

.YONDER
DATA SOLUTIONS

WHO WE ARE

Yonder Data Solutions is
a trusted fieldwork and
data collection partner.

DANIEL SINGHAM, COMMERCIAL DIRECTOR

Daniel has over 16 years of experience in the research industry and joined the business in 2019.

Prior to joining Yonder Data Solutions, Daniel was with Toluna for 6 years as Team Leader and then Associate Director for the Client Services team where he led a project management team focused on delivering research to all sectors.

Daniel's market research career began in Sydney, Australia where he played an integral part of opening the Survey Sampling International offices and building a project management to support clients in the APAC region having also been based in Beijing, Tokyo and Hong Kong.

At Yonder Data Solutions, Daniel has the overall responsibility for the client relationship and all commercial aspects.

Outside of the day-to-day job, Daniel is a member of the MRS ED&I Council as well as the Vice Chair of a Governing body of a local school with equality, diversity and inclusion a keen topic of interest and ensuring all children have a wonderful school experience.



WHAT WE DO

We provide the evidence for effective decision-making

We blend state of the art data capture, delivery and visualisation solutions to provide evidence for effective decision-making.

We continually innovate and deliver new solutions, using the latest technologies to the benefit of our clients.

OUR EXPERTISE

ONLINE
DATA COLLECTION



TELEPHONE (CATI)
DATA COLLECTION



AD HOC – UK AND
INTERNATIONAL



OMNIBUS



RAPID RESPONSE



SURVEY PROGRAMMING
AND HOSTING



DATA PROCESSING



ADVANCED ANALYTICS



DASHBOARDS AND
DATA VISUALISATION



INNOVATIONS



FOCUS AND INNOVATION

We are seeing quality issues in the wider market and we are protecting our clients from this

We have new innovations on quality controls focussed on a blend of automated and manual checks, particularly focussed on open ended response reviews and new checks to combat AI and bots with blocking copy and pasting of open responses and honeypot checks

Our international costs are now much more competitive given our scope and panel network coverage, moving more away from the global partners and working with region specific experts

New solution using Inca AI probe to get richer open-ended responses

Using telephone and mixed methodology to reach those digitally excluded and digitally disengaged (narrow internet users)

Focus on representative and inclusive research with quotas on ethnicity as standard and able to reach LGBTQ+ audiences and those with disabilities and long standing physical or mental conditions where required

What makes us different

1

EXPERIENCE

Our team is led by industry experts.

This depth of expertise, combined with the quality of our work and agility of our response, results in a consultative and solutions focused approach.

Most importantly, we are a team that our clients can trust.

2

QUALITY

We focus on delivering data that can be trusted first time.

Our panel is treated with care and uniquely incentivised resulting in robust data.

We build in multiple quality checks into our processes to ensure the highest quality of data delivered.

3

FLEXIBILITY AND SPEED

Our team have worked together for many years and our processes are well refined.

This results in speed and flexibility, allowing us to respond and meet the needs of our clients.

4

MIXED METHODOLOGY

We can offer both CATI and online data collection methods when deciding on the best research solution.

This flexibility allows us to reach the digitally excluded as well as audiences online and means that no key demographics are missed out in our methodologies.

5

INNOVATION

Innovative approaches including biometrics and virtual reality benefit our clients and our respondents alike.

Both provide a much richer experience and means to engage. All our work is supported by our advanced analytics and data science teams.

OUR REPUTATION

We're recognised for the quality of our work and are proud to have won some of the most prestigious awards in our industry.

We're committed to treating individuals and their data fairly and securely, and to meeting the highest industry standards.



