

THE STORY OF PEOPLE AND DATA

Quest focuses on recruiting a range of diverse individuals and uses advanced engagement techniques to dig deep into each profile. Quest panelists remain the most active and engaged panelists in the online universe.

THE COMPLEX CONSUMER

Quest's panel assets cover a wide range of consumers. Everything from niche groups like patient specific or unique product users to wide ranging, major media market segments, are available. Quest launches hundreds of projects a week and boasts a PM team of 30 strong that has delivered on every possible consumer audience in the online research space. Quest assets, combined with management technology in Quest Titan and security in **Quest DETECT**, deliver on speed, quality and budget that is dependable and reliable every time.

BRAND TRACKING/AWARENESS

While Quest collects data for thousands of ad hoc consumer studies daily, a long-standing fixture in consumer research lies in the brand tracking and awareness survey space. Whether it's music rating, product testing, shopping experiences etc., Quest is the industry leader for consumer tracking studies. Quest understands distinctly the difference between actionably trending data and how to sample that effectively, vs. poor sample strategies that result in tracking data with major deviations and spikes in brand awareness and segment-able data.

THE BEST IN SECURITY TECHNOLOGY

Every panelist that enters Quest systems is vetted and scrutinized for authenticity on a regular basis by Quest's panel management team. In 2017, Quest partnered with non-industry security specialists to engineer **Quest DETECT™**, an advanced portal technology that addresses and prevents fraudulent activity in the online research world. **DETECT™** has been paramount to Quest Mindshare's reputation for quality sample and data collection.

For insight on **DETECT™** capabilities, visit www.questmindshare.com/Detect

WE PROVIDE QUALITY CONSUMER INSIGHTS

AUDIENCE CATEGORIES

Basic Demos

Age
Gender
Region
Ethnicity
Marital status
Children in household & age(s)
Household income
Education
Employment status

Auto

Vehicle brand & year
Classification type
Purchase intent
Motorcycle ownership

Consumer Healthcare

ADD/ADHD
Allergies
Arthritis
Asthma
Depression
Diabetes
Eczema
Hypertension
Obesity
Rheumatoid Arthritis
Sleep disorders

Electronics & Gaming

Devices owned
Gaming platforms
Gaming usage and preferences

Finance

Investable assets
Stock trading
Insurance coverage

Food & Beverage

Dining & QSR
Alcohol consumption
Dietary preferences

Household

Own or rent
Registered voters
Party affiliation
Pet owners
Consumer purchasing behavior

Hobbies & Interests

General hobbies/leisure activities
Sports participation
Health & fitness

Media & Entertainment

Social media usage
Television viewership
Package subscriptions
Music, movies & radio
Books & publications

Mobile

Mobile usage: personal vs. business
Brand users
Operating systems
Plans & features
Network providers

Travel

Leisure and business travelers
Frequency of travel
Air travel
P12M hotel stays
Vacation preferences (by type)
Domestic & international travelers
P12M travel destination



**QUEST
MINDSHARE™**

WE OWN B2B

Quest Mindshare evolved from a world class telephone and CATI operation to a multinational, multi-audience panel provider, with a specialty in delivering hard-to-find Business Respondents.

With a unique dedication to quality, security and a genuine respect for the respondent experience, Quest is proud to be a leader in the online sample space.



2006

Quest extends CATI Operations North America wide, expanding to Mexico & Latin America with a focus on access to harder to reach audiences.
Quest commences online panel recruitment via telephone.

2010

Superior customer service & efficiency lead to Operational growth. Quest builds a reputation for excellence in C-Level Executives, ITDNs, BDMs and Niche B2B audiences in the online space. The first officially branded Quest Mindshare Panel is released.

2011

Curated to elicit only high level, Business Audiences across all industries, Mindshare is accessed by 200+ Research Agencies/End Clients globally. Significant international recruitment measures return high feasibility and industry leading response rates.

2017

Quest launches Quest DETECT™ as the premier in Security Technology. DETECT™ provides un-paralleled prevention of fraudulent respondents from completing any survey that travels through Quest platforms. DETECT™ becomes a game changer.

