

COMPANY PRESENTATION

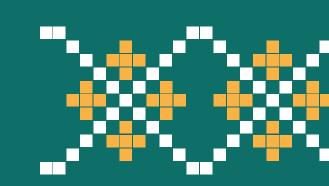
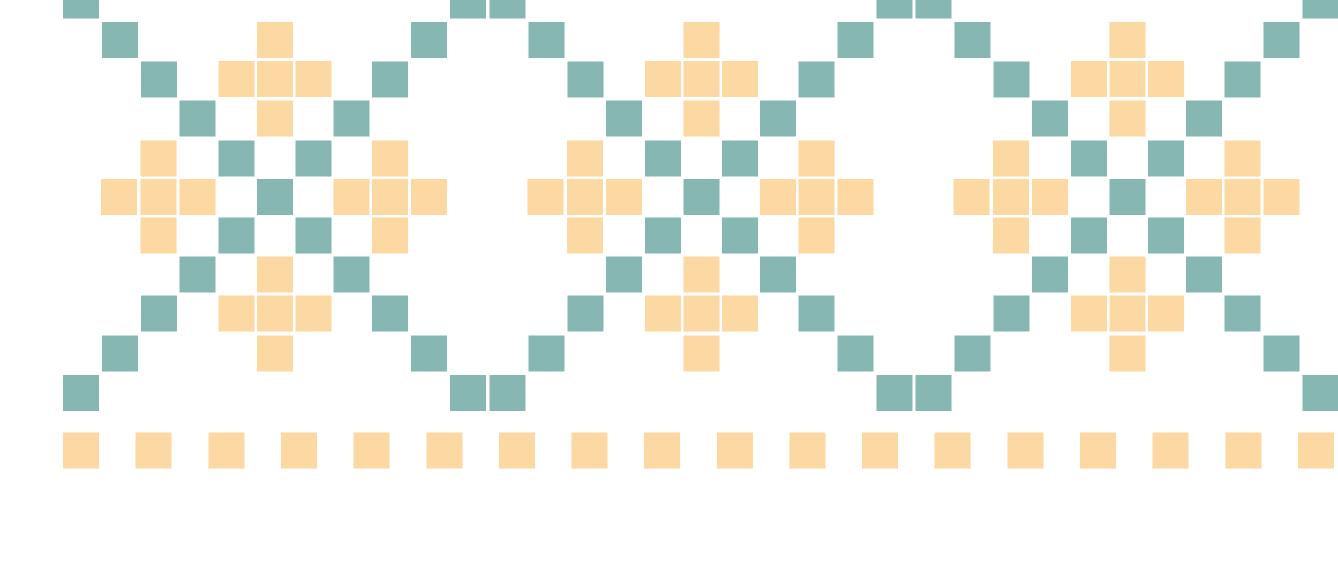


