

GLOBAL DATA COLLECTION

Bespoke research programmes & solutions to
power up your decision making

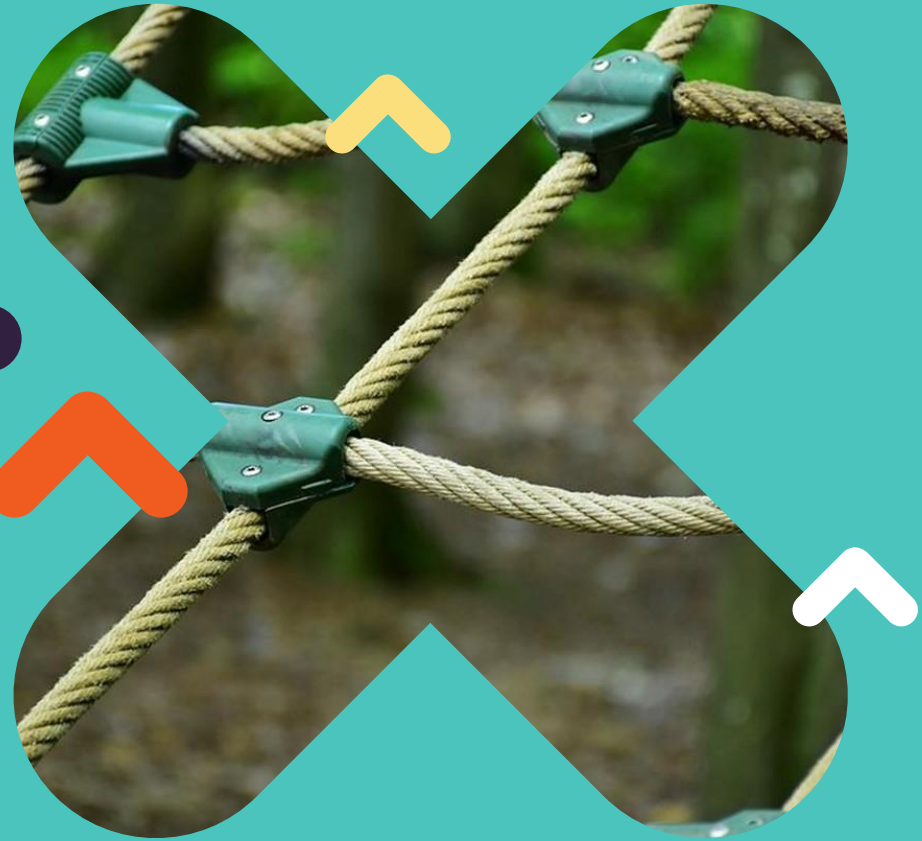
ICG Lunch & Learn session with ResearchBods
dhenry@researchbods.com

STRAT7

researchbods



1 Who we are



STRAT 7

Winning at change

Tapping into group expertise to add value

STRAT 7

BonamyFinch

Advanced analytics | Segmentation

STRAT 7

CROWD.DNA

Digital Insights | Global Trends

STRAT 7

JIGSAW

Insight | Planning | Strategy

STRAT 7

incite

Customer Centric Consultancy

STRAT 7

Rainmakers

Insight | Planning | Strategy

STRAT 7

researchbods

Insight Communities | Agile Insight

STRAT 7 Advisory.

