clickworker

Your Virtual Workforce. On Demand. Worldwide.

COMPANY PRESENTATION

2017

CLICKWORKER AT A GLANCE

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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

| Foundation	Workplace, 800 Clickworkers	Self-Service Marketplace	Foundation of clickworker Inc., USA	Product Data Management, 700,000 Clickworkers	Surveys via Marketplace	800,000 Clickworkers
2005	**2008**	**2009**	**2010**	**2014**	**2015**	**2016**
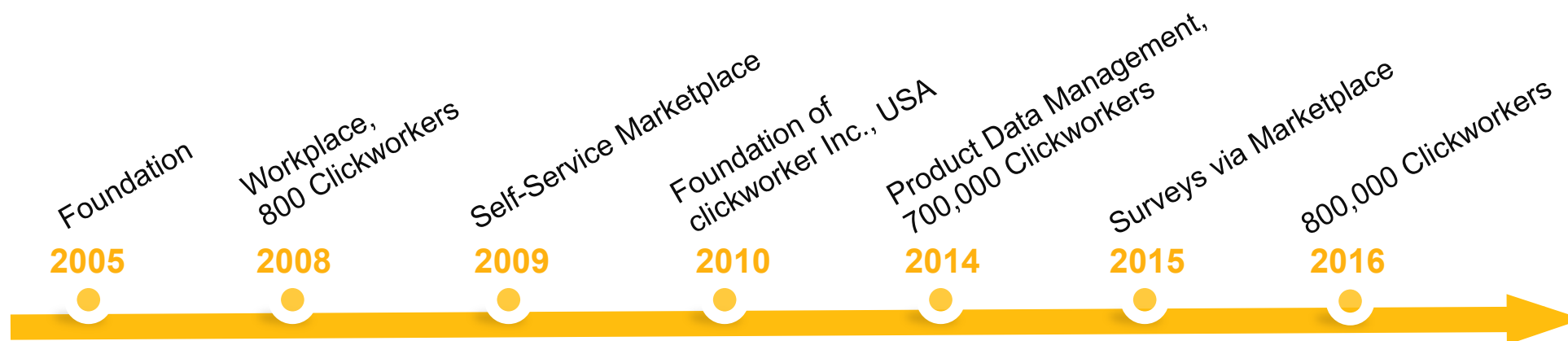
BUSINESS IDEA: CROWDSOURCING / MICROTASKING

= "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...
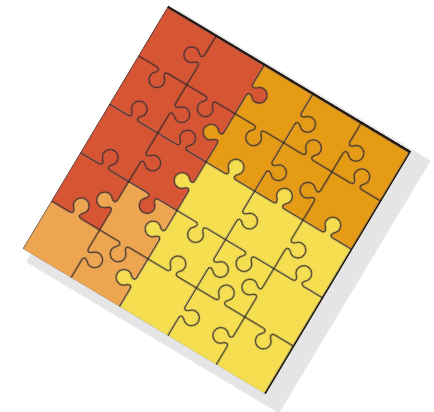
...and merged together after quality controls have been carried out.
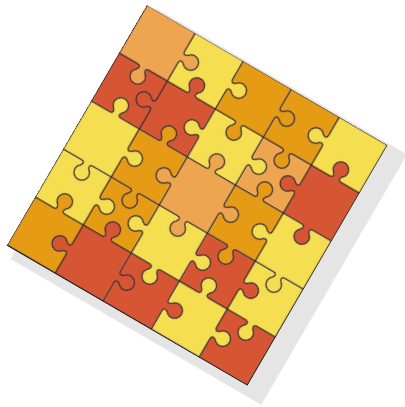
MICROTASKING

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

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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.

