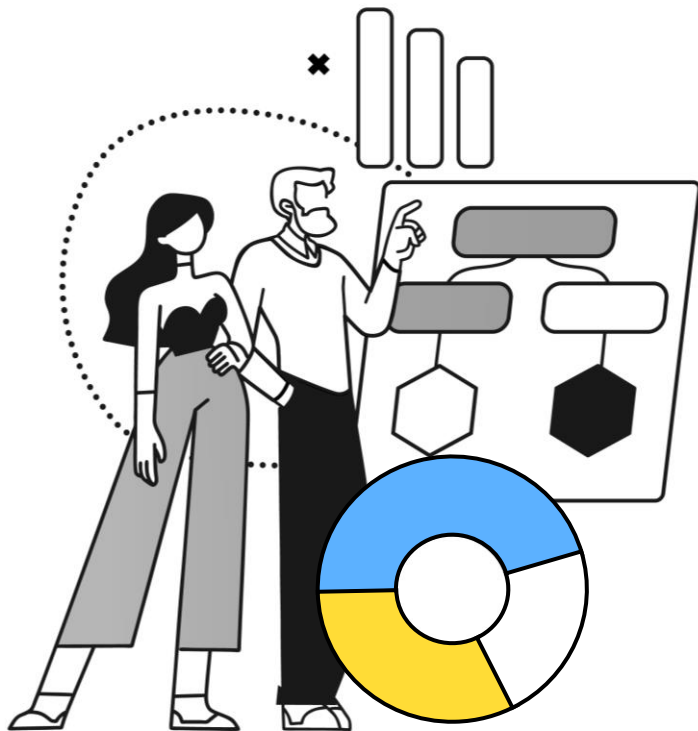


Fast and Affordable

social & marketing surveys



**Gradus
Research**
fast and
affordable
surveys

**Results within
24 hours**

**Price is always
better**

- ✔ **Gradus Research** – social & marketing surveys via the mobile application gradus.app.
- ✔ **The mobile application Gradus** is installed by panel members – the respondents, who've agreed to take part in surveys in exchange for complementary bonuses – mobile plan credits
- ✔ **Full service of social & marketing surveys become fast and affordable! Nation-wide surveys completed and analyzed within 24 hours!**

 [Open reports](#)



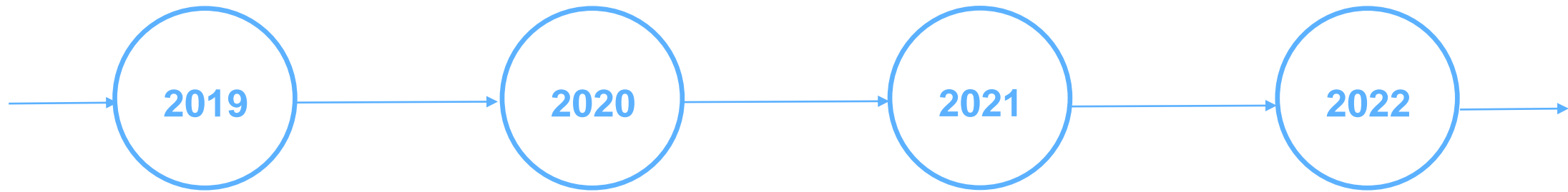
Important!

”

We are a 100% Ukrainian innovative product.

Our whole team is located in Ukraine, optimizing survey prices.

Lifeline of Gradus Research



**Year
of launch**

The first survey was conducted in November 2019.

**Year
of COVID19
growth**

Gradus continued working during lockdowns while all face-to-face surveys have stopped. Our technology matches the needs of our clients perfectly.

Fast and affordable surveys let them figure out new ways of reaching their target audiences.

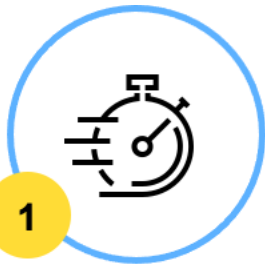
**Year
of exponential
growth**

More than 200 new clients in 2021 coming from FMCG, Pharma, Media, Retail Markets, State and Political organizations, etc.

**Year
of challenge**

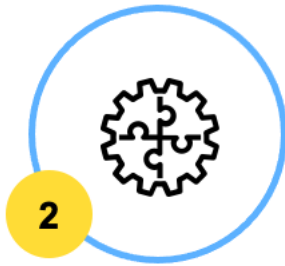
Despite the war, Gradus keeps expanding within Ukraine and beyond to foreign markets.