Business Consultancy and Strategy



Under the ResearchBods roof, a diverse, eclectic group of 150 specialists





All underpinned by technology that gives our clients **the edge**

Ex-plor Community Platform



Global Access Panel

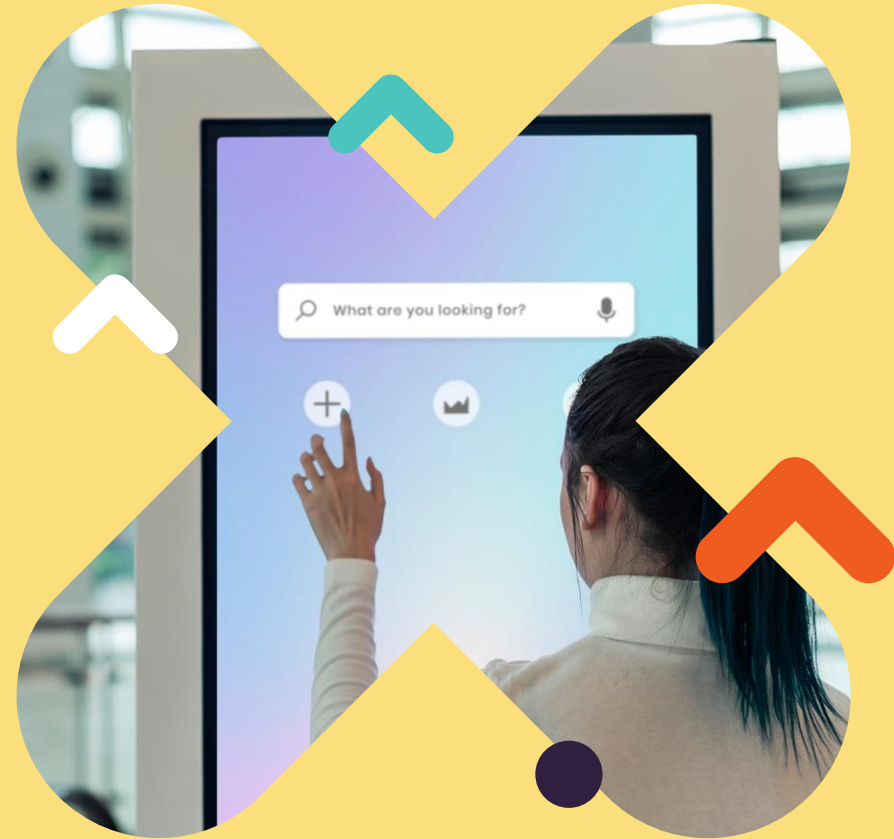


AI Tracking Solutions



Tools of the trade

Best in class Community Platform





The ingredients of a perfect community



**Powerful
research toolkit**

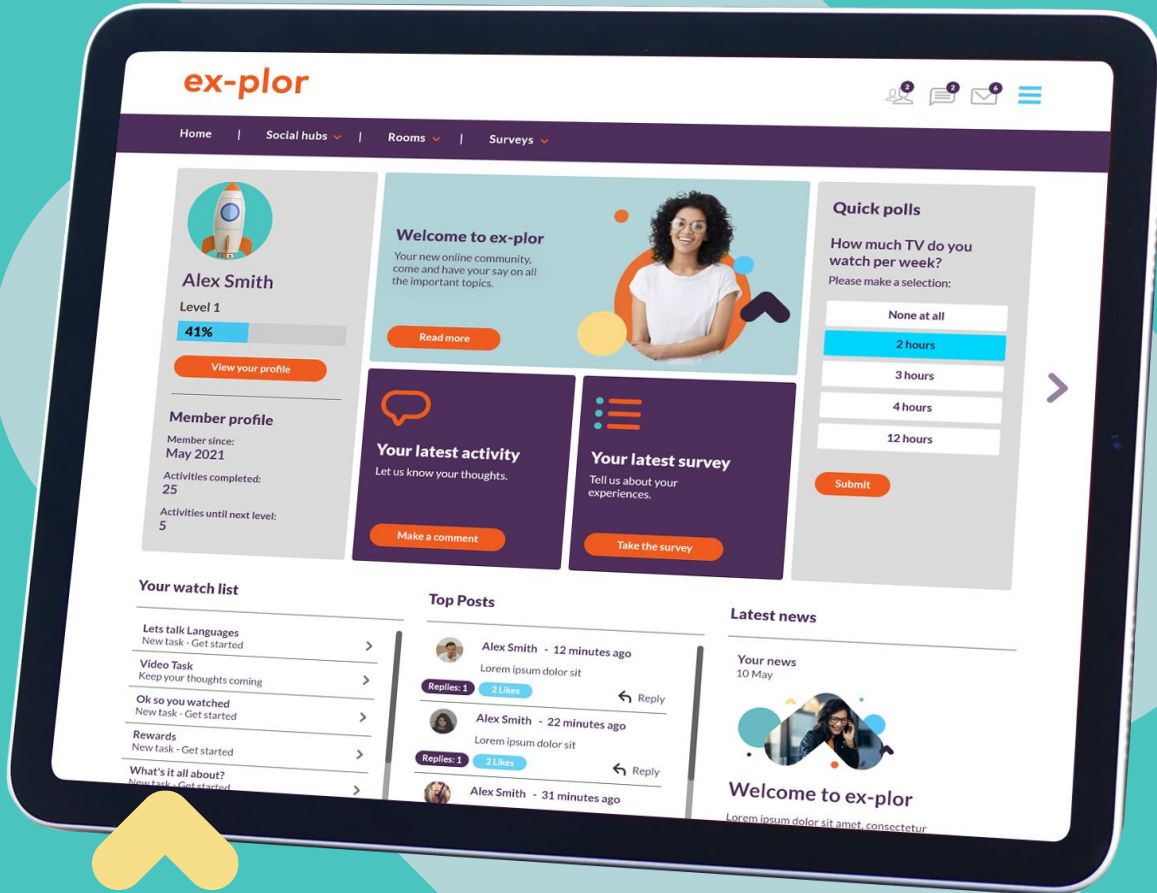
Showcasing a full suite of quant and qual tools to satisfy all objectives and mobile optimised for 'on the go' interaction.

**Seamless
member experience**

Allowing you to create bold 'member driven' environments that encourage engagement and easily reward participation.

**Intuitive
admin / management**

Easily manage tasks, community health and learn about your members past and future behaviours driven by machine learning.



ex-plor lite

From projects lasting 1 day to 12 months, we've got you covered

Best known for the provision of our ex-plor communities platform, we're now able to offer agencies and brands access to our pop-up communities platform – ex-plor lite.

Providing the same great features but able to be set up in as little as 48 hours and to meet the most exacting demands and deadlines.



Building a data relationship with consumers through Ex-plor



Online Quant

Powerful survey tool kit that you can self-serve or work with our team to deliver highly engaging surveys



Quick Polls

Engage members and get quick feedback through the quick poll function



Diary Studies

Record and track specific behaviours over a select period.



Discussion Rooms

Guide conversation between members and moderate conversation flow



Video Groups

Integrated Zoom platform to host group or 1-2-1 video sessions



Maps Location Tasks

Record members movements and interactions during their daily lives.





ex-plor lite – platform license cost (UK)

Costs are driven by member size and duration.

	0-100 members	101–1,000 members	1,000–5,000 members	5,000–10,000 members	10,000+ members
1 week license	£750	£1,125	£1,750	£2,250	Get in touch
2 weeks license	£1,125	£1,625	£2,125	£2,625	
1 month license	£1,500	£2,000	£2,500	£3,000	
Subsequent months	£1,250	£1,750	£2,250	£2,750	

Build costs - £950:

- Unlimited use of discussion rooms, diaries, maps and polls
- Creation of community environment.
- 2 hour researcher platform training.
- Technical Support team assistance; 9am-5pm GMT.
- Access to knowledge base.
- Our standard profiling questions, member legals (T&Cs and Privacy Policy) and site copy.
- Unlimited team/admin accounts.
- Custom community URL: e.g. [NAME].explor.com

Additional costs - Get in touch

- Custom branding.
- Bespoke profiling questions – standard template covers 6 customisable questions
- Member recruitment
- Languages other than English.
- Surveys and video focus groups (see 'Bolt On's')
- Optional PM Support - £475 for 5hrs