AI – TRAINING DATA

Creation and editing of training data for AI systems + testing and validations of results.
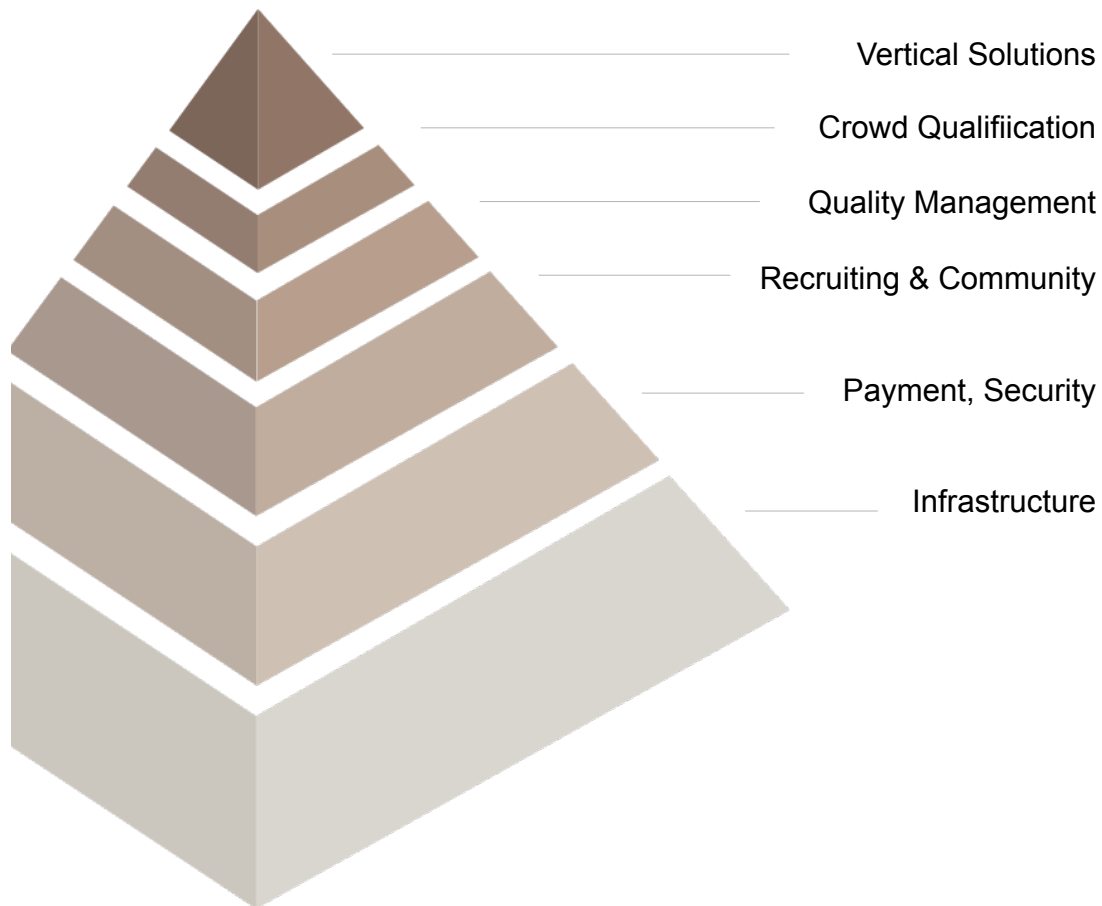
CUSTOMIZED SOLUTIONS

Individual solutions for your projects.

