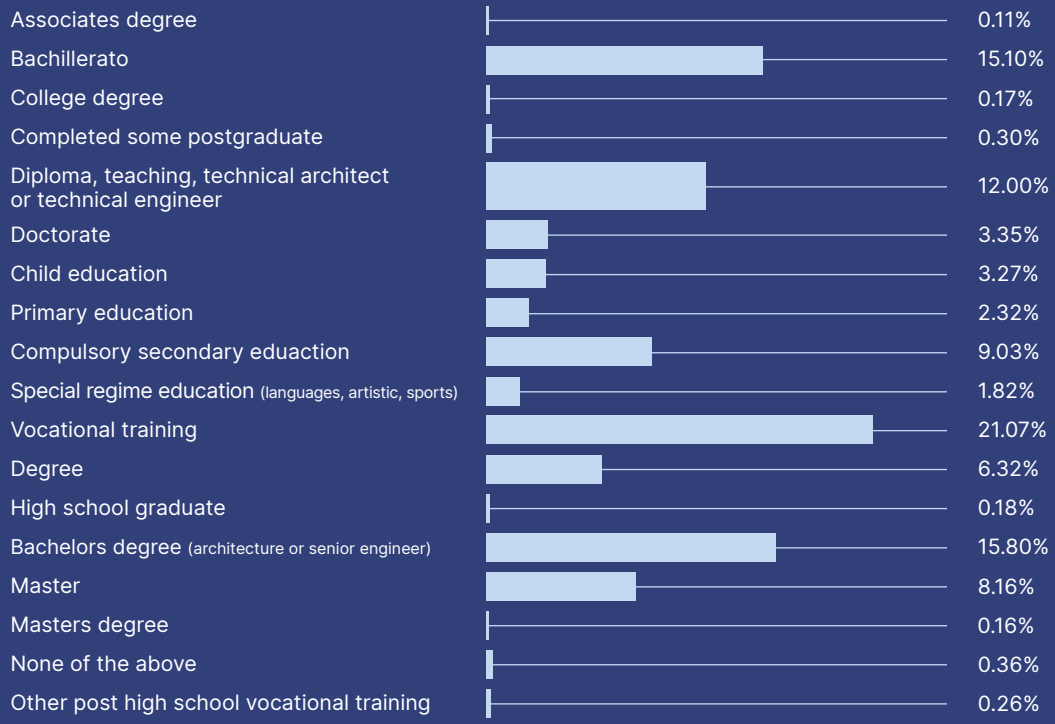

United States

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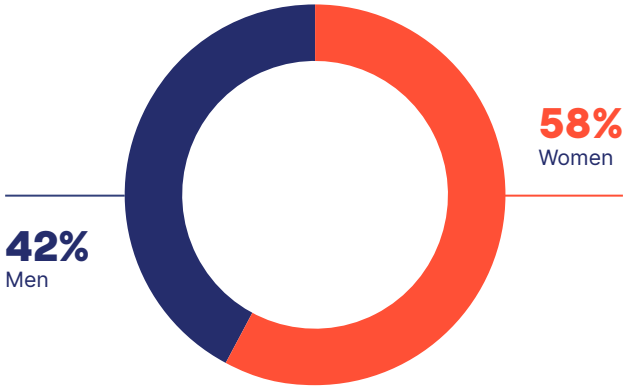

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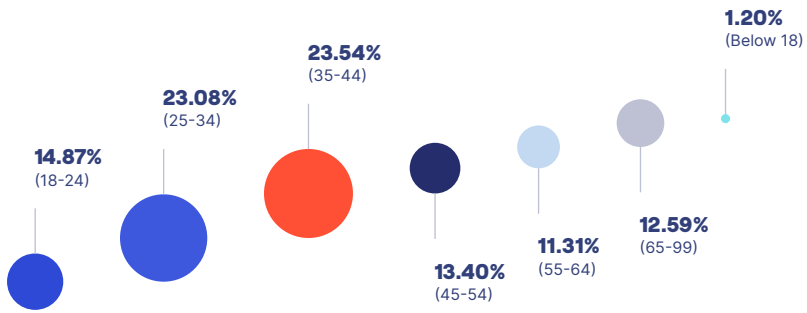

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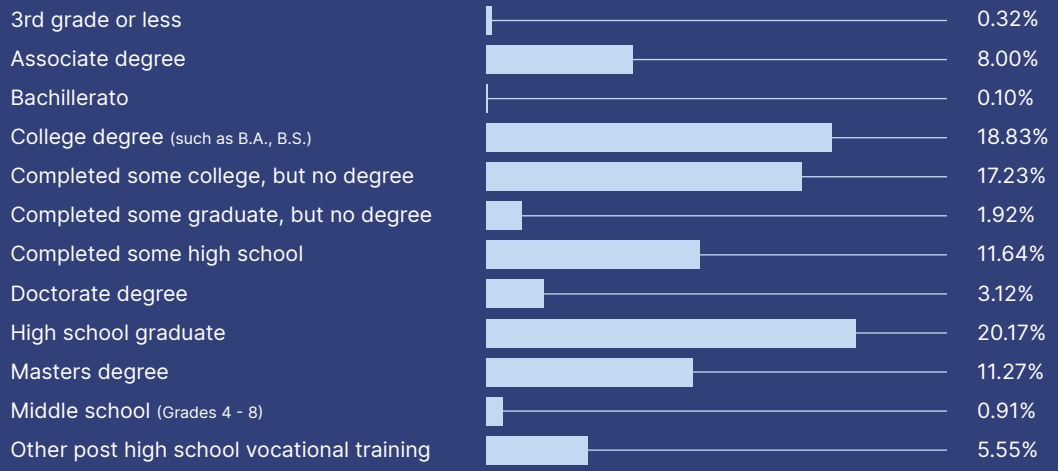

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