



MOBIETY

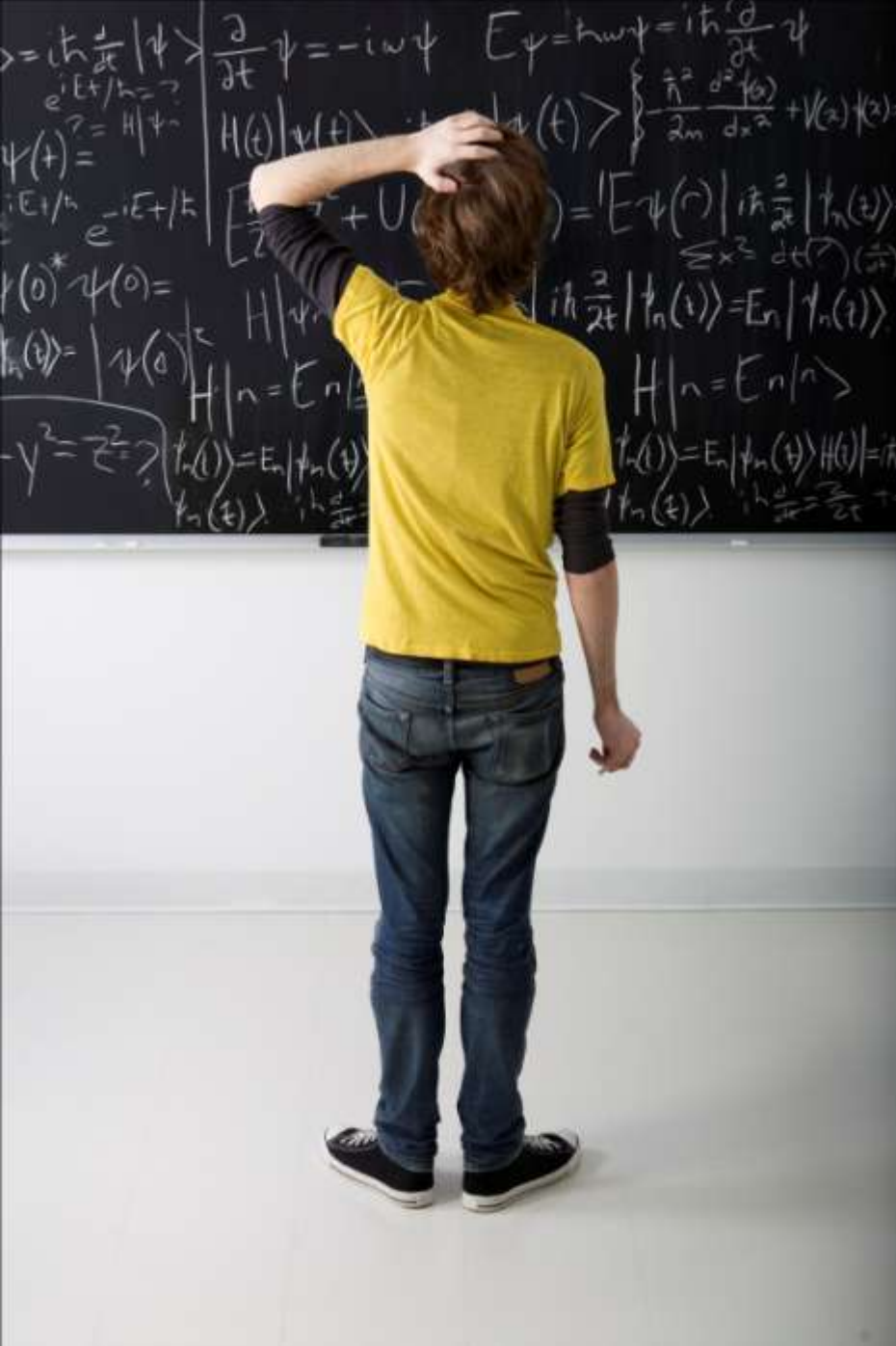
**Mobile Surveys in
Russia & CIS**



