24 November 2020

Next Phase of the YouGov Platform

Investor and Analyst Webinar

YouGov®

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Agenda

01	02	03	04	05
Introduction Stephan Shakespeare, Founder & CEO	**YouGov Direct** Ted Marzilli, CEO YouGov Direct	**YouGov Chat** David Dobrin, CEO & Co-founder YouGov Chat	**YouGov Safe** Hamish Brocklebank, MD YouGov Signal	**Conclusion** Stephan Shakespeare, Founder & CEO

YouGov®

The YouGov Platform for Clients

Our **panelists** supply the widest range of connected data (demographic, attitudinal, behavioral) ever assembled, daily

Increasing automation for panel, data and self-service

Our client value proposition

Best Panel

Best Data

Best Tools

New YouGov tools - **Direct, Chat and Safe** - extends platform for self-service research and activation

Panel data structured and processed in Cube + Crunch

Our **clients** can manage their entire workflow on one screen: strategy > testing > profiling > planning > activation > tracking

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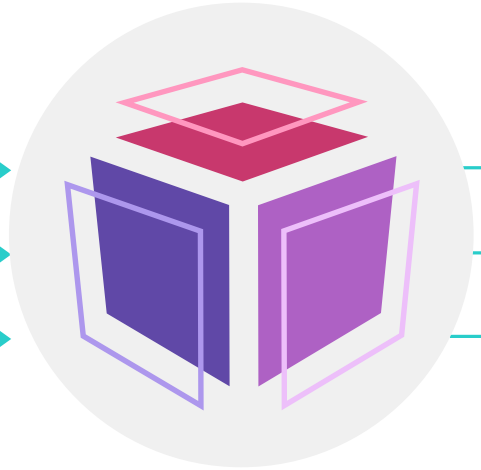
A Platform for Ethical Data-Sharing

Data contribution channels

- Surveys/Chat
- Self-profiling
- Data-sharing

Data integration



Data usage for clients

- Research
- Campaigns
- Engagement

New Tools

YouGovDirect
GDPR-aligned, user-controlled and transparent self-service system

YouGovChat
Curated continuous engagement integrated with YouGov Cube

YouGovSafe
New product enabling users to generate value from their personal data

YouGov Direct Update

Ted Marzilli
CEO YouGov Direct

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Ethical Activation

YouGovDirect

Fastest, self-service, high-quality, low cost research platform
&
A new way to deliver highly effective marketing directly to consumers

Research

Quick Turnaround

Fieldwork completed within hours and results available in real-time.

Cost Effective

Ultimate value proposition from YouGov with low price point without sacrificing quality.

Monitor Real Business Outcomes

Go beyond claimed behaviour when testing marketing by monitoring Click Through Rates to determine best performing messages / creatives.

Marketing

GDPR / CCPA Compliant

All data is granularly permissioned by members for ad targeting, with consent written to blockchain for audit purposes.

100% Fraud Free

Brand safe, viewable and fraud free (consumer identity verified via bank account).

Zero Wastage

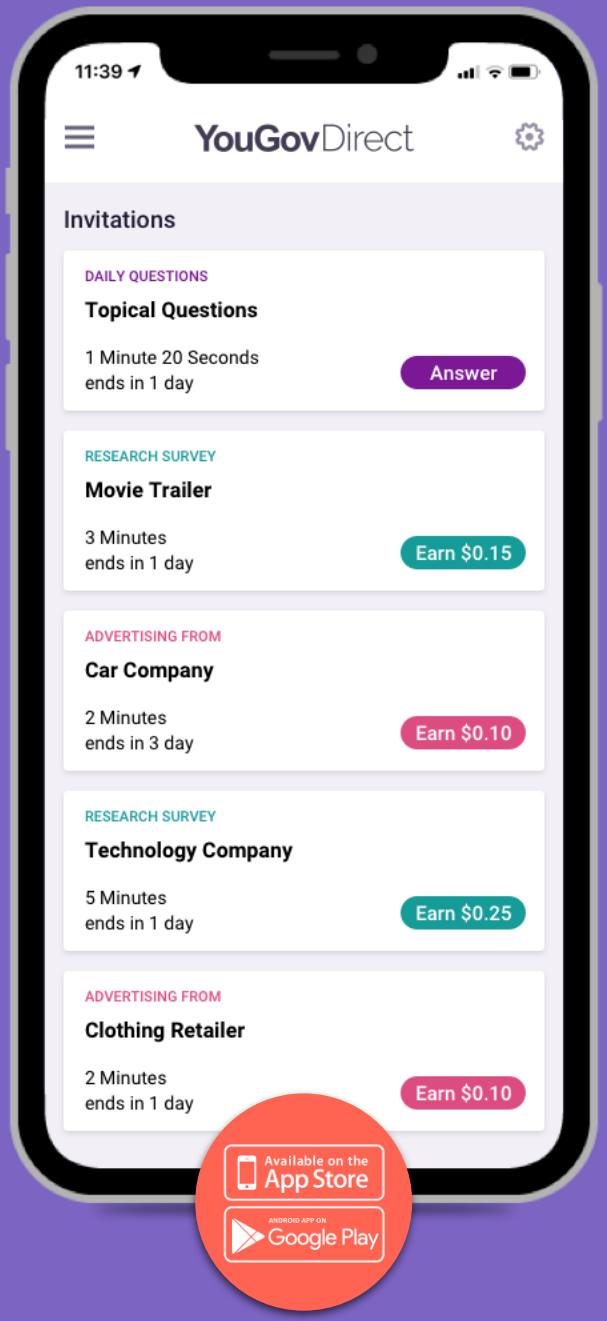
Only pay when a consumer engages with your ad or task and completes survey questions in a setting where the advertiser has full attention.