Confidence in data

Global Data Collection





UK Data Collection

Largest independent digital **panel company** in UK



Proprietary UK panel



In-House scripting team



In-House data team

Scalable services with dedicated project management



SurveyBods - Our UK access panel

Representative, robust and reliable with over 150,000 consumers across the UK

- **High quality**
Double opted-in, permission based, first-party data sample source.
- **Responsive and engaged**
Highly accurate feasibility and above industry average response rates.
- **In-depth profiling**
Extensive data points collected on sign up and on-going with over 600 profiling attributes.
- **MRS Award for approach to recruitment**
Recruited via schools and local community groups, with a fundraising mechanic, these members are still the core of our panel



Representative and robust

Deeply profiled

Gender:



53%



47%

Age



Under
16

14%



16 - 24

42%



25 - 34

13.5%



35 - 44

23.5%



45 - 54

10%



55 - 64

5%



65+

2%

Social Grade:



A

12%



B

23%



C1

23%



C2

24%



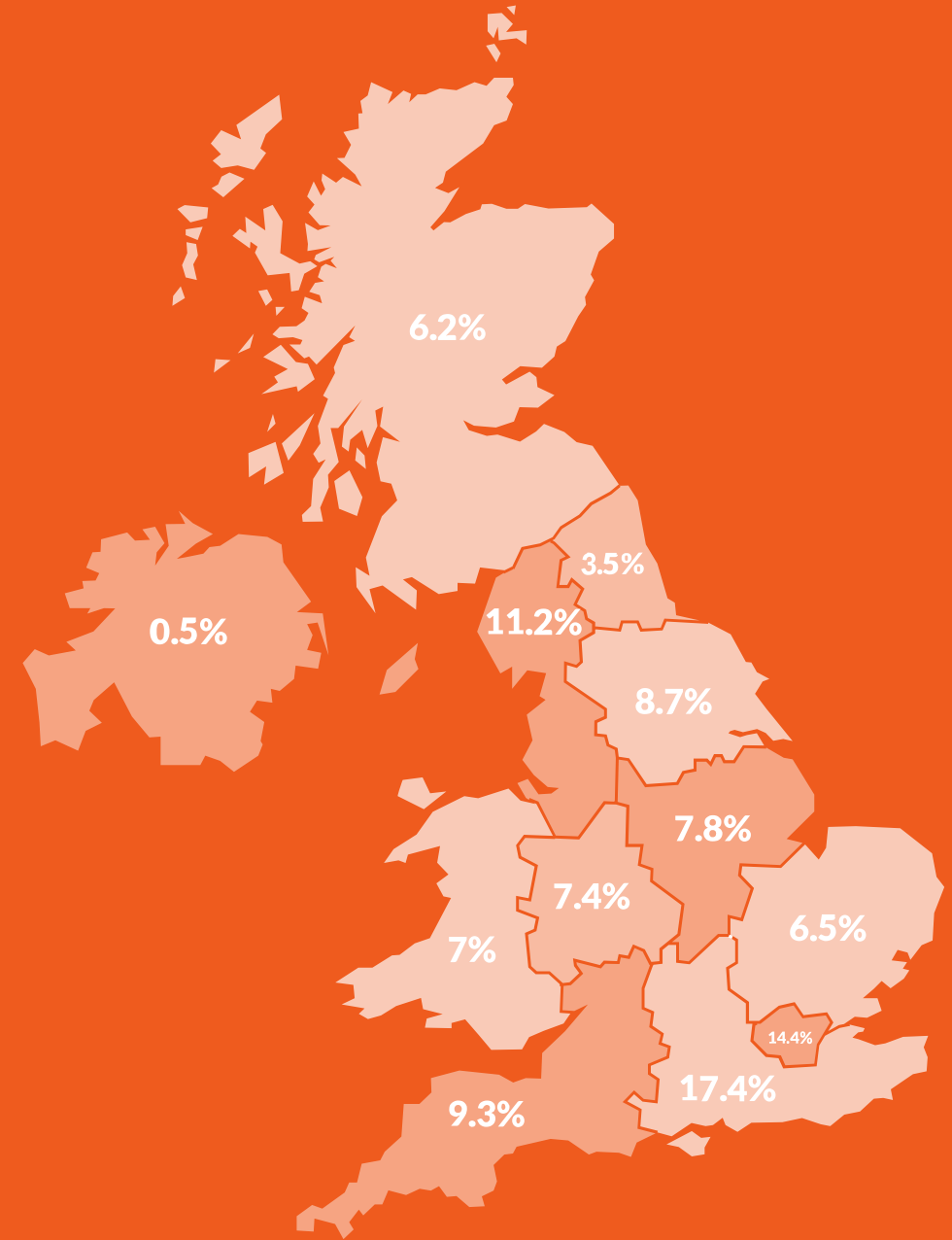
D

12%



E

6%



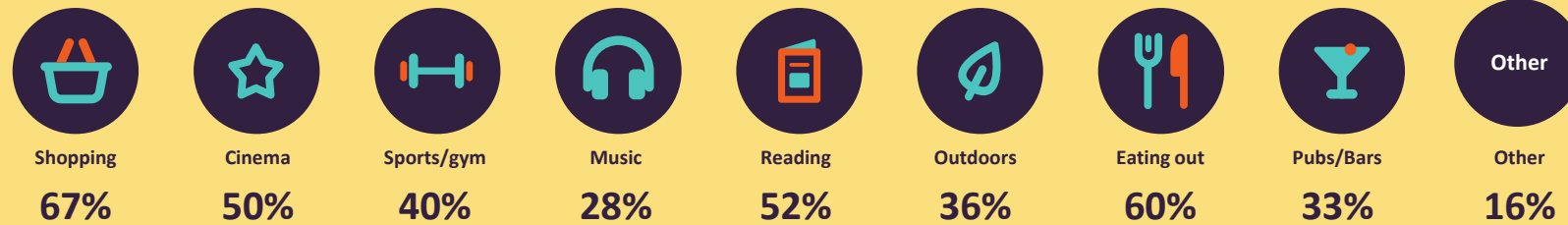
Representative and robust

Deeply profiled

Supermarket shop at:



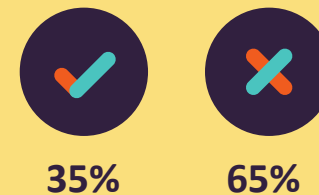
Activities in spare time:



Ethnicity:



Parents of 4-17-year-olds





Instant access to a **global audience**

High quality global sample

»» **85+**

Countries

»» **12+**

Million
consumers

»» **2,000**

Profile points



Data Integrity

Giving you the **confidence** to stand behind the data



The Data Integrity Committee Members





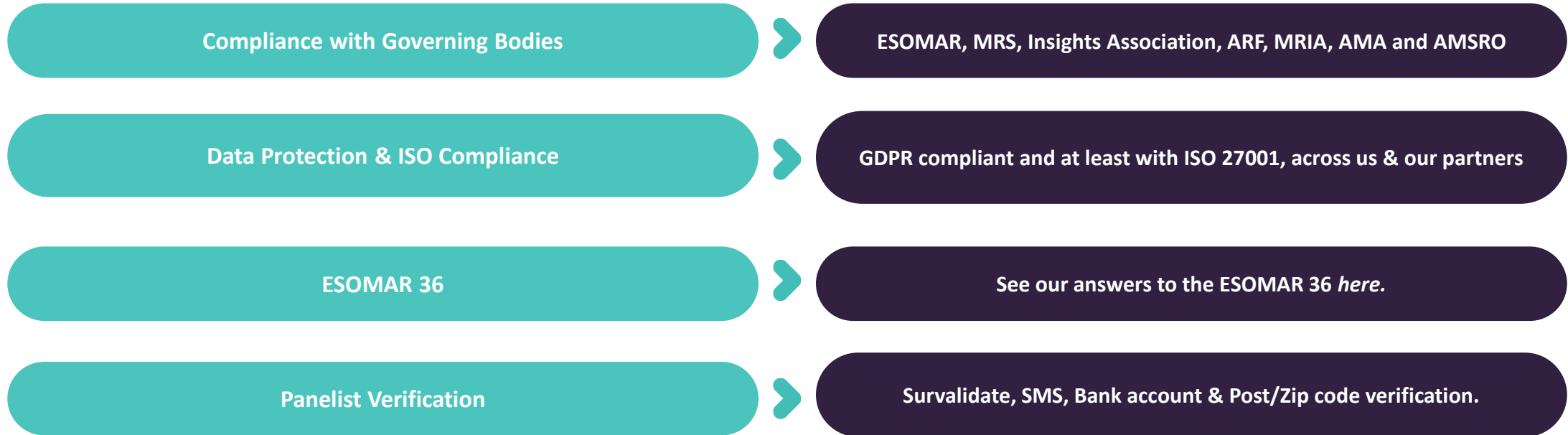
Operational excellence that gives you the insight edge

At Researchbods, we empower human champions with innovative technology, cutting edge data processing and the most conscientious, pragmatic processes to ensure your confidence in the data we deliver to you, time and time again.



Data Controls & Process

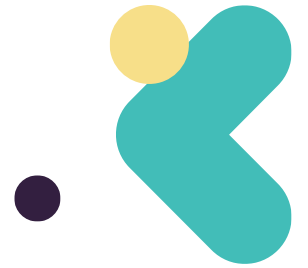
ResearchBods will continually abide across various industry standards & codes.



Providing you with the confidence that we take data controls seriously.

Standard Checks Per Survey

Every complete we host within our surveys then undergo the following custom project checks by our Data Integrity Manager alongside the below compliance controls:



Survey Checks

- ✓ reCAPTCHA
- ✓ Automated & Manual Verbatims Checks
- ✓ Automated Straightline Checks
- ✓ Speeders
- ✓ Plausibility Checks
- ✓ Honey Pot.
- ✓ Disabled copy & paste function.

Compliance & Controls

- ✓ MRS & ESOMAR accredited.
- ✓ Compliance with Local governing bodies.
- ✓ GDPR compliant.
- ✓ ISO 27001 certification.
- ✓ AWS data security.
- ✓ SHA-1 encryption across all survey links.
- ✓ S2S encryption across all survey redirects.

Operational Excellence.

Survalidate



Instantaneously checks 120 data points

- Duplication score per participant.
- Fraud score per participant.



Works in the background without interfering in the respondent experience; 1-5 second API call.



Continuously updating software to keep up with new fraudulent behaviour & threats.



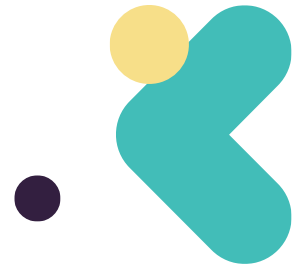
Millions of hits each month and growing, allowing trended analysis of the latest fraudulent techniques & adapting appropriately.



API driven 3rd party verification.

Duplicate & Fraud Scores Per Participant.

Operational Excellence.



Duplicate Check

- ✓ IP check
- ✓ Browser / Proxy
- ✓ Geo / Location
- ✓ Local System
- ✓ ISP
- ✓ Email (Provider/accounts)
- ✓ Additional Installed Components

Fraud Check

- ✓ Open/Anonymous
- ✓ Device Location
- ✓ Off-Peak Hours
- ✓ Browser/Device Language
- ✓ Operating System Language
- ✓ Uncommon Browser
- ✓ Uncommon OS
- ✓ IP Structure Analysis

Operational Excellence.

OE Responses – The Bods Way.

The average survey GDC runs generates 5,000 verbatims. Purely manual, human checks here would of course be subject to regular human error – particularly given the repetitive nature of checking large volumes of free text. To work smarter, faster and more accurately, we've changed some things:

- 1/ Automated verbatim flag built into our survey tool, which flags data for gibberish and nonsense responses. This is powered by a Python module, searching against grammatical & language based conventions – helps flag 90% of gibberish OE's automatically.
- 2/ Automated profanity filter. Again powered by custom python code and a robust word processor, this helps flags offensive verbatims automatically for immediate review.
- 3/ Word count filter; trended data tells us that, typically, longer verbatims are more fraudulent. We have an automated word count that flags any verbatims with over 25 words (the industry average OE response is 8.5).

