




Company presentation

2019



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We are **market research experts** who provide clients all over the globe with a full set of data collection solutions and supporting services to help their businesses grow:

- 24/7 capacity to run online surveys in 100+ countries around the world at unbeatable competitive costs;
- various online research methodologies: sample only surveys, multi-country projects, tracking studies, product testing, client sample surveys, incidence rate checks, survey on mobile devices;
- flawless supporting market research services: questionnaire building, survey programming & hosting, data processing, as well as reporting & analysis;
- mixed online/offline quantitative and qualitative research methodologies: CATI, online and offline focus groups, online communities, online and offline diaries, online and telephone IDIs;
- top-notch coding and translation services for both questionnaires and verbatims.

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

Apart from these, we provide access to premium online panels across the world via certified local partners.

As long standing members of ESOMAR and Insights Association we strictly abide to the industry's quality code of conduct in everything we do, every step of the way.

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

DataDiggers has an ongoing strong 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 the IP and screening duplicates, so that we make sure only unique and real people are answering online surveys
- ✓ Detecting the survey takers' geo-location and banning fraudulent ones to enter survey
- ✓ Automatically screening out panelists that are members in more than one panel
- ✓ Screening fraudulent survey takers (speedsters, straight-liners etc.) and purge them from panels
- ✓ Always double-checking the accuracy of translation and localization of the questionnaire
- ✓ 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.

DataDiggers is a member of ESOMAR and Insights Association (MRA), strictly following the industry standards and ethic codes in everything it does.



Reaching out directly to hard-to-get audiences all over the world is no longer a dream, but a certainty.

DataDiggers offers comprehensive in-depth profiling for all markets with many criteria such as:

- Automotive:** car ownership, year of registration, car brands etc.
- Household:** items owners, decision making purchase (main shoppers) etc.
- Food & beverage:** fast food/restaurant consumption habits, grocery shopping decision making, type of beverage consumed and frequency etc.
- Technology & gaming:** smartphone ownership, phone brand, Internet usage frequency, PC ownership, game consoles ownership
- Mother of babies & parenting:** age, gender and number of children in household, pregnancy, shopping behavior etc.
- B2B:** ITDMs, BDMs, C-Level employees, job titles, company size, company revenue
- Healthcare:** doctors, nurses, hospital staff etc.
- Travel:** air travelling, purpose of travelling etc.
- Finance & banking:** usage of banking services, card brands etc.
- Entertainment:** sports playing/watching, pet ownership, TV usage etc.

We never conduct surveys based on river sampling, as we do not trust the data quality that results from using those resources, plus there are many drawbacks associated with them, such as the impossibility to re-contact members for future studies.

Please find the size of **our proprietary panels**, as well as our total panel reach including local partners in the table below.

Country	DataDiggers proprietary panel	Total panel size including partners
Chile	22,800	70,000
Croatia	2,000	10,000
Colombia	6,300	80,000
Czech Republic	10,300	65,000
Greece	6,200	25,000
Hungary	5,800	50,000
Indonesia	10,200	65,000
India	2,000	120,000
Kenya	12,800	82,000
Mexico	5,600	70,000
Nigeria	16,300	25,000
Peru	12,300	40,000

Latest update: April 2019

Please find the size of **our proprietary panels**, as well as our total panel reach including local partners in the table below.

Country	DataDiggers proprietary panel	Total panel size including partners
Philippines	10,700	67,000
Poland	4,200	90,000
Portugal	10,700	56,000
Romania	4,000	85,000
Serbia	2,000	22,000
Slovakia	4,300	32,000
South Africa	20,000	37,000
Thailand	7,800	22,000
Turkey	4,700	90,000
UAE	11,300	20,000
USA	2,000	100,000
Vietnam	4,100	25,000

Latest update: April 2019

Online quantitative data collection is our core business. We use our proprietary online panels topped up with premium panels from certified partners to offer our clients the best fieldwork service: **on time, on budget** and **exceeding the expectations.**

Whenever online panels struggle with certain targets, we employ various mixed online/offline or fully offline methodologies, to meet even the most challenging request out there. Such data collection methodologies are CATI and CAPI.

The mixed methodologies are conducted via local fieldwork partners with consistent experience, ensuring the success of your project.

In terms of online quantitative data collection solutions we offer:

- ✓ Full service or sample only
- ✓ Tracking studies
- ✓ Mobile surveys
- ✓ Survey programming and hosting
- ✓ Questionnaire building
- ✓ Real-time reporting and analysis
- ✓ Data processing
- ✓ Translation and localization
- ✓ Coding
- ✓ Free local insights

Whenever it comes to qualitative research **DataDiggers is the right choice** for the fieldwork part.

We are able to supply a full range of solutions for this side of research, including but not limited to:

- access to professional studios of focus groups in every significant city of Europe, North America, MENA and Asia-Pacific.
- experienced moderators, speakers of both English and local languages
- simultaneous translation
- live streaming over the Internet, so that client can attend the sessions comfortably from own office
- video and audio recording

All these come with reasonable costs and always within client's timelines.

In terms of online qualitative data collection solutions we offer:

- ✓ **Online and offline focus groups**
- ✓ **Online community**
- ✓ **Online and offline diaries**
- ✓ **In-depth interviews (IDIs)**



Whether you need a proposal or insights on your projects, we are here to help you. Contact us using the information below!

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