Independence

1

We cannot survive
without trust

2

Work for numerous
clients who compete
in the same field

3

All briefs are
confidential

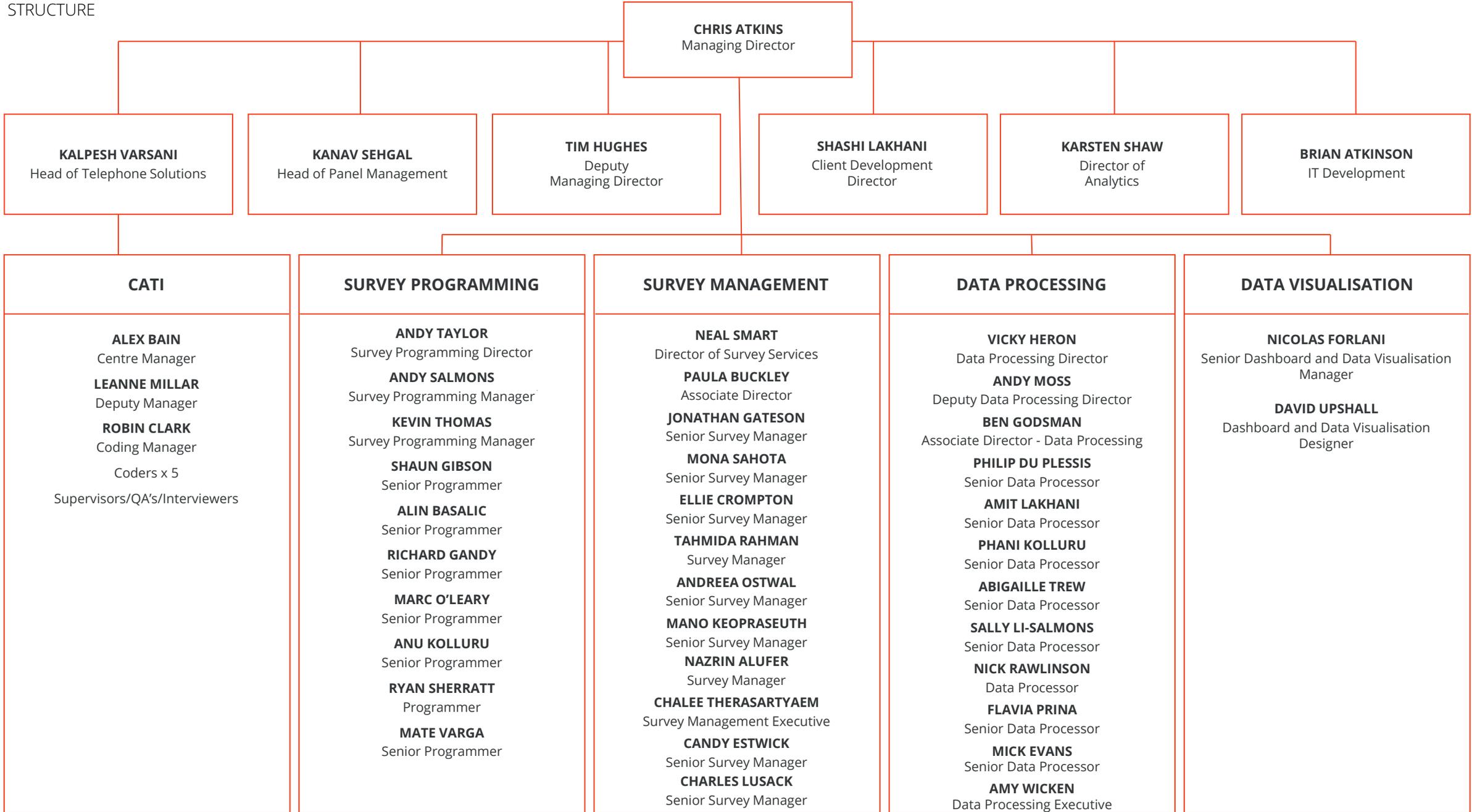
4

Questionnaire content
and data security is
paramount

5

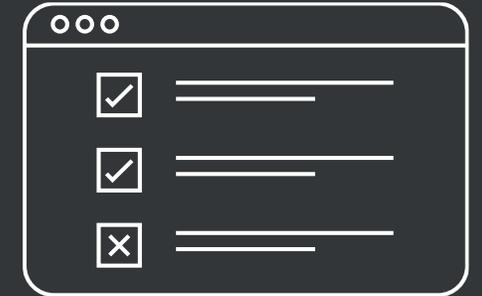
Price work on a
level playing field

STRUCTURE



Our expertise

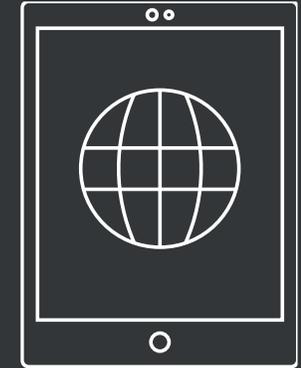
We have a sustainable approach to producing high-quality research results. Our quality control measures are built into the survey script itself and our approach to quality includes:



