



EVERY
WHERE
YOU
NEED





# Our Coverage



























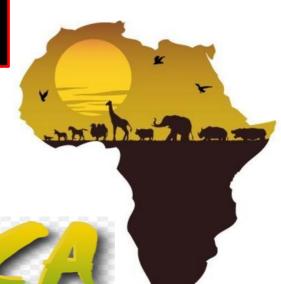
Morocco

30,000







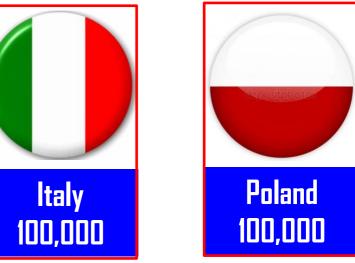








60,000





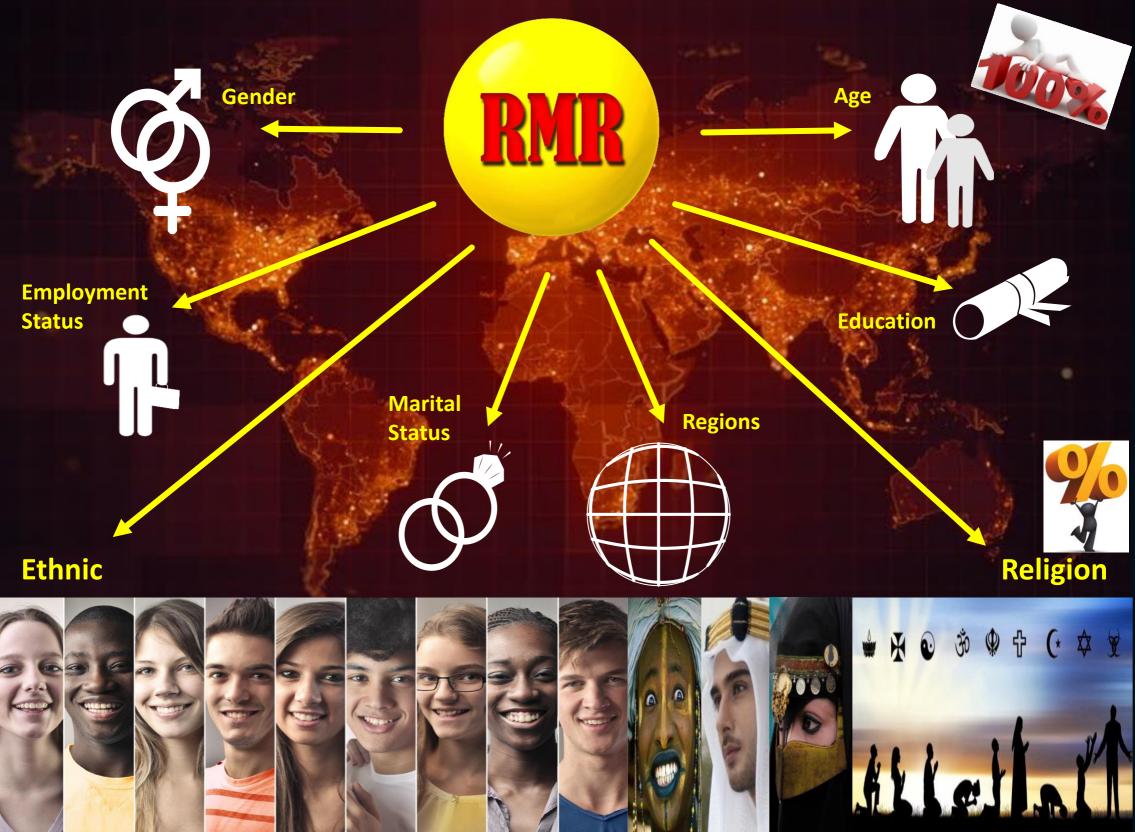




RMR









There is nothing either good or bad, but thinking makes it so.



























































## Started its poline panel from 2018

notes

Developing 5 extending the online community.... As have our own panel in main 7 countries in Middle East 6 Africa . Covering globally through our skilled global professional partners.



All panelists are double-opt-in with their information available on more than 100 data points regards to demographics or mark the second secon

profession, monetary level and lifestyle choices Etc. Updating every community / sector simultaneously.



### Data collection Dynamics works in 2 ways



#### Full Service:

Get the questionnaire in word document.... Translate it and/then program the survey using **Sawtooth** or **Desipher**. Host the survey and step forward. We will deploy online sample through our panel platform and get raw data files in excel, clean data using SPSS / Quantum and deliver you final data files.



#### Sample only:

When the client provides the survey, programming and gives us a link to launch survey through our panel platform.







We have captured data on more than 100 points from our panelists and on that basis, they are segregated as respondent for B2C or B2B survey.

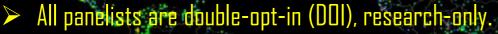


For healthcare we have specific panel partners across geographies



Panelists are exclusively used for market research purpose and clearly told at the time of joining panel.

## OUALITY CONTROL



- All panelists are scored by their level of survey activity and if a score drops to a certain agreed level, we stop sending them surveys.
- Besides this we follow general quality norms like analysis of questionnaire completion time, data outliers, unanswered questions and patterned responses.
- Further we encourage our clients to add straight-lining traps, red herring questions etc.
- We rely on dual technologies which can determine if a respondent has started the survey before or not so that no respondent can enter into survey again. PPROVED
- Additionally, we have ability to implement Geo-IP validation on survey start to en
- the respondent is located in the panel's stated country when responding.





