TAWASOL Online Panel

Introduction & Panel Book

TAWASOL تَواصُل

Reliable Insights for Better Predictability

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About TAWASOL

**Online community panel in the Middle East.**

Introduction
Online research community is a powerful market research data collection methodology. Tawasol is an online community that has been nurtured by a team of passionate researchers towards creating online panels that help clients reach respondents efficiently.

What makes us different?
Members are pre-recruited to participate in different types of qualitative and quantitative research studies.
Unlike traditional online panels, communities deliver interesting, relevant and meaningful activities and interactions to keep community members highly engaged.

Strong focus on member engagement enables us to obtain rich profiling information and to deliver more in-depth insights to our clients to help them make highly effective marketing decisions.
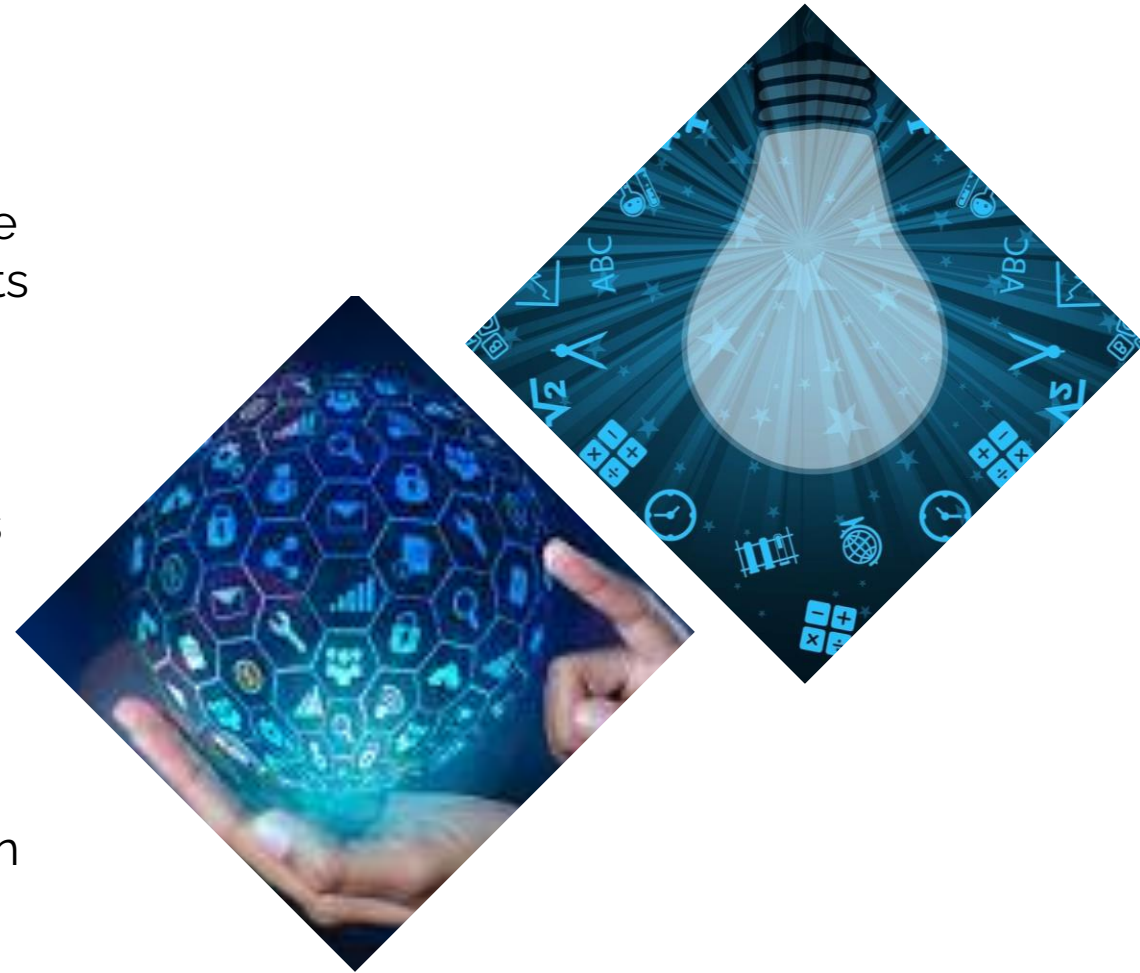
How do we recruit?