These automated flags help our Data Integrity Managers sift through large volumes of verbatims, with more time to check the data contextually and cross referenced against other IC flags for an overall integrity score per participant.



Operational Excellence.

ChatGPT – Combating AI

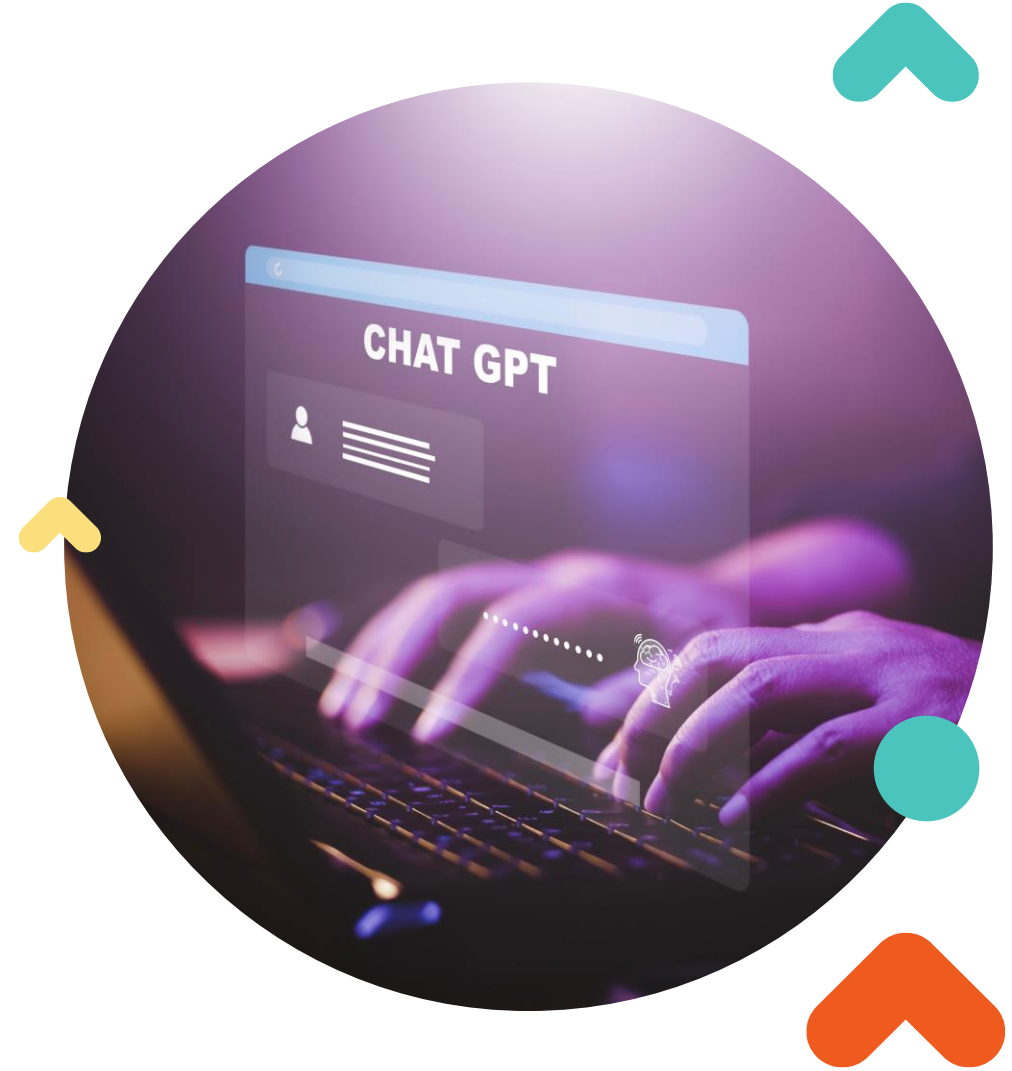
The use of AI within surveys is growing at an alarming rate. ChatGPT is attracting over 40million visits per day globally. In order to combat this disingenuous survey technique, ResearchBods have undertaken several steps:

1/ Timing verbatim responses; often ChatGPT responses, using natural language processing, are inputted in milliseconds. We timestamp our verbatim questions to check for plausibility and human behaviour versus word count.

2/ We disabled the copy & paste function. Typically, ChatGPT are cut/copied & pasted into the open text box via NLP's and the ChatGPT plug-in. By disabling this, we're ensuring participants are manually entering text into their verbatims.

3/ Word count. Applying a filter to outliers, an ChatGPT responses average 220+ words as opposed to the average 8.5 words we see in verbatims from traditional survey participants.

Again, issues caused by technology can be solved by technology – ResearchBods will champion always-on Data Integrity.



Operational Excellence.

Max Diff - Route Likelihood Score

An additional integrity check Researchbods has at our disposal is an indirect use of the Max Diff, by forcing differentiation rather than rating, helps us spot gamesmanship in the data.

We have statistically programmed 3x max diffs, across various general topics, which consist of 10 screens. These can be included within the screener section to gauge a survey participants attention, gauge their score for randomness/patterns to help weed out bots.

By creating a route likelihood score via a max diff exercise, this gives our data Integrity Manager an additional layer through which to judge a survey participants overall data – thus feeding into their overall integrity score.

Within max diffs, bots are often programmed to pick the option with the most text attributed to it.

There is no silver bullet when it comes to identifying fraudulent participants, so our Data Integrity Managers work endlessly and innovatively to ensure we are using all tools and methods at our disposal to ensure your data is real and can be actioned without worry.



Operational Excellence.

Data Integrity Score

Per survey, we create a net that survey participants must satisfactorily pass. All variables & flags are combined to create a score per participant – this is the data integrity score.