- + Time delay on all questions to avoid speeding and to build a natural sensible flow of the survey
- + Machine fingerprinting, DOB and postcode collection to eliminate duplicates
- + Built in logic questions to ensure respondents are fully engaged
- + All surveys designed to be engaging to ensure the highest levels of data quality
- + All surveys rendered to work across PCs/laptops, tablets and mobiles to ensure respondents can take part via their preferred device
- + Grid question quality control measures
- + Our survey management team perform manual data checks to check soft launch data, remove speeders, flatliners and those providing poor quality open ended responses.

[VIEW DEMO HERE](#)

We believe that the key to achieving robust data results is to treat our panel members with the respect that they deserve and to place them at the heart of the research process.



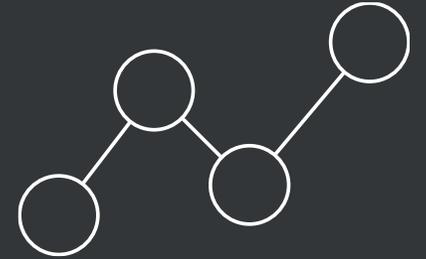
OUR UK PROPRIETARY PANEL Y. LIVE

- + 150,000 members across the UK
- + Our members are noted for their quality of response both quantitatively but also via verbatim comments
- + We have 100's of profiling points available which allows highly accurate feasibility and delivery
- + They are paid fairly for their time and effort and are not over solicited
- + We see well above average response rates to our surveys, which means we can respond at speed and guarantee delivery
- + Rated as "Excellent" by our members on Trustpilot

GLOBAL REACH

- + Experience in over 75 markets
- + We own the whole process from scripting, translations to data collection and data delivery
- + All international sample goes through the same rigorous quality controls as our panel
- + We source international panels on a best in class basis; meaning we are not tied to a single supplier
- + Our network of partners are regional experts so no matter the market you need, we can help add value and deliver information into market specifics

Our highly experienced data processing team have more than 100 years of combined experience in market research.



- + We are well versed in handling complex data and specifications
- + We are flexible and responsive to additional data requests
- + Happy to develop bespoke data processing instructions
- + We pride ourselves on the high levels of quality that we provide

Data formats include but not limited to:

- + Raw data files: SPSS, Triple S, Excel, ASCII
- + Data Tables
- + Open ended responses as verbatim or coded
- + External data incorporated with survey results through unique IDs

OMNIBUS SOLUTIONS

CONSUMER OMNIBUS

- + Nationally representative online sample of 1,000 or 2,000 GB adults (18+)
- + Early Bird omnibus: questions by Monday 9am with data tables Wednesday
- + Midweek omnibus: questions by midday Tuesday with data tables Friday
- + Weekend omnibus: questions by midday Thursday with data tables Monday



TELEPHONE OMNIBUS

- + 1,000 nat rep GB adults
- + Gold standard 50:50 mix of landline/mobile users
- + Runs weekly

B2B OMNIBUS

- + 500 respondents Director level or above in SMEs
- + 7-day turnaround

LONDON OMNIBUS

- + Demographically representative sample of 1,000 London adults (18+)
- + 7-day turnaround

SCOTTISH OMNIBUS

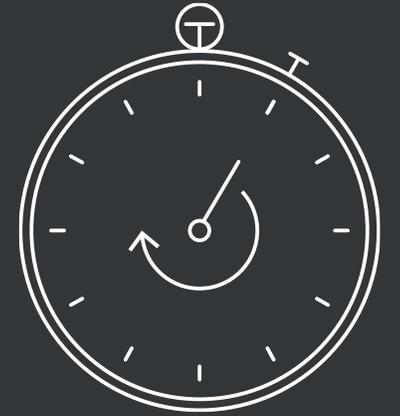
- + Demographically representative sample of 1,000 Irish adults (18+)
- + 7-day turnaround, runs twice a month

IRISH OMNIBUS

- + Demographically representative sample of 1,000 Irish adults (18+)
- + 7-day turnaround, runs twice a month

RAPID RESPONSE

Our Rapid Response research solution allows you to discover immediate public reaction following breaking news events, generate newsworthy publicity or instantly respond to a crisis within hours of launching your survey.