Unpaid

Allows anyone to join, not targeted as that may lead to gaps

Paid

100% targeted to fill Panel Gaps and ensure representants

Structure

- Offline -Panel Cards
- Growth Hacking
- Organic: search engines and Social Media
- Barter Deals

Marketing

- Social Media: Influencers
- Facebook and Google ads
- Email-Marketing
- SMS messages
- Media Buying
- Banners over local networks

How do we recruit?

Ongoing campaigns to engage with potential panel members across media channels play a critical role in recruitment

Join Tawasol today

And get rewarded..
We appreciate your opinion, and we want to give you
something in return

هل سجلت في مجتمع تواصل ؟

سجل واربح شهريا

Easy win!

We appreciate your opinions and want to give
you something in return

How do we execute a project?

PROFILING

SURVEY

QUALITY

Basic profiling

- Name, Age, Gender, Nationality & Residency

Detailed profiling

- Employment, Income, Ethnicity, etc. is collected via a compulsory profiling questionnaire every 6 months

Survey invitation

- **Dependent** on selected **criteria** and quotas
- Once right respondent is defined, we send out surveys **in batches**

Follow-ups

- Survey stays in field for set period or until we reach target
- **Reminder** emails sent after 3 days or more frequently, as required

Validation

- Email **validation**
- CAPTCHA, IP & GeoIP identification including proxy server detection
- **Duplication detection** through unique randomly generated number
- **Call backs** in case of specific situations

Managing Quality – Panelists Screening

Panelists Screening – Real respondents

- **Validating sources** of recruitment and evaluate based on activity and responsiveness of panelists recruited

- **Geo-IP** to verify location

- **Captchas**: Helps to distinguish human from machine input

- **Double Opt-in:** Members confirm membership by confirming the welcome email received to their account

- **Profiling checks**: Panelists with less profiling information are checked and confirmed to assure quality of panelists

- **Manual Scammer checks**: Suspected ID which cannot be judged above, would be checked manually, either approved or rejected

Managing Quality – Panel Health

Panel health

- **Suspected Email/ domains**: Email/Domain not captured by the system to be checked manually within 72 hours

- **3 strikes**: Panelists with low quality responses are given 3 warnings before being eliminated from the panel

- **Boarding Process** of 7 days after joining – panelists with low quality will be identified and removed before moving to the sampling pool

- **Suspected Panelists back checked** by phone calls to identify any conflicting data

- **Survey score** at end of each survey for panelists to evaluate the survey experience

- All Members should have an **active Paypal account** in order to get their incentives

Managing Quality – In-Survey Control

In Survey Quality control – Real response

- **De-Duping:** each respondent with an anonymous ID, our system is able to know when a panelist has answered a survey and prevents them from answering it again.

- **Trap questions** applied: screen out all panelists who fail to answer the traps

- **Invitations Cap** – twice a week maximum

- **Geo-IP** to verify location: to match country of residence claimed against actual

- **Language/Translation** checks

- **Cookie Control**: We require cookie validation to register a survey complete

Managing Quality – Data Cleaning
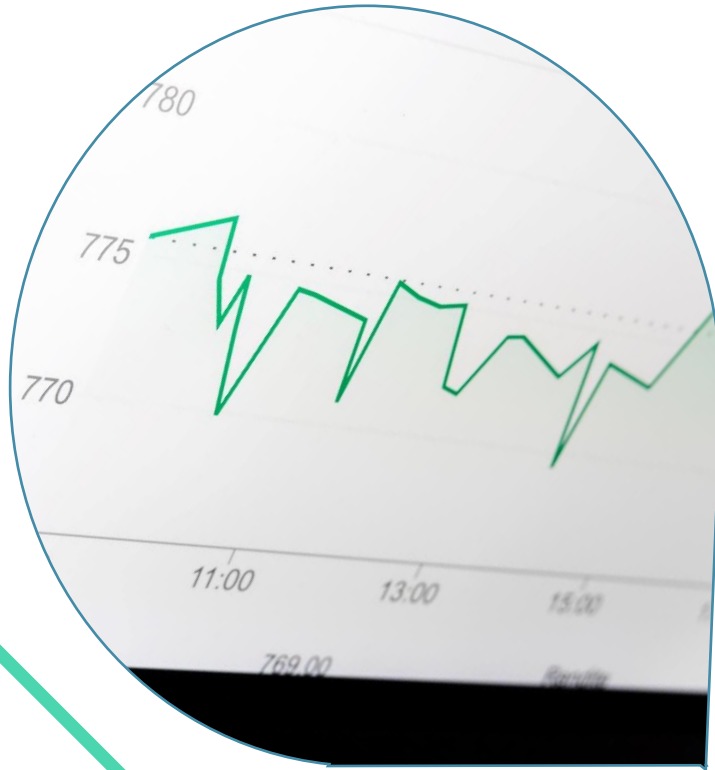
Data cleaning

