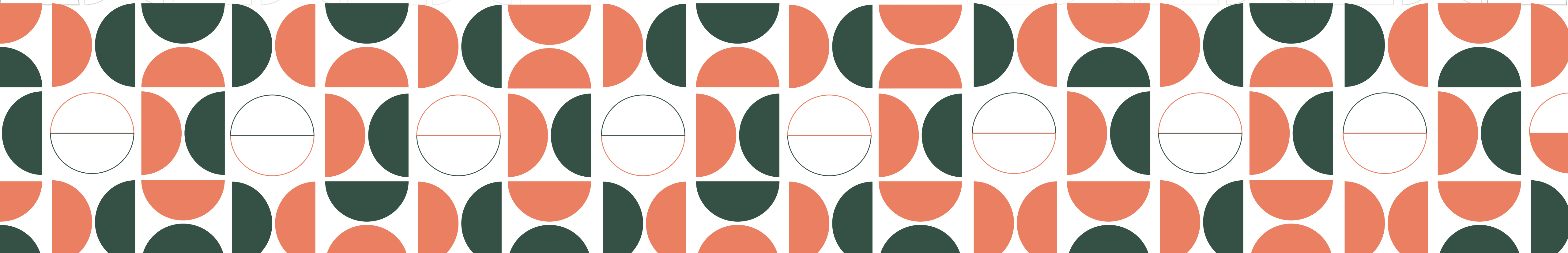




COMPANY PRESENTATION

2024



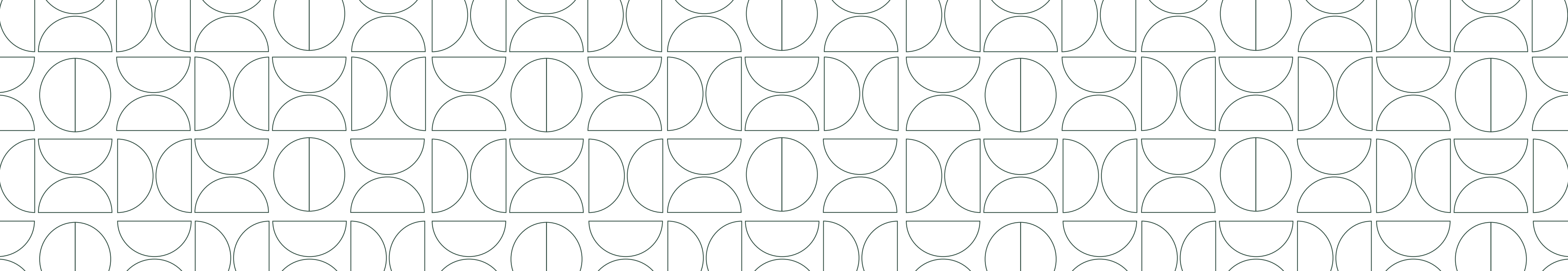


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OUR COMPANY

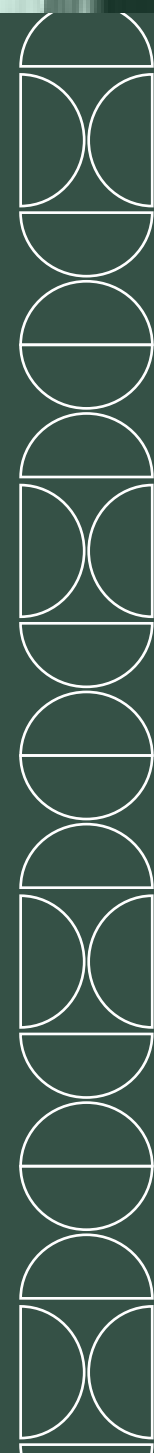
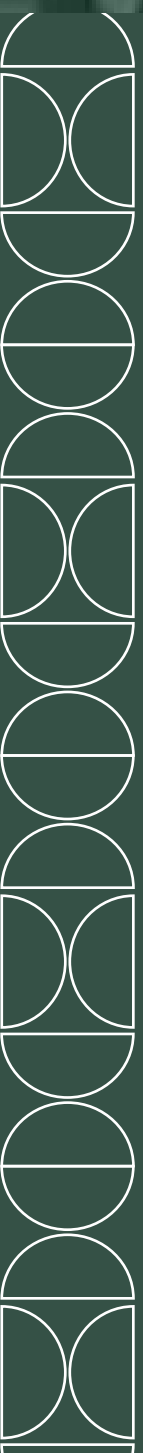
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MISSION

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.

VISION

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

CORE VALUES



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

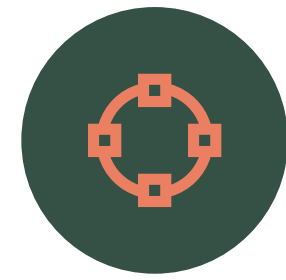
While maintaining continuous operations, we can adapt quickly to disruptions and protect people, assets, and overall brand equity.