YouGovDirect

YouGov Direct is a fully opted-in and transparent research and marketing platform. With accurate profiling data and granular consent from our members, we enable precise audience targeting and go beyond traditional market research

- Members download app or register via web
- They provide their profiles and consent
- Receive notification and complete task (survey or advert)

- Clients access the Self-Serve Platform and launch survey or ad campaign
- Results are available same day (interim results in real time)
- Crucially, includes active market testing and Call-to-Action to measure response



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YouGov Direct is the right solution when clients need…

… Rapid Insight – understand industry trends and consumer opinion right now

… Pitch Support – get the edge and give pitches additional credibility with the latest insight, instilling confidence they have a better understanding of the audience

…. Creative testing – test new creative routes before launch / while on air and monitor business outcomes

… **Test business outcomes** – determine message or advertising effectiveness by seeing how many respondents click-through to make a purchase, take advantage of a discount/offer or learn more about a product/service

Avocados from Mexico – A/B creative video tests

Two commercials focused on…

A. Education: How to ripen avocados
B. Health: Avocados contain healthy fats

Self-serve platform provides combination of low-price and fast turnaround, overcoming two of the biggest hurdles for brands who want to test more ads

Asked for preference and included Call-To-Action to ‘learn more’, going beyond traditional research to test actual business outcomes

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Member feedback has been very positive