OUR SERVICE OFFERING

Full scope of solutions from crowd-provisioning to industry solutions

Vertical Solutions

Crowd Qualifiication

Quality Management

Recruiting & Community

Payment, Security

Infrastructure

Clickworker is positioned as full service provider able to handle the complete crowd-sourcing process for its customers via its platform and team.
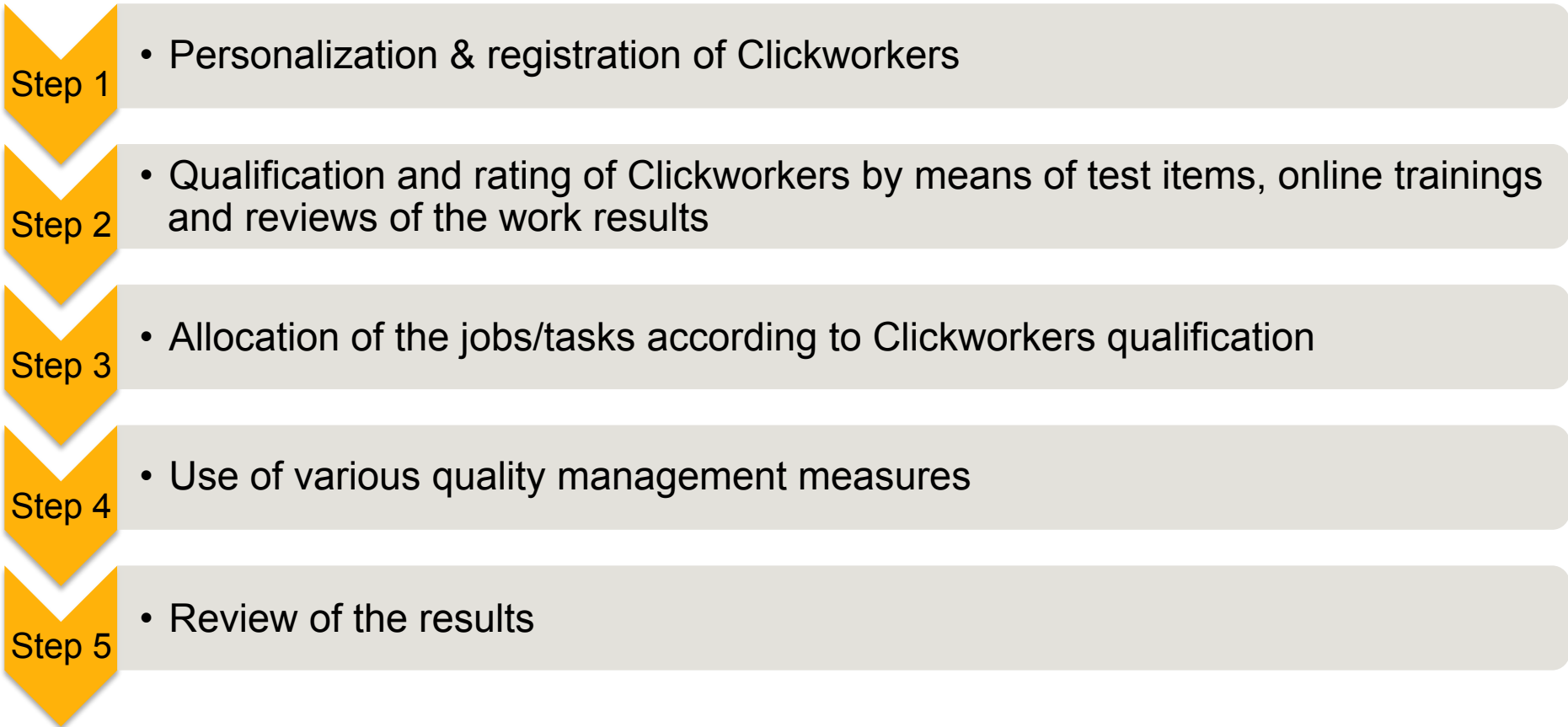
Services range from the basic crowd-provisioning and usage of the platform to process micro-tasks and related payments to extended full custom project management via automatic interfaces.

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

QUALITY ASSURANCE

5-level quality process

Step 1
- Personalization & registration of Clickworkers

Step 2
- Qualification and rating of Clickworkers by means of test items, online trainings and reviews of the work results

Step 3
- Allocation of the jobs/tasks according to Clickworkers qualification

Step 4
- Use of various quality management measures

Step 5
- Review of the results

= **High quality data for your online business**

OUR CROWD

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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%	25%	3%
High School graduate	College/ University	PHD

GENDER

♀ 55%

♂ 45%

AGE

28%	42%	17%	9%	
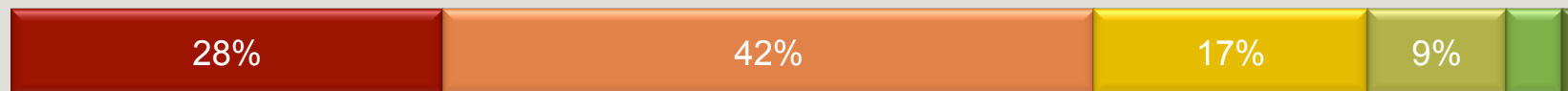
■ 18-24   ■ 25-34   ■ 35-44   ■ 45-54   ■ 55-64   ■ 65 oder älter

