



RIWI Overview

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2013 Best
New &
Disruptive
Technology

RIWI Completes the Data Picture

RIWI's patented Random Domain Intercept Technology (RDIT™) is the only technology capable of:

- Randomly intercepting Web users in every country and territory in the world
- Reaching all Web-enabled devices, from smartphones to desktops
- Capturing 10% response rates globally on a 10-question survey
- Reaching beyond paid panelized respondents and engaging the previously unengaged
- Targeting respondents based on the city or sub-city area they are located
- Using latitude and longitude to target a specific locale and categorize respondents based on a set radius (ex. Respondents within a 20-mile radius of the center of downtown Chicago)

How RDIT™ Works

When looking for a website, you may type in an address (e.g. randomanyURL.com) into the URL bar that takes you to an unintended destination. Your intended destination either doesn't exist or is inaccurate — so you randomly encounter a RIWI survey on that page, which RIWI controls at that given time. RDIT accesses the dynamic and highly scalable flow of online users around the world every day.



1. The RIWI Engine checks and cleans for “bots”

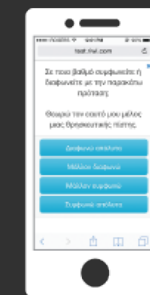
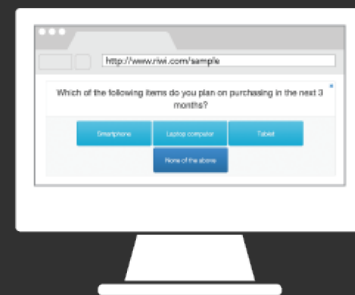


2. Recognizes device type and operating system



3. Acquires country code and geo-location

4. Chooses applicable language and delivers appropriate survey



RDIT Generates Unique Proprietary Data

Prior to this survey, when was the last time you answered survey questions?



16% Frequent Respondents

Limitation of traditional online and mobile panels, custom communities, etc.

84%

Fresh Respondents

RIWI captures the full spectrum of consumer and citizen voices, generating better insights and informing better decisions

RDIT Used by Leading Global Organizations

RDIT is utilized by many of the largest organizations in the world to overcome some of their toughest global data collection challenges

- **World Bank Open Government Partnership:** Using RDIT, RIWI surveyed over 65,000 people in 62 countries in their native languages to learn more about what people want from their governments
- **Greenpeace Arctic Sanctuary:** 30,000 people in 30 countries were surveyed to measure public opinion of a proposed Arctic sanctuary
- **International Association of Prosecutors Global Corruption Index:** RIWI engaged 400,000 Internet users in 190 countries and asked questions related to their trust level in the criminal justice system in their country

RDIT Applied in Global Health Research

RDIT was originally designed as a data capture tool for government-commissioned peer-reviewed pandemic surveillance

- Since 2009, RIWI has conducted hundreds of thousands of health-related surveys for some of the largest global organizations in the world
- RDIT has proven effective in measuring pandemic outbreaks, like the 2013 outbreak of **H7N9 (Avian Flu) in China**
- Currently RDIT is being used to measure citizen confidence and other issues related to the **Ebola outbreak** in Sierra Leone, Liberia and Nigeria

RDIT Delivers for Traditional CPG Research

RDIT's all-device, all-country reach, randomization, and ability to engage the unengaged opens up new possibilities to the CPG researcher

- RDIT has been effectively used to measure advertising awareness and exposure, brand attributes measurement, segmentation, competitive analysis, and new market exploration
- Visuals and video for advertising, packaging and concept testing can be effectively displayed on the RIWI platform
- RIWI provides the largest access to online customers and potential customers worldwide who are willing to share their brand perceptions and ideas
- Product managers no longer have to rely on paid and conditioned responses from the fewer than 1% of people willing to join panels and participate in lengthy research

RDIT Effective in Surveying, Educating, and Engaging Citizens for Global NGOs

RIWI's intercept technology offers NGOs, charities, political parties, and others the ability to not only survey, but also to educate and recruit new supporters to a cause



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The MasterCard Foundation



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