- + With our experienced team and engaged panel we are able to offer a same day service
- + Nationally representative sample of 1,000 GB/UK adults (18+)
- + Submit questions by 11:00am with data tables back by 5.30pm

Yonder Data Solutions is home to one of the UK's leading telephone (CATI) interviewing solutions.

We provide our clients with total assurance in our telephone data collection process, allowing them to analyse and interrogate data confidently.



OUR EXPERTISE

- + We conduct over 100,000 telephone interviews per annum
- + Experienced management team

OUR APPROACH

- + Our team are involved in every step of the process from the initial feasibility reports through to final delivery of data

AUDIENCES

- + Nationally representative studies across the UK
- + Hard to reach audiences
- + Constituency polling
- + B2B

METHODS

- + Quant surveys
- + Semi structured interviews
- + Recruitment for focus groups and depth interviews

DASHBOARDS AND DATA VISUALISATION

Our dashboards have a vast range of uses, from delivering insight, projecting trends, or improving audience engagement.



Overview



Exploration



Immersion

[VIEW DASHBOARDS HERE](#)

AD HOC

Deep dive into Campaign/ Ad testing, Customer Satisfaction, Performance and more...

TRACKERS

Monitor the results of research over time

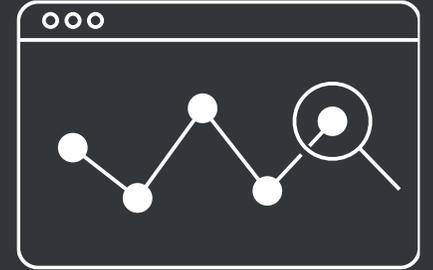
MARKET SEGMENTATION

Create subsets of a particular market based on demographics, needs, priorities, common interests and many more

INTERNATIONAL

Filter by specific country and present multiple markets with international dashboards

Our analytics team, led by Karsten Shaw, provides expert advice and consultation on advanced analytical methodologies and allows us to offer a seamless and integrated solution with our data collection services.



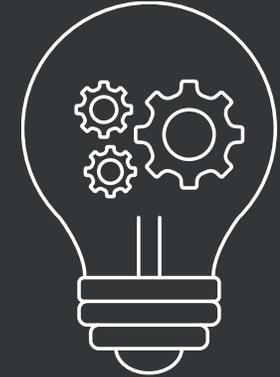
We ensure that the statistical outputs we provide are in plain English and are commercially focussed, making them easy to communicate with stakeholders and integrate into meaningful insights.

The techniques we use include:

- + Driver modelling
- + Segmentation analysis
- + Conjoint analysis
- + MaxDiff
- + TURF
- + Media modelling and econometrics
- + Perceptual mapping
- + Pricing models
- + Data fusion

INNOVATIONS

We have been on the forefront of industry innovation for over a decade. As our client list has grown, so too has our insatiable curiosity for pushing the boundaries of market research.



VOXPOPS

Video feedback allows you to obtain rich and powerful insights and gets you closer to consumers

BIOMETRICS

Biometrics is a passive way of capturing real-time human responses via a nonobtrusive biometric sensor that clips onto a respondent's finger

PASSIVE DATA COLLECTION

Gain insights that go beyond claimed data and gain a complete view of digital consumers

VIRTUAL REALITY

Yonder Data Solutions have launched the research industry's first virtual reality online panel

[READ MORE ABOUT OUR INNOVATION CAPABILITIES HERE](#)

WHAT OUR CLIENTS SAY

“ I love working with the team at Yonder. Not only do they provide some of the highest quality data in the industry but, as an independent consultant, they act as an extension of my team, ensuring the highest quality in everything we deliver.. From start to finish of every project, they act as a sounding board, helping me to deliver better solutions for my clients and I love that I can flex the services I need from them, depending on the requirements of each project. I wouldn't hesitate to recommend them.”

