user interviews

Product Talk #4

November 18th, 2021

| Welcome to Product Talk #4

While we're waiting...

Please introduce yourself in the chat:

- Your name, role, company, location
- Your researcher superpower

Recent Milestones

user interviews

50k projects

300k sessions

Introductions

Tucker Hutchinson
VP, Revenue

Zoe Nagara
Director,
Product Marketing

Hope Supernic
Director,
Customer Success

Paolo Appley
Senior Product
Manager

JH Forster
VP, Product

What We're Covering Today

Welcome & Introductions

New & Upcoming Features

1) Faster participant review
2) Improved B2B matching with job titles
3) Enhanced fraud detection
4) Better response rates to Hub invites
5) Easier compliance with privacy regulations

2022 Sneak Peek

Audience Q&A

Refresher: we organize around outcomes

Matching

Quickly & efficiently find the right participants for every research project

Metric:
Time to find qualified

Logistics

Make reviewing, vetting, & scheduling participants seamless

Metric:
Qualification funnel

Hub

Create the best solution for conducting research with your own users

Metric:
Active Hub users

Each outcome is owned by a “Pod”

user interviews

Logistics

New & upcoming features!

user interviews

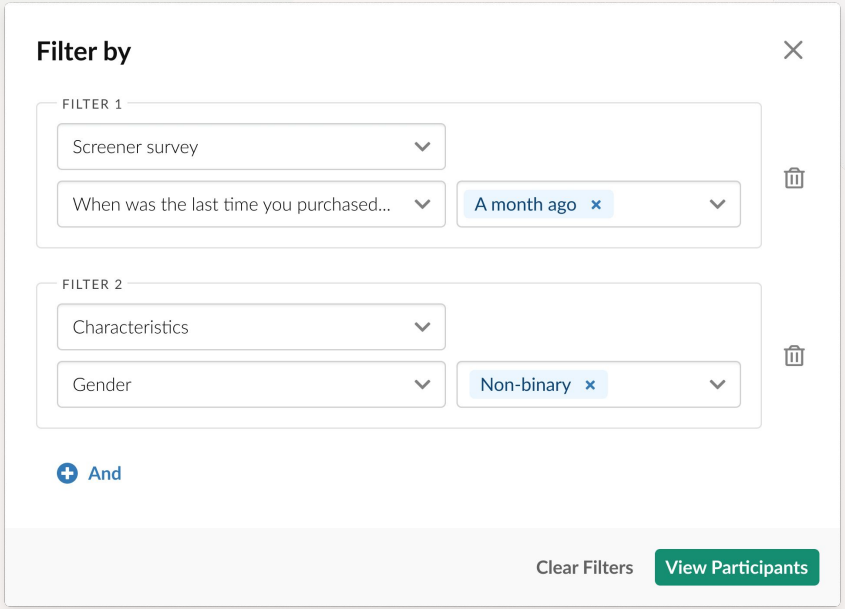
1. FASTER PARTICIPANT REVIEW

How might we help researchers find and review ideal participants quickly?

| Logistics

Find ideal participants quickly

ADVANCED FILTERING



- **Filter participants by characteristic information and screener questions** to quickly identify ideal candidates
- Find participants who meet specific criteria to ensure representative samples and meet specific quotas