Advantages of Gradus' Methodology



1

**24 hours to
get results**



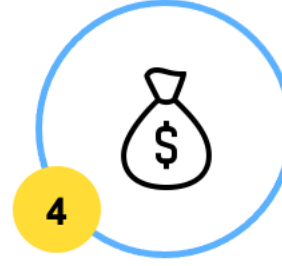
2

**Innovative
panel**



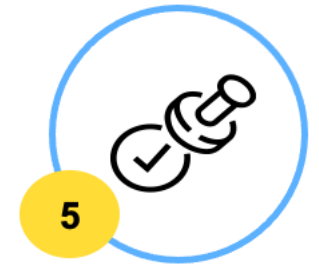
3

**Representative
samples**



4

**Cost
effective**



5

**Professional
researchers**

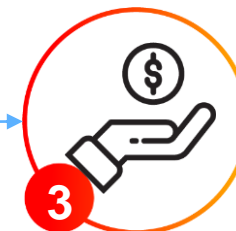
How Gradus works



Respondents install a mobile application or go to the weblink, fill out a social demo and lifestyle questionnaires, pass verification
Unlike other panels, 100% of verified respondents with confirmed registration data



Participants receive personal system registration code
The uniqueness of the respondents is ensured, and the quality rotation of the panel and the sample during tracking research is guaranteed



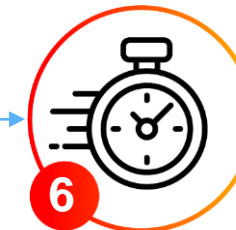
Participation in surveys is rewarded
Motivation to participate in research is provided with transferring reward to mobile account



Questionnaire is specially designed for self-completing
Allows to avoid incorrect skips and omissions.
As well as to increase the frankness of responses and reduce the share of socially approved responses.



The results of the polls go directly to the database, technical control is carried out checking the filling speed and the geometry of the answers
Significant increase in the speed of data input and processing



Automatization of data gathering, input and validation allows to decrease the research cost
Gradus is a perfect tool for fast data collection



Panel Size

- 40 683 panelists in Ukraine
- 42% average response rate
- 47% average response rate for people 55 years+
- 35+ parameters in the respondent profile



Panel Structure

Panel Gradus covers about 88% of adult population in Ukraine:

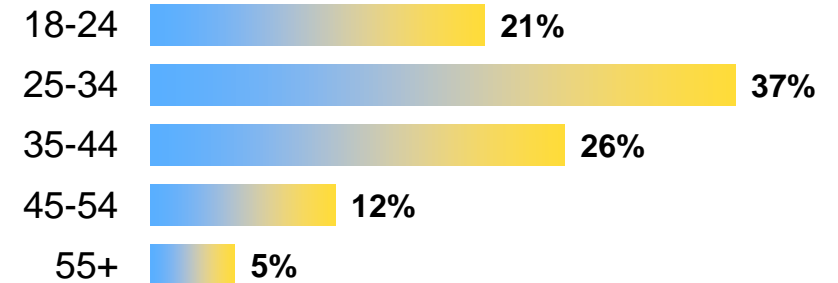
- Age 18+
- Urban and rural population
- Internet users (88% of internet penetration, KIIS, Apr-22)
- Gradus use two approaches to get the interviews: mobile app (75% of smartphone penetration) and direct weblink (88% of population are internet users)

Non-users of internet and smartphones mostly concentrated in the settlements 20K- and among the people aged 70+ y.o.

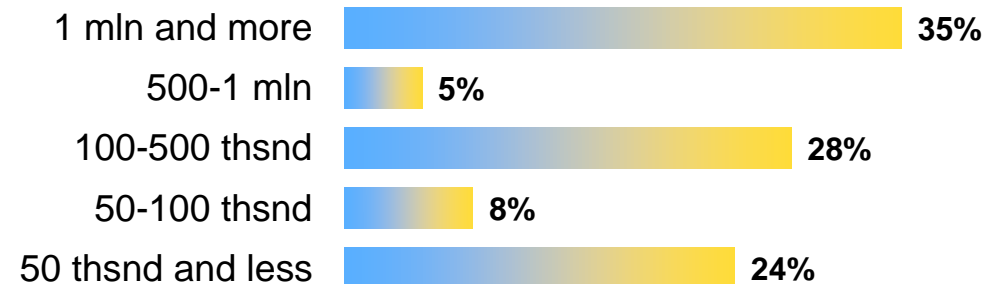
Gender

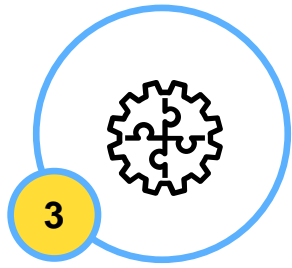


Age



Settlement size





All Types of Questions

Personal profile questionnaire 47% AA

Do you or any of your family members work in one of the listed industries?

