



COMPANY PRESENTATION

2016

CLICKWORKER AT A GLANCE

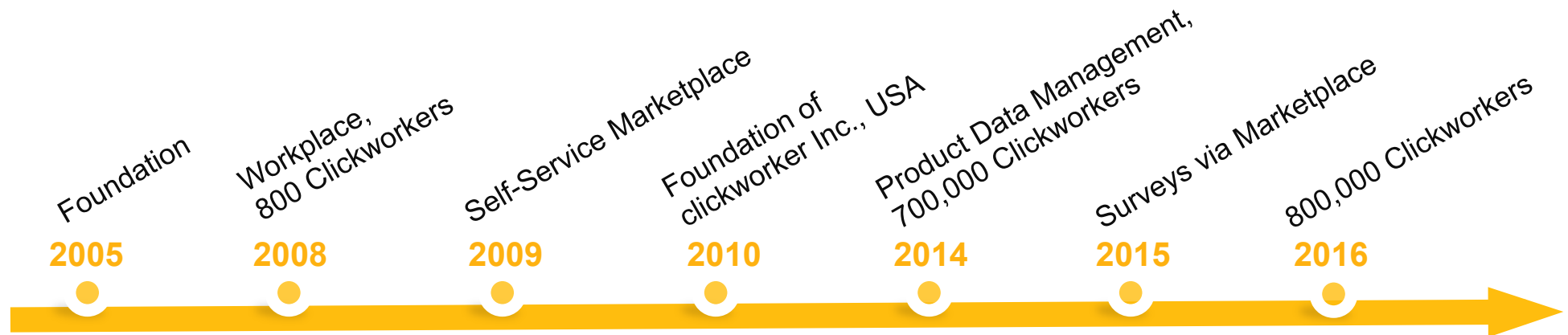


Segment: Paid Crowdsourcing / Microtasking

Services: Text Creation (incl. SEO Texts), Internet Research, Tagging, Categorization, Mobile Crowdsourcing, Product Data Management, Surveys, Customer Solutions

Full Service, Quality Assured Results

Crowd: > 800,000 Clickworkers, 136 Countries, 30 Languages



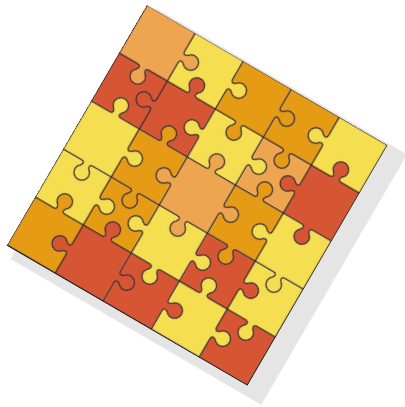
BUSINESS IDEA: CROWDSOURCING / MICROTASKING

= “crowd” + “outsourcing”

We develop individual solutions for complex tasks and break large projects down into microtasks.

The jobs are processed directly on our online platform, simultaneously completed by many qualified Clickworkers...

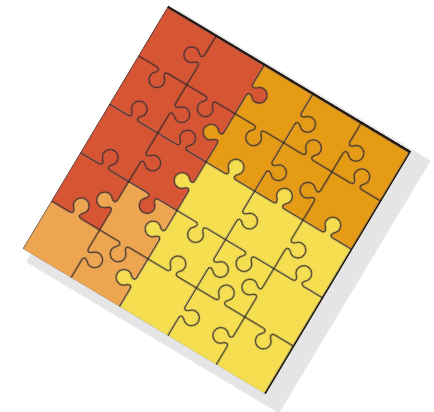
...and merged together after quality controls have been carried out.



MICROTASKING



CROWD WORK



QUALITY MANAGEMENT

Global & Elastic Workforce

Access Talents and Ideas

Access to Local Knowledge

Increase Capabilities

No Fixed Costs

High Quality Results

OUR SERVICES



SEO TEXTS

Translation and copywriting
in various languages by
native speakers.



WEB RESEARCH

Data research and
verification.



CATEGORIZATION & TAGGING

Structuring large amounts of
data by categorizing & indexing.