- 3 strikes applied

- Any panelist who failed 3 times in any of
  the below would be banned from the Panel

  - Speedsters
  - Straight liners
  - Open Ends
  - Filling time

All wrong responses are removed with respondents replaced at no cost to the client

Best Practices: Survey Design

From our experience of conducting online research, these are the key learnings for effective online research

Mobile optimized
Fully optimized experience whether completing on a PC, tablets or smartphone

Short
Target length under 20 minutes

Engaging
Survey that engage respondents and don't cause dropout

Target completion rate of 85%+ on all devices

Truthful
Using improved questioning techniques that get closer to the truth

Panel Size Per Country
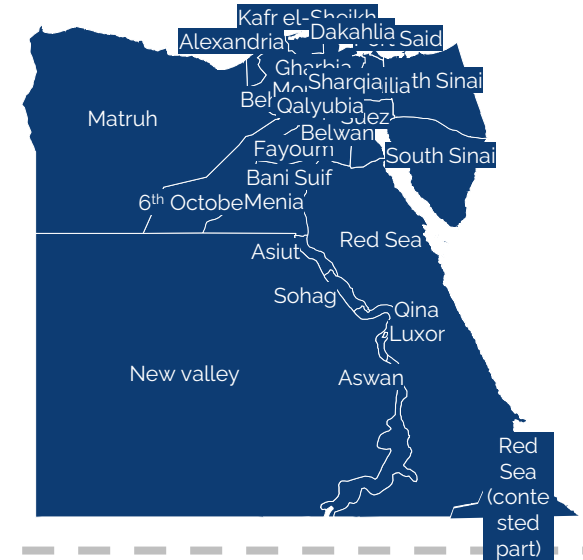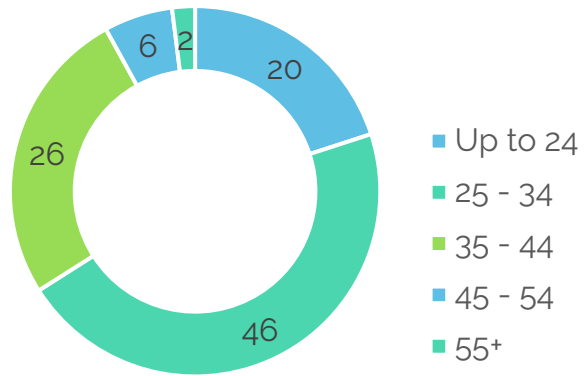
Who can we reach in UAE?   Panel size: 5,400

Age

- Up to 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55+

20
2
6
26
46

Gender

- Male
- Female

55
45

Cities

City	Percentage
Dubai	48%
Abu Dhabi	26%
Sharjah	15%
Ajman	5%
Ras Alkhaimah	3%
Fujairah	2%
Um AlQuian	1%

