

TREMENDOUS

Forsta

Attracting & retaining international respondents

How Forsta integrated with Tremendous to deliver
\$2 million in payouts in 130 countries



TREMENDOUS

Nick Baum

Co-founder & CEO

- Grew Tremendous to support the digital payout infrastructure of 4,000+ organizations
- 12 years in fintech



Forsta

Manny Rodriguez

VP of Global New Business

- Leading all global new business acquisition efforts across the market research vertical
- 15 years of leading sales teams

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Since 2018, with Tremendous' support,
Forsta has delivered:

more than
\$2m
in research incentives

to
175,000
survey respondents

across
130
countries

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1

Global research is in high demand

2

Running global studies is hard

3

Tremendous solves incentivization

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Forsta

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Tremendous is a payouts platform used by businesses to send people money



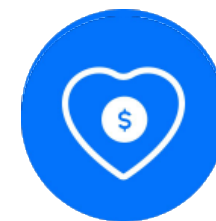
Money



Prepaid cards



Gift cards



Charitable donations

With thousands of clients

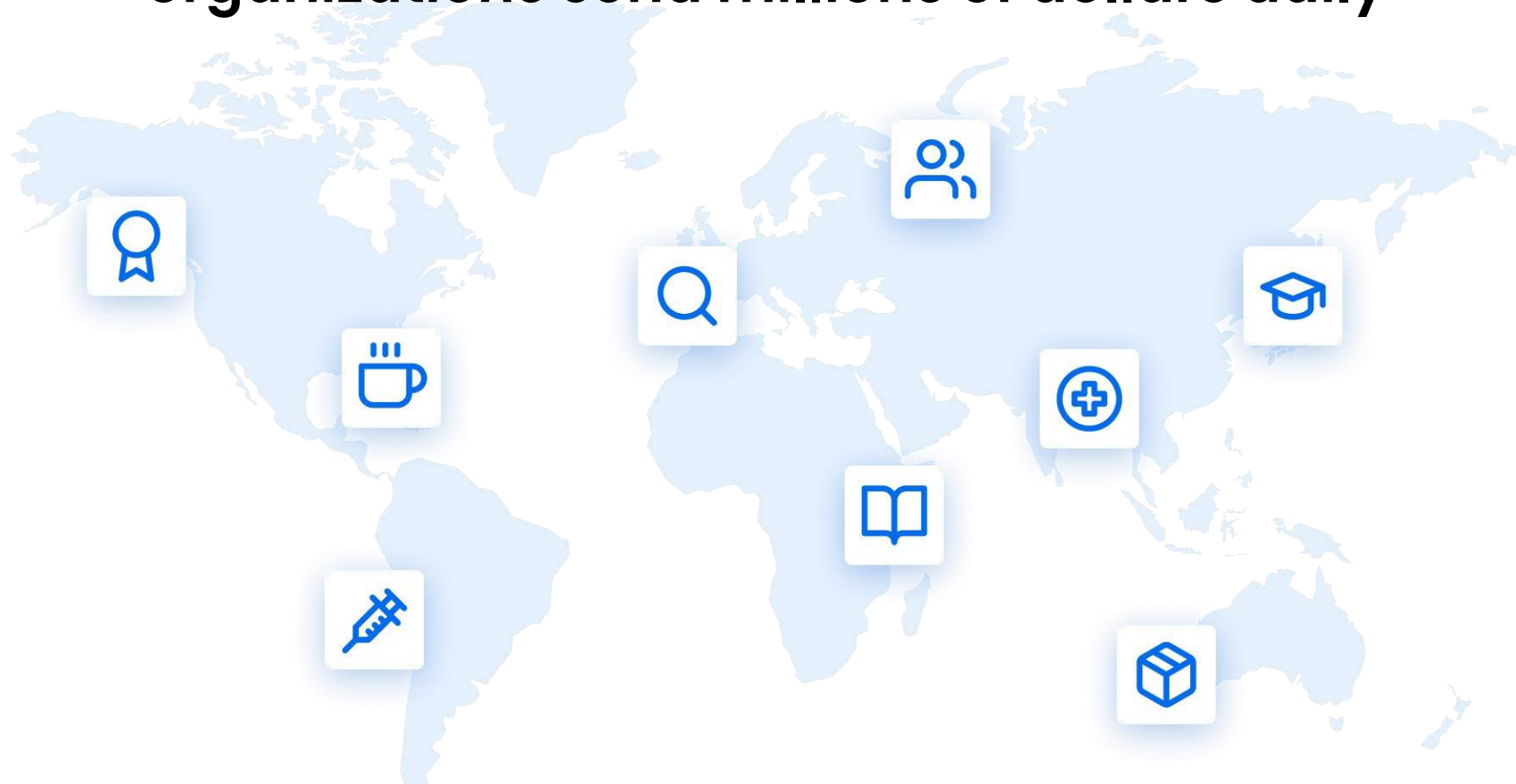


And multiple key integrations



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Tremendous helps more than 4,000 organizations send millions of dollars daily



We've distributed 10 million payouts in 210+ countries

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Demand for global research is sky high

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- International research incentive volume has grown **2-5x annually** since 2018.

Forsta

- Expanding into Europe, Middle East, Africa, and Asia Pacific
- Double-digit growth in demand per year for research in those markets

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Challenges to doing global research

1

Complex research in multiple markets simultaneously

2

Hard-to-reach populations

3

Controlling costs

4

Local languages, currencies, and customs