95%

Want to continue using the platform

85%

Will recommend YouGov Direct to others

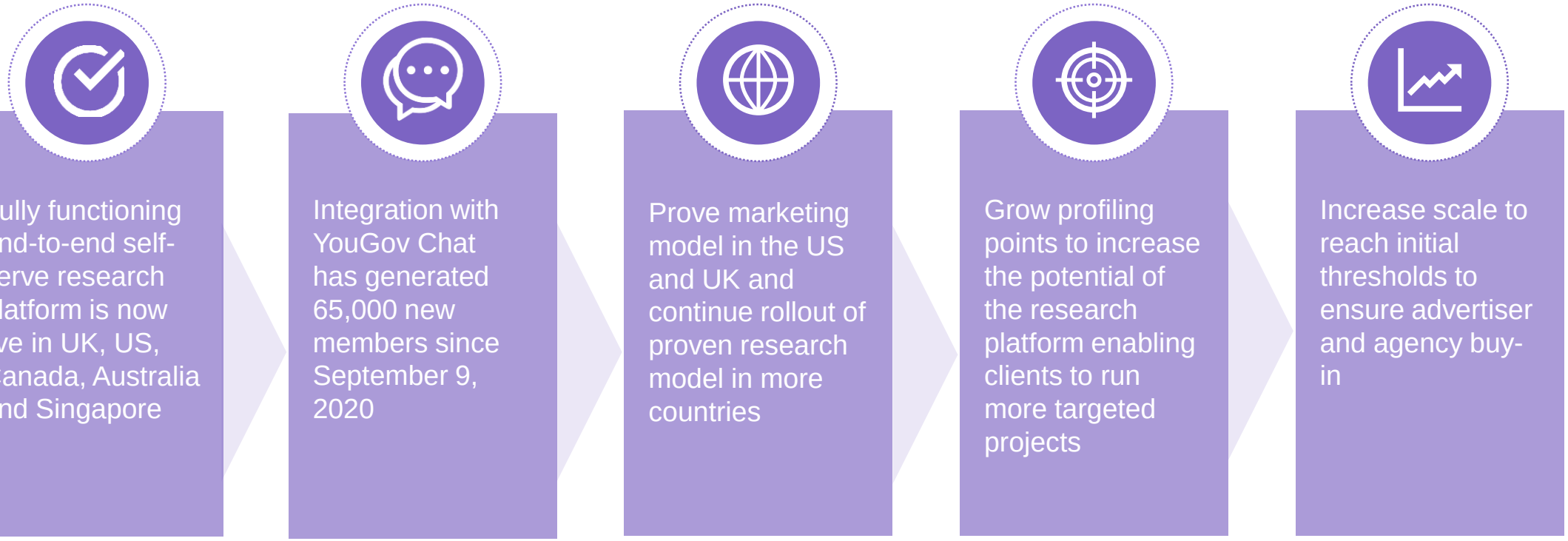
76%

Of members who were active 12 months ago are active today

88%

Of respondents re-contacted respond within 24 hours

Current status and roadmap



Q&A

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YouGov Chat Update

David Dobrin
CEO & Co-founder YouGov Chat

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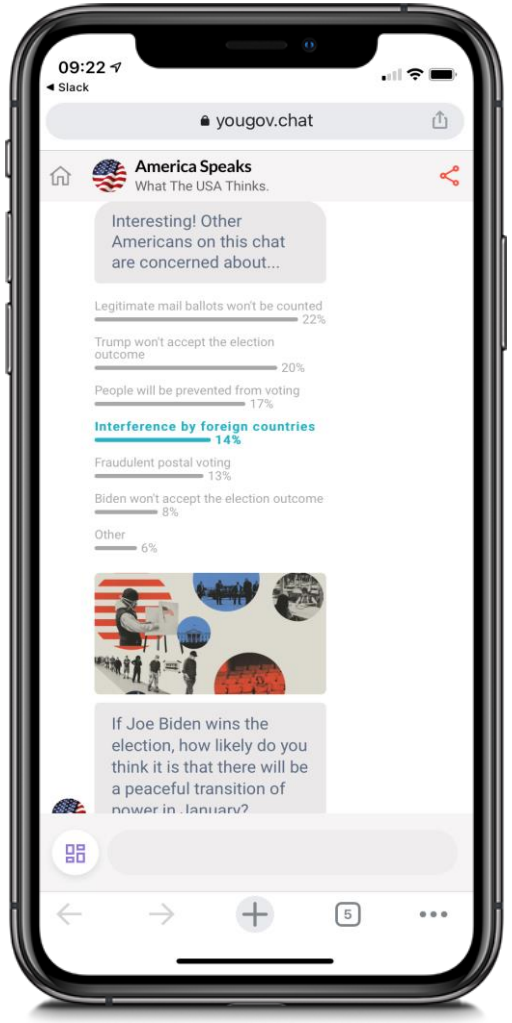
What is YouGov Chat

Mission is to acquire, engage and retain audiences in a more scalable and cheaper way than ever before

Combines chatbot technology with editorial flare to enable highly interactive and engaging conversational content, at scale

Every user that joins YouGov Chat can also build a profile where they can share data about themselves that is made available to advertisers via YouGov Direct

YouGov Chat is the “people-engine” - using fun, engaging and interactive chat content to bring tens of millions of people into the YouGov ecosystem seamlessly and efficiently, using individual passion points

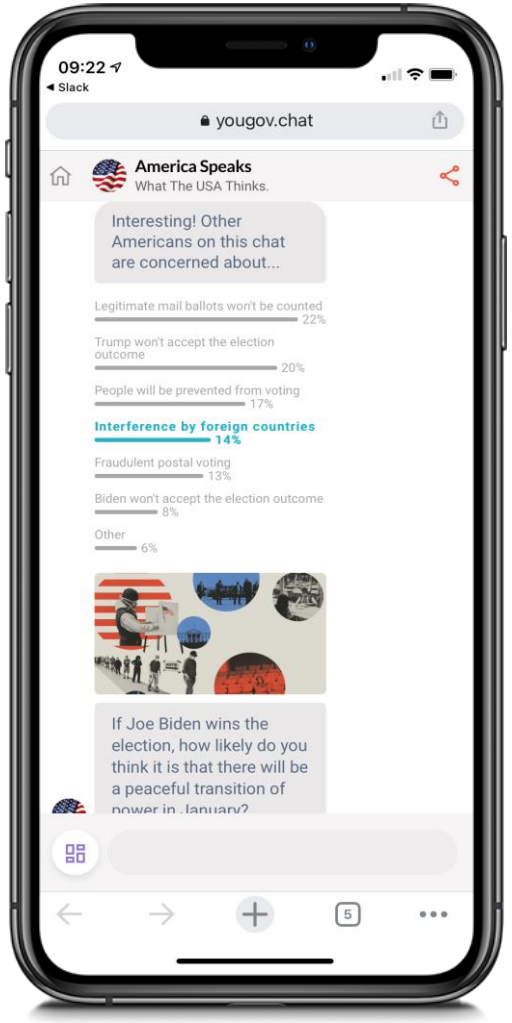


How YouGov Chat works

Content editors curate and publish weekly chat content on a range of passion points, including politics, sport, music, health, etc.

