datadiggers

reliable. insightful. global.

Company Presentation

HELPING CLIENTS NAVIGATE CHANGE

2022

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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:

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

flawless supporting market research services: questionnaire building, survey programming & hosting, data processing, as well as reporting & analysis

various online research methodologies: product testing, tracking studies, surveys on mobile devices, multi-country studies, client sample surveys and 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

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

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.

Contact us at **rfq@datadiggers-mr.com** right now to get a true sense of quality online market research services!

OUR MILESTONES

2015

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

2016

Several new colleagues joined our **new Bucharest office** as well as new strategic clients, like Ipsos Interactive Services, GfK Germany, or YouGovUk.

2017

In **March 2017**, our first major market research fair exposition took place at the Insights Show in London and we achieved **proprietary panels in 22 countries**.

2018

On **March 2018** we returned to London as exhibitor at the Insights Show, one of the world's oldest market research events dedicated to the industry.

2019

We expanded into a bigger, better, and brighter office within the heart of Bucharest, as our **proprietary panels peaked at 60 countries** across multiple continents.

2020

We achieved one of our key objectives in the middle of the COVID-19 outbreak: becoming a **full-service company!**

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.

Recruiting and using only double opt-in panel members

Detecting IP and screening duplicates, so that we make sure only unique and real people are answering online surveys.

Screening fraudulent survey takers (speedsters, straight-liners, etc.) and purge them from panels

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

Always double-checking the accuracy of translation and localization of the questionnaire

Detecting the survey takers geo-location and banning fraudulent ones to enter survey

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

Rewarding panel members in their native currencies

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

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

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

B2B

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

Finance & banking

usage of banking services, card brands, etc.

Food & beverage

fast food/restaurant consumption habits, grocery shopping decision making, type of beverages consumed and frequency, etc.

Healthcare

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

Household

items owners, decision making purchase (main shoppers), etc.

Media & entertainment

sports playing/watching, tv usage, magazines reading, etc.

Mother of babies & parenting

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

Technology & gaming

smartphone ownership, phone brand, operating system, internet usage frequency, PC ownership, game consoles ownership, etc.

Travel

business, leisure, type of transportation, frequency of traveling, etc.

ONLINE PANELS

Please find the sizes of our **strong proprietary panels**, as in the number of active members.

AFRICA	PROPRIETARY PANELS
Kenya	32350
Nigeria	32780
South Africa	55380

AMERICAS	PROPRIETARY PANELS
Chile	33400
Colombia	9920
Mexico	10840
Peru	20500

ASIA-PACIFIC	PROPRIETARY PANELS
Hong Kong	3730
India	51460
Indonesia	24740
Philippines	34400
Singapore	4120
Thailand	25300
Vietnam	12440

EUROPE	PROPRIETARY PANELS
Croatia	7100
Czech Republic	33750
Greece	29560
Hungary	32890
Italy	10960
Poland	42630
Portugal	27820
Romania	68710
Serbia	15580
Slovakia	13440
Turkey	49150

MENA	PROPRIETARY PANELS
United Arab Emirates	28740

Please find the sizes of our **growing proprietary panels**, as in the number of active members.

Argentina	4400	Germany	5640	Pakistan	11390
Australia	2080	Ghana	3240	Qatar	3420
Austria	2670	Ireland	2610	Saudi Arabia	4120
Belgium	3650	Israel	3290	Slovenia	2220
Brazil	5230	Japan	3260	South Korea	2340
Bulgaria	5870	Latvia	2210	Spain	3580
Canada	2790	Lithuania	2150	Sweden	3620
China	5210	Malaysia	3520	Switzerland	2450
Denmark	2180	Moldova	9558	Taiwan	5380
Egypt	4270	Morocco	3450	United Kingdom	5320
Estonia	2140	Netherlands	3840	Ukraine	3130
Finland	2550	New Zealand	3210	USA	18730
France	5500	Norway	2200		

QUANTITATIVE DATA COLLECTION

Online data 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 budget, and exceeding their 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:

Full service

Sample only

Omnibus

CATI

Tracking

Online Product Test (iHUT)

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:

1

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

2

Experienced moderators with full knowledge of the languages

3

Translations carried out simultaneously

4

Internet streaming, so clients can attend the sessions comfortably from their own offices

5

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:

Focus groups

Online communities

IDIs

Diaries

Visit us: www.datadiggers-mr.com

Check out our panel site: www.myvoice-surveys.com

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