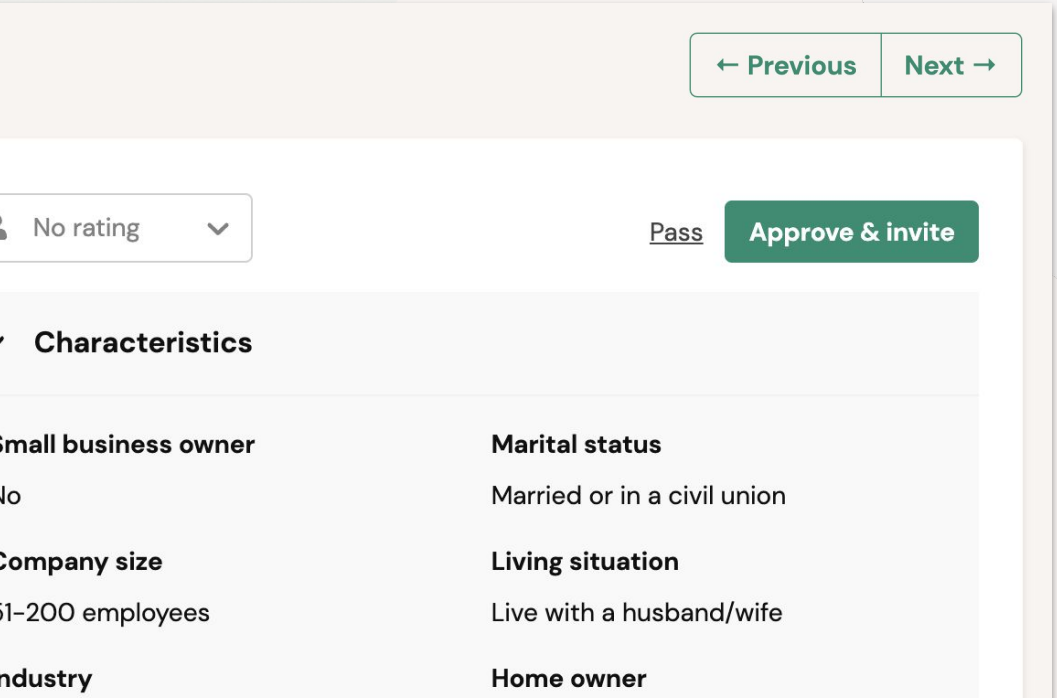
17% Increase in likelihood of approving a participant

Launched

| Logistics

Stay in the review flow

PREVIOUS/NEXT NAVIGATION



- **Navigate from one participant to the next** to quickly review more participants

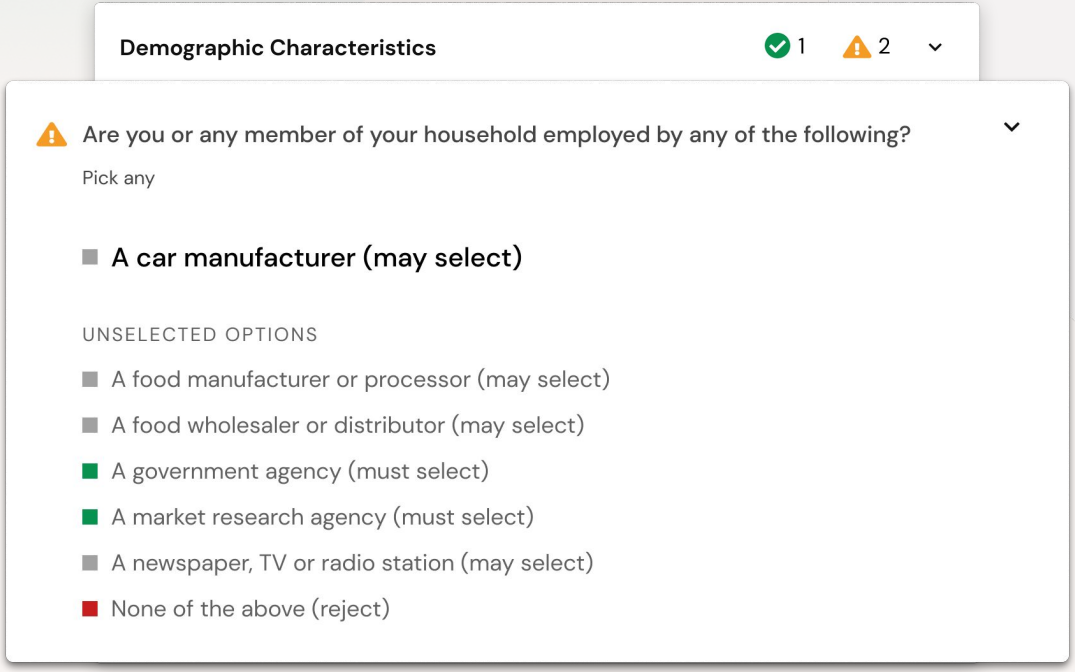
30% Increase in participants considered

Coming soon

| Logistics

Make faster assessments

PROFILE READABILITY IMPROVEMENTS



- **Make initial assessments more quickly** and spend more time diving deep on participants that are a good fit