Users get notified each week when new chats are available

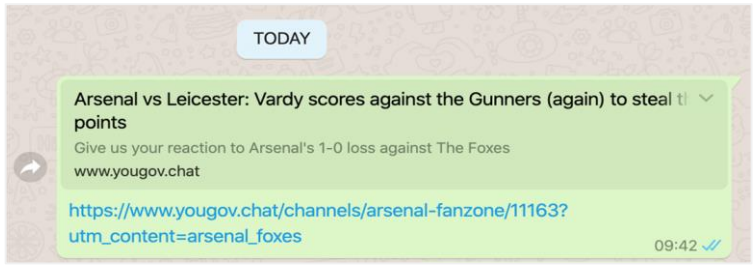
Users engage with the content in their private chat, can answer questions and see how their opinion compares to other people who share their interest

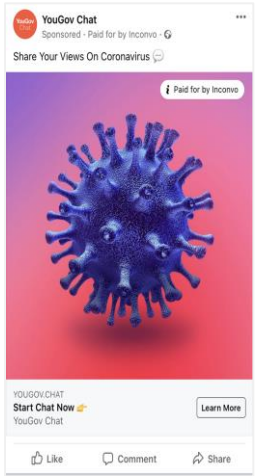


The user journey is effortless, cost-effective and scalable…

1

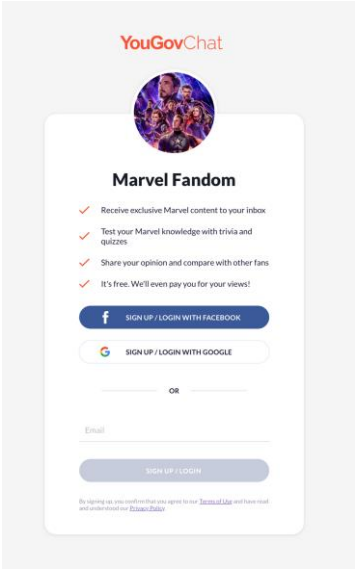
A user sees a paid ad, finds us organically on social, or receives a chat from a friend...

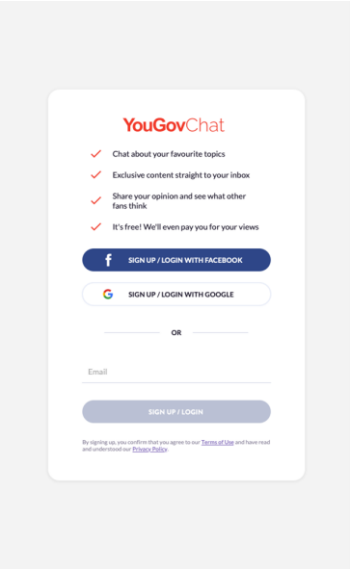




2

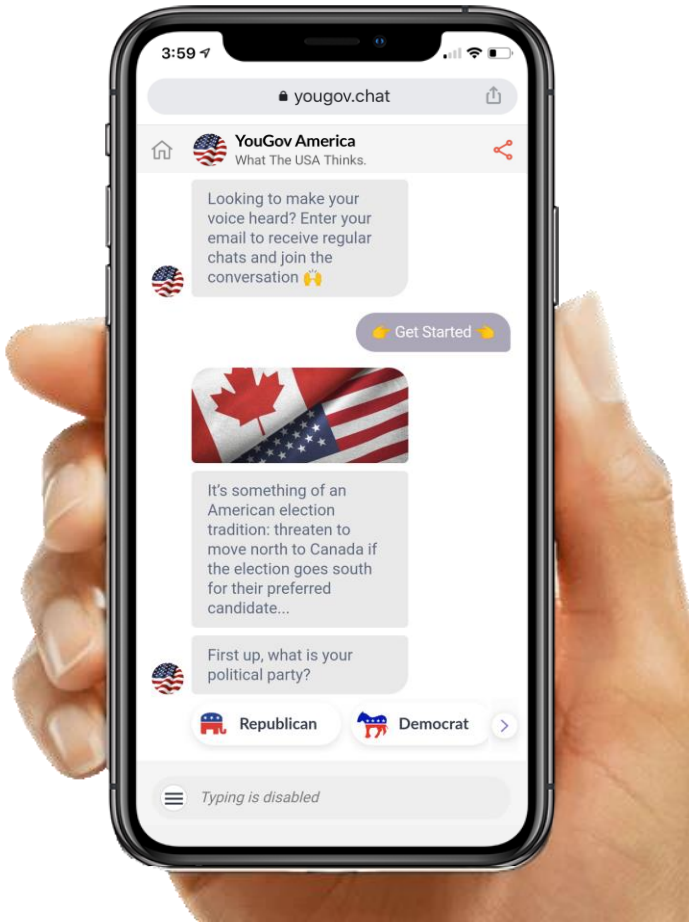
A user joins via a specific chat channel or the main YouGov Chat website





3

User starts chatting!



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Performance stats so far

10+
Chat Channels

300k+
Members

2.2m
Completed Convos

NO
Incentives

0.20-0.75p
CPA

140+
Countries

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What is unique about YouGov Chat?

Curated Content: Created by expert writers, bloggers and editors

Privacy: A safe space for people to freely share their opinion about the things they're interested in, free from trolling and abuse

Output: Structured in-chat results make the outcome useful and worthwhile (unlike existing social platforms where it's hard to get any real meaning from the 'noise')

Community: Although we don't allow peer-to-peer interaction, users know other people, who share their interests, are engaging with the same content. The private space does not come at the expense of community

Chat: A natural, familiar and interactive content format

Consent: Data control and transparency are foundational, via a dashboard

Reward: People are financially rewarded, not exploited, for their data

Chat is integrated with and built on top of YouGov Direct enabling ethical activation

YouGov Chat is built on top of Direct - much of the data collected is visible to the user via their Profile dashboard, which is under the user's full control.