Nick Bonney- Deep Blue Thinking

WHAT OUR CLIENTS SAY

“ The team at Yonder Data Solutions are the best in the business. They are always reliable, have the highest quality standards, often exceed expectations in timing and project input, and are constantly working with us to deliver innovation to our clients that sets up above our competitors. I would highly recommend them.”

CEO, RED C RESEARCH

“ We have been hugely impressed by the Yonder Data Solutions team and have now worked with them on a number of projects. Very fast turnaround, cost competitive, extremely efficient – and friendly – service, and a large and robust consumer panel which has never failed to deliver and resulted in a large number of very satisfied end clients. We would have no hesitation in recommending Yonder Data Solutions and look forward to a continued, long and fruitful relationship.”

MANAGING PARTNER, 56 DEGREE INSIGHT

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CASE STUDIES

Some of our work

BIOMETRICS

How can we capture real time responses to live TV sports?

Working alongside technology partner MindProber, we have produced a data solution that allows one of the world's most famous sports brands, Formula 1, to improve at-home fan engagement with televised content, and bring some of the buzz of the live events into people's living rooms.

In order to optimise their content, F1 needed a solution that eliminated post-rationalisation and delivered in-the-moment, implicit responses.

Our biometric data solution allows F1 to capture real-time engagement with long-form content in a non-intrusive way; and adjust future content in line with the results.

This work resulted in the world's first ever in-home biometric study of a live F1 race. The solution gave F1 insight into viewers' engagement with both the on-track action and the live feed.



Using this insight, F1 has been able to optimise future broadcasts in order to effectively engage viewers. The implicit methodology allowed F1 to bypass rational deliberation to get the in-the-moment, true opinions of respondents while watching an F1 race. By using a passive tool to measure engagement, we delivered a data solution that allowed F1 to identify the most important factors in a race, how these affected satisfaction levels among viewers, and how to improve it.

- + 65% SAY F1 PUTS FANS FIRST AFTER WATCHING THE RACE
- + 97% SAID THEY WOULD BE INTERESTED IN DOING ANOTHER BIOMETRIC SURVEY

ONLINE DATA SOLUTIONS

How can we bring quant results to life with qual insights?

Looking to bring to life the results of a survey on perceptions of Britain, a leading media agency approached us to provide a solution that combined online survey results with qualitative insights.

The challenge was to collect responses from people in their natural surroundings and gather in-the-moment, authentic and in-depth responses at speed.

Using our technology capabilities and experience with vox pops, we implemented Living Lens video vox pop technology on key open-ended questions. This was integrated into the online survey itself, providing a seamless respondent experience, and allowing video recorded responses to be submitted via the respondent's webcam or mobile device.

Video responses were delivered via a dashboard with the ability to analyse and bring the video insights together in a show reel.



From a sample size of 2,000 respondents, 60 video vox pops responses were collected. The remaining sample provided a standard typed in response. What we delivered combined the robustness of quantitative data, with the richness and depth of video responses; successfully bringing the key findings of the analysis to life and adding colour to the results.

- + 2,000 SAMPLE SIZE
- + 60 VIDEO VOX POP RESPONSES
- + ONLINE METHODOLOGY

UK ONLINE DATA COLLECTION

How can we deliver a UK sample audience at scale?

In the run up to the 2019 UK General Election, we were engaged to run a large online survey with sufficient scale and robustness to enable our client to analyse the data on a constituency level. Due to the nature of the study, the survey had to be in field for a specific period of time.

Using our highly engaged online panel, Y. Live, we delivered 12,000 online interviews across the UK in 3 days - with nationally representative quotas set on gender, age, region and social grade.

With our exceedingly responsive panel, over 10,000 completes were achieved within the first 36 hours of fieldwork. This gave our client a substantial base on which to start their initial analysis.



By achieving a robust and nationally representative UK sample size at scale and speed, our client could be confident that the data was accurate and representative, was able to analyse the data at a micro level across all demographics and constituencies, and was ultimately able to successfully predict the outcome of the UK general election.

- + 12,000 SAMPLE SIZE
- + 3 DAYS IN FIELD
- + NATIONALLY REPRESENTATIVE QUOTAS BY AGE, GENDER, REGION AND SOCIAL GRADE

RAPID RESPONSE

How can we provide rapid response insights to breaking news?