Ras Al Khaymah
Umm Al Qaywayn
Al Fujayrah
Ajman
Shariqah
Dubai
Neutral Zone
Abu Dhabi
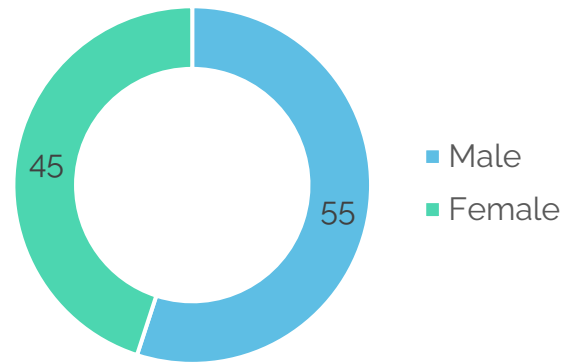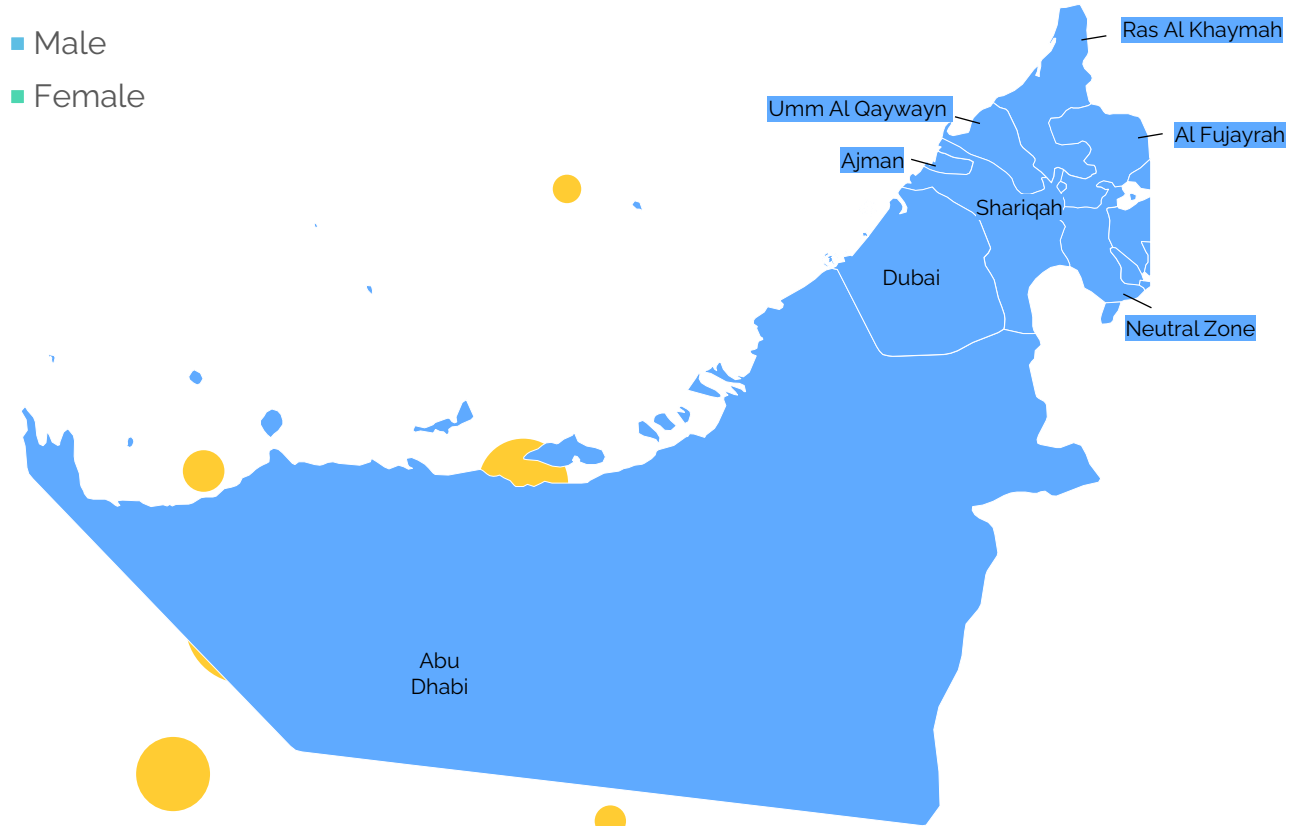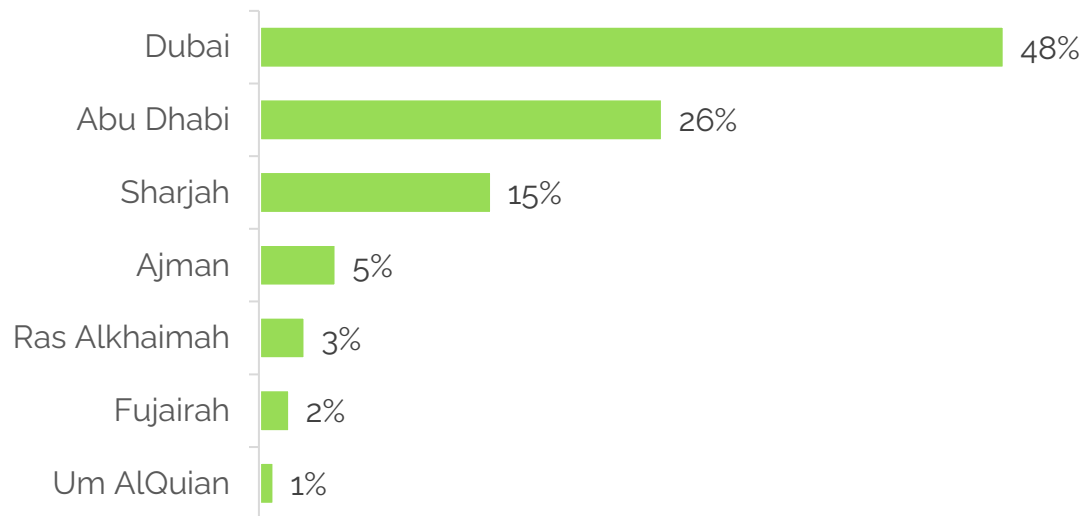
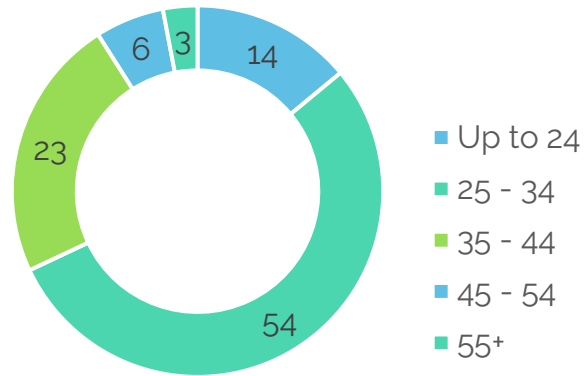# Who can we reach in KSA?