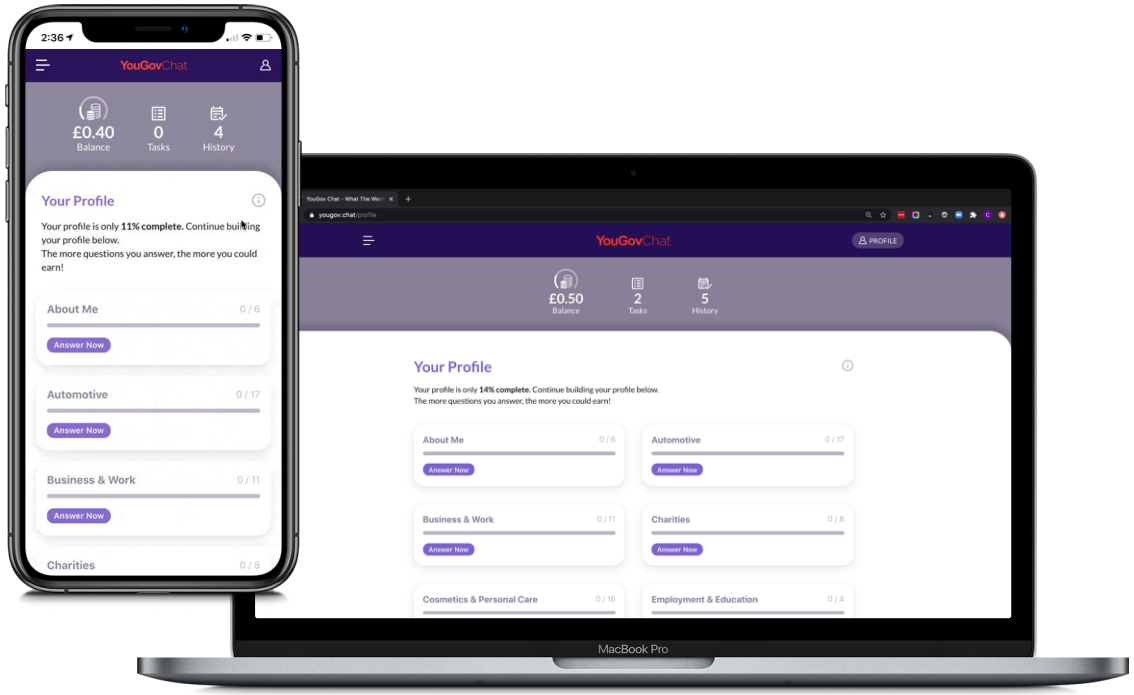
Targeted 'Ads' received are always paid for - if the user clicks on them they earn cash, directly redeemable once £2/$2 earned.

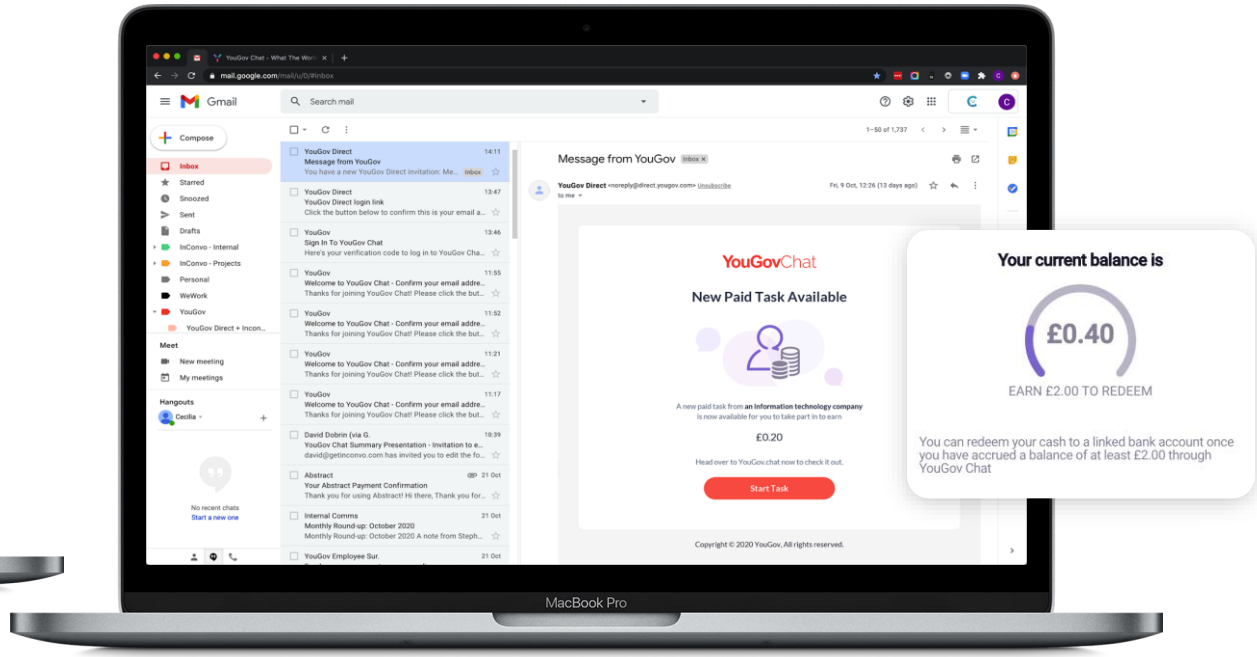
Data privacy and transparency is an intrinsic platform value as well as a commercial opportunity