Оберіть усе, що підходить:

- Marketing
- Journalism
- Market research
- Public relations
- Manufacture of alcoholic beverages
- Advertising
- Public catering
- Manufacture of furniture
- The automotive industry
- Beverage sale
- None of the listed

Next

Personal profile questionnaire 47% AA

Please indicate where in West Midlands you live:

- Birmingham
- Solihull
- Coventry
- Dudley
- Sandwell
- Walsall
- Wolverhampton

Next

Personal profile questionnaire 33% AA

Please watch the commercial.

For comfortable viewing, turn the smartphone to a horizontal position.

Next

Personal profile questionnaire 47% AA

Which brands do you trust more?

- Apple
- BMW
- hp

Next

Gradus

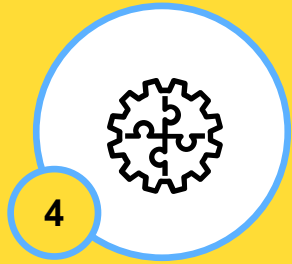
Thanks for your answers!

Thank you for your answers! Stay tuned for new and interesting surveys!

You have been credited with 5 bonuses

1 bonus = 10 pence

Set up bonus transfers



Recruitment & Verification

Digital recruitment: all instrument of digital marketing to reach and recruit target audiences. Accurate settings in meta and google ads let us reach any target audience and select needed segment. 27,8 million of people in Ukraine are reached only by Meta instruments

F2F recruitment: for narrow geographical target audiences we use f2f interviews.

“SnowBall” recruitment: for special target audiences we use the recommendations inside these groups representatives (like people of several profession, disable people, etc)

Verification. Each new respondent go through the verification procedure. We check and control all critical parameters including gander, age, geography and phone number



Narrow groups accessibility

Using digital recruitment and “snow ball” methods we may reach narrow and vulnerable groups:

- Special setting in Meta ads manager
- Placement in a different communities and foundations that help those in need
- Snowball approach

Cases of projects with narrow TAs:

- Families with 4+ children
- Migrants
- Unemployed people
- Retired people
- Disable people
- National minorities
- Low income groups



Web interface is also available for respondents who wont install the app

Badanie przeprowadzone przez Gradus Reserch

Gradus Reserch przeprowadza ankietę na temat tego, co najbardziej cenisz w firmie, w której obecnie pracujesz. Wypełnij krótką ankietę i podziel się swoją opinią, to bardzo ważne! Ankieta zajmie nie więcej niż 5 minut Twojego czasu.

Z poważaniem, zespół Gradus Research

Rozpocznij badanie





7

Countries we are working in:



Ukraine

Poland

Great Britain

Germany

Italy

France

Spain

Netherlands

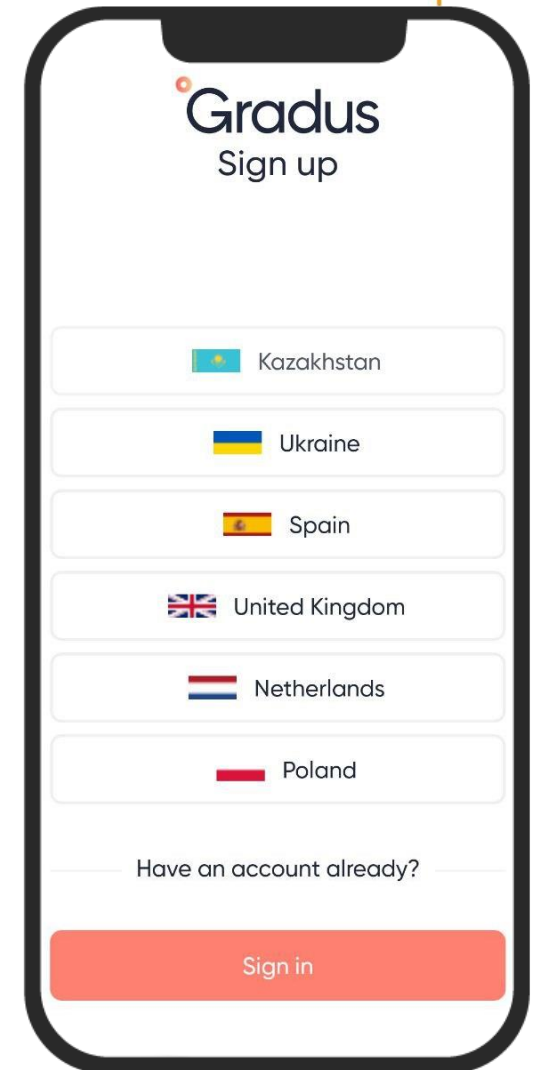
Kazakhstan

Uzbekistan

Tajikistan

Kyrgyzstan

Gradus





7

Countries we are working in:



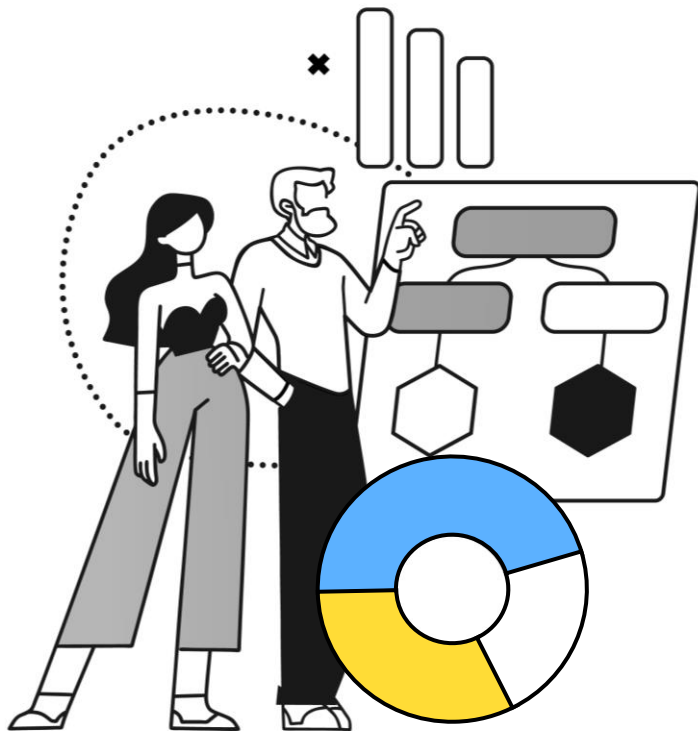
In all countries Gradus works on the basis of field aggregators and own registered users.

A field in any country that is not yet included in the Gradus coverage list can be deployed for a period of 2 days to 2 weeks and conducted in the formats:

1. In the case of AdHoc project: involvement of registered respondents from fieldwork aggregators (with an additional stage of verification).
2. In the case of a tracking project: recruiting own panel of registered & verified users.

Some of our Clients





Gradus
Research
insights &
solutions

for CORPORATIONS

for BRANDS

Wide Range of Ready-to-Go Research Instruments

Scan for the new territory / niches



- Gradus* of Insights
- Gradus of Market
- Gradus of Consumers
- Segmentation study

Image & Communication



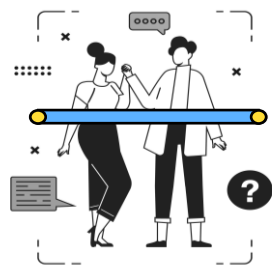
- Media Consumption
- Ad Spot (Idea, Concept, Storyboard, Video)

Tracking



- Brand Health Tracking
- Ad Tracking

Customer management



- User Experience
- Consumer Journey

Corporate studies



- Media Scan
- Emotions Dive
- Gradus HR
- Gradus Internal Communication study

Electoral surveys



- Politicians surveys
- Segmentation of electoral field
- Testing of narratives and visuals

*Gradus stands for a degree in Ukrainian

[Detailed description of our products](#)



Brand Health Tracking (BHT)

Regular measurement and control of key indicators of brand health (in each product category + for companies/producers) helps to increase market share and improve awareness and perception

We check:

- Dynamics of the market environment
- Changes in awareness and consumption by brands
- Brand's image perception (could be alternated from wave to wave with other important questions)
- General category consumption patterns (optional)

You get:

- Understanding of the activities' effectiveness and their impact on brand KPI
- Evaluating performance of key competitors



Customer expansion

Scanning the unmet needs and "pains" of active and potential consumers – the way to product development and new opportunities

We check:

- Search for unmet needs, "pain" and barriers of consumers
- Attitude to the new services and ways of providing
- Choosing the best concept / design options

You get:

- Potential of tested materials to drive the product trial
- Main barriers for purchase
- Elements of tested materials, that could be refined



Customer insights

Base for your market and category understanding with the need opportunity scan for the further positioning and communication build-up among:

- 1) Brand's customers
- 2) Competitor's customers

We check:

- Category usage 5W: Who, What, Where, When & Why
- Difference between using your brand and competitors
- Brand using
- Consumer loyalty