In our discovery work we repeatedly saw researchers run into friction when they tried to quickly review participant profiles

user interviews

Matching

New & upcoming features!

user interviews

2. IMPROVED B2B MATCHING WITH JOB TITLES

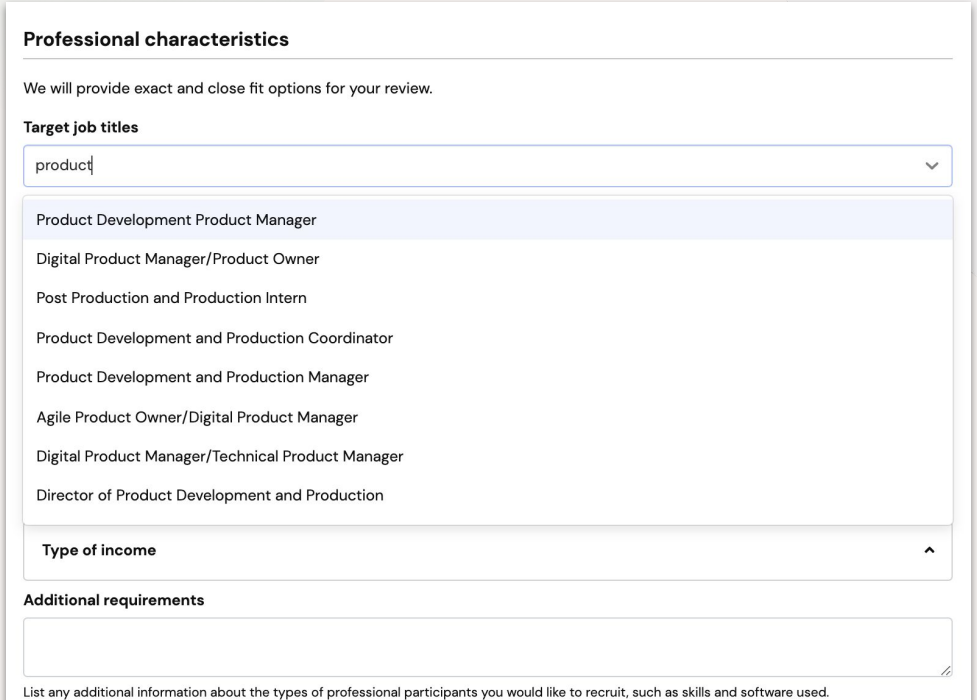
How might we better match participants with B2B studies?

Launched

| Matching

Structured job titles for B2B targeting

RESEARCHER EXPERIENCE



- **Researchers and participants** now select from the same set of job titles
- Additional requirements allows for flexibility on other B2B targeting needs

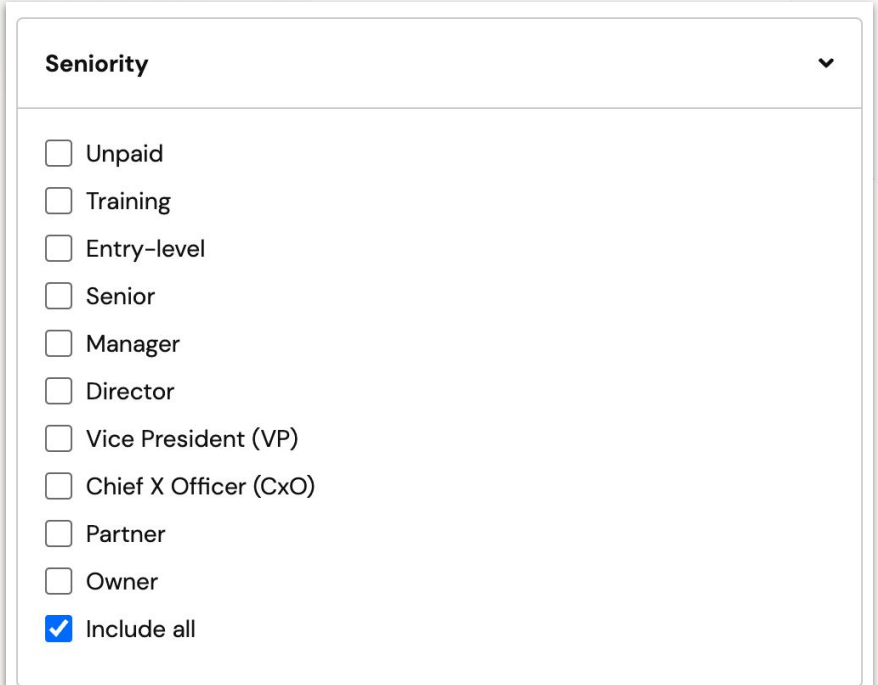
15% Increase in finding qualified participants within 24 hours