PRODUCT DATA MANAGEMENT

Extraction and digitalization of
product data for online shops.



SURVEYS

Participation in surveys, feedback
and user testing.



MOBILE CROWDSOURCING

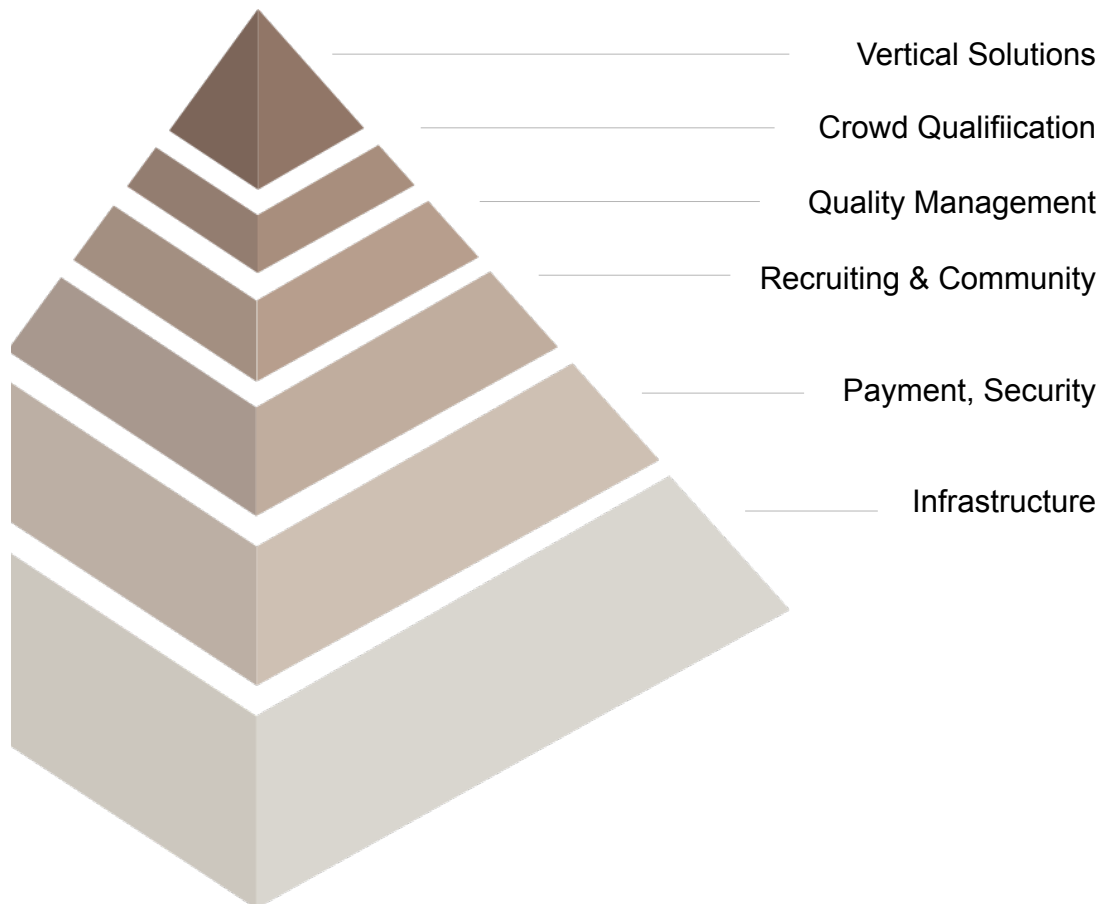
End-to-End solutions for data
capture and customer insight
analysis



CUSTOMIZED SOLUTIONS

OUR SERVICE OFFERING

Full scope of solutions from crowd-provisioning to industry solutions



Clickworker is positioned as full service provider able to handle the complete crowd-sourcing process for its customers via its platform and team.

