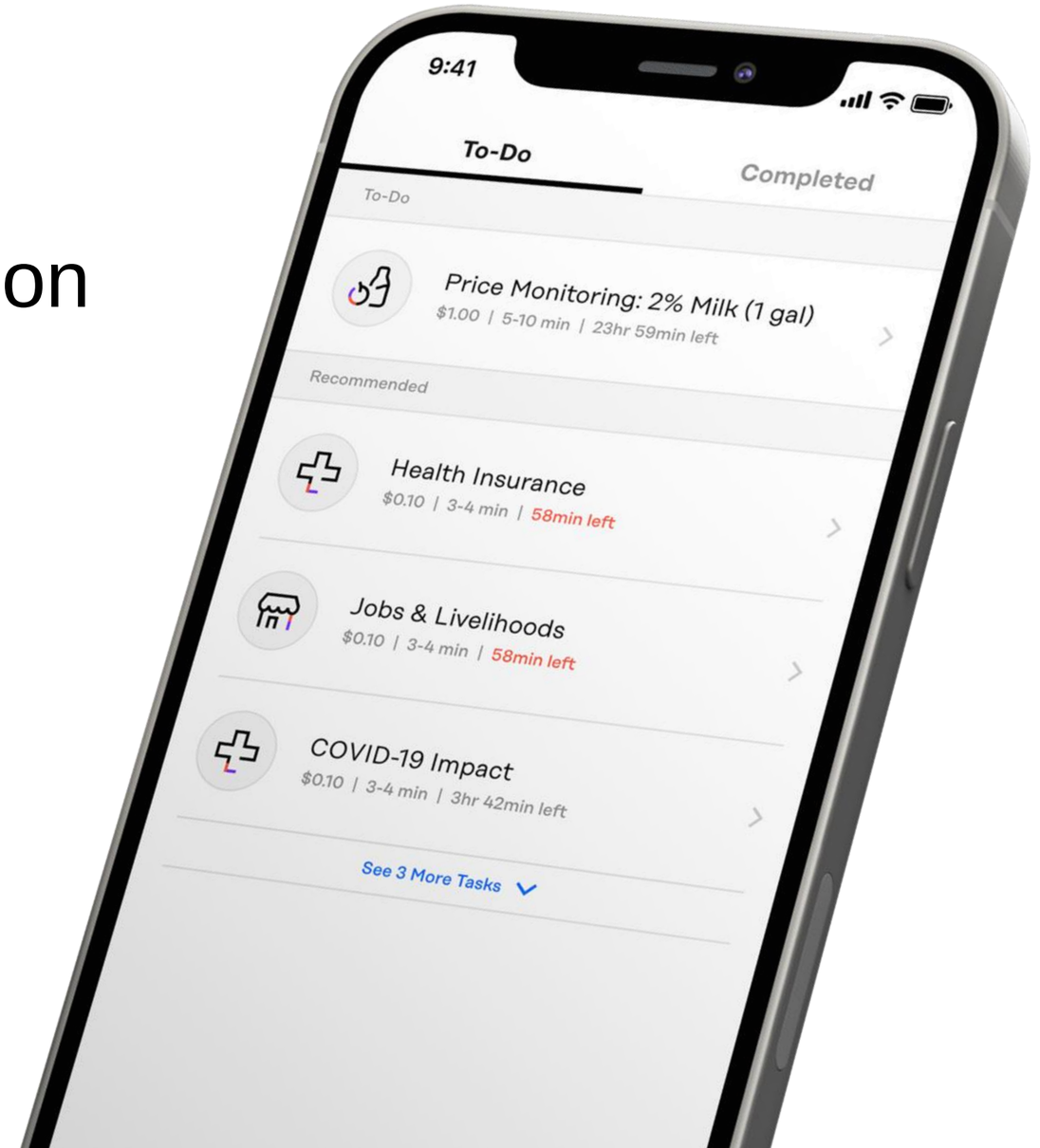
Premise

Agility Unleashed

The crowdsourcing revolution meets market research

September 30, 2021

Ken Cassar
Head of Commercial
ken@premise.com



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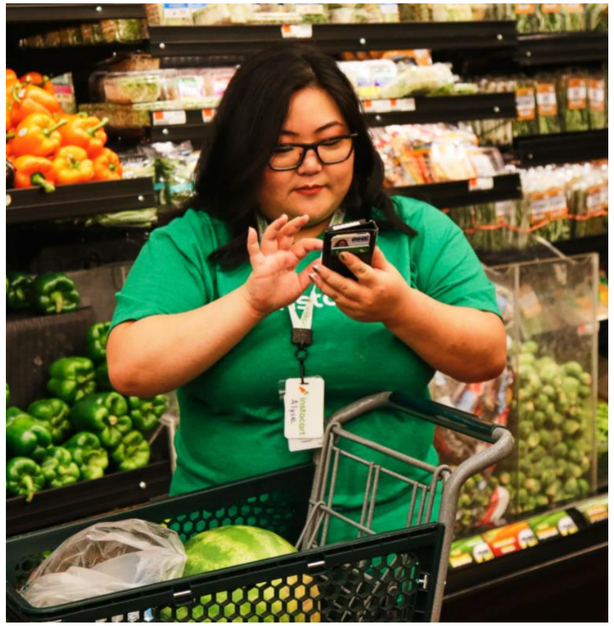
