

# 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](http://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



# 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 hard to find Business Respondents.

Results are directly attributed to integrity of operation, dedication to quality and genuine respect for individual time.

## 2006

Operations achieve categorical superiority against competitors & infra-structural advancements lead to an online platform in IT audience & communities. Quest Mindshare's ahead of the curve ethos is born.

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## 2011

Curated to elicit only high level, Business Audiences across all industries, Mindshare is accessed by 250+ Research Agencies/End Clients globally. Significant recruitment measures return high feasibility and profitability.

## 2017

Quest launches Quest DETECT as the premier in Security Technology. DETECT provides un-paralleled prevention of fraudulent characters from completing any survey that travels through Quest platforms. It's really something.

## 2019

Average response rates hit 15-25%+ and Quest positions itself as one of the finest Online Sample provider of Business representation the industry has to offer, with a constant look for improvement through technology and process.

## CAPTURE YOUR TARGET

The Mindshare Business Panel is carefully curated to elicit only high level, Business Audiences across all industries. It's accessed by over 200 Research Agencies and End Clients globally. Significant investment in recruitment returns high feasibility and profitability, with average response rates at ~15-25%+\*. Our specialization in Decision Makers allows us to target by: Role or Title, Revenue, Company Size, Employee Size, Industry and more.

## RECRUITMENT

Quest leverages many sample sources when recruiting respondents. Panel, web intercept sample, speciality lists, and third party aggregators are used to bring these targets into the Panel. Diverse populations within these sources lend to Quest's unique reach. The 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

In addition to the Ones listed above, We Profile 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 that are too many to list here.**

## 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 personnel 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



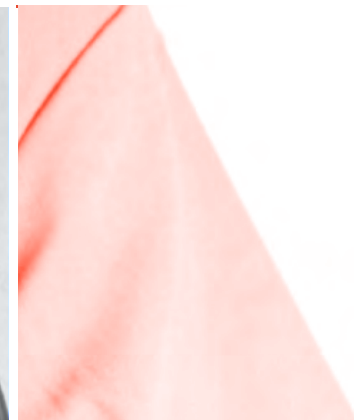
**15-20%**  
of Quest's total US  
and Canada Panels\*

\*visit [questmindshare.com](http://questmindshare.com) for global panel counts and all Quest capabilities

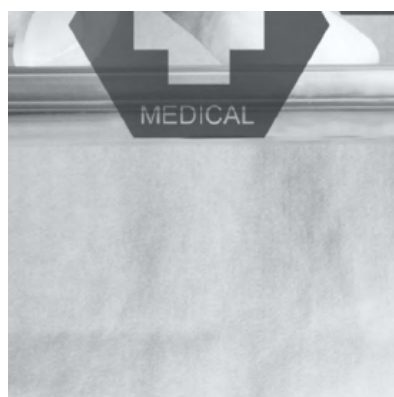
As a premier supplier of quality online sample, Quest recruits a range of diverse individuals to service hundreds of different industries and research studies.

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  
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## 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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## 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