2019

Average response rates hit 15-25%+ and Quest positions itself as one of the most robust Online Sample providers in the industry. Continuous advancements in technology puts Quest in an enviable position.

CAPTURE YOUR TARGET

While our specialty is hard to find audiences and C-Level Executives, our team of sampling executives and project managers can scope our panels for just about anyone you're looking for. The granularity of our database means endless possibilities when it comes to setting up your universe: Ask us about the kind of titles we have for IT decision makers, for example. If it's not the role you're focused on, our team can target by Revenue, Company Size, Employee Size, Industry and more.

RECRUITMENT

Quest leverages many sample sources when recruiting respondents. Specialty panels/lists, intercept, affiliates and targeted telephone recruiting are all used to build Mindshare panels. Diverse populations within these sources lend to Quest's unique reach. Loyalty panels, Partnerships (with open, organic enrollment) and affiliate networks engage a broad spectrum of unique respondents.

PROFILE ATTRIBUTES YOU NAME IT, WE PROFILE IT

We profile respondents by Business Services, Computer Hardware, Computer Software, Consulting, Consumer Products, Consumer Services, Entertainment, Sports, Energy And Utilities Oil & Gas, Food & Beverage, Restaurant, Media/publishing Non-profit, Retail, Telecommunications, Equipment, Travel/hospitality, Legal Services, Real Estate Banking And Financial, Transport And Logistics, Education and **countless other profiling points.**

QUALITY IS OUR FIRST PRIORITY

With a variety of passive detection, device mining tools and commitment to shared resources, Quest has been able to remove the vast majority of professional respondents and undesirable characters through cutting edge security technology built in-house. We call it **Quest DETECT™.**



At Quest, we ensure a positive data collection experience, start to finish - It's what we do well. We leave the analysis to the experts. That's you. We are confident when we say

WE CHAMPION QUALITY

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When it comes to ensuring quality in sample and data collection services, Quest Mindshare has focused on a number of initiatives around Respondent engagement through technology & process. With an approach that is centered on developing internal systems that accurately track response metrics in real time, Quest can monitor speed of response, quality of open ends and key stroke activity (to passively detect straight lining). The invigilation of Respondent metrics has enabled a real time interaction model that is specific to survey focused. The system also encourages and supports positive respondent behavior as individuals interact with Quest's network -- strengthening the emotional response to questions.

This in-the-moment system, that capitalizes on respondent attention and engagement, provides instant feedback to Quest's panelists. We know that bridging the gap of real humans offering their conscious decisions and opinions with the digital space is key to empowering these individuals to upkeep their survey taker agreements (to the best of their abilities).

Importantly, Quest devotes considerable resources to verification. Before business panel respondents are invited to participate in studies, every new profile undergoes LinkedIn validation in order to be deemed an 'A' class respondent. Existing panelists are currently being vetted for LinkedIn validation, alternative forms of validation if LinkedIn is refused and general interaction.

Quest delivers Data that is verified, accurate, timely and exactly as promised. While fraud continues to plague the industry, providers are forced to respond, and retroactive approaches no longer suffice.

It's why Quest developers confronted the issue head on, devising new technology that launched in 2017: **Quest DETECT™.**

QUEST DETECT™ THE TECH & THE TOOL

Built with the the latest and greatest in security technology, **DETECT™** operates passively to avoid the attention of fraudulent characters and employs a variety of detection signatures that determine real versus automated interaction.

Seamlessly integrated with the Quest TITAN™ Sampling Platform, components of **DETECT™** include Geo technologies with extensive tagging capabilities and server to server mapping, Device Mining, Digital fingerprinting, Intelligent Response Analysis and Pattern Detection all coupled into a propriety algorithm that delivers at the transaction.

The **Quest Detect** tool is consistently improved by a team of in-house developers working in conjunction with Third Party, non-industry, development teams. Quest personnsel provide round-the-clock support services to clients worldwide, 24-7.

WHEN YOU DON'T KNOW WHO TO TRUST

Trust in Quest's primary objective: providing quality product of sample and data, with an un-rivaled, customer service experience.