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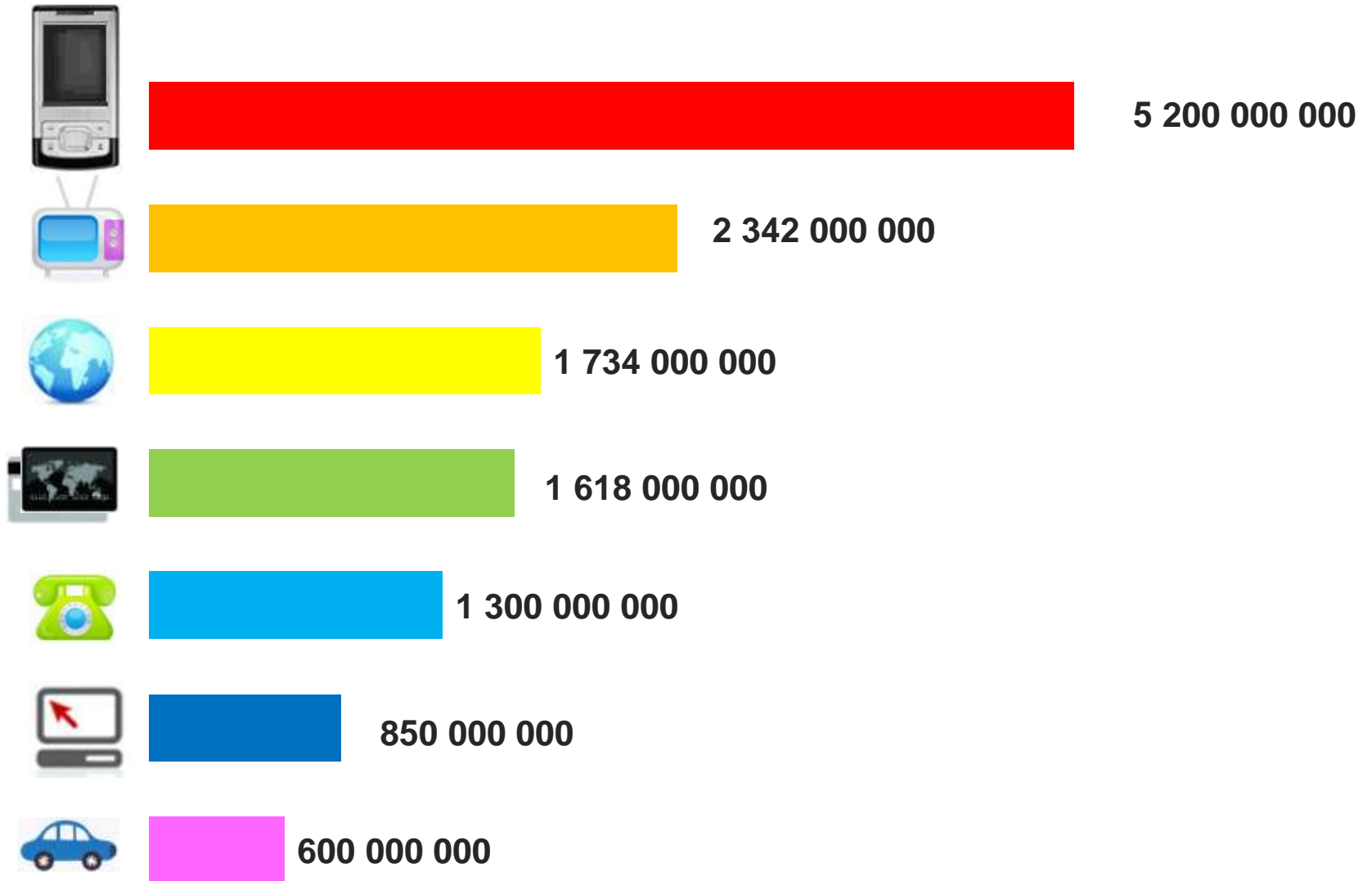
... so far