Crowdsourcing isn’t just about ridesharing anymore



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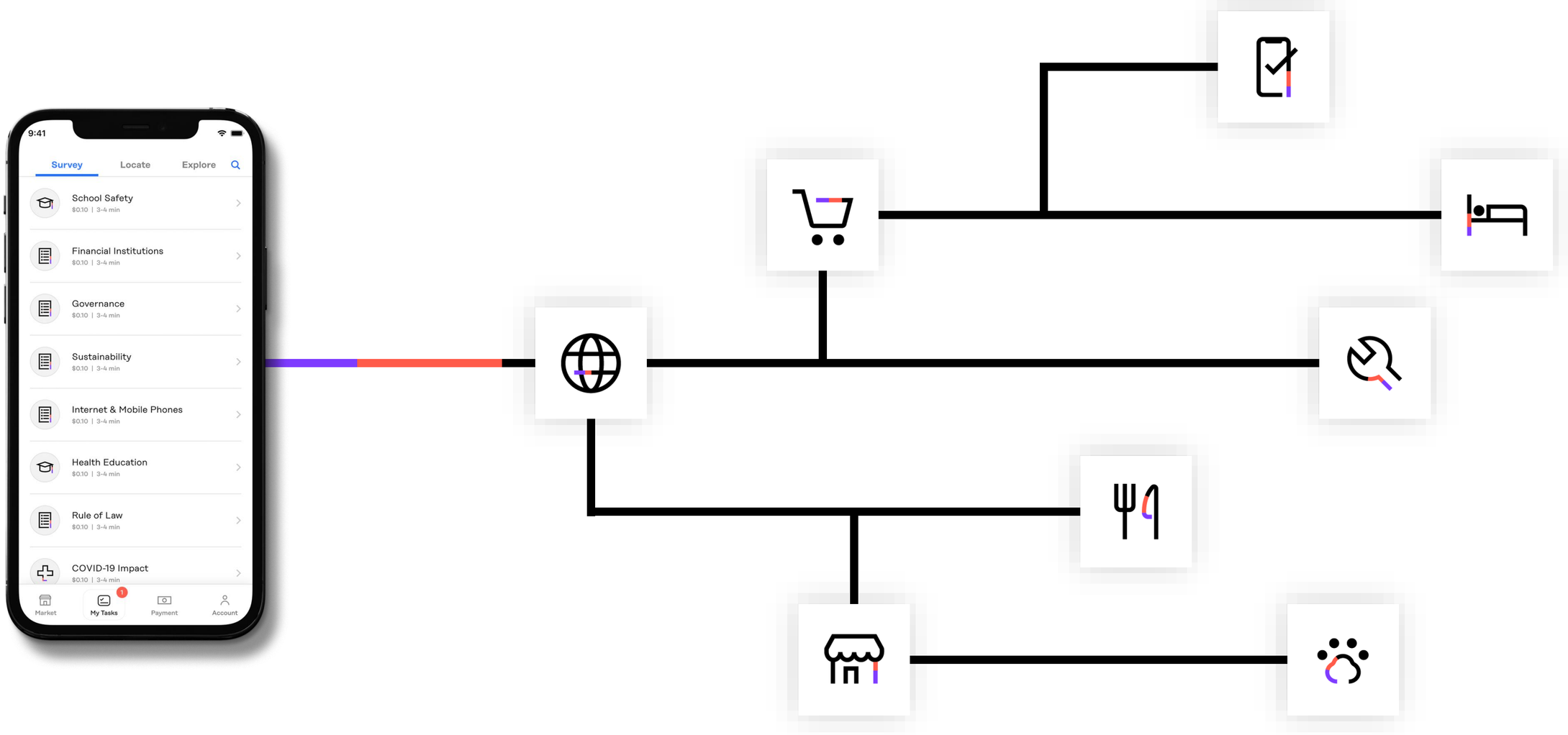
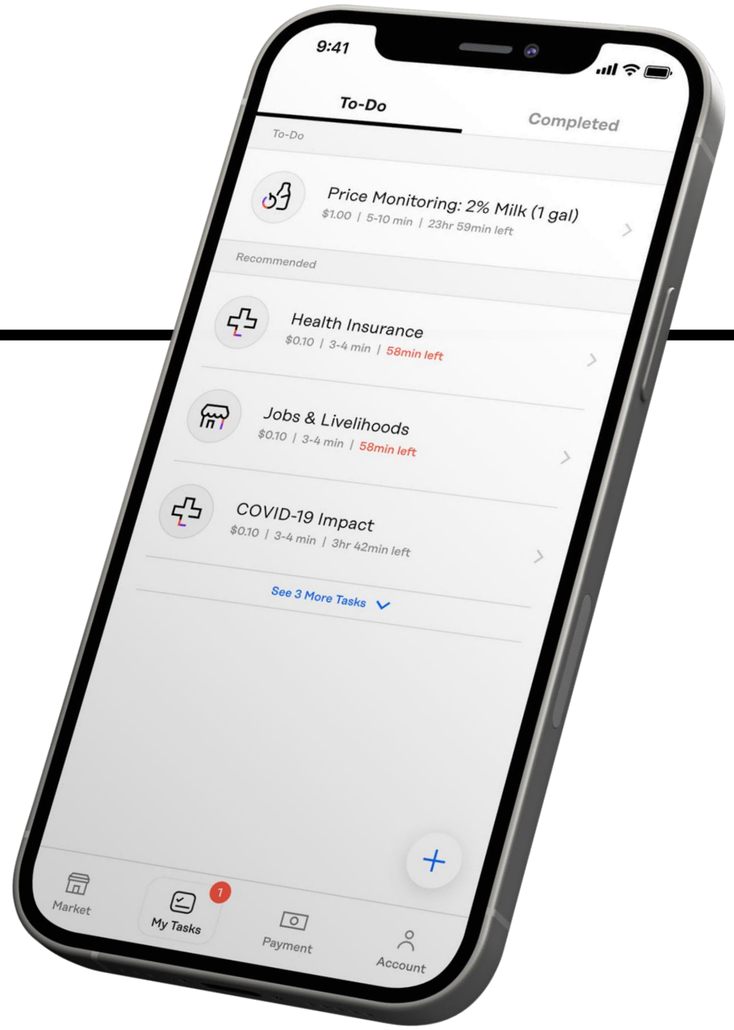
We believe that on-demand data collection is the next great crowdsourcing opportunity