Coming soon

| Matching

Additional B2B targeting options

SENIORITY, SKILLS, OCCUPATION GROUPS, AND MORE



- **Actively working** on introducing seniority
- Technical and user discovery on skills and occupation groups happening now

We've been able to gather a lot of qualitative and quantitative signal on how Researchers need to target participants

user interviews

3. ENHANCED FRAUD DETECTION

How might we prevent fraudulent participants from using the platform?

Launched

| Matching

New preventative fraud checks

FRAUDULENT PARTICIPANTS ARE RARE

0.02%

OF ACTIVE PARTICIPANTS IN 2021

- But fraudulent participants tend to **cluster on certain projects** creating a horrible experience for researchers

51% Increase in our ability to identify suspicious accounts

user interviews

Hub

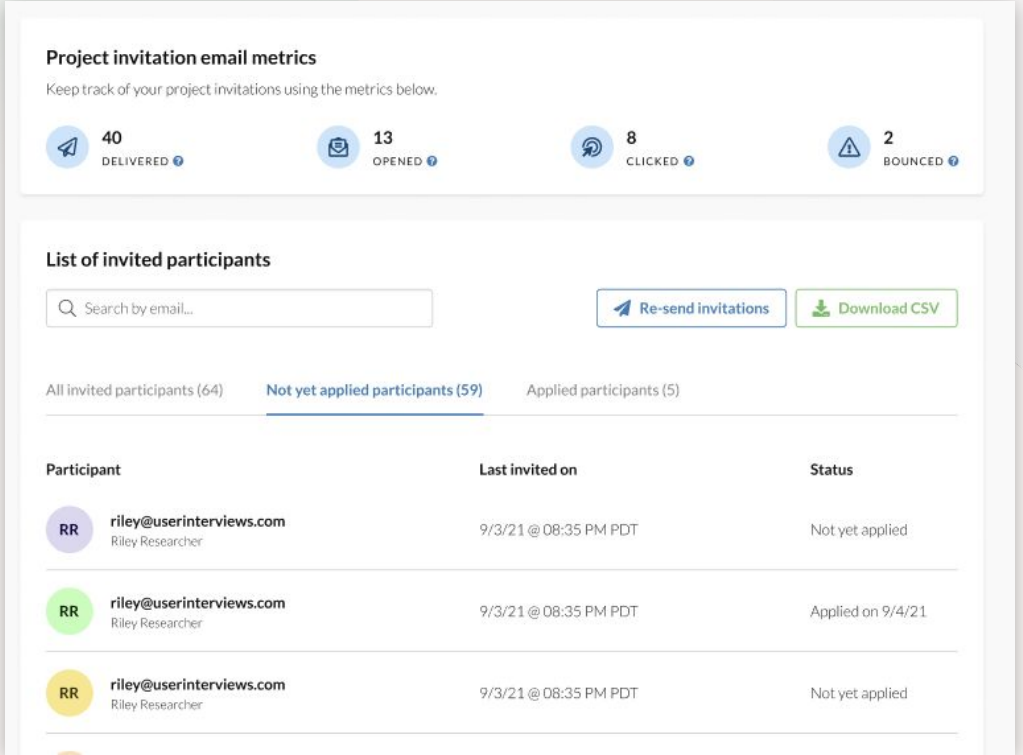
New & upcoming features!

user interviews

4. BETTER RESPONSE RATES TO HUB INVITES

How might we help researchers send more effective invitations to their Hub projects?