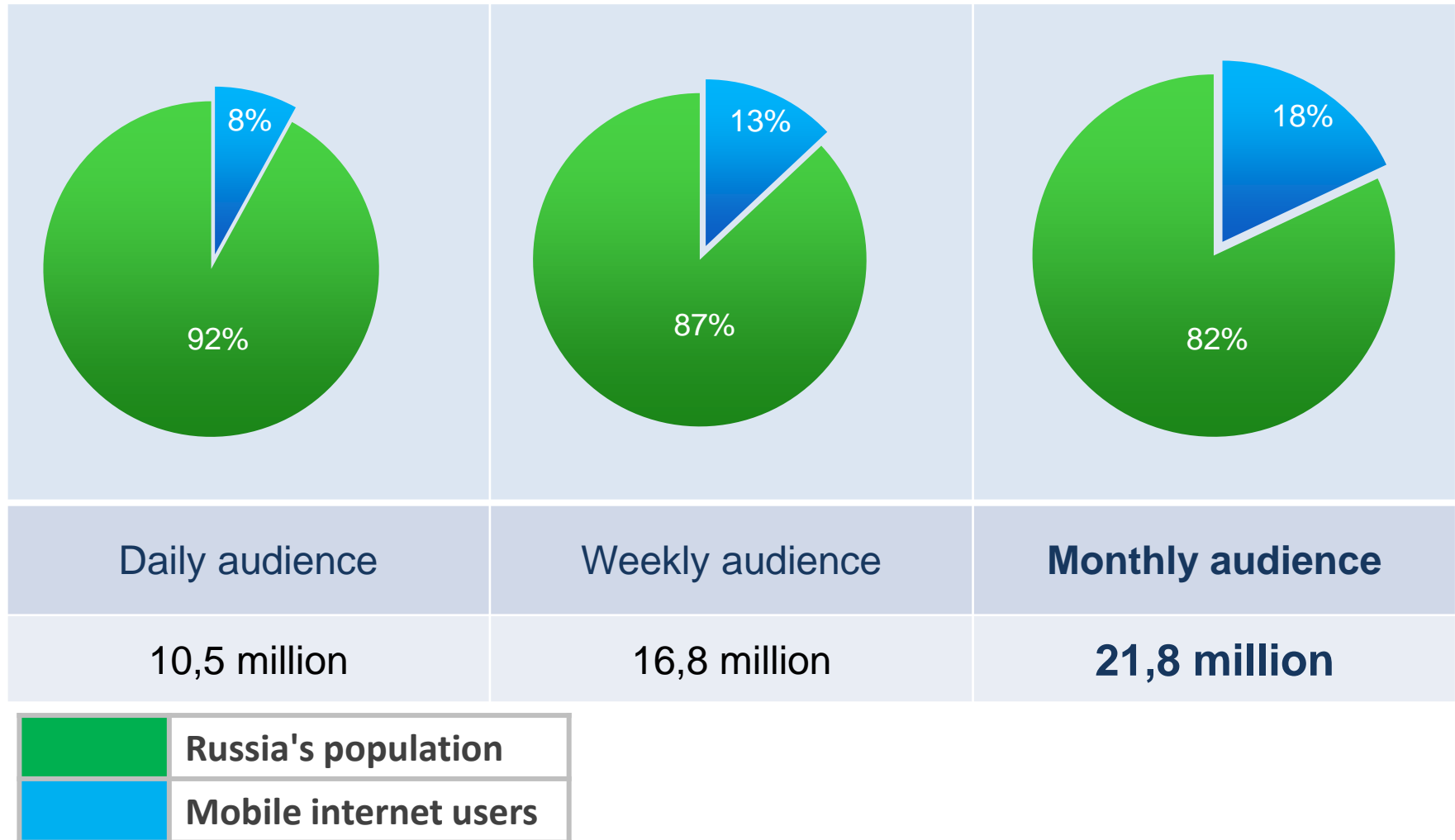
Mobile surveys

1. Trends
2. Mobiety – researchers' tool
3. Partners
4. Clients and projects
5. Few words about future

Mobile. №1 in the world



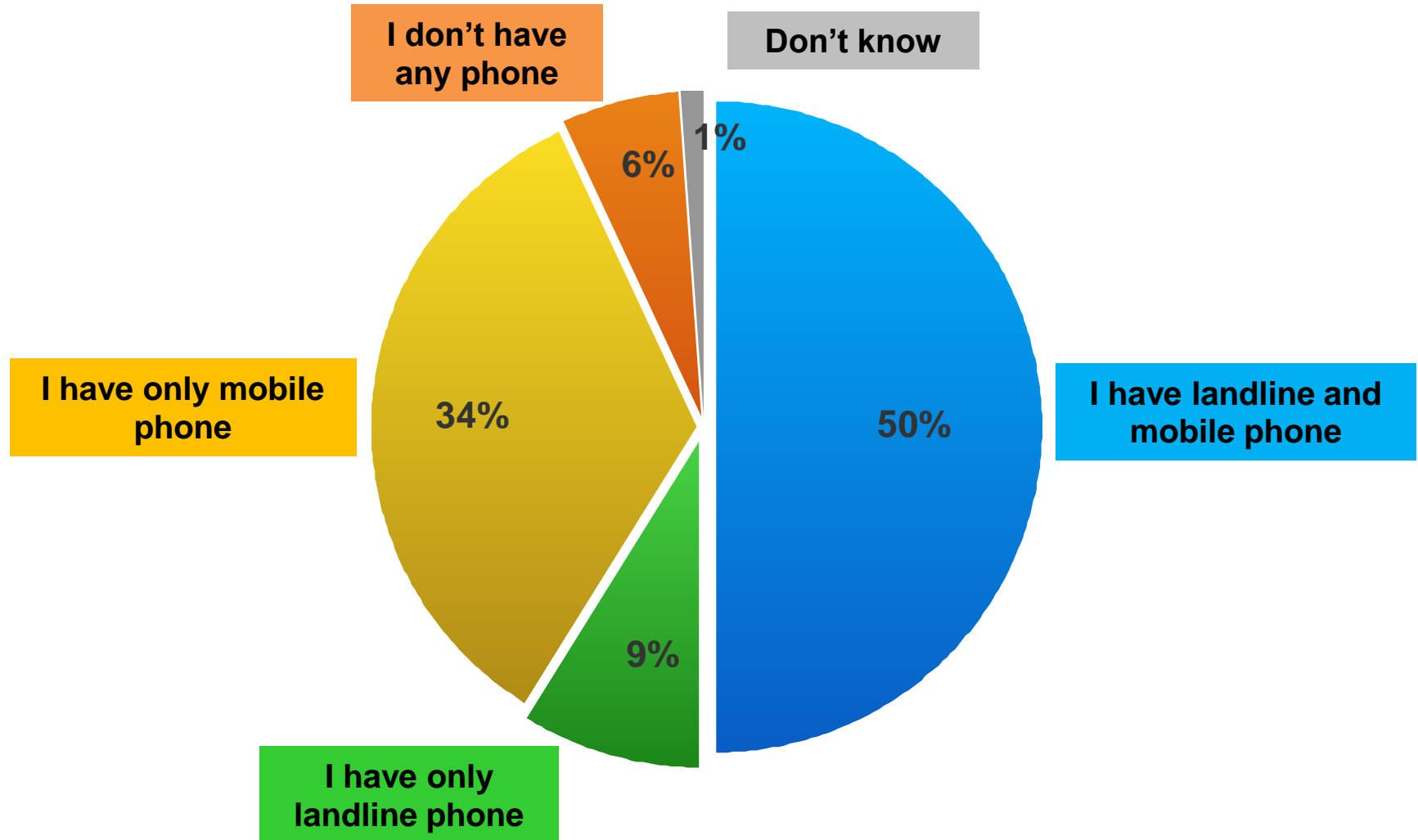