You get:

- Understanding of customers behavior towards the category and what is market dynamics is driven with
- Opportunities to drive additional usage that helps to create or enhance brand communication
- Possible niches for new products



Communication Tests (AdTest)

This survey makes it possible to clarify the motivation of customers:

- 1) Brand's customers
- 2) Competitor's customers

We check:

- Video testing: audio series, video series
- The general Ad's attractiveness in the ad clutter
- Understanding the video's main message by the target audience
- Comparison to categories' benchmarks
- Potential to cut through the clutter (optional)

You get:

- General perception of your Ad
- Strong and weak Ad elements
- Potential to promote your brand/service and have a positive impact on it's image
- Potential to compete with other market players

Media Impact consists on the next stages:

1. Media Audit

What do they say about the category and brand of the Client in internet media and social networks

2. Social Survey

What did consumers remember from the brand's message?

How does this affect the brand image and the demand for its products?

3. Result

Evaluation of the media narratives impact on the brand image parameters.

Evaluation of power and effectiveness of each communication narrative as detected at the Media Audit stage.

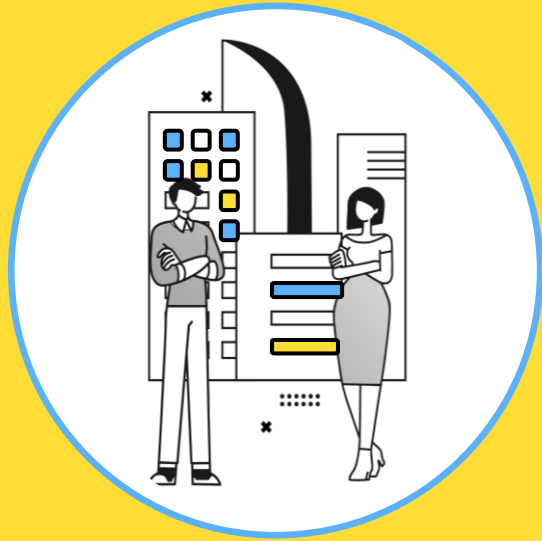
Clear decision: which news coverages should the brand respond to, and which ones can be "let go"?



Media Impact

This instrument let us to describe both components of the reputation or branding:

- (1) What media says about your brand/company and
- (2) how your target audiences perceive / what remember about your brand/company



Reputation Study (RepTrak)

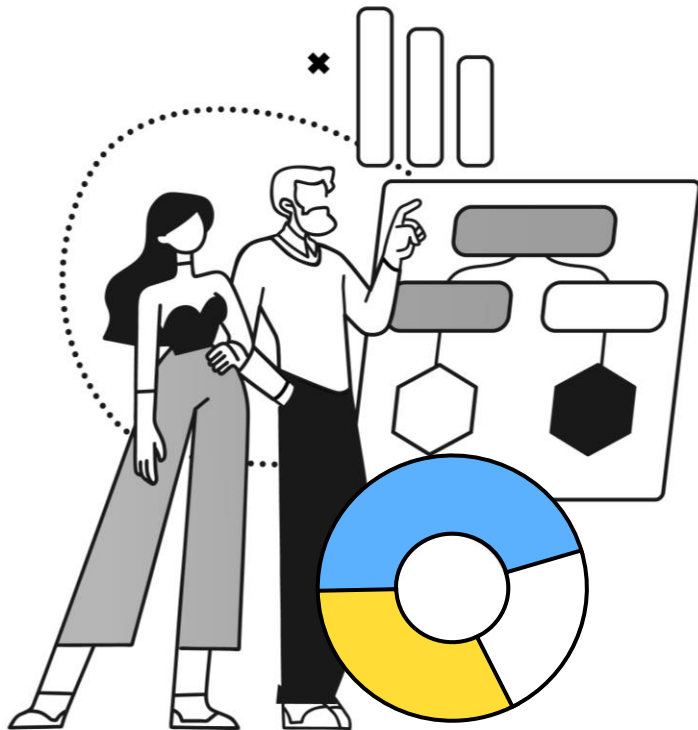
Reputation survey measure reputation, brand, ESG, and media impact for providing insight into what your stakeholders think, feel and say

We check:

- Reputation Index among companies in your industry
- Perception factors of the company (owners, management, industry, ESG projects, working conditions, taxes, efficiency, development prospects, events and observations) and the strength of each factor's influence on the perception Index
- Reputational perception drivers

You get:

- Effective mechanisms for building a strong reputation and further customers' loyalty



Gradus allows you to
know your
audience response
faster than anyone else



Gradus

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