Access User Guidelines – Project Suitability

Access User Guidelines – Introduction

Our Cint Access tool provides users with a transparent interface for project feasibility, pricing and ordering of target groups for online research.

It is one of 4 buying interfaces available for users to directly access our OpinionHub marketplace platform.

1. **Access**
2. CSA (including +Tracking for tracking studies)
3. Link (demand-API integration with third party software)
4. Omnibus

Each of these interfaces provides an automated way of managing your projects, resulting in improved efficiency and scalability compared to traditional methods.

Access User Guidelines – Introduction

We have analyzed the various types of projects administrated in Access and identified a number of common issues which are not compatible with how Access is intended to work or capable to function efficiently.

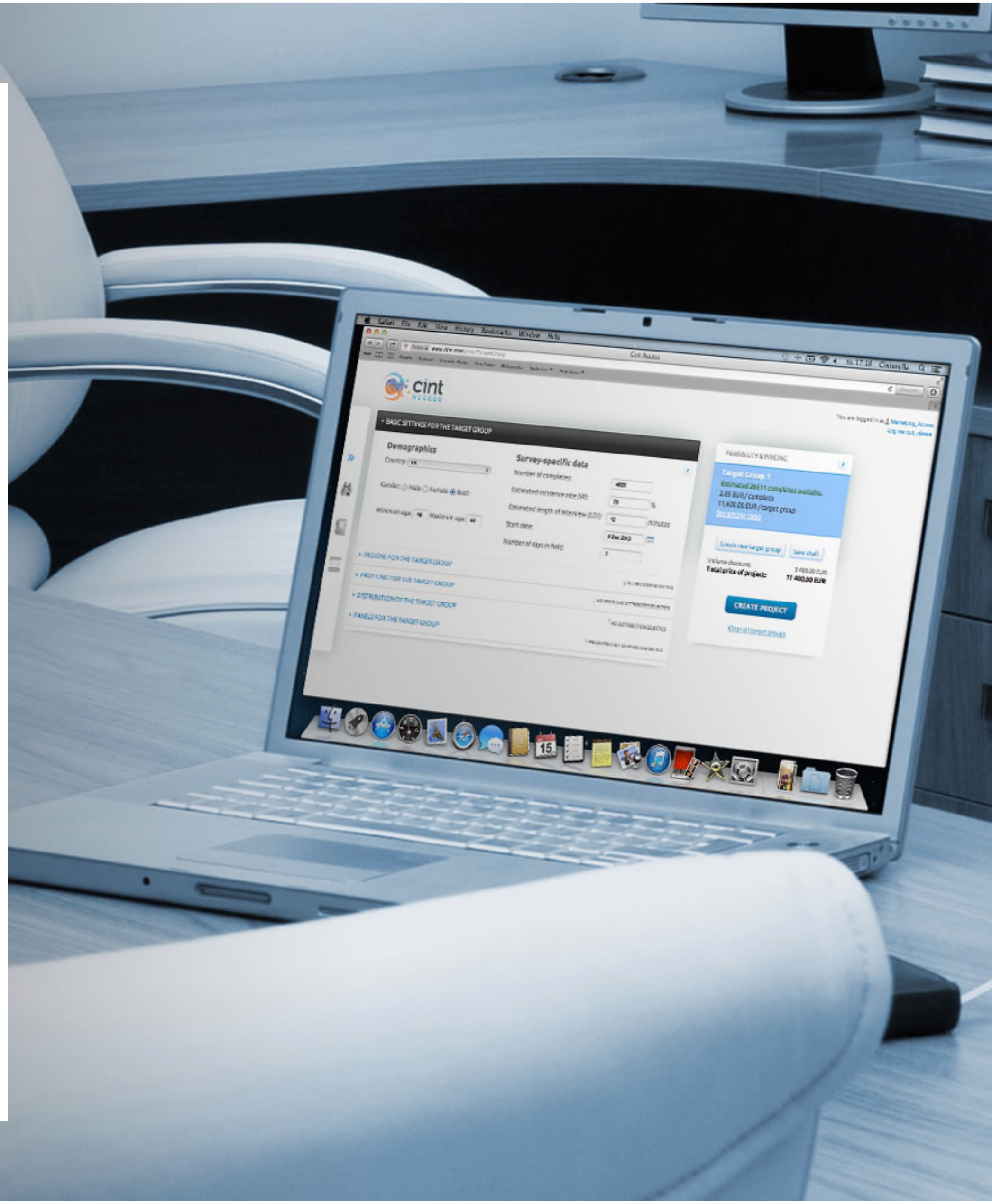
As a user within the tool, it is important for you to be aware of the basic guidelines regarding these in the following areas to allow a better flow:

1. Pricing and Feasibility
2. Project Set Up and Delivery
3. Project Communication

Note: project closing and invoicing, effectively ‘step 4’ is primarily handled by the system and our teams, not the user today.