Mobile internet in Russia



*Source: FOM, 2011



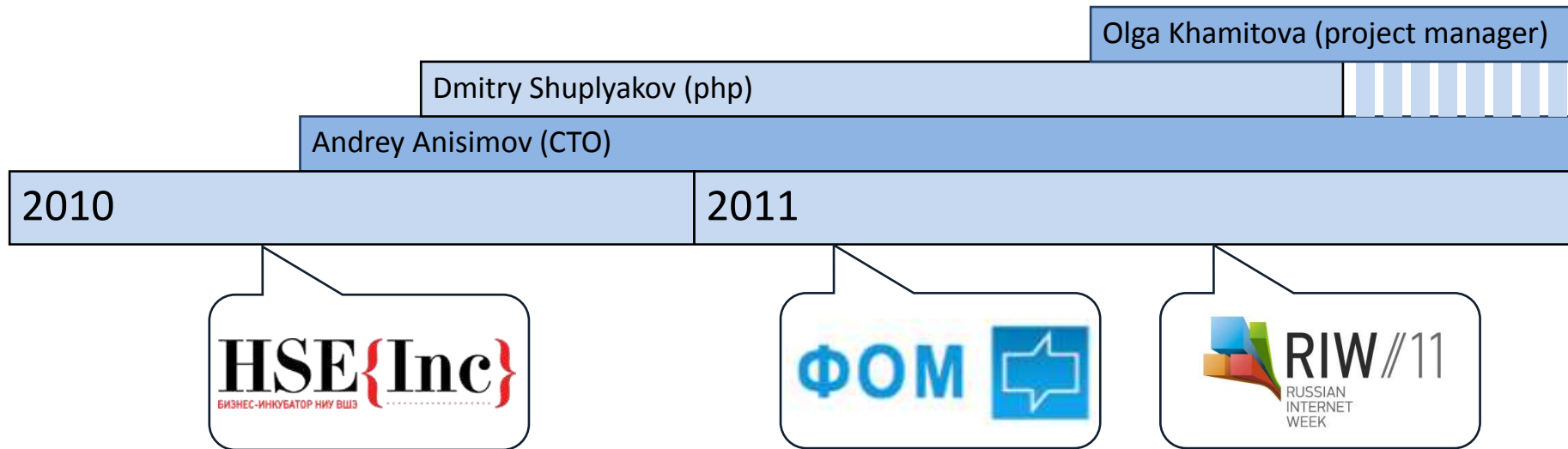
“Mobile only” population in Russia



Do you have a landline or mobile phone?*

*Source: FOM, internet in regions. 2011

Mobiety team and milestones



- April 2010 – II place at start-up competition (State University – Higher School of Economics)
- Q3 2010 – the beginning of development of project
- Q1 2011 – first clients