Panel size: 6,700

Age

- Up to 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55+

6
3
14
23
54

Gender

- Male
- Female

32
68

Province

Province	%
Abha	2%
Dammam	7%
Jeddah	21%
Khobar	3%
Madinah	5%
Makkah	5%
Riyadh	35%
Tabuk	2%
Taif	2%
Other	18%

Al Qurayyat
Tabuk
Ha'il
Al Qasim
Al Madinah
Ar Riyad
Makkah
Ash Sharqiyah
Asir
Najran
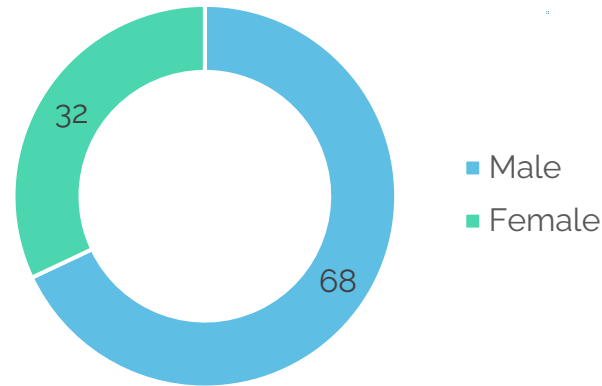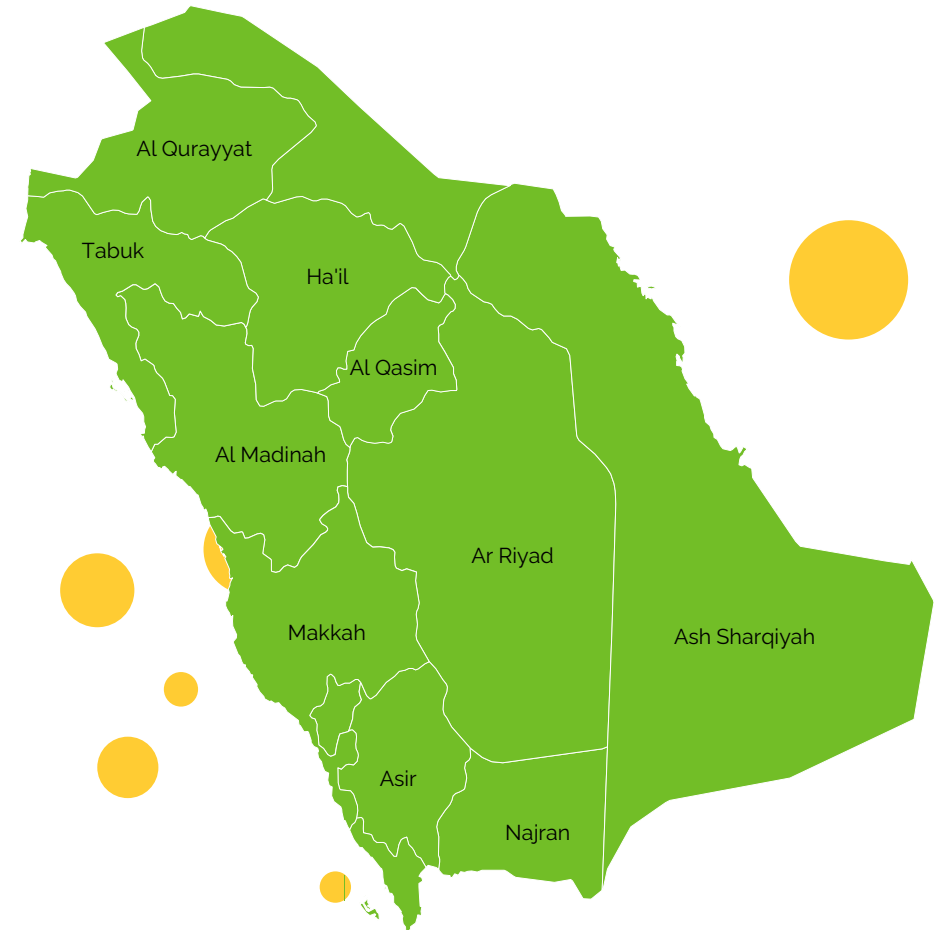