Access User Guidelines

Pricing and Feasibility



Access User Guidelines – Pricing and Feasibility

As a user in Cint Access and our other DIY interfaces, you can achieve efficiency and scalability in how you manage your supply chain and procurement process for target group and sample ordering.

In terms of achieving sales efficiency the goal is that you should work directly in the interface, getting feasibility and pricing yourselves.

Remember, your Cint Account Manager is available should you need help and support finding a price and estimating feasibility as you build your confidence and experience within the tool.

Allow the platform to work for you so we can focus more on value creating tasks as your technology partner!

Access User Guidelines – Pricing and Feasibility

Pricing should as a default be generated by the automated Access pricing ("system pricing") model, with or without your client specific discounts set up in Access depending on your account settings.

In addition, we like to reward our loyal customers with favourable pricing where volumes allow.

There are two options available to you as a user if you want to negotiate client specific pricing in Access with us:

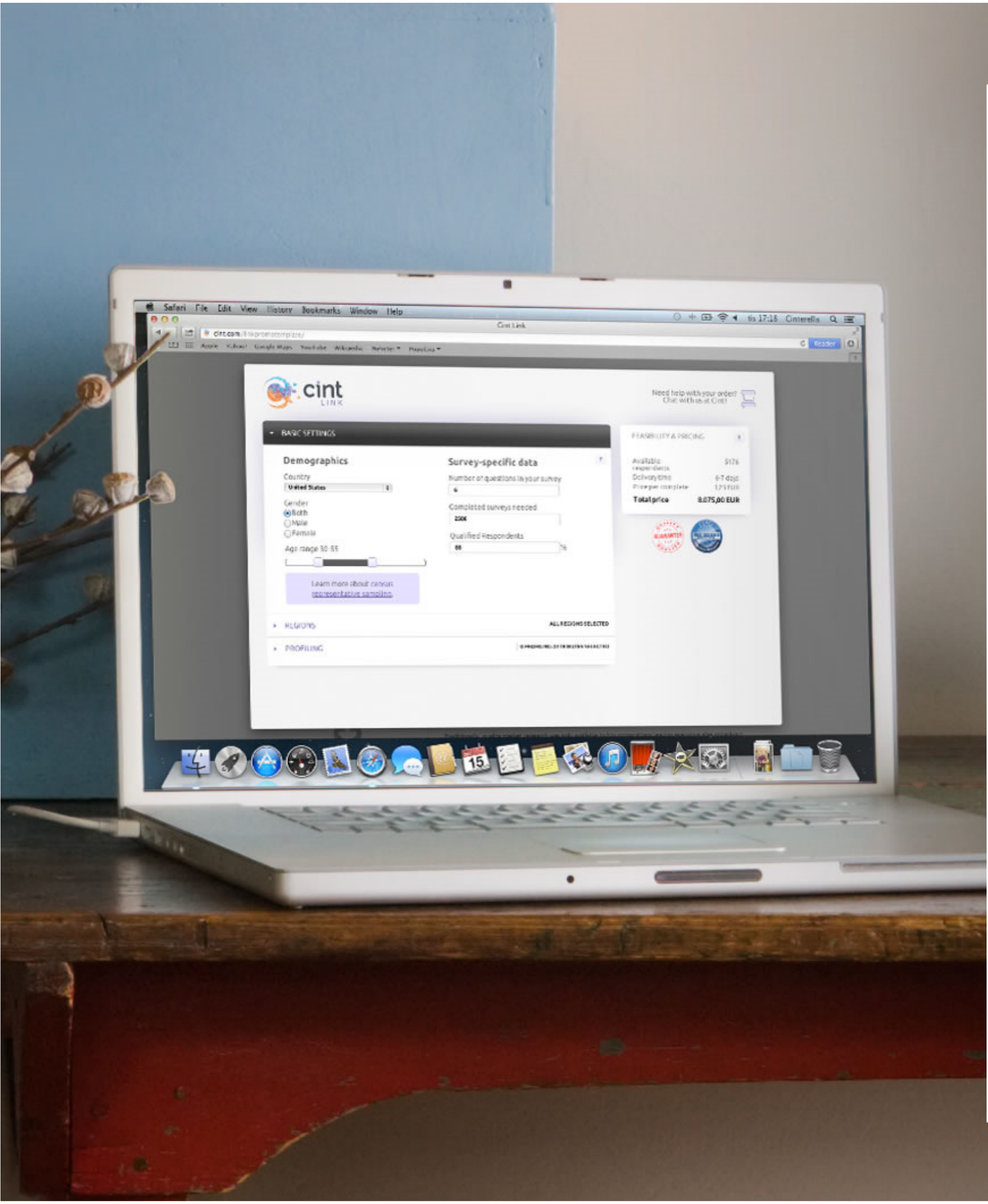
1. Percentage discount (optimal as it adjusts to any pricing changes)
2. Client specific rate cards (normally for global accounts)