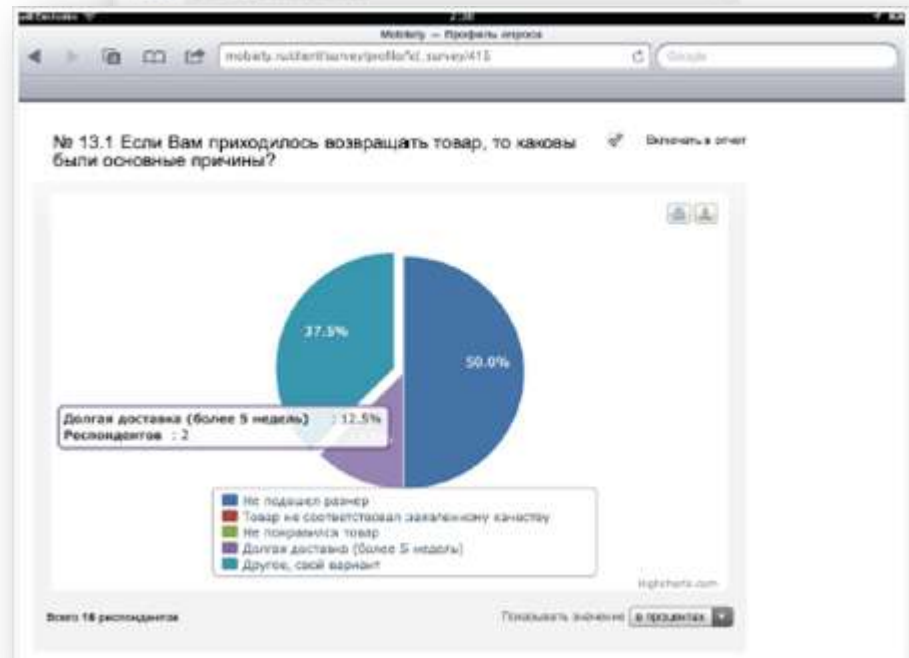
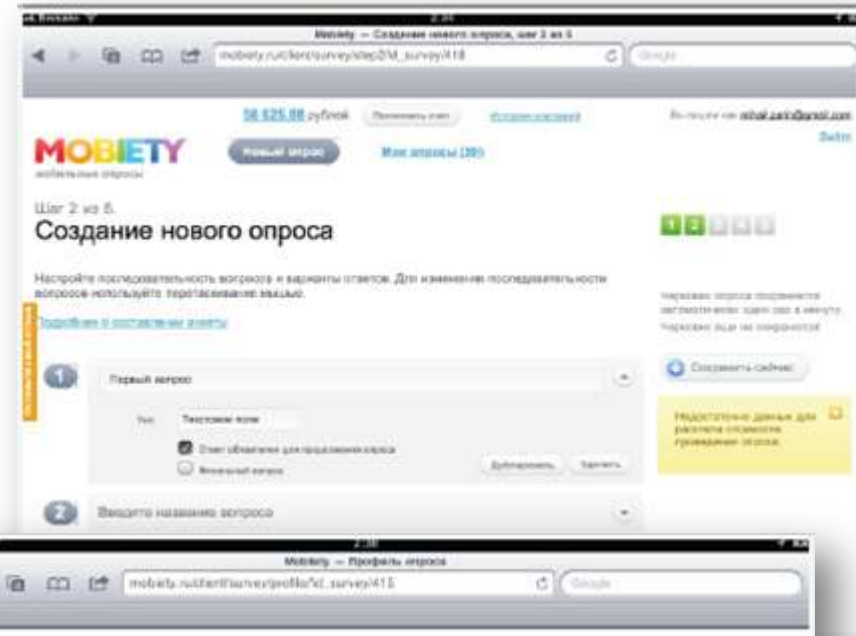
Who we are...

- Mobyety is a mobile research agency
- We provide innovative tool for marketers and researchers
- Our solution allows conduct mobile surveys effectively



How it works

- Build questionnaire with constructor
- Distribute of SMS-invitations
- Top up respondents' accounts
- Review graphs and diagrams
- Export tables and/or data base



Distribution of SMS-invitations

a) Send the unique links to every respondent of the survey in SMS

Редактирование списка рассылки

Загрузите список респондентов для опроса. Список должен быть в формате CSV, и может содержать как только номера мобильных телефонов в международном формате, так и другие социально-демографические данные о получателях приглашения пройти опрос, таких как пол, возраст, и так далее.

Список рассылки:

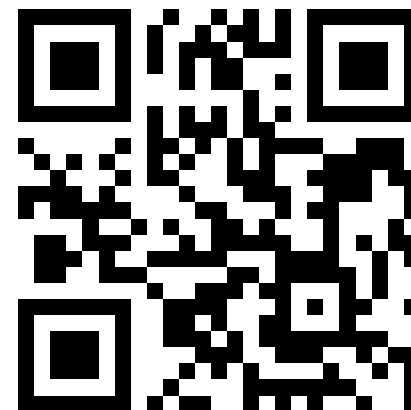
b) Public the link for questionnaire on your resource or event