5

Making incentives accessible

6

Determining appropriate incentives in different regions

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Tremendous is the most complete incentive provider for international research



Services 210+ countries



Handles currency conversions



Free language translation services



Geolocates recipients & tailors payouts to locality

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Why Forsta chose Tremendous

Initial reasons

- Cost: Free to use + volume discounts
- Open API
- International coverage

Major differentiators

- **Security** – protection against fraud and cyber attacks
- **Flexibility** – a product that allows Forsta to meet its client needs
- **Support** – a team that actively solves problems for them

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Project 1: Enterprise fintech company

Overview

- **# of participants:** 2,500
- **Incentive:** Visa prepaid cards
- **Countries and currencies:**
 - FR & DE: 20 Euro
 - UK: 20 GBP
 - US: \$20
- **Time frame:** 1 month in field

Challenges

- Protect PII
- Incentives must be distributed post-field in client-branded email

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Project 1: Solution

- Received a spreadsheet of links via Tremendous
- Links added to the client's branded emails
- Participants' PII not shared with Tremendous
- Tremendous geolocates participants (by IP address); displays a Visa card in their local currency

Thank you for your time.

[Click Here](#)

Hello Jen Li,

Thank you for your recent participation in our survey. As promised, to thank you for your participation, a unique link has been generated for you to redeem your \$20 Visa gift card. To redeem your reward please click on the button below.

[Click here to begin](#)

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Project 1: Results

<3%

Average response rate
across all markets

30-34%

Response rate for
this project

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Project 2: Enterprise networking platform