Access User Guidelines – Pricing and Feasibility

As a user in Access, we wish to make your on-boarding experience to the platform as stress-free and simple as possible.

As a result, we have a training programme and a suggested work flow and support plan for you as you progress towards working independently in Access:

1. You send an email with the description of your project specs to your Account Manager.
2. Your Account Manager helps you with creating a suggested optimal project set up in Access and saves a draft under your account for you to log-in and review and make any changes to.
3. This gives you access to both 'live' feasibility and the pricing table for all possible outcomes.
4. Your Account Manager can also guide you on the description of which settings were chosen and why, so that you can do this yourself in the future if you have similar projects.
5. If you want to proceed you have the draft available and can launch the project by simply adding 'live' and 'test links' and click "run project"!



Access User Guidelines

Training & Support

Access User Guidelines – Training & Support

Training is provided by our Customer Support team, who are responsible for helping users in the platform.

Training is typically provided:

1. Prior to you logging into Access
2. When you make your first order
3. On an on-going basis
4. When key features are released by our Development team for the Access tool

We pride ourselves on first class customer service. Central to this communication is our first class Cint Account and Customer Support teams who are on-hand at every step of the process whenever you are using Access for ordering target groups.

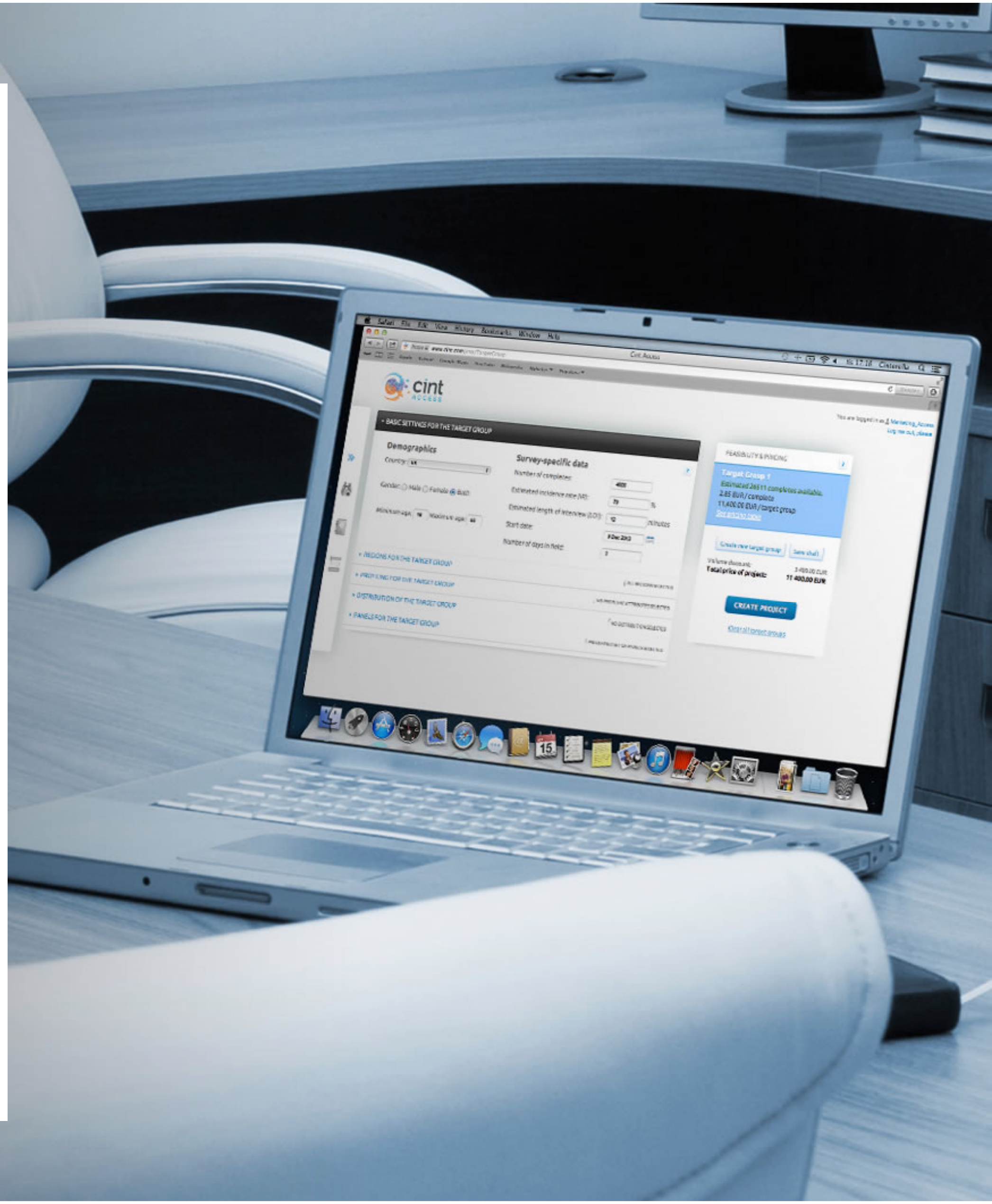
For example, you will be always able to reach out to one of our Customer Support team by simply using the 'live chat' function in your Access dashboard. Customer Support staff will be available to help you in real-time prior or during the set-up of your project