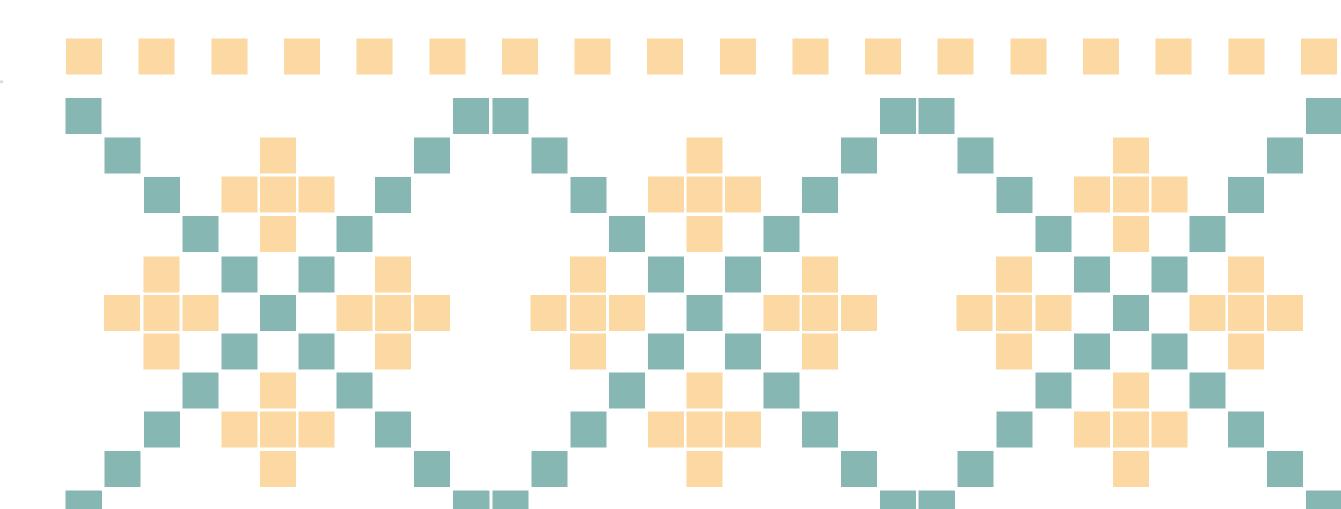
TABLE OF CONTENTS

ECTION	OUR COMPANY	
	OUR MISSION, VISION AND CORE VALUES	2
	ABOUT US	3
	OUR MILESTONES	4
	QUALITY	5

2 SERVICES ONLINE PANELS 7 QUANTITATIVE DATA COLLECTION 10 QUALITATIVE DATA COLLECTION 11







OUR MISSION, VISION AND CORE VALUES



Our mission is to help individuals and businesses reach their maximum potential by facilitating their access to thoughts and opinions of people around the planet.



Our vision is to become the largest and most diversified source of insights and opinions in the world.

Our core values are focused on:



INNOVATION

We continuously change and adapt to the ever-evolving needs of our partners.



INTEGRITY

We never make unrealistic promises on what we can deliver. However, you can expect that we will search under every stone to get what you need, delivering by the estimated deadline, and striving to deliver high-quality data that suits your needs.



SERVICE EXCELLENCY

Our services are of the highest caliber; data is checked before delivery; and we are completely transparent and trustworthy.



MERITOCRACY

The members of our team are hired, rewarded, or promoted based on their talent and experience without regard to sex, race, class, or nationality.



RESILIENCE

While maintaining continuous operations, we can adapt quickly to disruptions and protect people, assets, and overall brand equity.



FLEXIBILITY

We always strive to provide the best results for our clients, so whatever efforts it takes on our part, our client's interest comes first at all times.





ABOUT US

With our expertise in market research, we provide clients around the globe with a full set of services and solutions to facilitate their growth:





- product testing
- tracking studies
- surveys on mobile devices
- multi-country studies
- client sample surveys
- incidence checks



Mixed online or offline quantitative and qualitative research methodologies:

- CATI
- Online and offline focus groups
- Online communities
- Online and offline diaries
- Online and telephone IDIs



Flawless supporting market research services:

- Questionnaire building
- Survey programming & hosting
- Data processing
- Reporting and analysis



24/7 capacity to run online surveys in 100+ countries around the world at unbeatable competitive costs



Strong and fast growing proprietary online panels across Europe, the Middle East, Africa, Asia and the Americas



Top-notch coding and translation services for both questionnaires and verbatims

With teams based in Romania, Canada, India and Singapore, covering all time zones, we effectively conduct multi-national online market research projects across many verticals such as finance & banking, energy, business services, consumer products, telecom or pharmaceuticals.



















OUR MILESTONES

2015

2016

2017

DataDiggers was established on the 18th of March 2015, with one thing in mind: we can do it better, faster & more cost-effective!

We significantly increased our workforce and established new divisions, as well as expanded our solutions and services! Several new colleagues and important clients, including Ipsos Interactive Services, GfK Germany, and YouGovUk, have joined our new Bucharest office.

We continued to extend our services and capabilities, offering proprietary panels across multiple continents, in 22 countries. We also decided it was time to go to our first large market research fair: the Insight Show in London.

2020

2019

2018

We achieved one of our key objectives in the middle of the COVID19 outbreak: becoming a full-service company!