Premise's marketplace redefines data collection for a modern age



Contributors

- 3 Million + Global Contributions
- 125+ countries
- Capable of performing advanced tasks
- Highly engaged

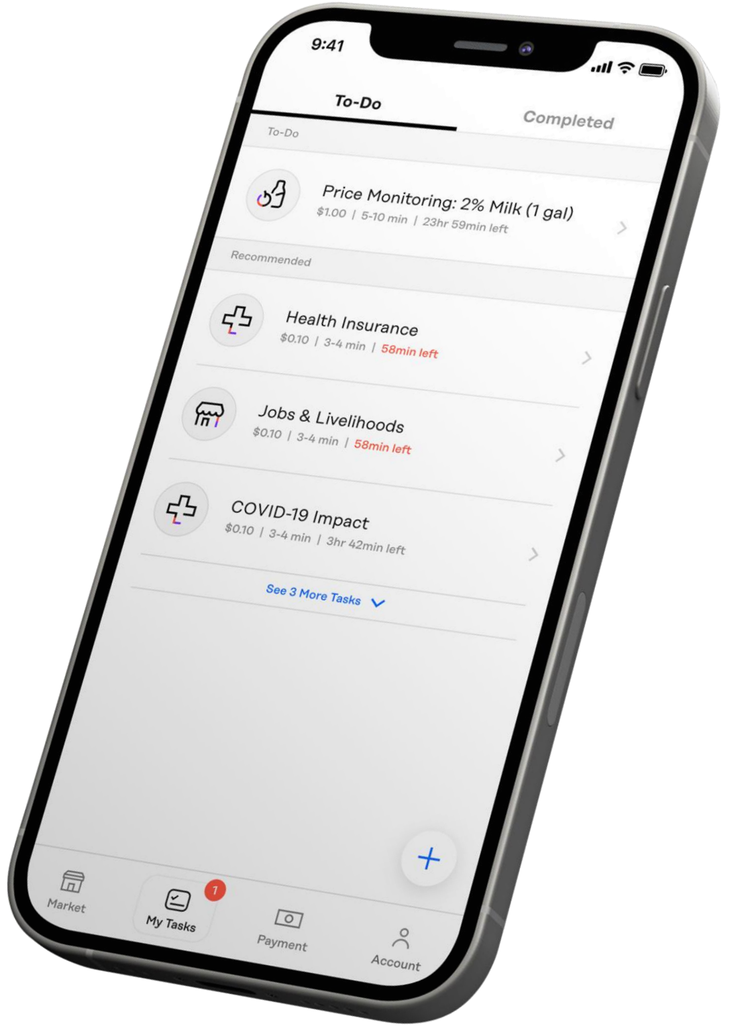
Customers

- Brands
- Restaurants
- Retailers
- Banks
- Hotels
- Airlines
- Tech
- Hedge Funds

Premise’s marketplace redefines data collection for a modern age

Powered by mobile devices, Contributors collect…

- Photos
- Latitude/Longitude
- Bar Codes
- Surveys
- Prompts
- Screenshots



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Premise's Contributor compensation model drives high engagement levels

Silvana

Brazil

I had never earned dollars in my life, I did it with Premise! It works!

Danilo

Philippines

Superb application!! Earn money by increasing your knowledge and exploring the city.

Katie

United States

I love you, Premise. You've never failed me since my first cashout.