Remember, Access is a platform = A process and system workflow for delivery.

Note: If you have a project that is too complex for Cint Access or simply requires specific project management or sampling, you can use our Managed Services team.

Setting Up a Project

Guidelines & Best Practice



Setting Up a Project – Guidelines

- ”Rule of Thumb”
  - Set up age/gender distribution using ”Custom Distribution”
  - Other quotas are set up by creating multiple target groups
- All quotas* and project specs must be defined in Access for the project delivery to be efficient and work as intended.
- If your project is created in Access but the set-up isn’t correct, our Operations team will guide you and help you to create it correctly.
- If your project is not compatible with Access, our Operations team will move your order over to Managed Services instead, making this a seamless transition so it doesn’t affect you as the user.
- In our Managed Serviced team, one dedicated Project Manager will take care of manually sampling for the quotas that cannot be set up in Access.
- Note: Feasibility and/or pricing are subject to change if you create an Access order that needs to be transitioned to Managed Services due to non-compatibility for the tool. A Project Management (PM) fee may also be applied as a result but you would be contacted by your Account Manager in this case.
- Please note, Managed Services are not available in Scandinavia for users there.

*Exceptions apply – please see ”Exceptions”

Projects Not Suitable for Access

Example 1

- Quotas required on demographics and targeting other than age, gender, or region that cannot be set-up within the Access tool as target groups, i.e. if Access doesn’t have the specific profiling question but quotas are still required, the order isn’t possible.

Example 2

- Age, gender or regional quotas *interlocked* with other quota requirement should not be set up in Access.

Example 3

- Projects that require pre-screening (these are not compatible with the Access workflow and the Cint Optimizer router and dynamic profiler)

Example 4

- Projects which require sampling against quotas defined within an Excel file or outside of Access.

Access ”Exceptions”

- Region: Since a large portion of projects have non-interlocked regional quotas and these are not yet possible to define in Access, our Customer Support team will treat these as an exception to the rule.
- You are able to create a project where the regions haven’t been defined. Note:
  - This means that the feasibility has not been given by Access
  - Quota stops need to be in place in your survey tool
  - You will need to provide updates on remaining completes to our Customer Support team manually

Pre–Screening Guidelines

- Pre screening is a manual process where you let us know about quotas or targeting which are not available in the Cint Access tool, so that we can set these up externally and terminate respondents before entering a survey.