We expanded and moved to a bigger, better, and brighter office in the heart of Bucharest, and we reached the culmination in terms of resources: proprietary panels in 65 countries, all over the world. And it was the perfect time to establish new financial and operational hubs in India, Canada, and Singapore!

We returned to London, at the Insight Show - one of the world's oldest market research events dedicated to the industry, as exhibitors. Our success motivated us to take part in a variety of other significant international market research conferences.

2021

2022

2023

A great year for research excellence: we were accepted as SORMA members and earned the Quirk's Top Companies 2021 badge for **Quantitative Research!**

Important research projects were launched and presented at "Best of ESOMAR" (Bucharest) and "Succeet22" (Munich)

In order to strengthen our network, we'll attend conferences outside of Europe! We will be title sponsors for the MRMW APAC, in Singapore, and exhibitors at Quirk's, in New York. Wherever we go, we'll keep delivering fresh data and top-quality solutions to any business or organization in need!





QUALITY

DataDiggers has an ongoing commitment to deliver advanced data quality on each online survey we conduct and every sample we provide to our clients. We employ cutting-edge technology and several techniques/methodologies to ensure the highest data quality possible.

> Use a healthy recruitment policy, including a large variety of resources.

Are able to re-contact panel members if needed and usually register resonable return rates in such situations

Have transparent panel management rules in place (in terms of recruitment incentivizing, purging, treating fraudulent respondents, etc.)

Offer active double opt-in online panel members only



Are open to new industry trends, such as mobile surveys, online forms, online diaries or online focus groups

> Are capable to provide local insight, especially questionnaire localization

We strictly follow industry standards and ethics codes as part of our dedication to meet the highest level of performance, being part of ESOMAR, Ínsights Associátion and SORMA.

datadiggers

reliable. insightful. global.







QUALITY

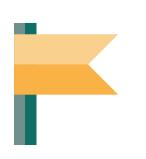
We have an ongoing strong commitment to deliver advanced data quality on every online survey we conduct and every sample we provide to our clients.

Recruiting only double opt-in panel members from a diverse pool of Internet sources, in order to ensure an excellent national representation by various demographics and to deliver bias-free data



Efficient IP detection, so that we make sure only unique and real people are answering your online surveys

fraudulent Flagging survey takers (speedsters, straight-liners, etc.) and purging them from panels on a regular basis



ADVANCED **DATA QUALITY**



Automatically screening out panelists that are members in more that one panel

Always double-checking the accuracy of the translations and localizations of the questionnaire before launching a survey







Accurate panel support in native languages and in a timely manner

in official Running surveys only local languages, members accurately understand the logic of the questions they are being asked





Rewarding panel members in local currencies immediately after they finish a survey







ONLINE PANELS

Accessing hard-to-reach audiences all around the world is now a reality. Through our international panel, MyVoice, DataDiggers offers comprehensive in-depth profiling of all markets on a number of metrics, including:



AUTOMOTIVE



B₂B



FINANCE & **BANKING**



FOOD & **BEVERAGES**



HEALTHCARE

Car ownership, registration year, brands, new or used car, etc.

ITDMs, BDMs, C-Level employees, job titles, company size, etc

Usage of banking services, card brands, etc.

Fast food or restaurant consumption habits, grocery shopping decision making, type of beverages consumed and

frequency, etc.

Age, gender and number of children in the household shopping behavior, etc.



HOUSEHOLD



MEDIA & **ENTERTAINMENT**



MOTHER OF BABIES & PARENTING



TECHNOLOGY & GAMING



TRAVEL

Items owned, decision making purchase (main shoppers), etc.

Sports playing or watching, TV usage, magazines reading, etc. Age, gender and number of children, in the household, shopping behavior, etc.

Smartphone ownership, phone brand, operating system, internet usage frequency, PC ownership, game console ownershipp, etc.

Business, leisure, type of transportation, frequency of travelling, etc.







All our panel members are required to provide basic data, such as year of birth, gender and location, at registration, which is automatically verified by entering a valid zip code.



Immediately after registration, as well as after every survey taken, we remind members to adjust their profile on all available categories, which are also updated on regular basis to keep up with the changes on the market. We also reward them from keeping their profiles up to date!