TEXT CREATION

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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

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

Categorization, Tagging & Research

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Research - examples

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

Categorization- examples

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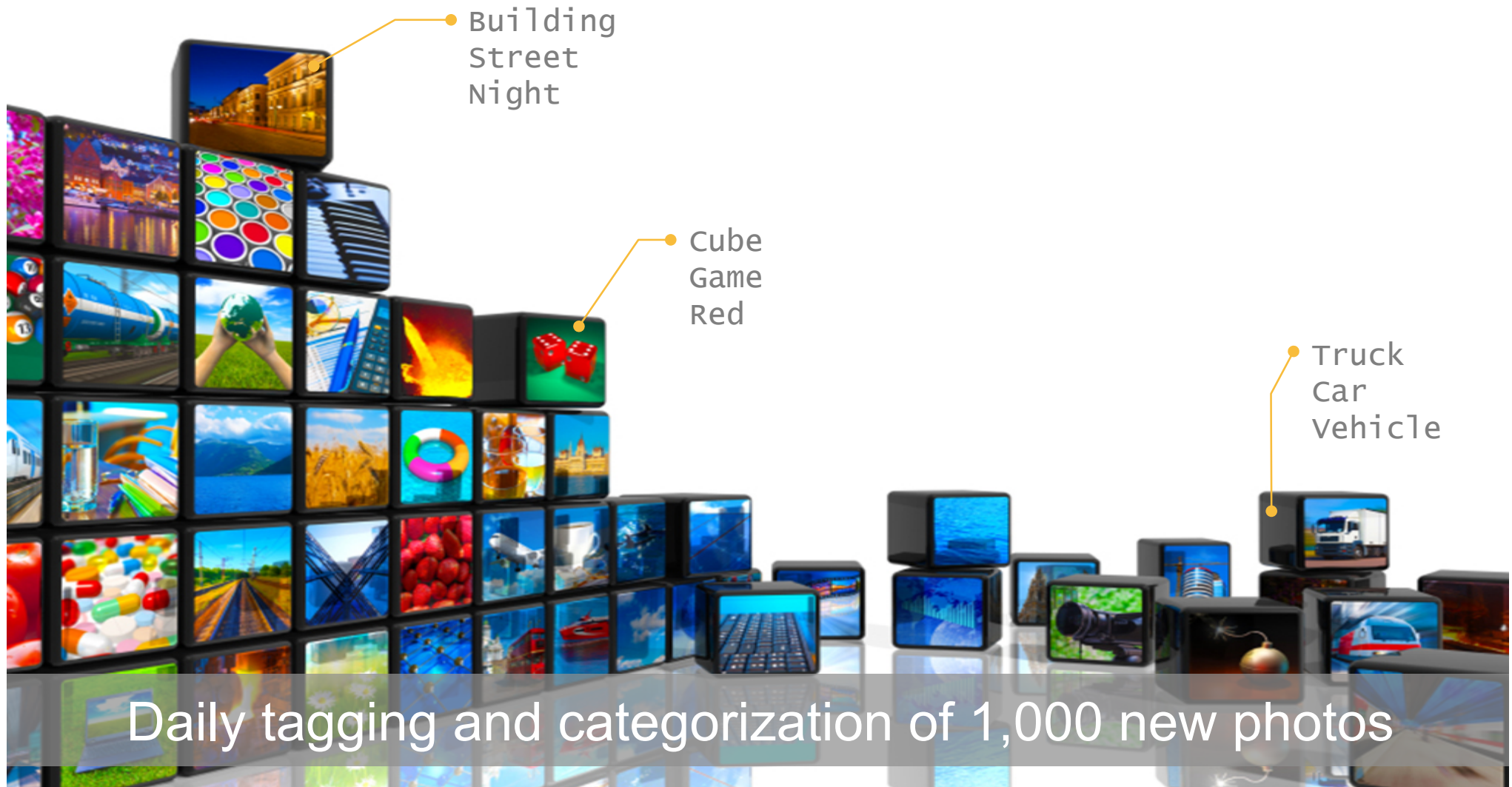- Tagging of pictures & videos