No one check in isolation is enough, we need to combine all checks per participant holistically to gain an understanding of a participants engagement, suitability and ultimately, to decide if we can have confidence in their data.

Through trended data analysis and ongoing industry developments, we will know when to apply stricter scores – should this be at a market level, sample type, particular sampling methodologies or panel partners.

Each participant will have ALL their data checked contextually & thoroughly, across all checks and for plausibility – you can be assured each complete in your data has a high integrity score.



Operational Excellence.

Integrity Report

This will be a report completed at the end of each quarter, signed internally by the people responsible for the checks.

This will summarise the removals that have been conducted, with final stats as well as detailing the markets & sample type.

Accompanying your final deliverables, you'll have proof of the precise and custom checks that were put in place to ensure the integrity of your data, per data set.

This can accompany reports or DP delivery to end clients, or to internal stakeholders, to create reassurance and transparency for all involved.

Researchbods – Global Data Collection

Data Integrity Report

Client: Project:

Throughout project the Researchbods Data Integrity Team carefully checked every participant, removing those whose responses we did not deem acceptable. These checks are a mixture of technological automations and human interpretation, using internal and external resources to create assurance in your final data set.

Project Information:

Sample type: Markets:

A summary of the removals can be found below:

Duplicate Responses:	<input type="text"/>	Plausibility Checks:	<input type="text"/>
Fraudulent Responses:	<input type="text"/>	Poor Verbatim:	<input type="text"/>
Speeders:	<input type="text"/>	Total Removals:	<input type="text"/>
Straightliners:	<input type="text"/>	% Removals:	<input type="text"/>

Additional thoughts from the Data Integrity Team:

The above has been completed in accordance with the project specific IC proforma and the Researchbods Data Standards Charter and has been reviewed and signed by the following team members:

Data Integrity Manager:
Name: Signature:

Project Manager:
Name: Signature:

Head of Client Services – GDC:
Name: Signature:

Please contact your Client Manager for any further information.

Integrity Checks – In Action.

Global B2C Study

Operational Excellence.

Challenge

A global study across 6 markets, of highly affluent participants. The survey data responses were challenging in that the survey was long (25 minutes) so we had to ensure the difference between fraudulent versus naturally fatigued responses in the final data set.

Similarly, there were several questions around the participants spend of niche, highly expensive audio brands.

How we ensured the data was real

The IC ProForma for this study was one of our more custom nets built to date. With our standard checks in place, and the Survalidate API in place, we added in a contextual verbatim question at the start of the survey within the screener section to give us an additional variable to check the attention & care of the participants against the 12+ other custom checks we had in place.

It was also key to ensure the plausibility of this data for our client, due to the niche & low market penetration nature of the products. With spend claim questions on some very expensive products, and using data from desk research and Statista, we created custom cross reference checks in the data allowing us to cross reference spend claims versus income, demographics and segmentation data to have an open, transparent conversation with our client around which participants we were all confident of.

Project Details:

UK, US, China, Japan, Germany & France

N=6,000

25 mins LOI.

12% IR.

Removal Details:

N=1,897 removals.

31% sample removed & replaced.



£35k+



6 weeks

Going Beyond – STRAT7 AI

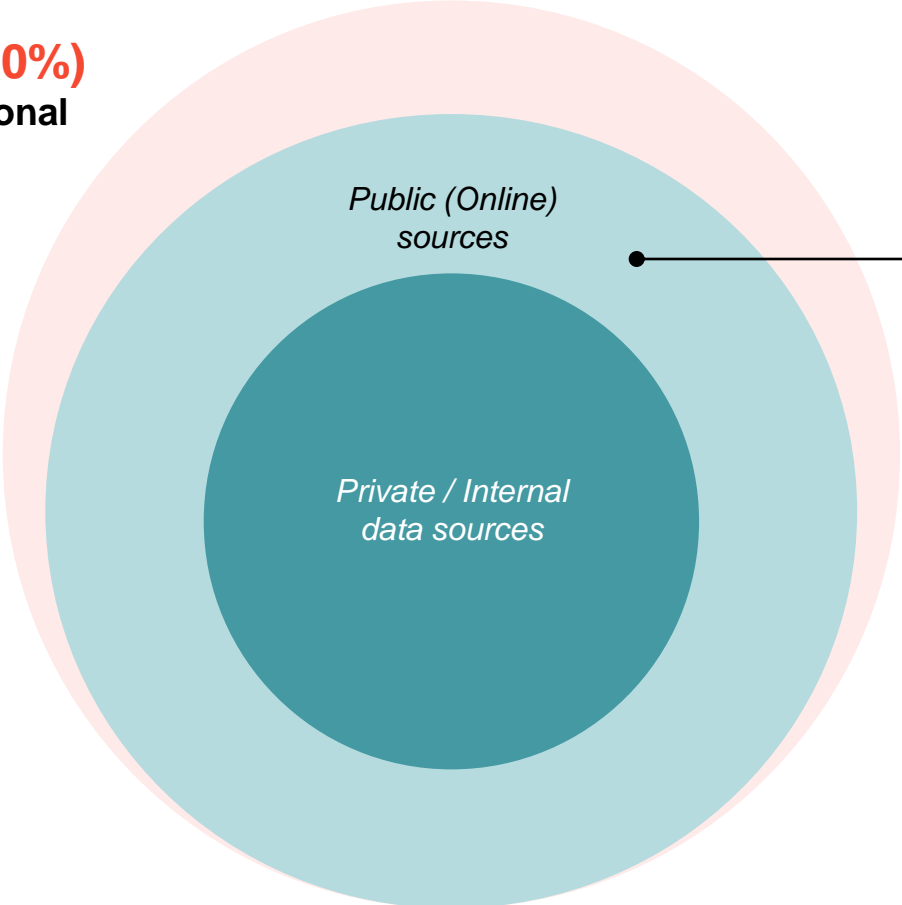
AI Solutions



What is unstructured data?