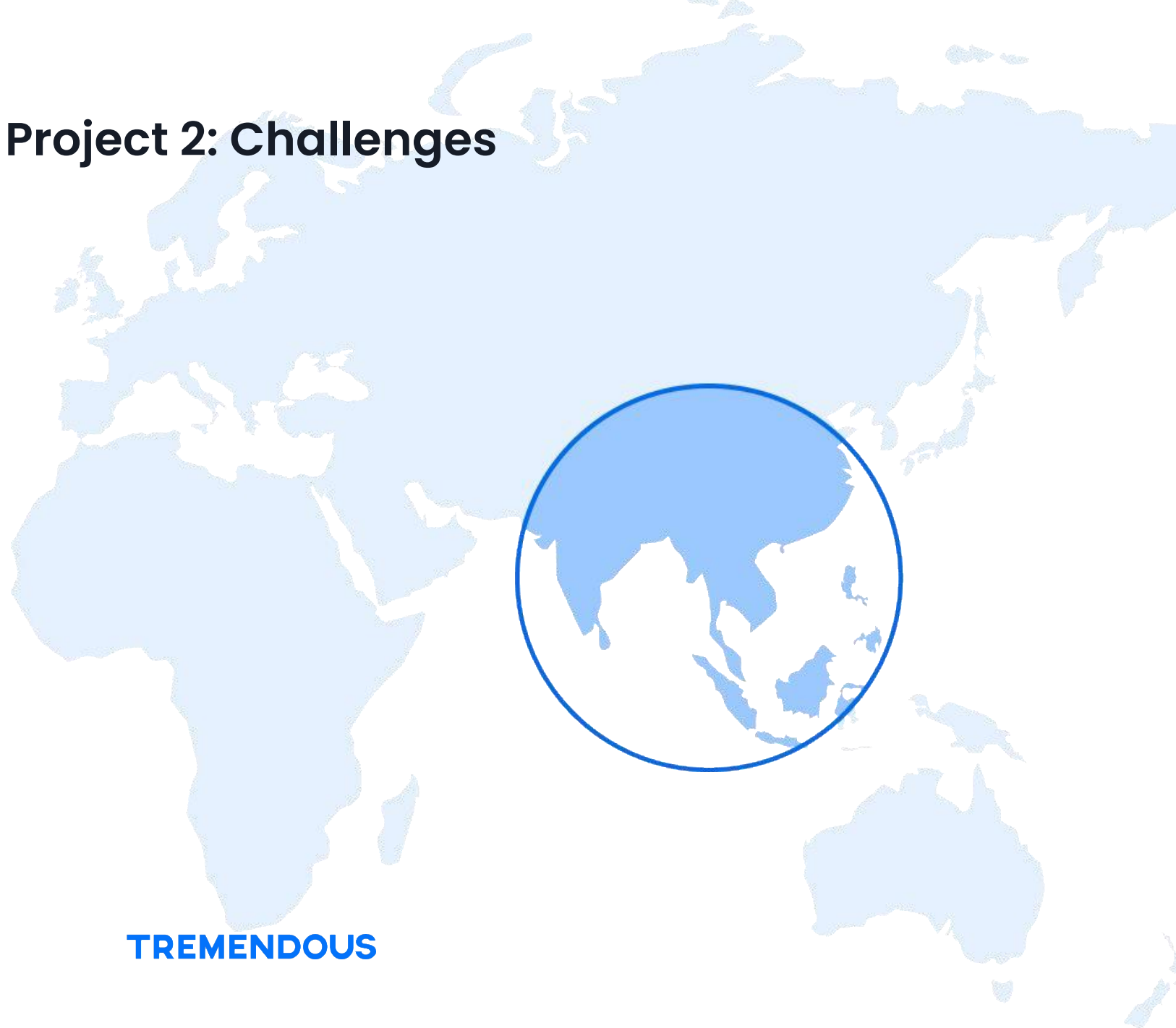
Overview

- **# of participants:** 24,000
 - 3 audiences
 - 3 brands
 - 10 countries
- **Time frame:** 12 weeks in field
- **Incentives:**
 - Gift cards
 - Prepaid cards (Visa, MasterCard)
 - PayPal

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Project 2: Challenges

- Cost conscious
- 10 markets including hard-to-reach areas:
 - Indonesia
 - India,
 - Thailand
 - The Philippines



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Project 2: Solution

Forsta executed a 3 wave approach, with help from Tremendous':

- API connection
- IP location services
- currency conversions
- broad international coverage

Wave 1: No compensation

Wave 2: Low compensation

 \$15  ₹1,000  Rp 250,000  ₳250  ₱300 +5 others

Wave 3: High compensation

 \$25  ₹2,000  Rp 350,000  ₳350  ₱500 +5 others

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Project 2: Results

38%

Wave 1 completes

34%

Wave 2 completes

28%

Wave 3 completes

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Conclusion

Tremendous' Platform

- Flexible; allows Forsta to adapt to clients' needs
- Instrumental in Forsta implementing complex incentive schemes
- Led to successful outcomes from tricky international research initiatives
- Saved Forsta's client money and helped land follow-on research

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Q&A