

zinklar

**How to access
actionable and top-
quality insights
in real-time**



About Zinklar

Our Vision: making high-quality consumer insights available to all kinds of brands more efficiently and more often.

Why Zinklar is growing so fast!

- We are research experts
- Features and usability of the platform
- Access to +140M consumers from more than 80 countries
- More than 2,000 predefined profiles
- Completion rate is 3.5x higher than industry average
- Average study completed in 4 hours vs. 42 hours for the nearest competitor



Jordi Ferrer
CEO

Senior Management roles at Kantar for +20 years and disrupted the insights industry as an entrepreneur

Borja Ormaechea
CEO

Brings +20 years of Marketing expertise of leading teams in tier 1 CPG companies

Providing value to 300+ global brands

HERSHEY'S



DANONE

KFC®



Google

DISNEY

Coca-Cola



ESTÉE LAUDER

Uber



Across BtoC verticals

Food & Beverage

Tech / DTC*

Pharma

Retail

Telecom

Cosmetics

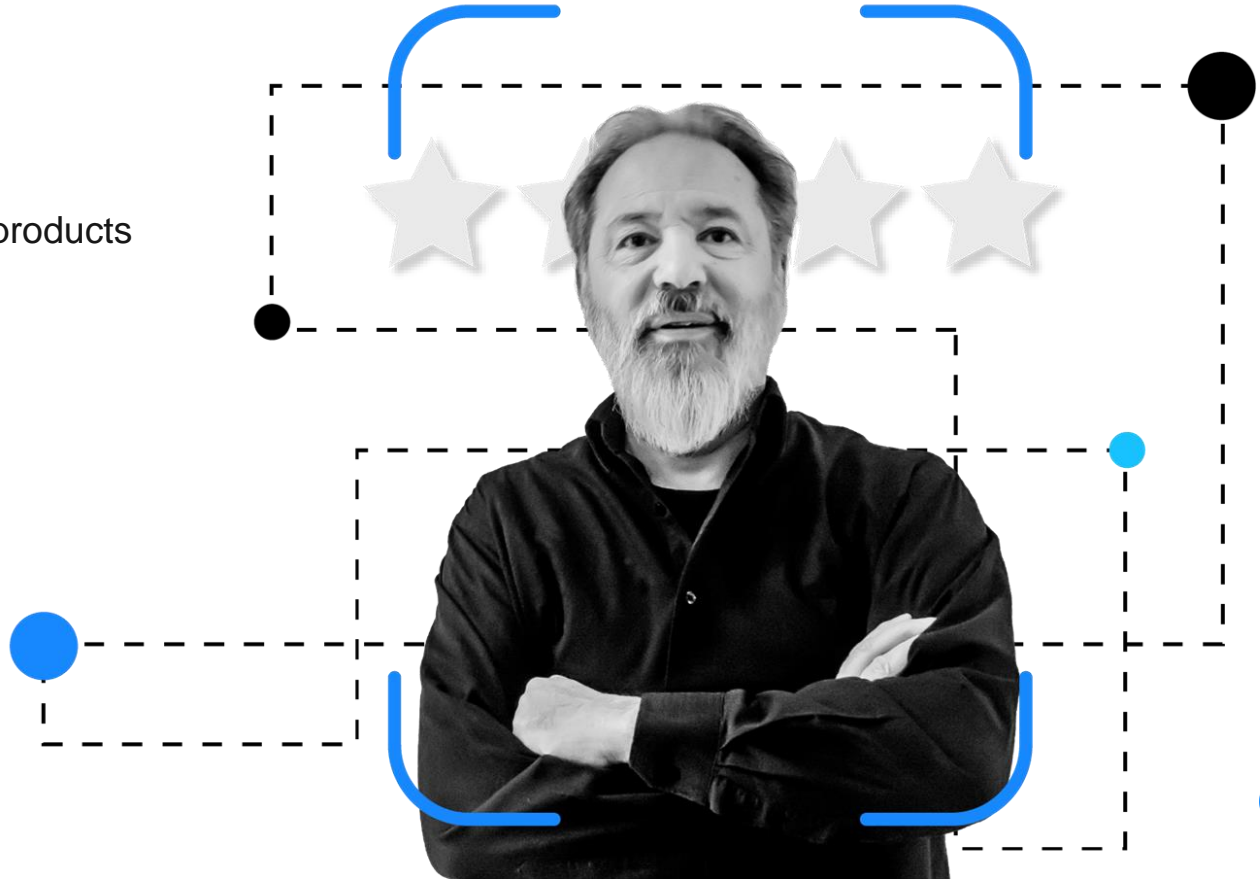
Finance & Banking

Media

Consumer Electronics

Efrain Ribeiro Zinklar Advisor

- Built online panels & products
- TNS, Ipsos & Kantar
- Zinklar since 2017
- CASE Member