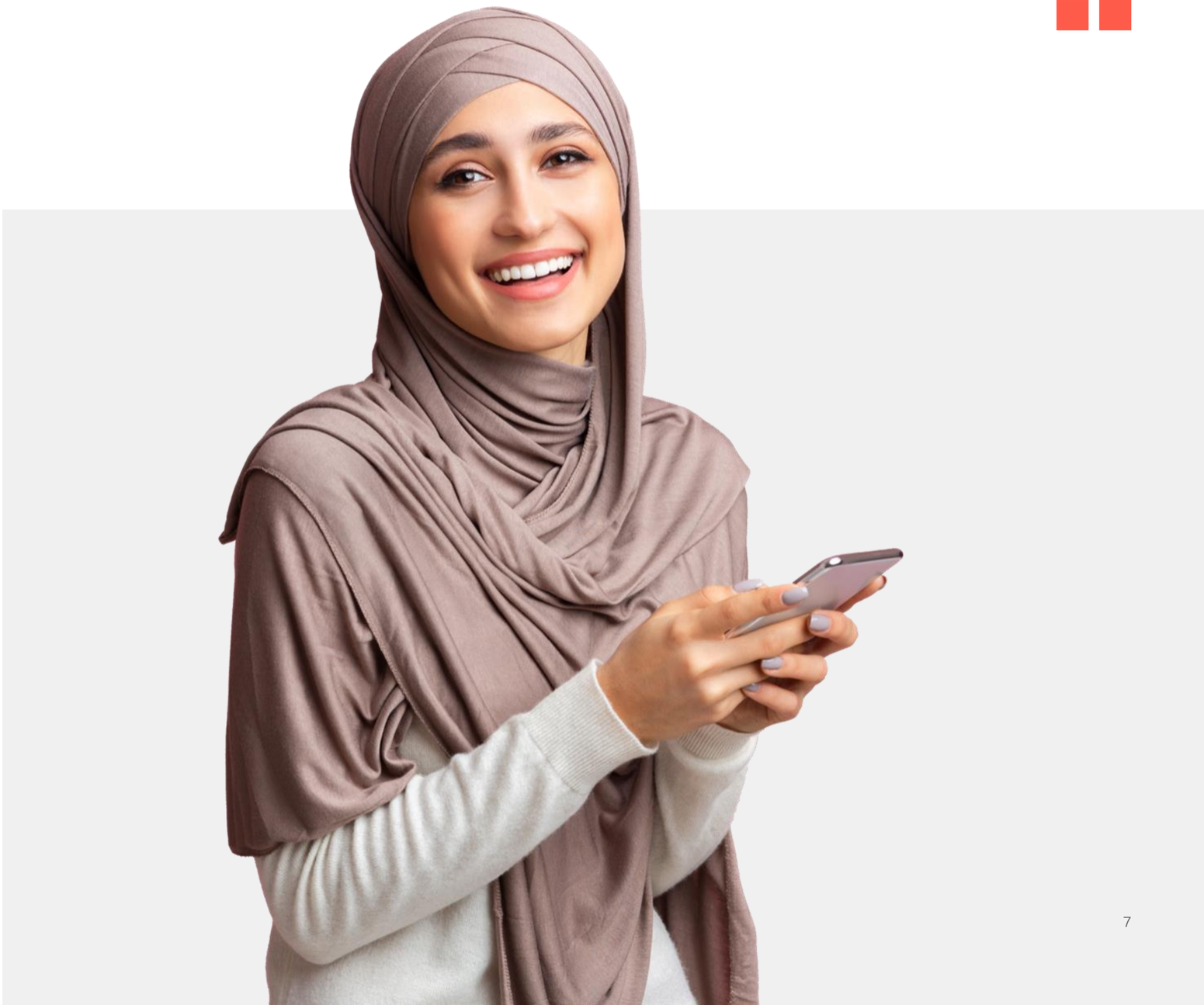
Home-based tasks

Surveys

- Consumer and shopper insights
- Competitive insights
- Customer satisfaction / Net promoter
- Brand insights

Online data collection

- Price capture
- Online mystery shopping
- Path-to-purchase
- Misinformation identification



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Location-based tasks

Self-directed

- Retail audit at any Kroger
- Mystery shopping at any Bank of America branch