Profile Dashboard & Paid Tasks…

Chat users have access to a Profile dashboard where they consent and manage the data they make available to advertisers

Once a user activates their data, they become eligible to receive paid tasks





How we plan to scale to tens of millions of users…

We have a strategy for curating and publishing interactive chat content, at scale.
We are currently in stage 1 and have started to explore stages 2 & 3…

Internal team running large “core” channels

Stage 1

Allowing third parties to run their own chat channels

Stage 2

Build a network of bloggers to run 1000s of “non-core” chat channels

Stage 3

Q&A

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YouGov Safe

Hamish Brocklebank

MD YouGov Signal

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YouGov Safe: aligned value for citizens, society and enterprises

Growing momentum worldwide that data about YOU belongs to YOU

YouGov is uniquely positioned to empower the individual by combining and enriching their online behaviour and their survey data

Underpinned by legislation such as GDPR and CCPA, including portability

YouGov can provide new insights to individuals, create valuable public data, and generate financial value for members, all in a secure and easy setting

Enables individuals to control their data and generate personal value from it

YouGov Safe allows us to achieve these goals while ensuring our members' data is managed safely and securely, employing the highest feasible security and encryption standards

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What is YouGov Safe?

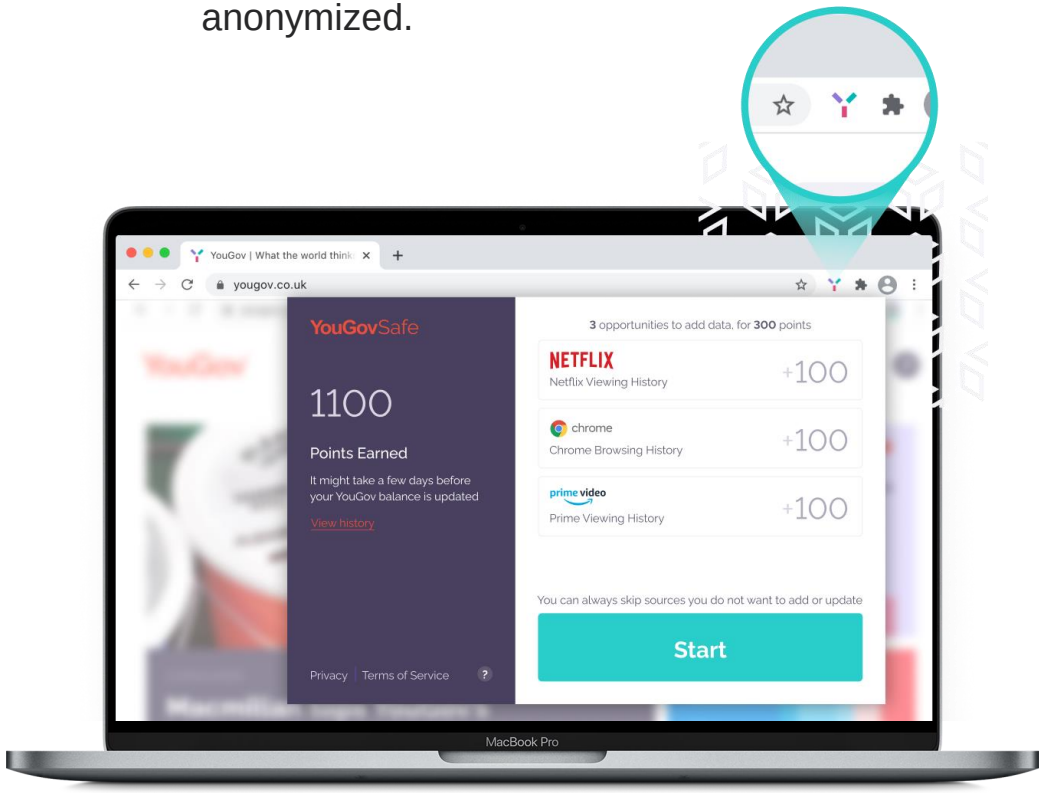
YouGov Safe is a tool which enables YouGov members to securely and safely store data which companies, platforms and institutions hold about them, and then anonymously share with 3rd parties to create value

It works through a browser extension which directly plugs into, on each member's behalf, data sources like viewing history, browsing history, and banking history