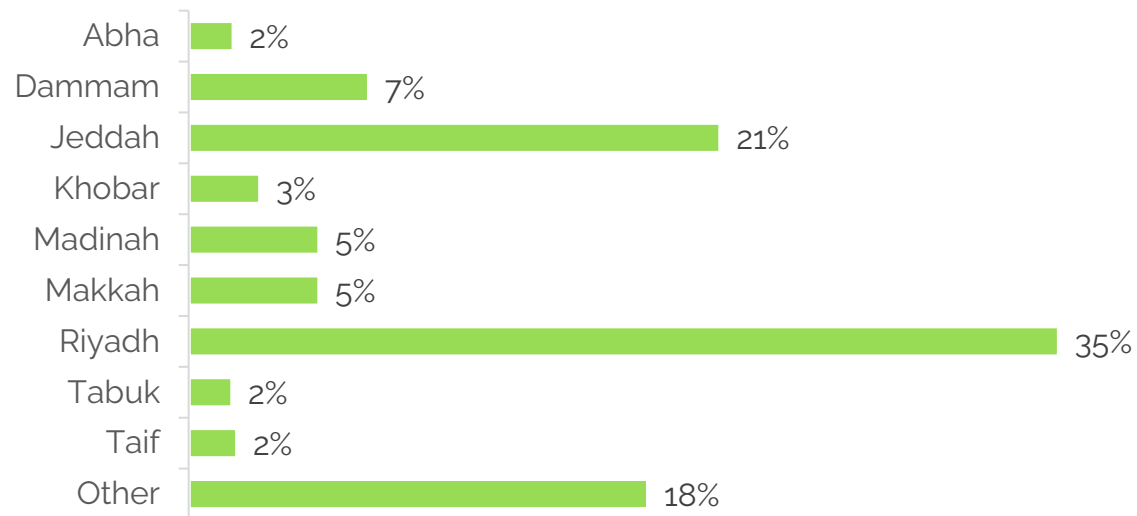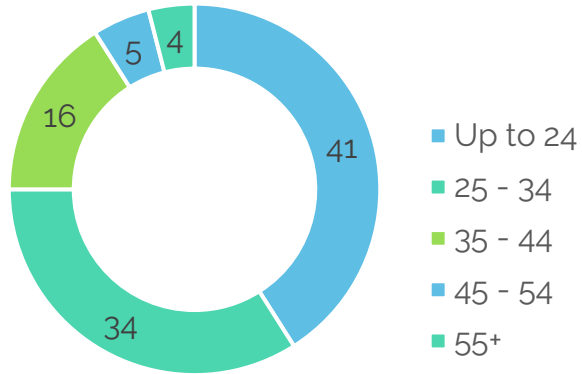
Who can we reach in EGYPT?   Panel size: 8,300

Age

- Up to 24: 41
- 25 – 34: 34
- 35 – 44: 16
- 45 – 54: 5
- 55+: 4

Legend:
- ■ Up to 24
- ■ 25 – 34
- ■ 35 – 44
- ■ 45 – 54
- ■ 55+

Gender

- Male: 76
- Female: 24

Legend:
- ■ Male
- ■ Female

Province

Province	Percentage
Cairo	32%
Alexandria	13%
Giza	13%
Tanta	4%
Al Fayyum	1%
Asyut	2%
Bur Said	1%
Other city	34%