- Price capture at any McDonald’s
- Restaurant menu capture at any restaurant with a wine list

Premise-directed

- Retail audit Kroger at store #987
- Mystery shopping at 500 select Bank of America branches
- Price capture at all McDonald’s in New York State
- Visual inspection of palm oil collection site 29.4754°S, 29.00661°E

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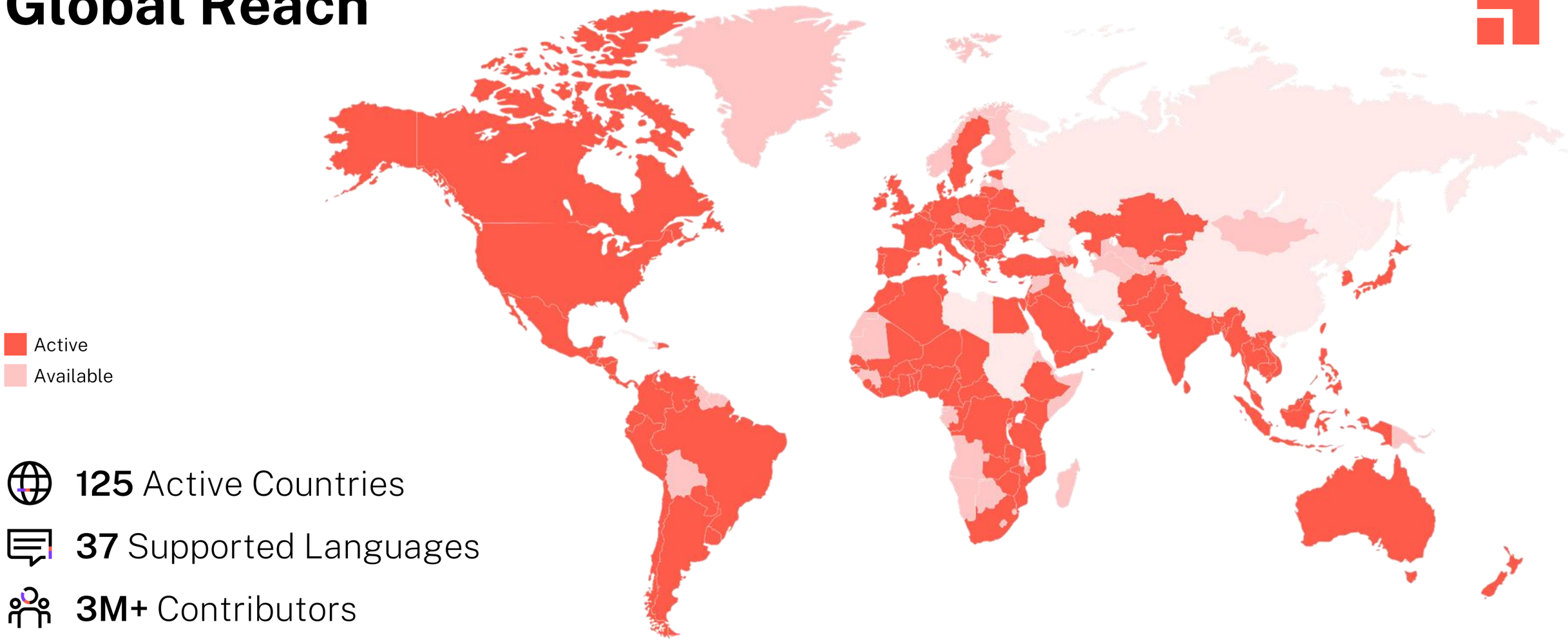
Global Reach