CONFIDENCE IN PERFORMANCE

It's why our Clients consistently rate us top of their supplier list - they can trust in us to deliver efficiently, effectively. When our sample is removed from a study, we question who was removed and why - because we trust in our product to deliver our promise of Quality.

A STORY ABOUT HEALTH AND DATA



15-20%
of Quest's total US
and Canada Panels*

*visit questmindshare.com for global panel counts and all Quest capabilities

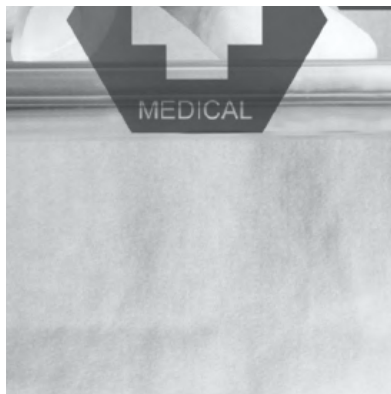
As a **premier supplier of quality online sample**, Quest recruits a range of diverse individuals to service hundreds of different industries and research studies.

Quest's healthcare panels are built with great attention to detailed patient profiles, aiding researchers in their access to thousands of documented medical conditions and other personal attributes.

Quest takes the quality of healthcare sample seriously. Every panelist that enters Quest systems is vetted and scrutinized for authenticity on a regular basis. The maintenance and collection of quality sample is guaranteed by **Quest DETECT™**, the industries leading technology to prevent fraudulent activity in the online research world.



**QUEST PANELISTS
REMAIN THE
MOST ACTIVE
AND ENGAGED
PANELISTS IN
THE ONLINE
UNIVERSE.**



HEALTHCARE RECRUITMENT

Working closely with established health network partnerships, Quest's dedicated panel management team identifies and enlists individuals suffering from specific ailments and conditions. Networks include traditional partnerships (ie. hospitals, patient opt-in programs, medicare sources) and reputable third party, healthcare affiliate programs that also recruit general patient populations. Everyone filters through **DETECT™** verification code.

HEALTHCARE PROFESSIONAL CATEGORIES

A&E (Accident & Emergency)
Allergy
Anaesthetics
Cardiology
IV Cards
Dentistry
Dietitians
Dental Hygienist
Dermatology
Endo & Diab
Family Practice, General Practice
IM
Gastroenterology
Geriatrics
Haematology
Hematology Oncology
Infectious diseases
Nephrology
Neurology

Neuro Surgeon
General Nursing
Diabetes Nurse Educators
Obstetrics & gynaecology
Oncology
Rad Oncology
Ophthalmology
Optometry
Opticians
Orthopedy
Otolaryngology / ENT
Paediatrics & child health
Pain Medicine
Pathology
Pharmacists
Physician Assistant
Psychiatry
Radiology
IV Radiology

Respiratory medicine/Pulmonology
Rheumatology
General Surgeon
Vascular Surgeon
Plastic Surgeon
Urology
Vets

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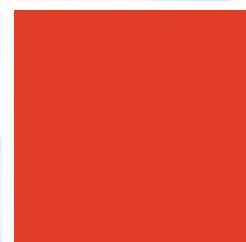
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AILMENTS CATEGORIES