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.

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



Various online research methodologies

- ↳ 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.



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

2017
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.

2019
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!

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

2023
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!

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.

2016

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

2018

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

2020

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

2022

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.

1

Offer active double opt-in online panel members only

2

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

3

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

4

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

5

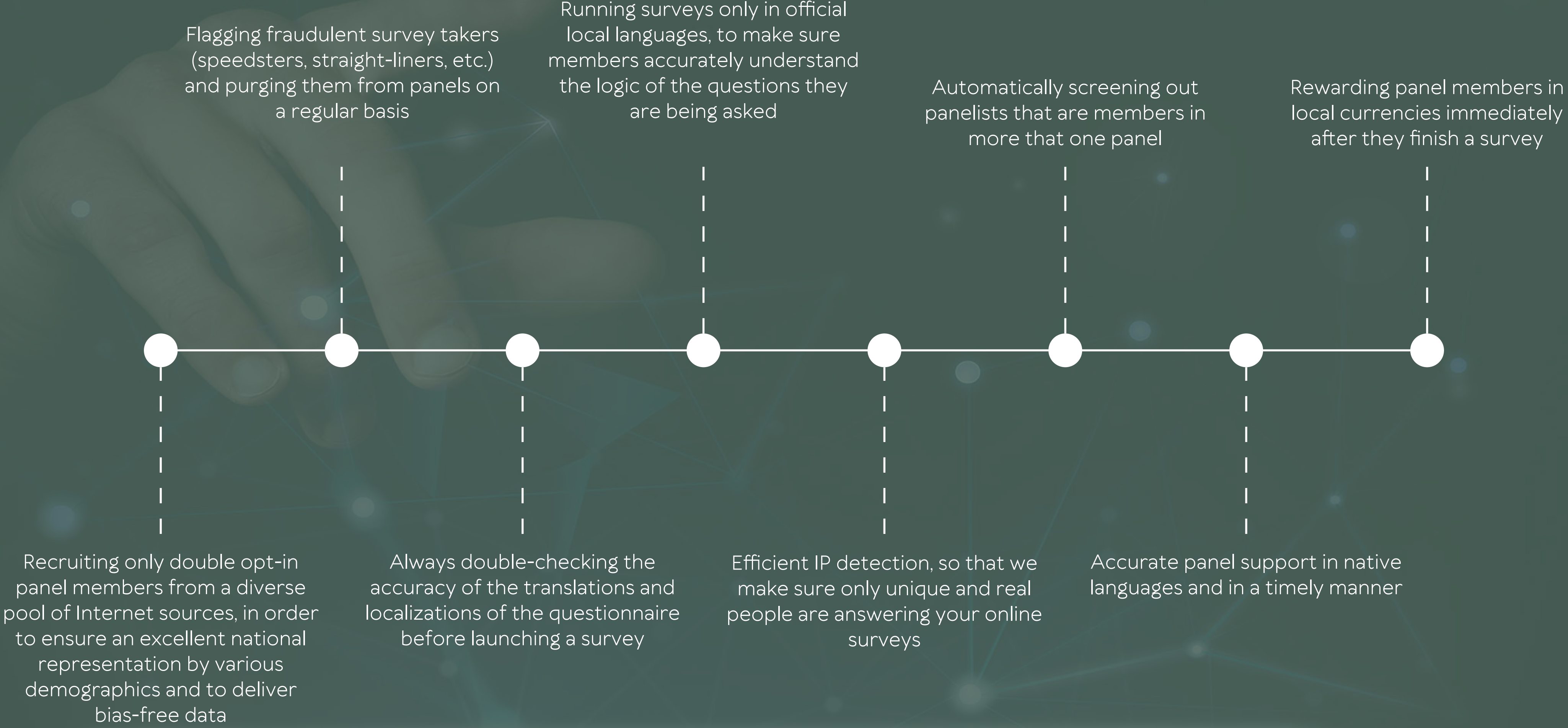
Are open to new industry trends, such as mobile surveys, online forms, online diaries or online focus groups

6


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**, **Insights Association** and **SORMA**.

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.



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

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



B2B

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



FINANCE & BANKING

Usage of banking services, card brands, etc.




FOOD & BEVERAGES

Fast food or 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 owned, decision making purchase (main shoppers), etc.




MEDIA & ENTERTAINMENT

Sports playing or 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 console ownership, etc.



TRAVEL

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 for 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.