125 Active Countries

37 Supported Languages

3M+ Contributors

123,042,522 Accepted Submissions

Premise's Global Operations Consultants are local staff that...

- Ensure tasks are designed to be **appropriate for culture, environment and language**
- **Understand the value of time**, ease of travel and infrastructure availability
- **Recommend appropriate incentives** to deliver project success

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Premise capabilities for consumer and shopper researchers

Retail audit

- In-store availability
- Display compliance
- Pricing audits
- Planogram compliance

In-the-moment insights

- Mystery shopping
- Customer Experience
- Site audits

Data collection

- Mapping of sales channels
- Enhancement of sales channel data
- Monitoring of production facilities
- Mapping of supply chains

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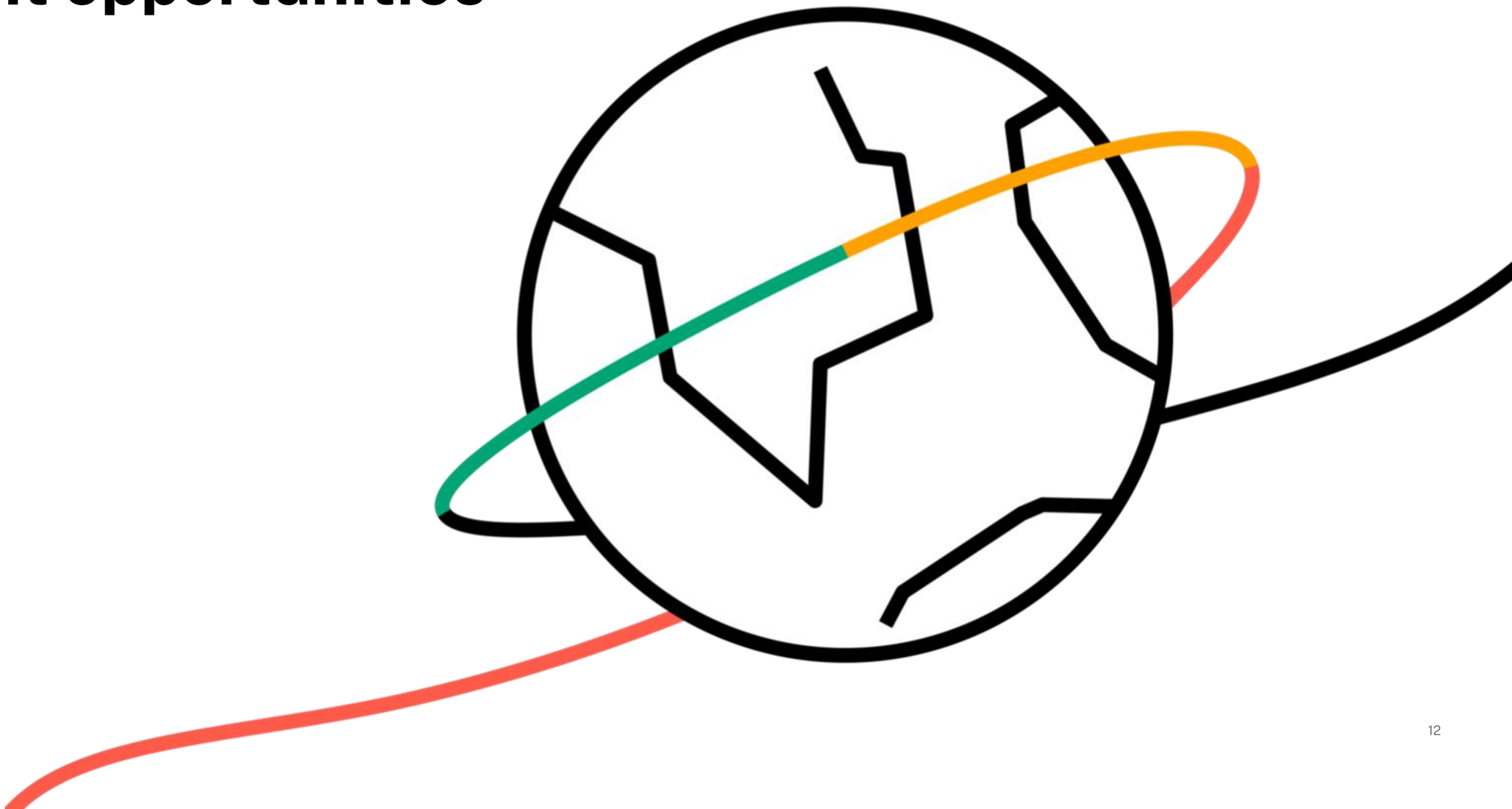
Crowdsourced data collection drives efficiency and creates new insight opportunities