Acne
ADD/ADHD
AIDS
Airborne Allergies
Alcohol abuse
Allergies
Alopecia
Alzheimer's
Amyotrophic Lateral Sclerosis
(ALS, Lou Gehrig's Disease)
Andropause
Anemia
Angina
Ankylosing Spondylitis
Anorexia Nervosa
Anxiety
Arrhythmia
Arthritis
Asthma
Astigmatism
Athlete's foot
Atrial fibrillation/Afib
Autism
Back Pain
Bed Wetting
Bipolar
Bladder Cancer
Blood Disorders
Bone and Joint Conditions
Borderline Personality Disorder
BPH (enlargement of the prostate)
Colon Cancer
Color Blind
Congestive Heart Failure
Conjunctivitis (pink eye)
Constipation
Coronary Artery Disease
Crohn's Disease
Cystic Fibrosis
Dandruff
Deaf
Deep Vein Thrombosis
Brain Cancer
Breast Cancer
Bronchitis
Bulimia
Bursitis
Cancer in General
Cardiomyopathy
Carpal Tunnel Syndrome
Cataract
Celiac
Celiac Disease
Cervical Cancer
Chronic Bronchitis
Chronic Fatigue syndrome
Chronic Kidney Disease
Chronic Lymphocytic Leukemia
Chronic Obstructive Pulmonary Disease/COPD
Chronic pain
Cigarettes / Tobacco Users
Cluster Headaches
Colitis
Dental Problems
Depression
Dermatitis
Diabetes
Diarrhea
Digestive disorder
Down Syndrome
Drug abuse
Dry skin
Dyslexia
Ear Infection
Eating disorder (e.g., Anorexia, Bulimia, etc.)
Eczema
Emphysema
Endocrine System (incl. Diabetes & Thyroid Conditions)
Endometriosis
Enlarged Prostate
Epilepsy
Erectile Dysfunction
Eye Conditions
Fibroids
Fibromyalgia
Foot Fungus (Athletes Foot)

Gallstones
Gastro Esophageal Reflux Disease / GERD / Acid Reflux
Gastroenteritis
Gestational Diabetes
Gingivitis
Glaucoma
Gout
Grave's
Hair loss
Halitosis (bad breath)
Hay Fever
Headache - excluding migraine
Hearing Impaired
Heart Attack
Heart Conditions
Hemophilia
Hemorrhoids
Hepatitis
Hernia
Herpes
High blood pressure/Hypertension
High Cholesterol
HIV
Hodgkins Disease
H-pylori related Ulcers
Hyperglycemia
Hyperhidrosis
Hyperlipidemia
IBS
Idiopathic Pulmonary Fibrosis
Immune System (incl. Infectious Diseases)
Impotence
Incontinence
Indigestion
Infectious Diseases
Infertility
Influenza
Insomnia
Irritable Bowel Syndrome
Joint Replacement
Juvenile (Type I)
Kidney Condition
Kidney Disease
Kidney Failure / Renal Disease
Kidneys and Urinary System
Leukemia
Liver Disease
Low Testosterone
Lung Cancer
Lupus
Lyme disease
Macular Degeneration - Dry
Macular Degeneration - Wet
Melanoma
Menopausal symptoms
Menstrual Cramps/Pain
Migraine
Motor Neuron Disease
Multiple Sclerosis
Myocardial Infarction (Heart Attack)
Nausea / Vomiting
Obesity
Obsessive Compulsive Disorder (OCD)
Osteoarthritis
Osteoporosis
Ovarian Cancer
Overactive Bladder
Parkinsons Disease
Periodontal (gum) disease
Peripheral Arterial Disease (PAD)
Pneumonia
Polycystic Ovary Syndrome
Premature Ejaculation
Premenstrual Syndrome (PMS)
Primary Immune Deficiency Disease (PIDD)
Prostate Cancer
Psoriasis
Psoriatic Arthritis
Pulmonary / Lung Conditions
Pulmonary Arterial Hypertension (PAH)
Pulmonary Embolism
Restless Leg Syndrome
Retardation
Rheumatoid Arthritis
Rosacea



Schizoaffective Disorder
Schizophrenia
Sciatica
Scoliosis
Seborrheic dermatitis
Seizures
Sexually transmitted disease (STD)
Shingles
Sinus Headaches
Sinusitis
Sjogren's syndrome
Skin Cancer
Sleep Apnea
Sleep Disorder
Smoking Addiction
Stomach ulcer
Stress
Stroke
Substance Addiction
Syphilis
Tension Headaches
Thyroid Condition/Disease
Tooth Decay
Transformed Migraines
Tuberculosis
Ulcer
Ulcerative Colitis

Urinary tract infection
Varicocele
Vitiligo
Vulvodynia
Warts
Wears Contacts Regularly
Wears Glasses Regularly
Yeast infection