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




EUROPE

 Belgium	12300	 Norway	12700
 Czech Republic	43000	 Poland	52000
 France	27000	 Portugal	42500
 Germany	17500	 Romania	93000
 Greece	47000	 Spain	18500
 Hungary	37400	 Sweden	14700
 Italy	35000	 Switzerland	11000
 Rep. Moldova	18600	 Turkey	62000
 Netherlands	15600	 United Kingdom	40000

MIDDLE EAST

 United Arab Emirates	32000
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AMERICAS

 Canada	46000
 Chile	45000
 USA	115000

AFRICA

 Kenya	46000
 Nigeria	47000
 South Africa	72000

ASIA-PACIFIC

 Hong Kong	4500
 India	83000
 Philippines	48000
 Singapore	7600
 Thailand	42000

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

EUROPE

	Austria	8600
	Bulgaria	13850
	Croatia	11200
	Denmark	12100
	Estonia	3400
	Finland	4200
	Ireland	5000

	Latvia	4500
	Lithuania	4700
	Serbia	21000
	Slovakia	23500
	Slovenia	6000
	Ukraine	7800





AFRICA

	Egypt	9500
	Ghana	11000
	Morocco	7500






ASIA-PACIFIC

	Australia	7200
	China	16250
	Indonesia	38500
	Japan	7600
	Malaysia	9500
	New Zealand	5500
	Pakistan	15800
	South Korea	13900
	Taiwan	13800
	Vietnam	18300

MIDDLE EAST

	Israel	5800
	Lebanon	5500
	Qatar	5200
	Saudi Arabia	7900

AMERICAS

	Argentina	8345
	Brazil	12400
	Colombia	14500
	Mexico	14300
	Peru	28000

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 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



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:

- 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:



FOCUS GROUPS



ONLINE COMMUNITIES



IDIS



DIARIES



Our previous market research projects have spanned a diverse range of industries and topics, from consumer behavior to brand perception.



Midlife Crisis

The midlife crisis is widely debated; some consider it a definitive reality, while many researchers view it as inaccurate and call for its dismissal. Our research examined whether this life stage withstands scientific scrutiny or is merely a myth.



Sustainable Food

We once believed that Earth's resources were infinite, but we now see this isn't true. We face a clear choice: adopt sustainable practices or face dire consequences. Our research on sustainable food aimed to show the urgent need to change our production and consumption habits.



Online Dating in Urban Romania

Our study explored online dating trends and behaviors among urban Romanians through in-depth interviews with 1,085 participants aged 18-65. We aimed to understand the factors influencing user engagement and typical experiences in this demographic.



Allergies in Romania

In this research, we focused on the prevalence and attitudes towards allergies among urban populations in Romania, a common health issue stemming from the immune system's exaggerated responses to substances that are typically harmless to most people. The aim was to identify environmental and societal factors that influence these conditions.

If you're eager to dive deep and learn more about the cutting-edge research we conduct, we warmly invite you to explore further. Access **comprehensive resources and detailed insights** by visiting our dedicated page: www.datadiggers-mr.com/resources. Join us in our journey to discover and innovate!

MEET OUR RESEARCH TEAM!



Madalina Mirigel
Research Executive

Madalina Mirigel is a Research Executive at DataDiggers, with 18 years of experience in market research. She is fascinated by human behavior and passionate about mathematics. She believes in continuous learning and cherishes simple pleasures like beach vacations and countryside drives. With a deeply held belief that nobody should suffer to make others happy, she advocates for a balanced and fulfilling life for all.



Liviu Micu
Research Executive

Liviu Micu has spent 20 years in Quantitative research, beginning his career with a BA in Sociology. He initially worked at TNS CSOP and Ipsos IS, before moving to Vodafone, and eventually joining Data Diggers as a Research Executive. Throughout his career, he has contributed to both Quantitative and Qualitative research projects across various domains. Known for his thorough approach, Liviu is driven by the need to ask the right questions to set realistic expectations.

At DataDiggers, we recognize that our team is our most important resource. Each person within our company is a true expert in their field, and we continuously invest in our people to help them become the best version of themselves.

Discover more about our team here: www.datadiggers-mr.com/meet-the-team.



We create a positive impact by actively engaging in ethical practices and community-driven initiatives.

We use research to bring a positive impact on people's lives and the environment. We believe in the mission of making a better, healthier world and in eliminating financial, gender or racial inequalities. This mission begins with each of us, and every step we take from now on in this direction will ensure our descendants a world in which they can prosper professionally and personally.



Run a study, plant a tree!



The act of planting trees represents a solemn commitment to the betterment of our environment, reflecting our dedication to creating a cleaner and healthier world where everyone can flourish. We have initiated tree-planting projects on behalf of our partners, driven by our conviction in the power of precedent. Through these actions, we aim to cultivate the ideal conditions for the kind of society we all envision.



Run a study, join the party!



Organizing a special winter celebration for the children at SOS Children's Villages represented a commitment to our corporate social responsibility. Aligned with our dedication to making a positive impact, we carefully chose and personally delivered thoughtful gifts to the caregivers at the center. These gifts were subsequently distributed to the children, ensuring that the joy and magic of the season reached those most in need.

Visit our dedicated **Corporate Social Responsibility** (CSR) page: www.datadiggers-mr.com/csr, to gain a deeper understanding of the impactful campaigns we're driving. Join our mission and become a force for positive change!





THANK YOU!

www.datadiggers-mr.com

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