Email metrics + easy way to send follow ups



- **Researchers can understand** how their invitations are performing
- More intuitive way to take action when necessary

Qualitative feedback from Researchers has been incredibly positive!

user interviews

5. EASIER COMPLIANCE WITH PRIVACY REGULATIONS

How might we help researchers collect & store participant data in compliant ways?

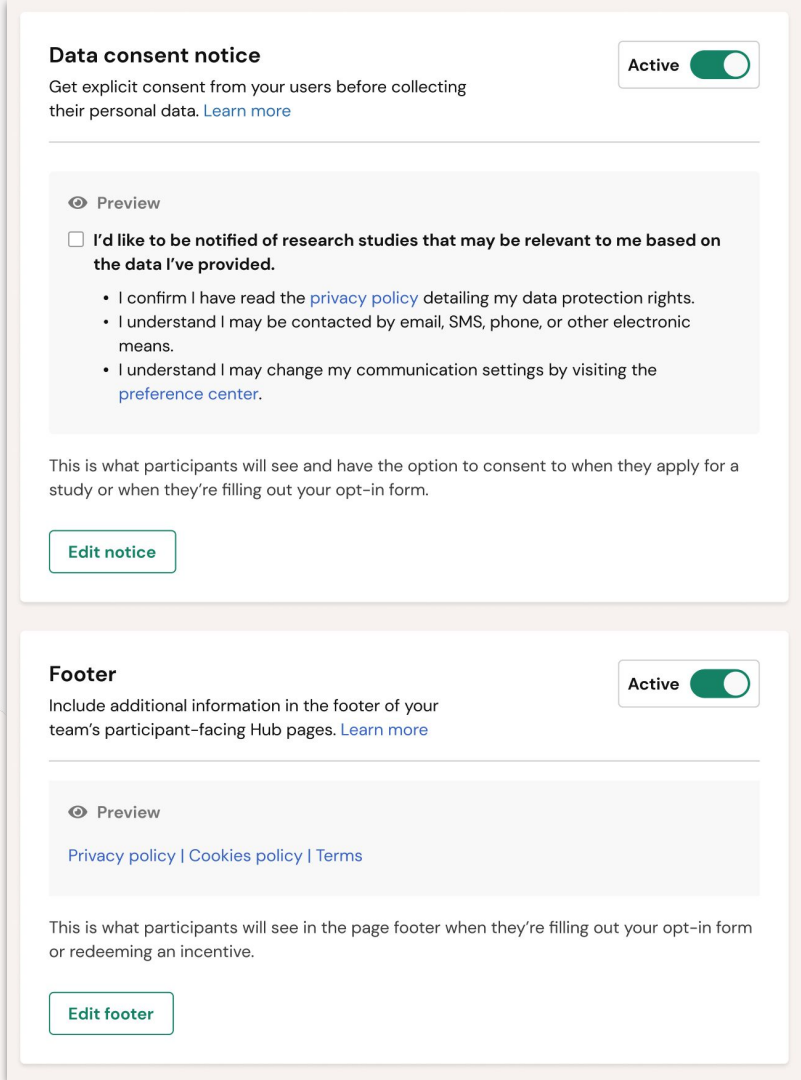
Launched + coming soon

| Hub

Stay compliant when handling personal data

- Richer formatting on data consent notices to present important information in friendlier ways
- New footer field to ensure key info (e.g. privacy policy) is available throughout the experience

We heard loud & clear from certain teams that this was an absolute must have for them.



user interviews

2022 Sneak Peek

New for 2022!

Streamline logistics

Integrate with testing tools to make facilitating research **easier**

New for 2022!

Team enablement

Experience for teams **improves** as they become larger & more active

Recruit matching

Improve the **marketplace health** by balancing supply & demand

Hub experience

Increase the **awareness & adoption** of Hub by Researchers

user interviews

Audience Q&A

Question 1:

Most of my projects require me to observe demographic and other response quotas. I have been managing these manually. Do you plan to introduce an automated method of doing things like tracking quotas and boosting outreach to quota groups which are filling slower than others?

user interviews

Thank You

We'll send the deck and recording shortly.

See you next year for Product Talk #5!