Research integrity through 3 quality essentials



Research Proficiency

Engaged Respondents

Respondent Sourcing & Fraud

Research Proficiency



Research expertise at the core

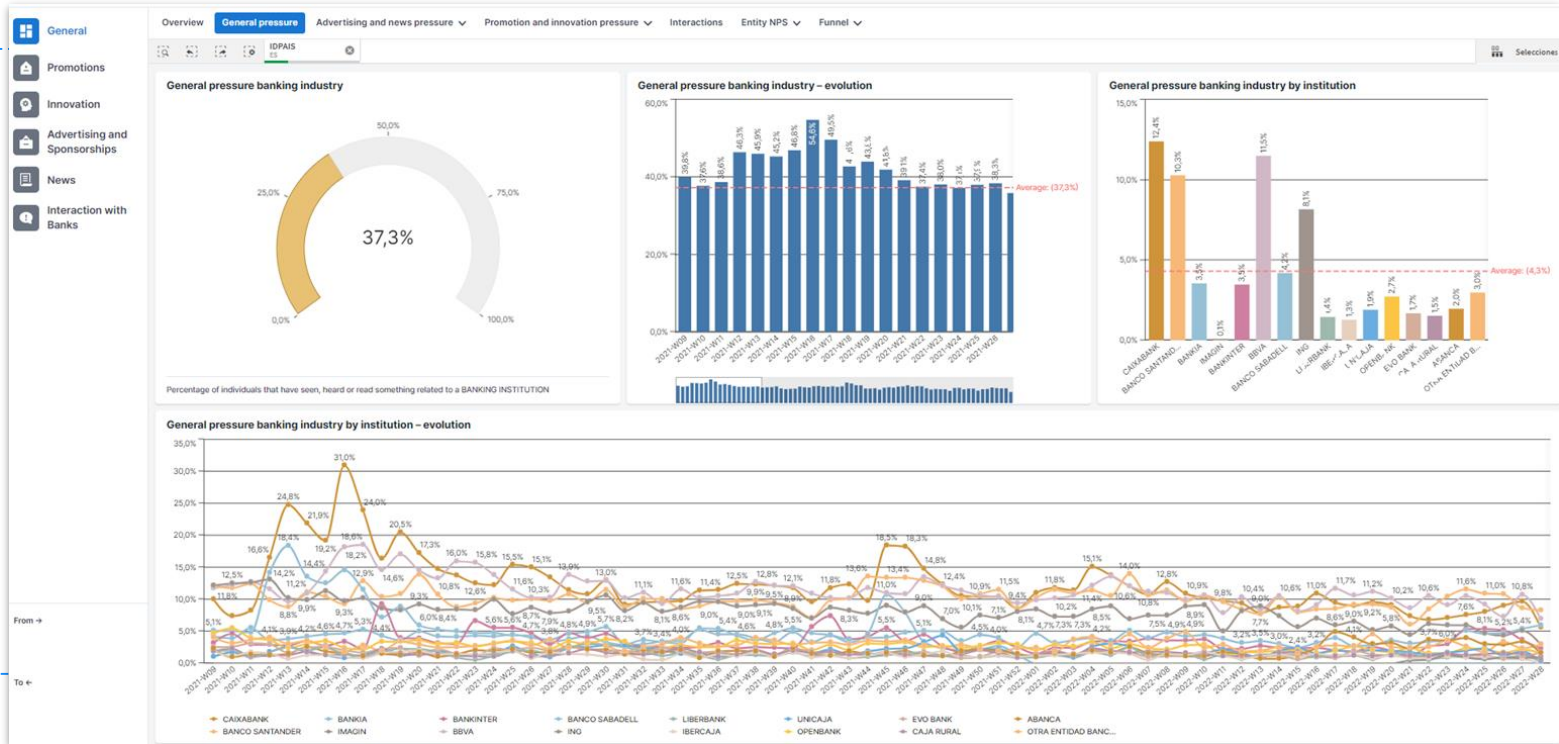
- Designed & built by research experts
- Automate research processes
- Focus on analysis and insights
- Expert advice every step of the way
- Research for non-experts



Complex research made simple & immediate



Understand and measure market actions in advertising, news, promotions, innovations and sponsorships, **and their effectiveness**, on a daily basis.





**Engaged
Respondents**

Mobile-only to maximise engagement & quality



Allowing to understand the 'true consumer'

Engaging experiences with consumers drive richer and more 'authentic' interactions and innovative insights.