Effectiveness improvements

- Less expensive
- Faster
- More agile
- More globally scalable

New insights

- New measures
- New methods
- New ways of thinking



Crowdsourced data collection will spark unforseen innovation

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Case Study:

A beer manufacturer monitors freshness

Where: Australia

A global beer manufacturer was looking for a solution to maintain constant collection of product expiration dates across thousands of retail stores in Australia to ensure that retailers were removing expired products from shelves before they reached expiration. This manufacturer alwo wanted to benchmark its own freshness performance against key competitors in the region.

Brand	Submissions Collected	Shelf Life	Avg Days to Expiration	Avg Age of Beers	Avg Freshness Remaining
A	123	180	105.0	74.98	58.35%
B	6,332	287	164.3	123.19	57.62%
C	5,449	365	209.2	155.82	57.31%
D	3,825	365	170.2	194.8	46.63%
E	2,268	270	119.9	150.13	44.39%
F	1,550	356	125.6	230.27	36.02%

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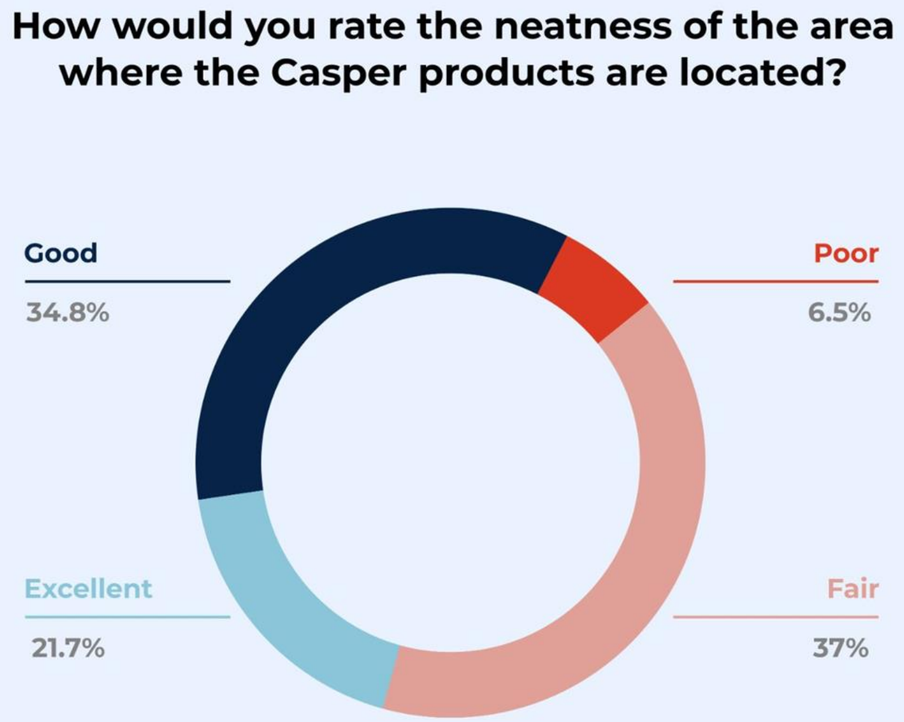

Excellent

Poor

Use Case:

A Digitally Native Brand tests wholesale waters

Where: United States

Within two weeks, Premise collected 46 responses from Contributors in 22 states. Contributors were asked to go to their local Target stores, identify Casper displays, answer questions about the displays and then take photos of what they saw.

