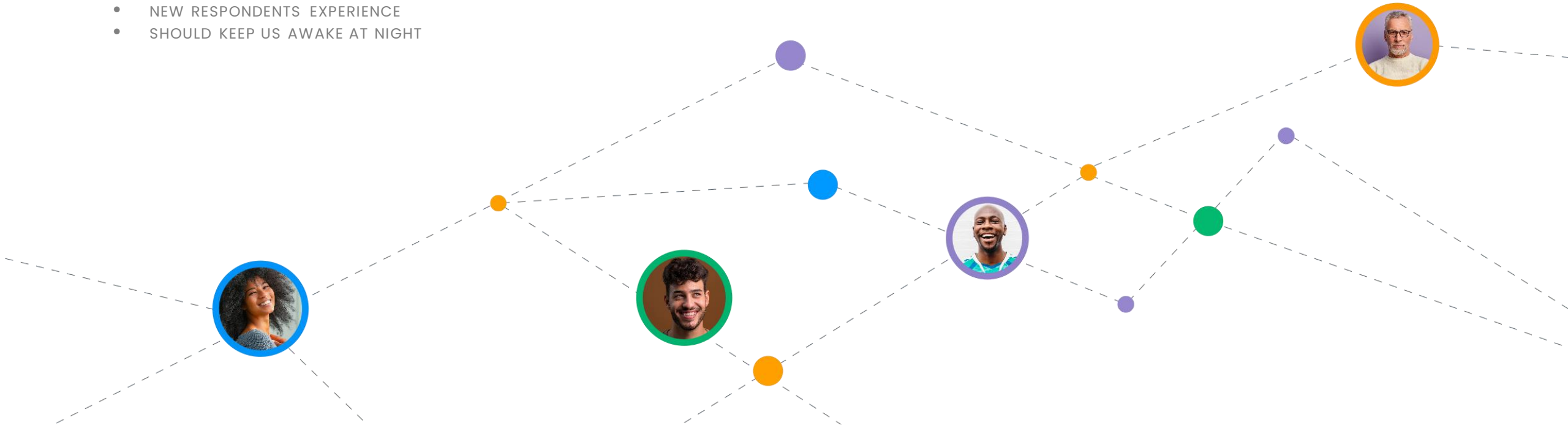


THE STORIES OF DEAN AND BELLA

GOOD RESPONDENTS IN THE SURVEY TAKING WORLD

- TAKING SURVEYS: SUMMARY IN NUMBERS
- NEW RESPONDENTS EXPERIENCE
- SHOULD KEEP US AWAKE AT NIGHT





MARRIED

Denise 5 years go



HAS 2 KIDS

Dean Jr and Simone



LOVES CATS

Does not have a cat currently but watches online videos daily

50%

WASTED TIME

Half the time spent by an average respondent is in surveys where he will be termed

75%

SURVEY TERMS

66% of surveys started by the average respondent will end in terms

Survey summary

Completed 9 surveys
term from 27 surveys

Time spent summary

108 minutes being termed from surveys
108 minutes in surveys he completed

Survey LOI summary

Average completion: 12 minutes
Average term: 4 minutes

Repeating profiling questions

Answered AGE question: 144 times / month
Answered GENDER question: 144 times / month
Answered REGION question: 72 times / month

DEAN, 35 YEARS OLD, FROM NEW YORK



IT'S COMPLICATED



RIDES A BIKE



DOG PERSON

Brownie



BELLA, 30 YEARS OLD, FROM PASADENA

100%

MORE PROFILING/TEST QUESTIONS

A new respondent will see up to 40 profiling and quality trap questions per survey across all pre-survey platforms

66%

ATTRITION RATE NEW RESPONDENTS

66% of new respondents stop doing surveys after 3 survey attempts (clicks)

SHOULD KEEP US AWAKE AT NIGHT

If you cut corners you just keep on going in circles
-Grant Stoelwinder

STREAMLINE PRE-SURVEY EXPERIENCE

- Ask profiling questions once and share them between all platforms in pre-survey experience
- Quality checks agreed and shared them between all platforms in pre-survey experience
- Profiles of new respondents should be build over time, instead of the first time a respondent is seen

RESPONDENT EXPERIENCE IN PRE-SURVEY SHOULD BE TREATED IN PARALLEL
AND WITH THE SAME IMPORTANCE AS FRAUD.

WE NEED TO FOCUS ON ATTRACTING WITH A PLEASANT EXPERIENCE MORE GOOD RESPONDENTS,
IN ADDITION TO STOPPING BAD ACTORS