Map labels: Alexandria, Kafr el-Sheikh, Dakahlia, Port Said, Gharbia, Sharqia, Ismailia, North Sinai, Behira, Monufia, Qalyubia, Matruh, Suez, Belwan, South Sinai, Fayoum, Bani Suif, 6th October, Menia, Red Sea, Asiut, Sohag, Qina, Luxor, New valley, Aswan, Red Sea (contested part)
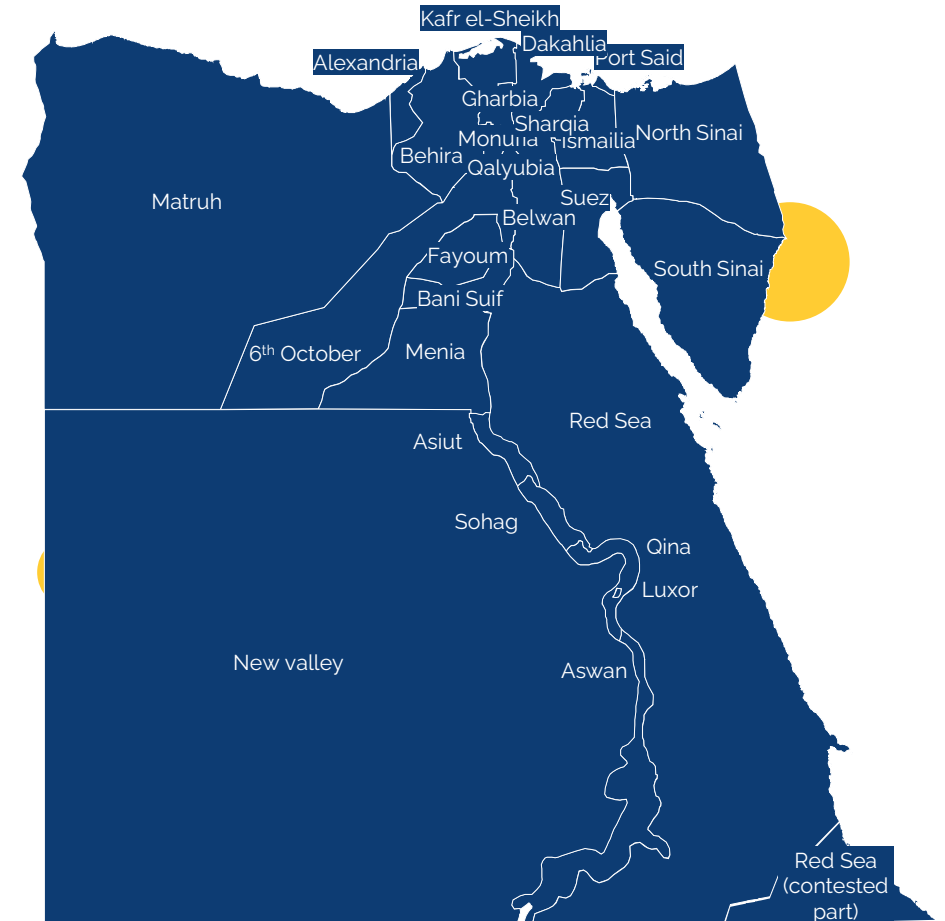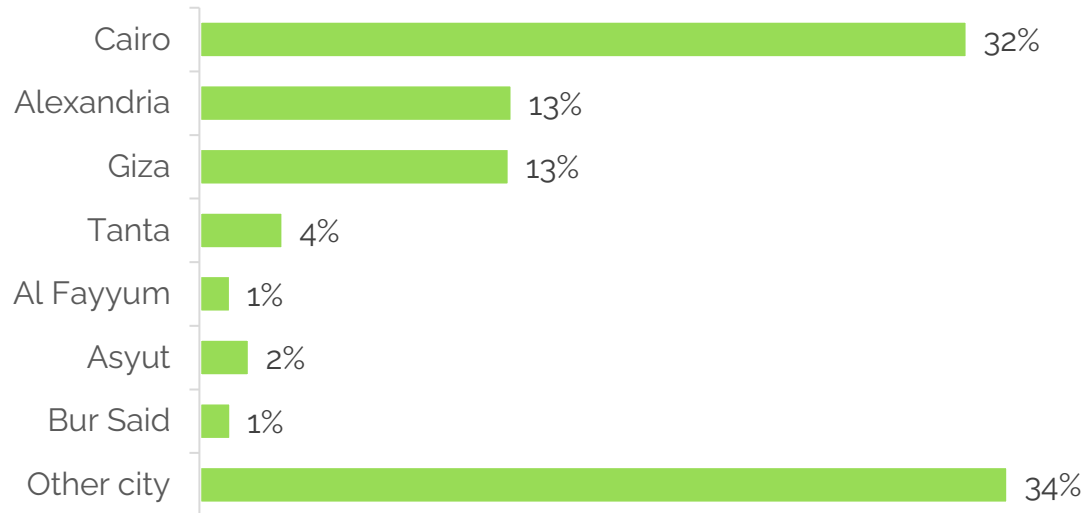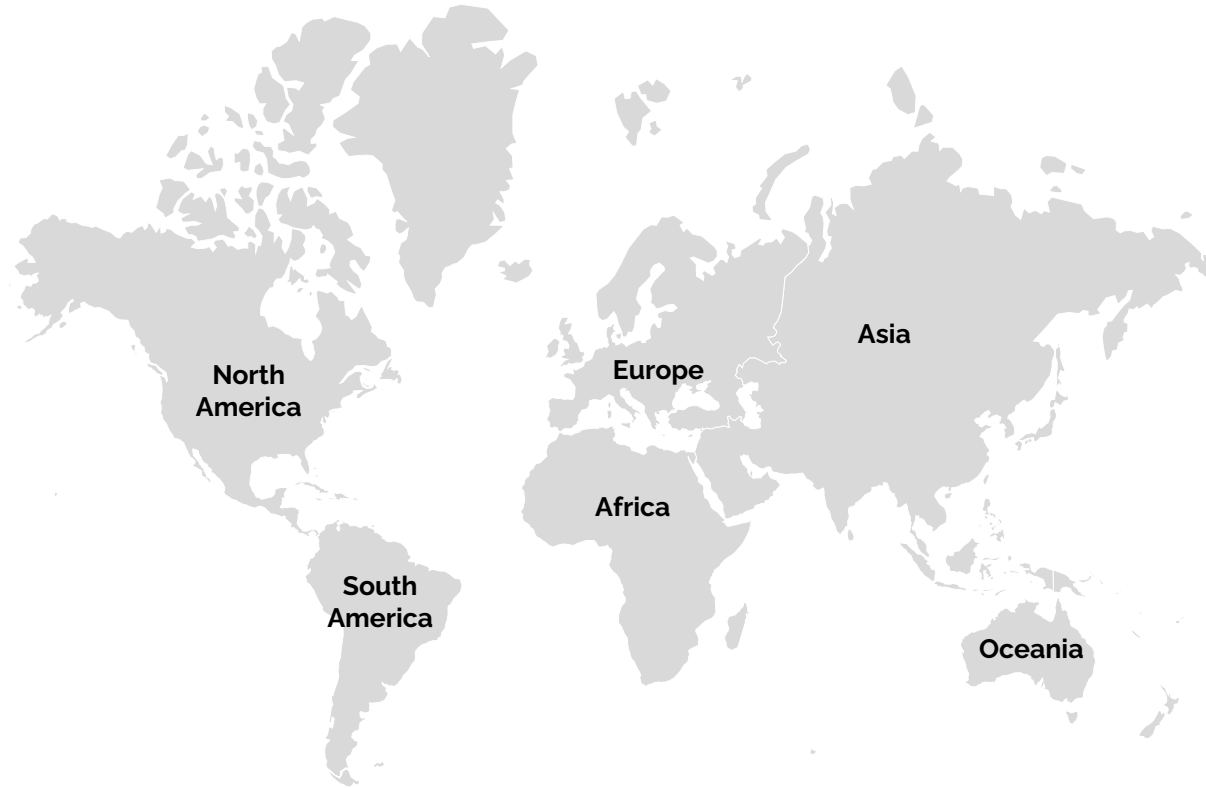
Markets with access to online panels

With our associated partner, we operate globally. We draw on our global panel of over 149+ million respondents across 130+ countries, which allows our clients to gain international results faster and more cost-effectively than traditional methods, without compromising on quality & speed

✓ **Unparalleled reach**

✓ **Instant feasibility**

✓ **Precise targeting**

We are also building our in-house panel in the following countries...

- **Oman**
- **Qatar**
- **Bahrain**
- **Morocco**
- **Jordan**

North America

Europe

Asia

Africa

South America

Oceania

149+ million survey panelists across 130+ countries

2021
Sample delivered

**UAE, KSA & Egypt
Digital sample delivered
16,920**

Avg per month

- **Avg per month (KSA): 730**
- **Avg per month (UAE): 440**
- **Avg per month (Egypt): 240**

Device Split:

- **Mobile: 66%**
- **Standard: 33%**
- **Tablet: 1%**

For more details, reach out to us!

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