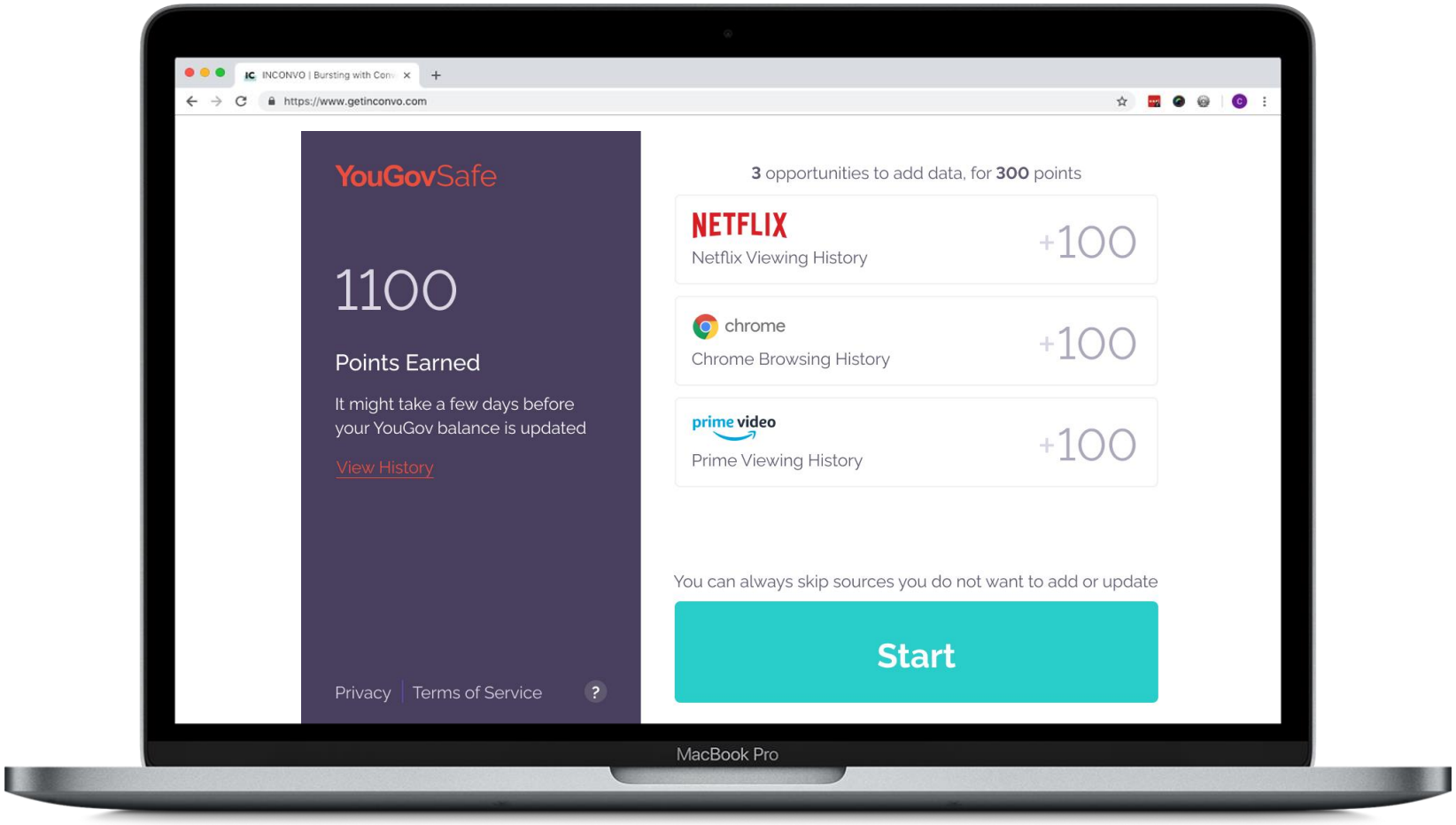
YouGov provides each member with complete control over their data, enabling them to permission it and revoke consent on a source-by-source basis

YouGov is creating an 'ethical data constitution' and an independent ethics oversight board to reinforce the trust our members already have in sharing data with us

YouGov Safe only ingests closed historical data sets that the member has deliberately transferred to us for this purpose. The data is encrypted and anonymized.