Quality assurance

- Test tasks
- Injected testing
- Majority decision

Formats

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

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Building
Street
Night

Cube
Game
Red

Truck
Car
Vehicle

Daily tagging and categorization of 1,000 new photos

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5 million POIs researched and GEO-coded

APPLICATION – ADDRESS RESEARCH

60,000 addresses researched in 2 days

PRODUCT DATA MANAGEMENT

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

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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

Online Surveys

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
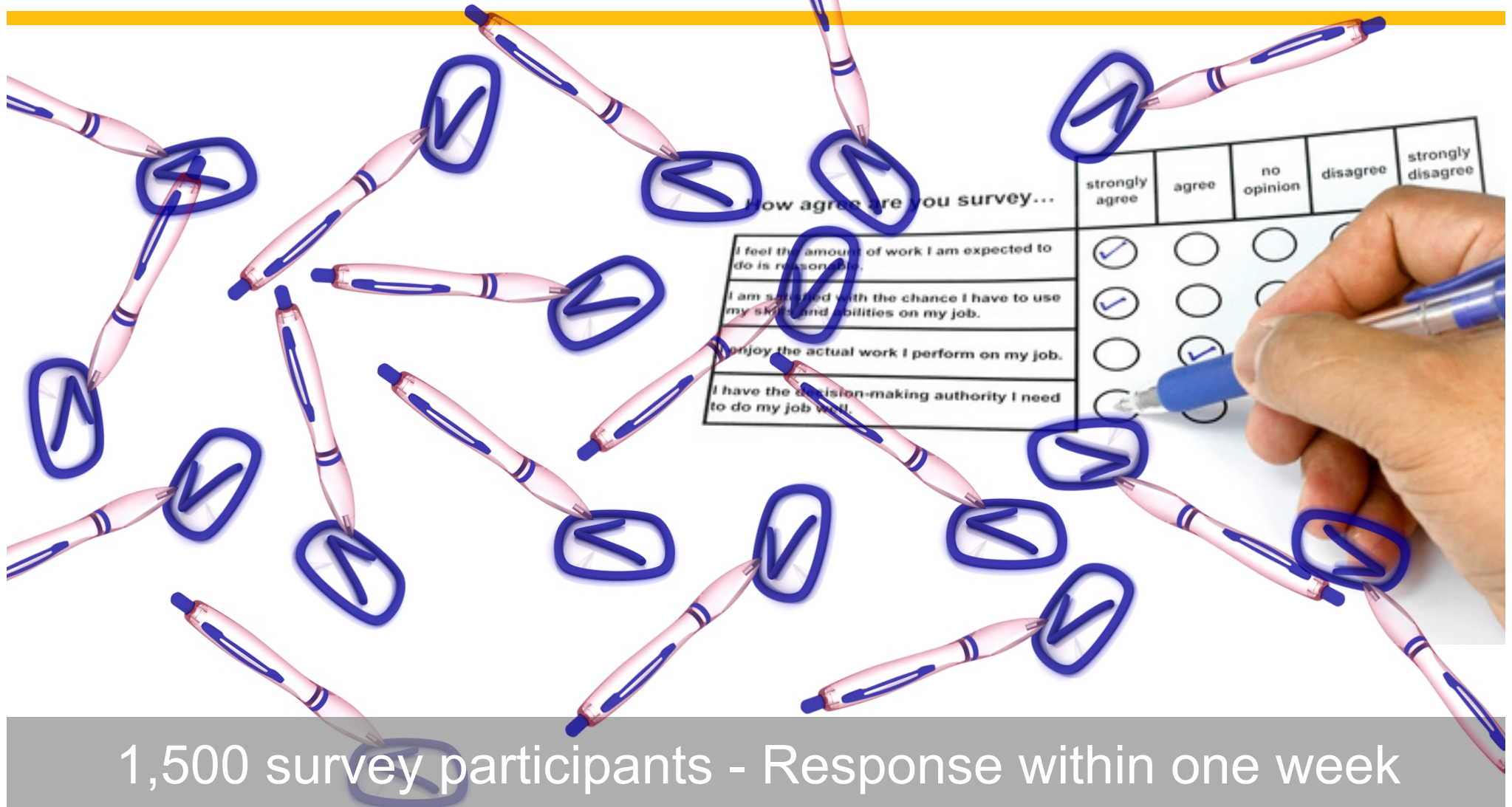
- Random samples