In the wake of a UK-wide banking security breach, we partnered with a leading corporate reputation management firm to assist in crafting a response to the crisis. The response needed to communicate to the public that customers were no longer at risk, that money was secure, and that the organisation remained safe to bank with. Speed of execution was a priority to ensure limited damage to the bank's reputation.

We were able to run this survey as a FlashPoll, achieving 1,000 high quality, nationally representative online surveys with quotas on gender, age and region and providing custom data tables within five hours of receiving the questionnaire.



On the same day the corporate reputation management firm engaged us, we were able to provide them with the research needed to craft an appropriate response for the media. The firm was able to release the statement rapidly across multiple media channels, confident in the knowledge that it was the optimal execution for communicating crisis resolution.

- + 5 HOURS DATA DELIVERED FROM RECEIPT OF QUESTIONNAIRE
- + 1,000 HIGH QUALITY NATIONALLY REPRESENTATIVE ONLINE SURVEYS
- + ONLINE METHODOLOGY

TELEPHONE

How can we deliver a regionally niche audience?

A well-established property and development company had been leading a number of large residential property site developments in and around three towns.

Seeking to understand how local residents felt about the developments, they asked us to implement a methodology that could focus on a five-mile radius of a set location; allowing them to identify households in close proximity to the sites.

As the areas were too regionally specific to achieve online, we used our in-house CATI capabilities to deliver the study using a telephone methodology. Our sampling profile pinpointed postcodes within each of the three towns which were close enough to the specified location.

This information allowed us to identify all postcodes with a five mile radius, ensuring respondents contacted had knowledge of the local developments.



The property and development company were able to understand the awareness, needs and sentiment of the local populations toward the new property developments. The results gave them actionable insights and they opted to run further waves of research over a period of time; tracking the awareness levels and opinions of those in the specific locations. As a result of this work, we were awarded a three-year contract to continue this methodology in various sites across the UK.

- + SAMPLE WITHIN 5 MILE RADIUS OF 3 SPECIFIC LOCATIONS
- + SAMPLE PROFILED USING POSTCODES
- + TELEPHONE METHODOLOGY

DIARY STUDY

Capturing in the moment diary insights from podcast listeners

Ofcom wished to develop its knowledge of the digital content category, specifically amongst those who listen to Podcasts with a view to obtaining a better understanding of the in-the-moment needs, behaviours and usage.

Yonder recruited 1000 regular podcast listeners to complete a weeklong diary, exercise in which they shared the Podcast titles they listen to, how they listened to the podcast, and if they listened to all or some of it. The research provided our client with rich layered data on respondents daily usage of podcasts.

The research fed into Ofcom's regular published work around the communications landscape and specifically provided it with an enhanced and granular understanding of Podcast users. Crucially the survey provided Ofcom with the critical knowledge it needed to effectively regulate this fast growing category of digital content.



From a sample size of 1,000 respondents recruited, 800 respondents completed the 7 day diary providing rich layered data on respondents daily usage of podcasts.

- + 1,000 SAMPLE SIZE
- + 800 DIARY ENTRIES OVER 7 DAYS
- + ONLINE METHODOLOGY

FACIAL CODING

Using facial coding to pre test adverts

Our client had concern that a new visual metaphor with an upcoming advert could confuse or tur off customers.

A pre test methodology was designed to address these objectives, key to this was the integration of facial coding into the study. Facial coding unobtrusively captures micro facial expressions that respondents make when exposed to stimulus, a TV ad for example. The facial expressions are captured using the respondent's webcam allowing us to code unconscious responses to the TV ad. These responses are then coded back to the 6 core human emotions (happy, confused, disgusted, sad scared & surprised), enabling us to understand second by second people's emotional response to the ad. The facial coding was integrated into our pre testing survey where we probe for message take out, diagnostic response, like & dislikes and any motivation.

The study confirmed people's warm response to the ad concept, with no negative response to the character, either consciously or unconsciously. Key messaging came through strongly, KPIs showed the ad was well branded.



Additionally we were able to use the facial coding to highlight areas that could be optimised for future iterations of the campaign.

- + 300 SAMPLE SIZE
- + ONLINE FACIAL CODING
- + ONLINE METHODOLOGY

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