All data generated (163 Zettabytes by 2025¹)

Structured data (20%)
e.g., surveys, transactional databases



Unstructured data (80%)
e.g., Text, imagery, recordings



Public social media conversations



Review sites, blogs and forums

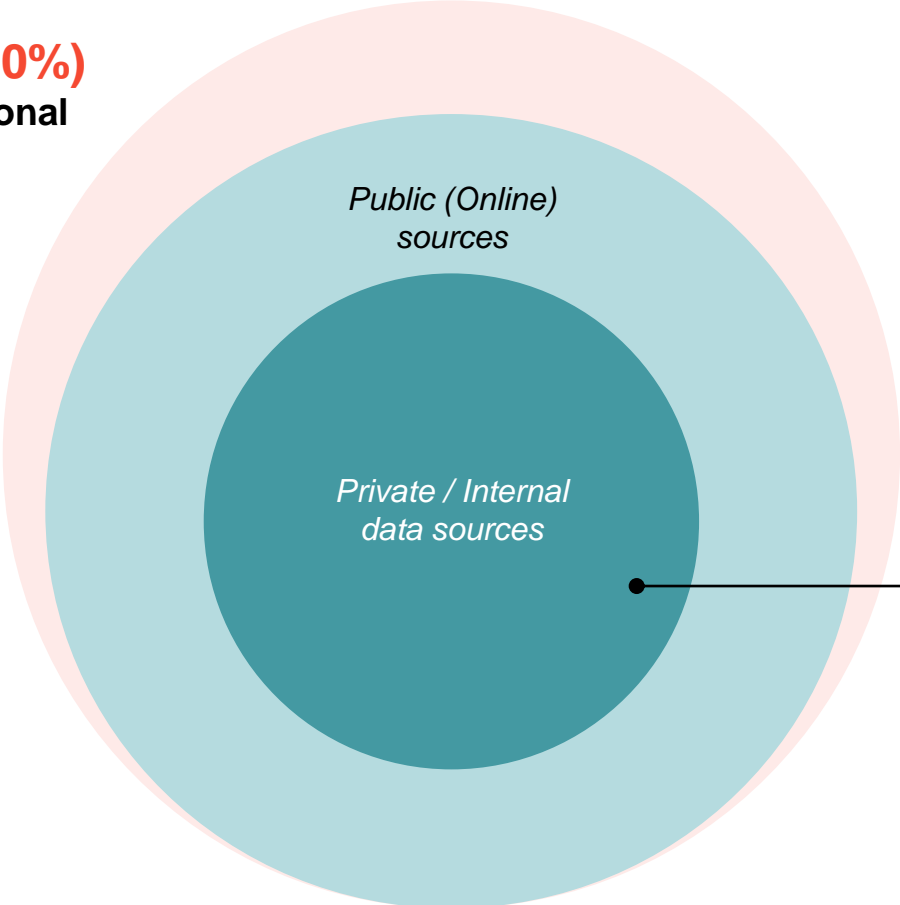


Public image, video and audio data







What is unstructured data?

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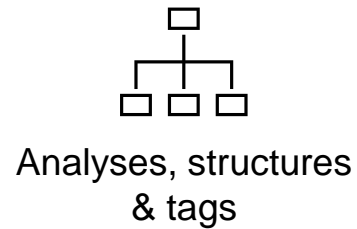
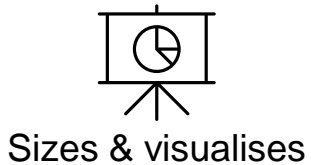
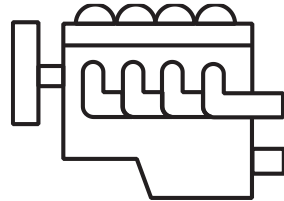
Unstructured data (80%)
e.g., Text, imagery, recordings

- 
Survey open ends;
Customer feedback
- 
Discussion forums
- 
Qual interview transcripts
- 
Business Documents and Journals
- 
Call and instant messaging logs
- 
Internal image, video and audio Data

strat7.ai is our way to answer business questions with unstructured data



A flexible engine to handle all types of unstructured data



Human Consultancy + Algorithms



Social media & websites through APIs & web scraping



NLP, IP, proprietary algorithms & dashboards



Cultural, strategic & analytics experts

Key services for clients, powered by strat7.ai

1) Scene Setting



Category Dimensions

Test hypotheses and develop an informed, evidence based view before primary research



Culture at Scale and Semiotics

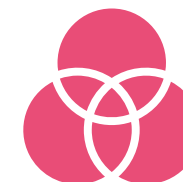
Understand emerging and dominant trends through culturally charged insights, before primary research



Transcripts; Survey Open Ends; Discussion Forums

Deep exploration and analysis of proprietary unstructured data

2) Using 'Internal' Datasets



Competitor Analysis

Rigorous comparison of your brand and product portfolio vs. competitors, through the voice of consumers

3) Using Online Reviews and Social Data

How do our clients benefit from strat7.ai?



Sharpened competitive edge

We orientate our analysis with the objective to maximise business impact and decision making, rather than just to inform (e.g. superficial analysis based on sentiment and wordclouds)



Improved marketing effectiveness

We can 'data mine' conversations to find the unique key phrases used by customers to describe brands or products in different topic areas



Saved time and money

We collect data at speed and at a fraction of the time of primary research.



Unlocked, open-ended, untapped insights

strat7.ai excels in uncovering insights to client questions that haven't been explicitly defined.



The AI process

How it all works



Our four step strat7.ai process



Initial kick off session(s)



A meeting to understand:

- Core Business Challenges
 - Data Sources
 - Competitors
 - Key Markets

Note: Can be an external or internal meeting



Data collection and processing at scale



Access to public reviews on any market. Option to infuse internal datasets.



Topic modelling



Customised and Trackable Topic Areas, using a combination of machine learning and domain knowledge. Built collaboratively.