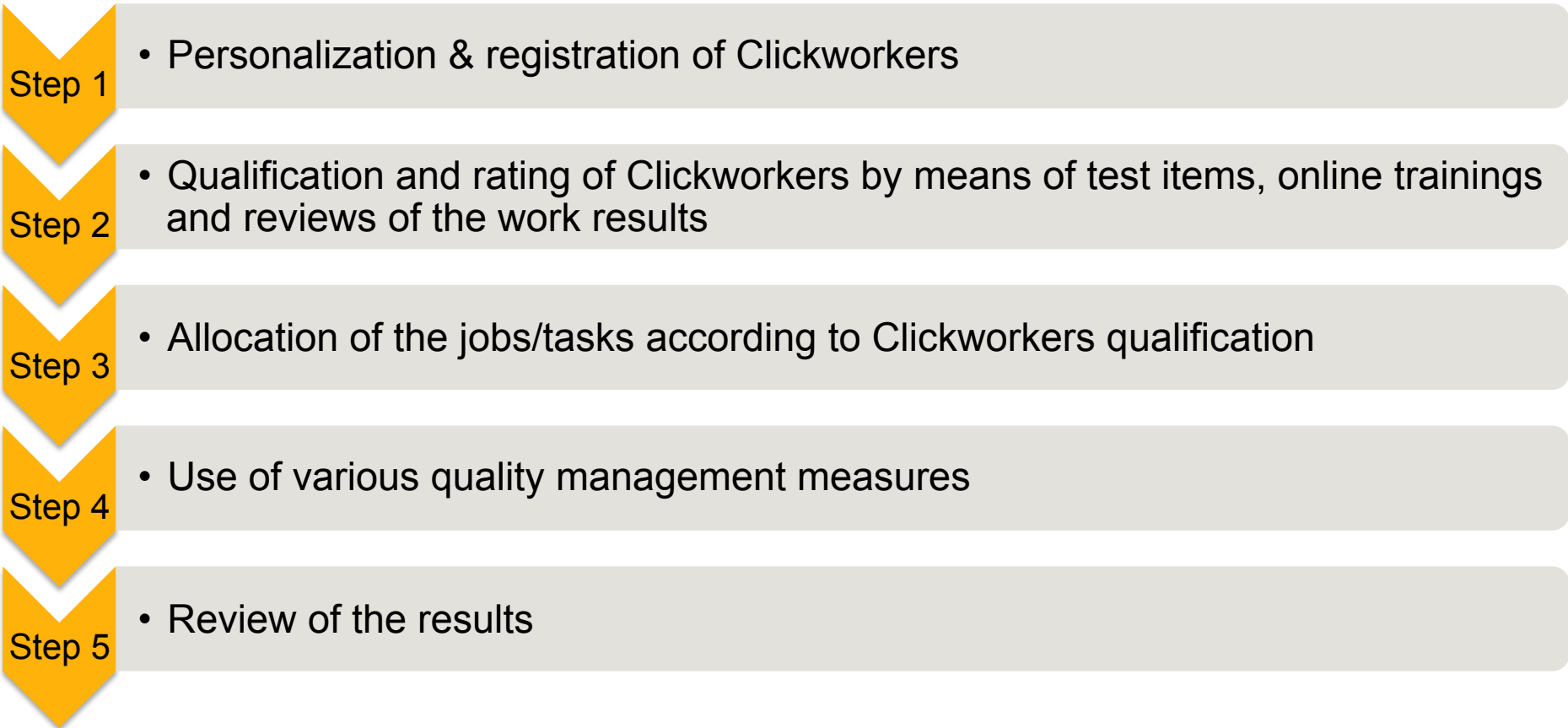


Services range from the basic crowd-provisioning and usage of the platform to process micro-tasks and related payments to extended full custom project management via automatic interfaces.



This allows highly efficient solutions for large scale online platforms and businesses.

5-level quality process



High quality data for your online business

OUR CROWD



Clickworker Demography

Our international crowd currently consists of **over 800,000 Clickworkers**.

Clickworkers are Internet users who register and work online, performing small tasks (microjobs) on our platform.

Clickworkers participate in projects according to their own schedule, using their own computers and are paid on a per item basis.

