



Ask the World: RIWI Global Survey and Ad Test Solutions

RIWI is the only global survey and ad test firm. What kind of results are your ads really getting? Can you survey anywhere in the world and capture scientifically reliable survey data? During a 2010 pandemic, our healthcare client needed to know if and where its hygiene education ads for millions of service users were working. We surveyed the world and told our client how to get the best return-on-investment for its education ads — to save lives at risk.

Top 10 Reasons Why You Should Hire RIWI

- 1. RIWI is the only global survey and ad test firm** — operating in 200+ countries — all the time. We maximize the money you spend on audience testing, ad effectiveness, online public relations and survey research.
- 2. You don't need an agency, consultants or "Big Data scientists" to tell you if your message works.** RIWI tells you if your ad or PR campaign works and why, using best-in-class dashboards offered in real-time.
- 3. You don't need a market research firm to survey consumers on panels who answer questions for cash or rewards — or who answer phones at dinner-time.** RIWI surveys the opinions of people everywhere, 24/7.
- 4. Transparency.** We don't manipulate survey data with 'black-box algorithms'. Our survey data are from everyday people: 80% of them don't typically answer surveys of any other kind, and they answer truthfully and anonymously about sensitive topics like changing local terrorist threats — and they don't get paid to answer RIWI surveys.
- 5. Truth.** You may not be aware if your expensive ad or new product launch will earn the sales, views, 'shares' or online engagement you thought it would... we tell you the truth before you waste your time and money.
- 6. Privacy compliance and security.** You don't need to worry about new privacy-compliance laws for surveys and ad tests in the EU, Asia or America that severely restrict the collection of online information. Our privacy-compliant survey and ad test data are used by top international law firms and banks.
- 7. 1.2 Billion and Counting.** RIWI has engaged this number of people since 2009 for an ad test or survey, including from heavily Internet-monitored countries like China, Iran, Syria, Turkey and Ethiopia.
- 8. Data collection is automated.** Our automation techniques and patents have been written up in *The Wall Street Journal*, *Nature* and *The Lancet* — and are used by researchers at Harvard and Oxford.
- 9. We don't sell hype that does not exist yet or ever will...** like robots with "cognition" to predict your sales.
- 10. MiFID II-Friendly.** Our global financial clients are now required to pay for all research under the new MiFID II guidelines: we are more cost-effective than the competition, and we are proven.

Contact us at:

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