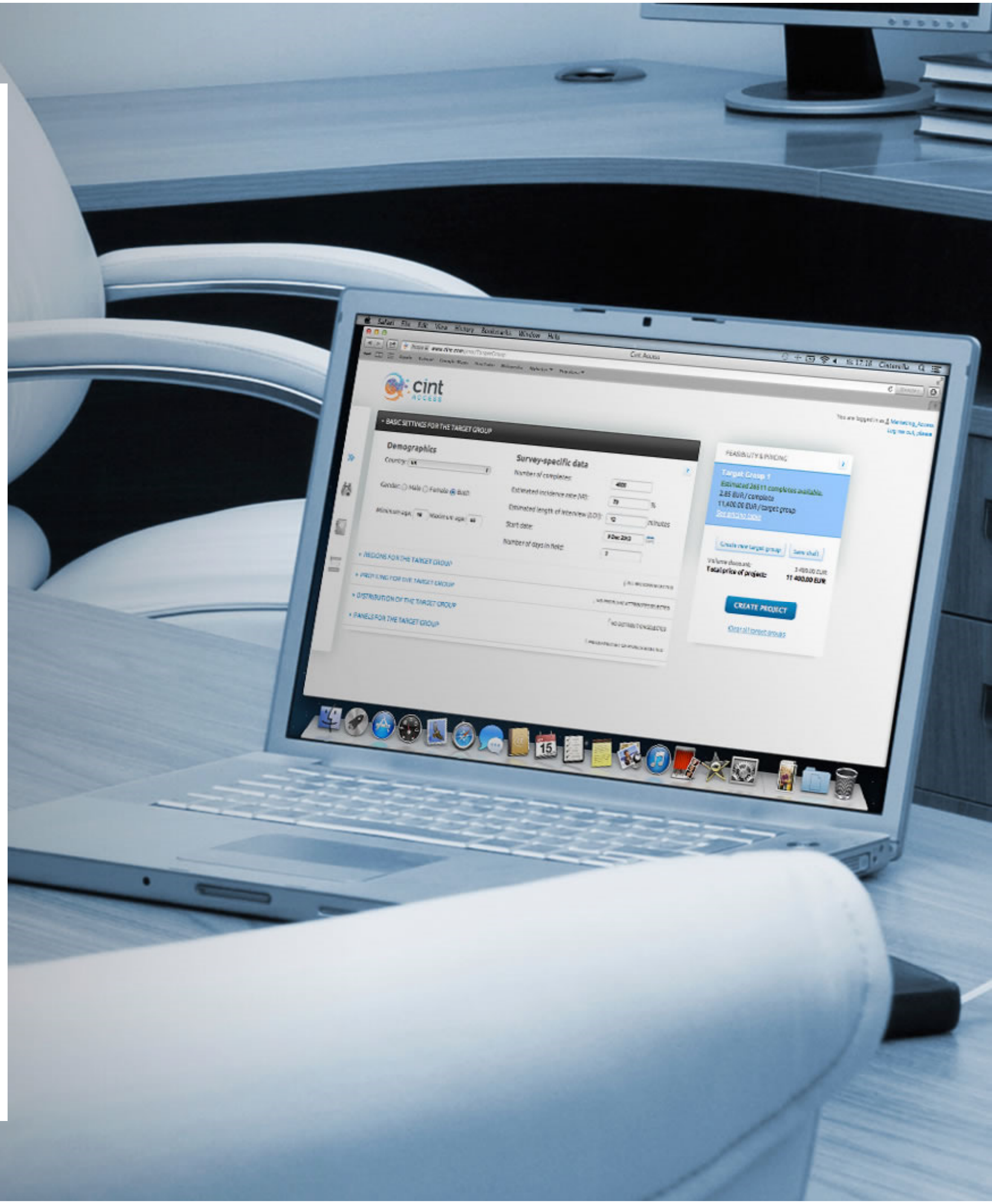
- As this is a fully manual process, which requires communication and manual feasibility/pricing, it is not compatible with our Access product and automated project workflow and will therefore be run via our Managed Services team.

- Note: Feasibility and / or pricing are subject to change if you make an Access order that subsequently requires pre-screeners. The order will be moved to our Managed Services team and a fixed price per complete agreed prior to project deployment at it takes IR calculations in the Cint platform completely out of the equation.

- Pre-screening also reduces the efficency of our Cint Optimizer integrated sampling router and automated profiling, and should in general be avoided in conjunction with these sample optimization technologies.

Post-Order Communiction

What To Expect Once in Field



Communication – In-Field

When the project is launched, the system will calculate and generate actual project metrics (IR, LOI, DOR, OQ, etc) that are visible to all users. If the project is within the scope, additional invitations will be sent out.

By logging into the system, you can easily check project information and results at any time. Here are a few examples of information available to you directly under your account in the system:

- Which redirect links should be used
- Which links are used
- Has the project started
- Has the project been full launched
- What is the IR
- What is the LOI

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