PROFILE



- International
- Educated
- Multilingual
- Diversified knowledge such as financial expertise to fashion and sports
- Based in 136 countries worldwide
- Paid via SEPA bank transfer or PayPal

LEVEL OF EDUCATION

54%



High School graduate

25%



College/ University

3%



PHD

GENDER

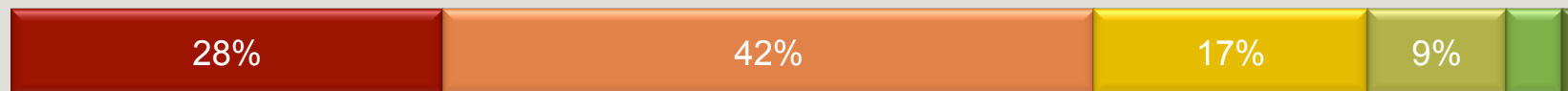


55%



45%

AGE



■ 18-24

■ 25-34

■ 35-44

■ 45-54

■ 55-64

■ 65 oder älter

Types of texts - examples

- Product descriptions
- Advice texts
- Category texts
- News texts
- Glossary texts

Features

- 10 words – 2,000 words
- 30 languages
- SEO keywords
- structured texts
- Markup (html) optional
- Research optional

Quality levels

- Minimum
Author qualification, plagiarism check
- Standard
+1 review
- Proofreading
+1 proofreading
- Double proofreading

Formats

- Formats: CSV, XLS, XML
- Connection: Batch, API

APPLICATION – TEXTS



80,000 SEO texts, 4 languages, 2 months time

Research - examples

- URLs, emails, contact person
- Addresses, opening hours
- Topics & news
- Competitor information
- Leads

Categorization- examples

- Product categorization and tagging
- Search relevance
- Tagging of pictures & videos