That pays back in a high profiling depth, with over 90% of members giving their information on hot-topics like cars, employment or smartphones.





ONLINE PANELS

Please find the sizes of our **most requested panels**, as in number of active members:

AFRICA	PROPRIETARY PANELS
Kenya	38820
Nigeria	40560
South Africa	66450

	AMERICAS	PROPRIETARY PANELS
*	Canada	33419
*	Chile	40080
	USA	86261

	EUROPE	PROPRIETARY PANELS			PROPRIETARY PANELS
	Belgium	10890		Norway	9350
	Czech Republic	40500		Poland	43310
	France	14180	•	Portugal	33380
	Germany	12550		Romania	78750
*=	Greece	35560	<u> </u>	Spain	11560
	Hungary	28980	+	Sweden	9890
	Italy	17790	+	Switzerland	8920
i di	Rep. Moldova	11560	C.	Turkey	48410
	Netherlands	10390		United Kingdom	16520

	ASIA-PACIFIC	PROPRIETARY PANELS
*	Hong Kong	3730
•	India	61750
*	Philippines	41280
(::	Singapore	4120
	Thailand	30360

MIDDLE EAST	PROPRIETARY PANELS
United Arab Emira	ates 28740







ONLINE PANELS

Please find the sizes of our **recruiting on demand panels**, as in number of active members:

* AFRICA	PROPRIETARY PANELS
Egypt	4270
Ghana	3240
Morocco	4140

	AMERICAS	PROPRIETARY PANELS
•	Argentina	5280
(Brazil	6270
	Colombia	11900
③	Mexico	13000
@	Peru	24600

	MIDDLE EAST	PROPRIETARY PANELS
\$	Israel	3290
*	Lebanon	1340
	Qatar	3420
\$19700 ——	Saudi Arabia	4120

ASIA-PACIFIC	PROPRIETARY PANELS		PROPRIETARY PANELS
Australia	2490	New Zealand	3210
China	6250	Pakistan	13660
Indonesia	29680	South Korea	2340
Japan	3260	Taiwan	5380
Malaysia	4220	Vietnam	14920

EUROPE	PROPRIETARY PANELS		PROPRIETARY PANELS
Austria	3200	Latvia	2210
Bulgaria	7240	Lithuania	2150
Croatia	8520	Serbia	15580
Denmark	9060	Slovakia	16120
Estonia	2140	Slovenia	2640
Finland	2550	Ukraine	3130
Ireland	2610		





QUANTITATIVE DATA COLLECTION

Online quantitative data collection is our core business.

We leverage our proprietary online panels, supplemented by premium panels sourced from certified local partners, to provide the best fieldwork service to our clients: on time, on exceeding their budget, and expectations.

For certain online panels, we employ online and offline methodologies to meet even the most challenging requests. These methodologies include CATI and CAPI.

For our online collection of **quantitative data**, we provide:







Sample only



Omnibus



CATI



Tracking



Test (iHUT)

Online **Product**



Mobile surveys









QUALITATIVE DATA COLLECTION

For the fieldwork portion of quality research, DataDiggers can meet your needs. For this side of research, we can provide a full range of solutions, including but not limited to:



2

3

4

5

We have professional studios to conduct focus groups in every major city throughout Europe, North America, the Middle East, and Asia-Pacific.

Experienced moderators with full knowledge of the languages Translations carried out simultaneously

Internet streaming, so clients can attend the sessions comfortably from their own offices Video and audio recordings are available

Each of these services can be obtained at a reasonable rate within the clients' deadlines.

In terms of online qualitative data collection solutions, we offer:







Online communities



IDIs



Diaries











Get a free quote: rfq@datadiggers-mr.com

Contact us at: +(40) 770 794 874

Visit us: www.datadiggers-mr.com

Our panel site: www.myvoice-surveys.com





Romania (HEADQUARTERS)

Union Building, 6th Floor, 11 Ion Campineanu Street, Sector 1, 010031, Bucharest



Canada

16 Chemin Zenon-Hebert, Nominingue, QC J0W 1RO, Canada



India

D-101 Sanmati Kunj, Dwarka 110075 New Delhi



Singapore

30 Petain Road, 208099, Singapore