Premise client information is **confidential** and not for distribution.

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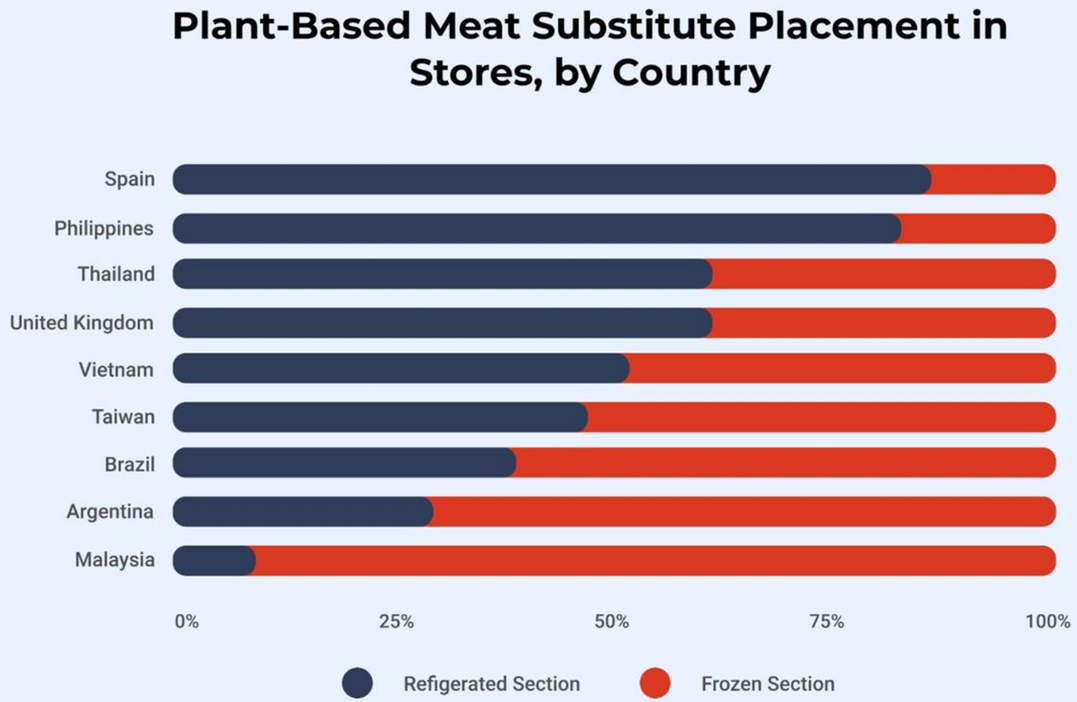

Vietnam

Brazil

Case Study:

Global Expansion Strategy

Plant-Based Meat Brand

Where: Spain, Philippines, Thailand, UK, Vietnam, Taiwan, Brazil, Argentina, Malaysia

Bypass expensive and time-consuming sales data to quickly understand the expansion potential in many global markets and the wide variety of meat substitutes available globally for culturally diverse product innovation.

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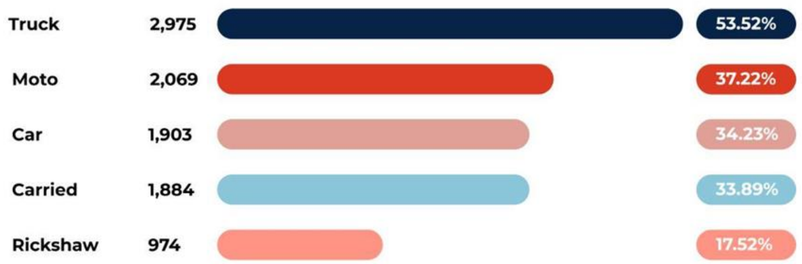
Palm Fruit Pick-Up Sites

How is the palm being transported away from the collection center?



Case Study:

Mapping The First Mile Supply Chain

Southeast Asia

A consumer goods company needed to fill in unknown locations and practices in its initial sourcing of palm fruit in order to gain visibility into its first mile supply chain. The client was able to become more transparent and data-driven in their commitment to sustainability.

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Let’s chat about how we can break some new ground together

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Premise

Interested in learning how you can use crowdsourced data to make better decisions?

Visit us at booth #308
Email us at info@premise.com

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