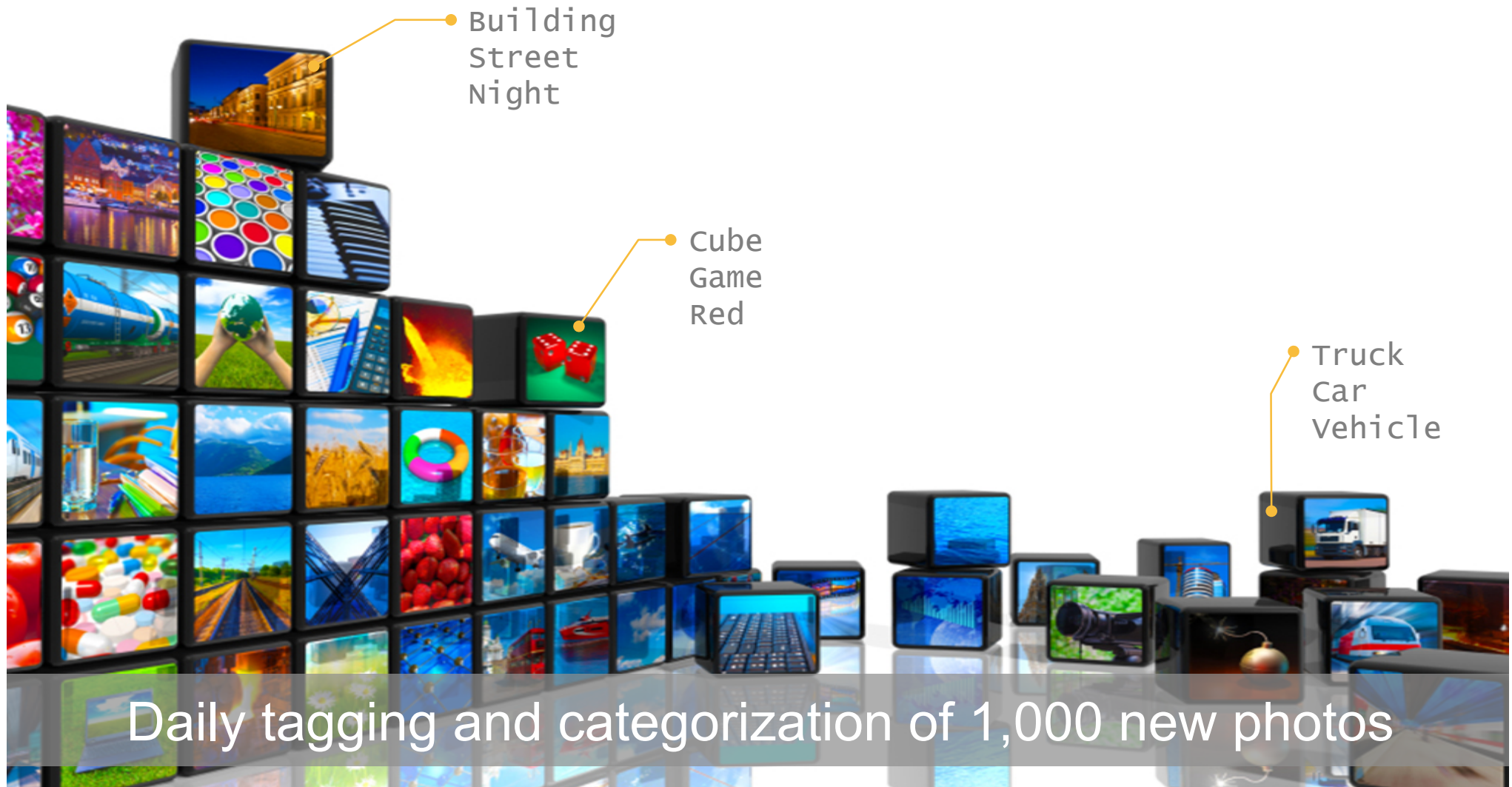
Quality assurance

- Test tasks
- Injected testing
- Majority decision

Formats

- Formats: CSV, XLS, XML
- Connection: Batch, API

APPLICATION – TAGGING & CATEGORIZATION



APPLICATION – RESEARCH & GEO TAGGING



5 million POIs researched and GEO-coded

APPLICATION – ADDRESS RESEARCH



60,000 addresses researched in 2 days

Application - examples

- Basic product information (color, weight, dimensions, article number, etc.)
- Ingredients & contents
- Detailed information (fair trade, biodegradable, without preservatives, etc.)

Usage - examples

- Useful product information for consumers/visitors
- Creation of facette filters
- Creation of product databases
- Digitalization of product catalogues

Quality assurance

- Test tasks
- Injected testing
- Majority decision

Formats

- Formats: CSV, XLS, XML
- Connection: Batch, API



APPLICATION – PRODUCT DATA MANAGEMENT



Nutrition	per 100 g
Protein:	7,2 g
Carbohydrates.:	63,0 g
Thereof Sugar:	36,5 g
Total Fat:	24,0 g
Thereof Saturated Fat:	13,0 g
Fiber:	2,2 g
Sodium:	0,80 g
Energy Value:	495 kcal 2075 kJ
Bread Unit:	k.a.

Digitization of nutrition values of 12,000 food products

Surveys

- Consumer buying behaviour surveys
- Opinion polls
- Consumer demand surveys
- Trend indicator surveys
- Motivation surveys

Feedbacks

- Feedback about design and usability of websites
- Feedback about testability of online programmes and apps
- Feedback about product ideas