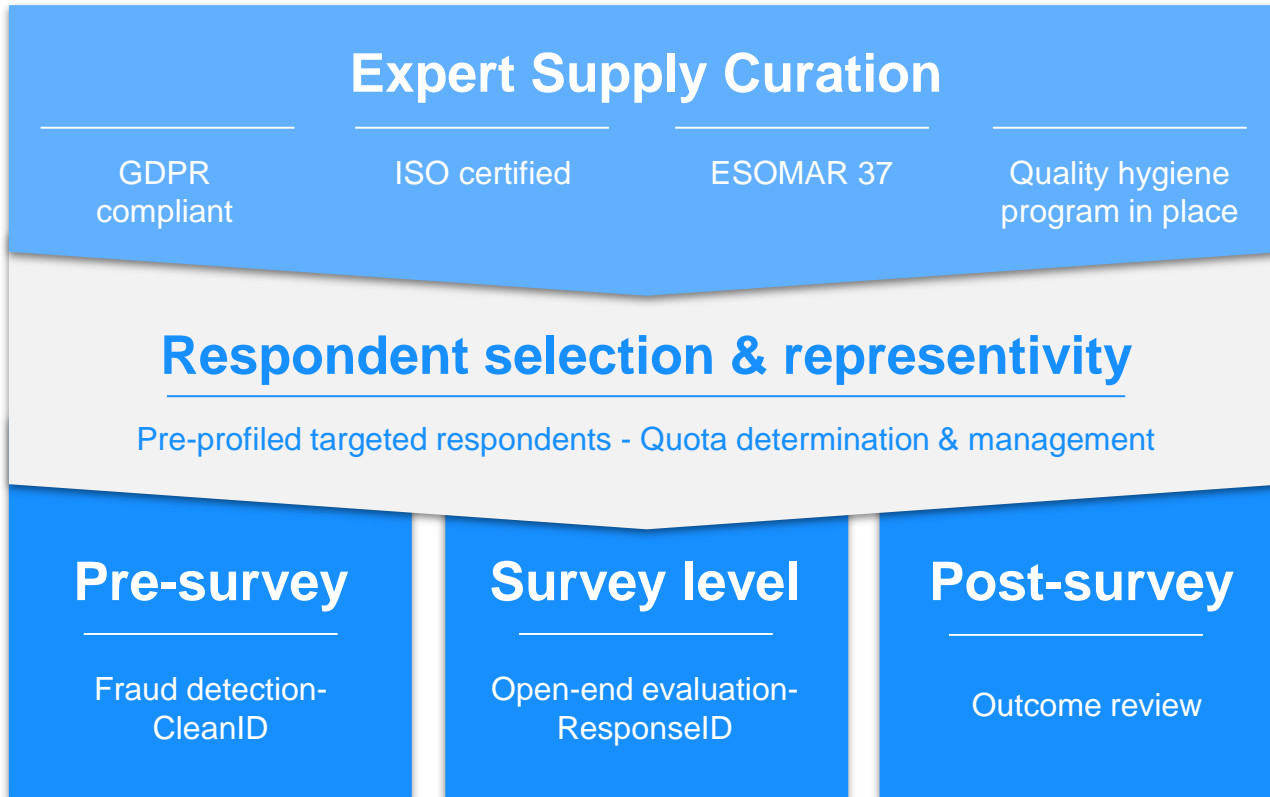
The screenshot displays the Zinklar interface for a video titled "US UA Whole Beans with video answer 43". The video player shows a man speaking. Below the video, there are controls for play, volume, and a progress bar. To the right, the video's transcript is displayed, starting with "OK, well, in the morning, the first thing I do when I get up, after I pray, I come downstairs and I grind the beans...". Below the transcript, a sentiment analysis chart shows "Overall 89% Positive" sentiment. The interface also includes a search bar, navigation tabs (Media Library, Analytics, Showreels), and a "Related Media" section at the bottom with several video thumbnails.

* Example from 'Zinklar's Video Answers'

Respondent Sourcing and Fraud



Ensuring quality all the way



Global reach and consistency

All from one platform

Quality controls and automation allows consistency across more than **80 countries** and produce multi-country / multilingual projects in real-time.

3 Why do you drink roast and ground coffee as well as Whole Beans? What other needs does it satisfy?



2 Which of the following environmental actions do you currently do at home?
Select all that apply

Composting our kitchen biowaste at home	36	40	39	21	32	39
Collecting our kitchen biowaste at home and bringing it to collection point	23	49	32	31	24	30
Recycling plastics and other materials	83	77	76	68	71	68
Buy sustainable food products	50	60	41	36	31	33
	52	62	56	44	40	47
	53	51	48	44	48	47
	36	23	30	19	20	23
	2	2	3	4	4	3

Takeaways

1. Best research made easy
2. Fast but smart
3. Pre-survey fraud detection
4. CASE sample discussion





Want to know more about
Zinklar?
LET'S TALK!

Booth #427