Survey creation

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

1,500 survey participants - Response within one week

MOBILE CROWDSOURCING

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

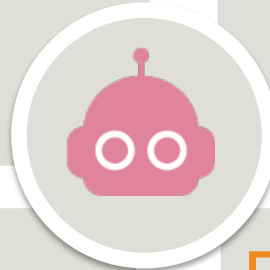- Formats: CSV, XLS, XML
- Connection: Cloud, Batch, API

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

AI – TRAINING DATA

Provision of Data

- Photos, e.g. of faces and expressions
- Voice recordings
- Electronic processing of images
- Digital or handwritten texts
- Web data

Testing

- Testing / passing throught online processes
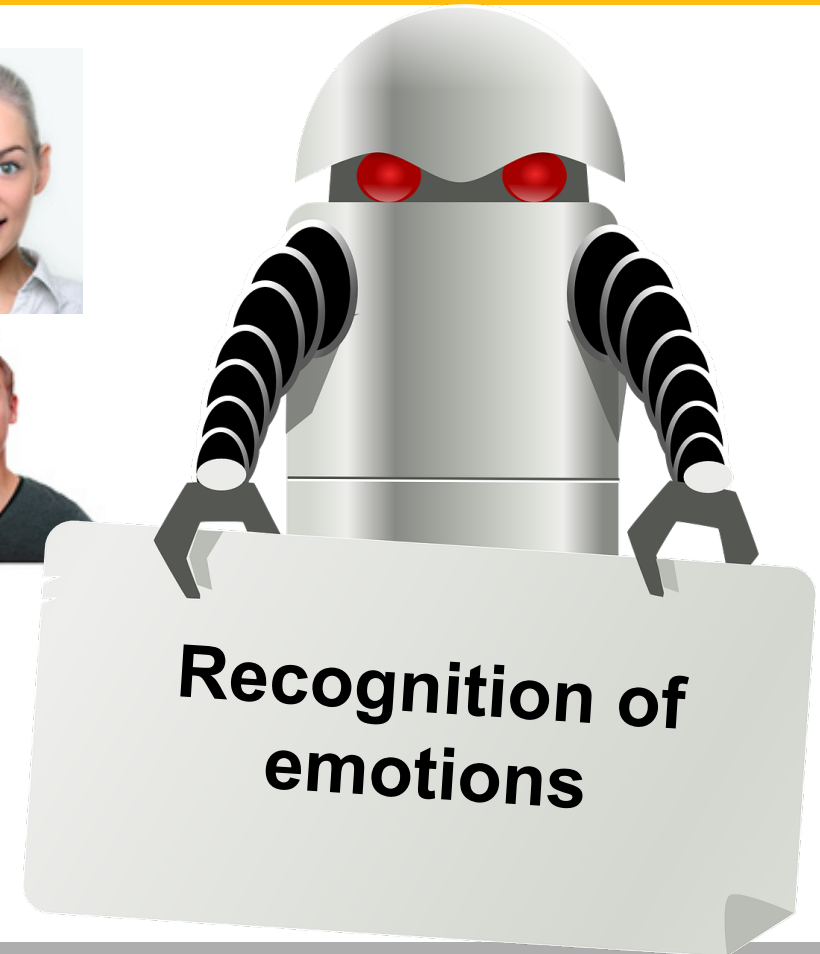- Verification of result data

Quality assurance

- Individual sightings
- Random samples
- Injected Testing

Formats

- Formats: CSV, XLS, XML, various image formats
- Connection: Cloud, Batch, API

Recognition of emotions

50.000 photos of faces – 16 expressions of 3.125 persons

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