Quality assurance

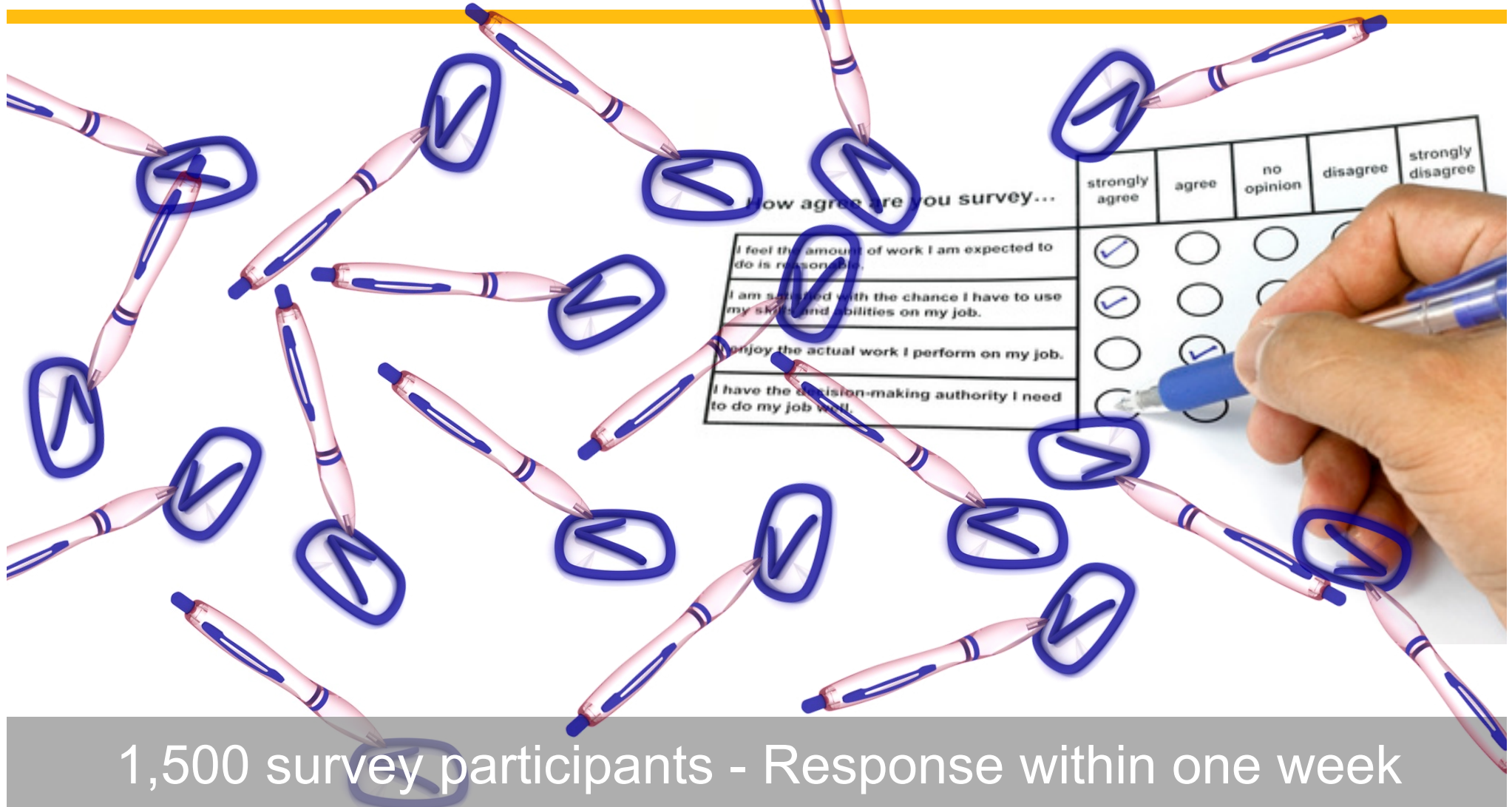
- Random samples

Survey creation

- Creation of the survey by the customer and delivery of the survey link
- Creation of the survey by clickworker



APPLICATION – SURVEYS



How agree are you survey...

	strongly agree	agree	no opinion	disagree	strongly disagree
I feel the amount of work I am expected to do is reasonable.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the chance I have to use my skills and abilities on my job.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy the actual work I perform on my job.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the decision-making authority I need to do my job well.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1,500 survey participants - Response within one week

Creation of pictures

- Pictures of restaurants and menus
- Pictures of stores and buildings
- Product placement pictures
- Pictures of sights
& city portraits

Research and tests

- On-site verification of data such as addresses, company headquarters, geodata coordinates
- On-site quality and service tests



Quality assurance

- Individual sightings
- Random samples
- Majority decision

Formats

- Formats: CSV, XLS, XML
- Connection: Cloud, Batch, API

APPLICATION – MOBILE CROWDSOURCING APP



Photos of 15,000 locations from 10 cities – Geo-coded

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