Using tools like ChatGPT to help interpret the topics



Analysis and Reporting



Focusing all the analysis and strategic recommendations to then take action.

PPT Report or Interactive Dashboard format.

Excel Tables for additional quant analysis

Our four step strat7.ai process



Initial kick off session(s)



A meeting to understand:

- Core Business Challenges
 - Data Sources
 - Competitors
 - Key Markets

Outcome 1:
Focused data collection and analysis



Data collection and processing at scale



Access to public reviews on any market. Option to infuse internal datasets.

Outcome 2:
Collect a large, high quality dataset for analysis



Topic modelling



Customised and Trackable Topic Areas, using a combination of machine learning and domain knowledge. Built collaboratively.

Using tools like ChatGPT to help interpret the topics

Outcome 3:
Every unique datapoint is tagged by a topic



Analysis and Reporting



Focusing all the analysis and strategic recommendations to then take action.

PPT Report or Interactive Dashboard format

Outcome 4:
Turn interesting insights into actionable ones

What sets us apart

Why us?





Your Dedicated Team



Dale Henry & Floris Van Oekel
Client Team Leads

Ale ilie
Head of Project Management

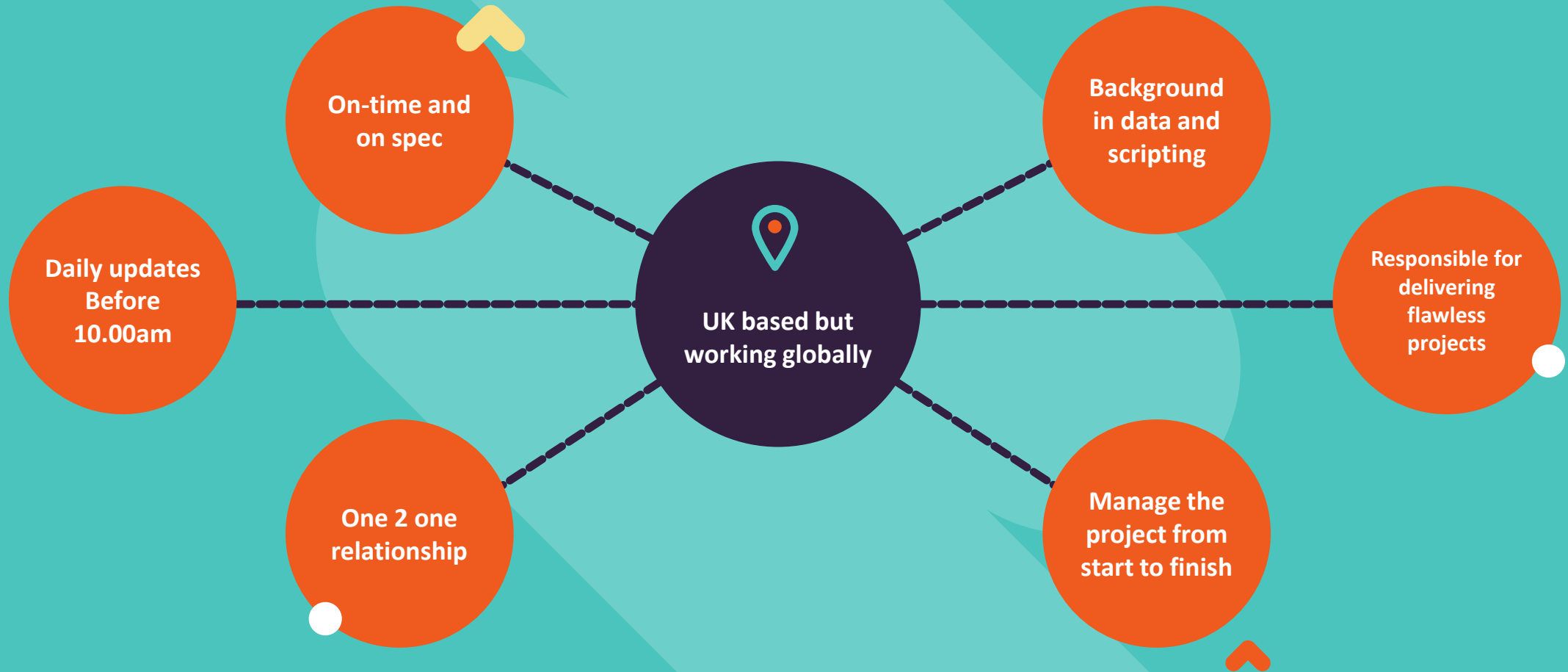
Vera Delipavlova & Romy Vecheva
Project Team Leaders

Responsible for client onboarding and the overall success of the commercial relationship with clients; reach out to us if you need any costs or any questions around our services, policies and feasibility.

Responsible for the operational strategy of how we support clients across their projects, liaising across our PM, scripting & data teams to ensure levels of operational excellence are delivered.

Senior Team responsible for the successful and accurate project management across client projects, from scripting, translation, fieldwork management, quality checks and data processing on a day to day. Romy & Vera will be your key contacts throughout the project life cycle.

Dedicated and meticulous project management





Client Team promise to you

- Quick turnaround on all RFQ Requests
- 90% typically answered within 1hr.
- Dedicated team & resources.
- Support on new biz pitches with free UK quick polls
- Competitive rates on any internal/thought leadership projects
- Custom rate card & bulk discount savings available.

Safe and secure environment

Relax, you're in **safe hands**

Researchbods holds the accreditation for **ISO 27001**, the premium information security management system.

As part of the process we are independently audited to ensure we comply with all of the requirements of the standard.



Researchbods are registered as Data Controllers under the Data Protection Act: Nr.Z5498703 and adhere to three strict policies across the business, all governed by GDPR.

These are:

- Data protection policy
- Information security policy
- Rights of individual policy

We are registered under several data classes that allow for the recording and maintenance of personally identifiable information. Certificates and policies are available upon request.

Thank you

STRAT7 
researchbods

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