Product Walkthrough



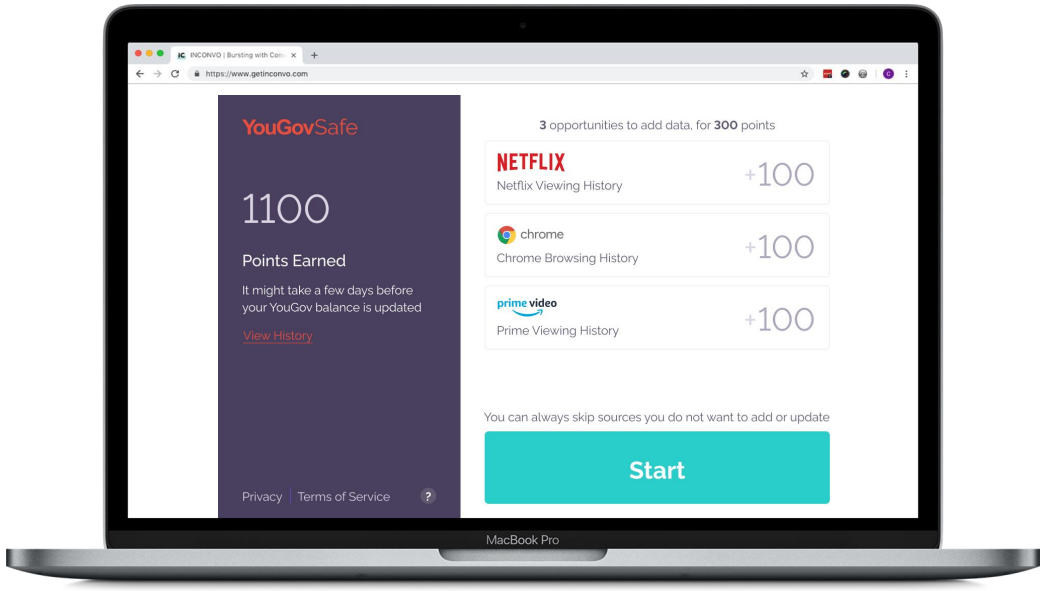
How it creates value for members

Creates direct utility from media recommendations to comparative health analytics based on both self reported and behavioural data

Provides members with insights about themselves and their own online behaviours

Offers further opportunities to engage with YouGov surveys

Most importantly it does this while focusing on security and encryption to ensure that YouGov Safe is a safe and secure place to store and exchange their data



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How it creates value for YouGov and our clients

It will create an unparalleled, rich and fully consent-driven dataset of member profiles and historical behaviours

YouGov will now be able to aggregate data sets which, though available at the individual level, are not available at an aggregate level such as online SVOD viewing histories or health data based on the consent of individual members

It will enrich YouGov Direct by allowing clients to survey and send fraud-free marketing to members based on any historical variable shared such as previously played songs or online keywords searched

YouGov Profiles data adds unique value to these combined data sets which has not been possible before, allowing a deeper understanding of audiences and target groups

Current status and roadmap

MVP now live and connected to YouGov Direct & YouGov Profiles

Testing with a small user base before rapid expansion globally in 15 markets

Built from day one with banking grade security

Roadmap of hundreds of data sources including but not limited to: ebook reading activity, banking data, health data, TV viewing history, music listening history, and browser history

Expand beyond a browser extension to launch a desktop and mobile app

Q&A

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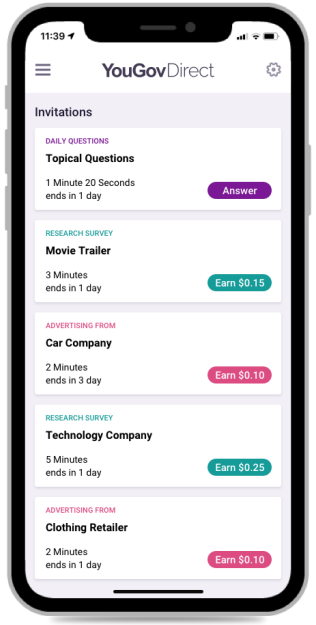
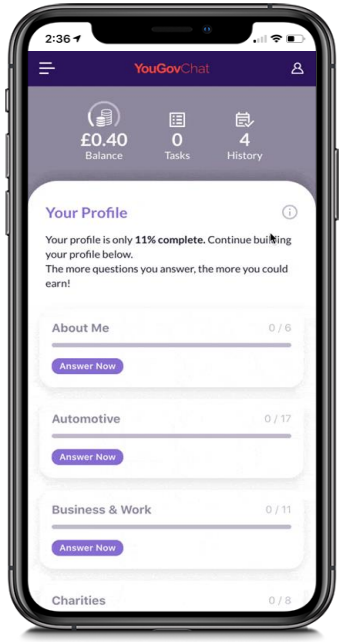
All new YouGov tools are now live and available for client use

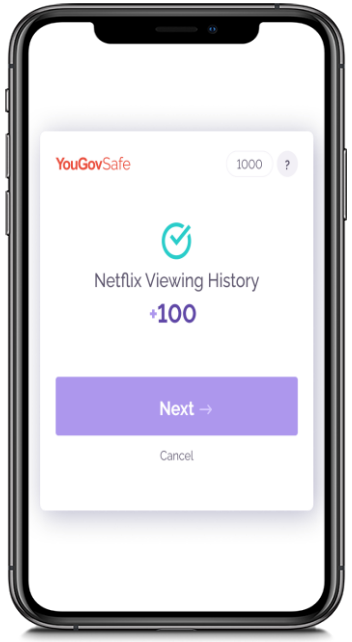
YouGovDirect



YouGovChat



YouGovSafe



All our data and tools integrated into a single platform

Best Panel
Best Data
Best Tools

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