MOBIETY
мобильные опросы

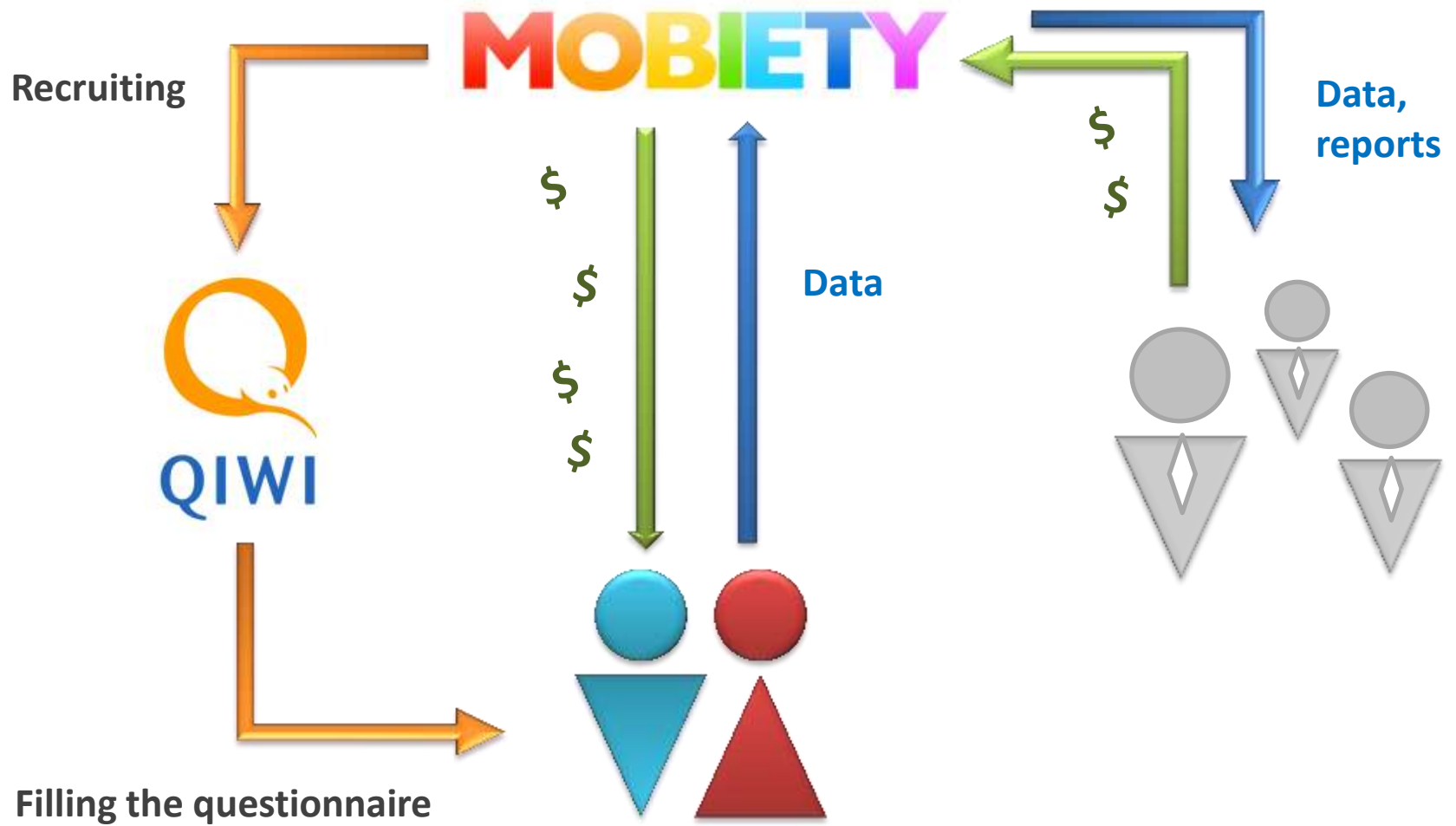
Опрос открыт для голосования.

Голосование производится по ссылке: <http://mobiety.ru/m?on=471>

c) Choose the cities or streets where you want to conduct the survey



It works!



The largest network of interviewers* in Russia

189 000

24 hours a day, 7 days a week

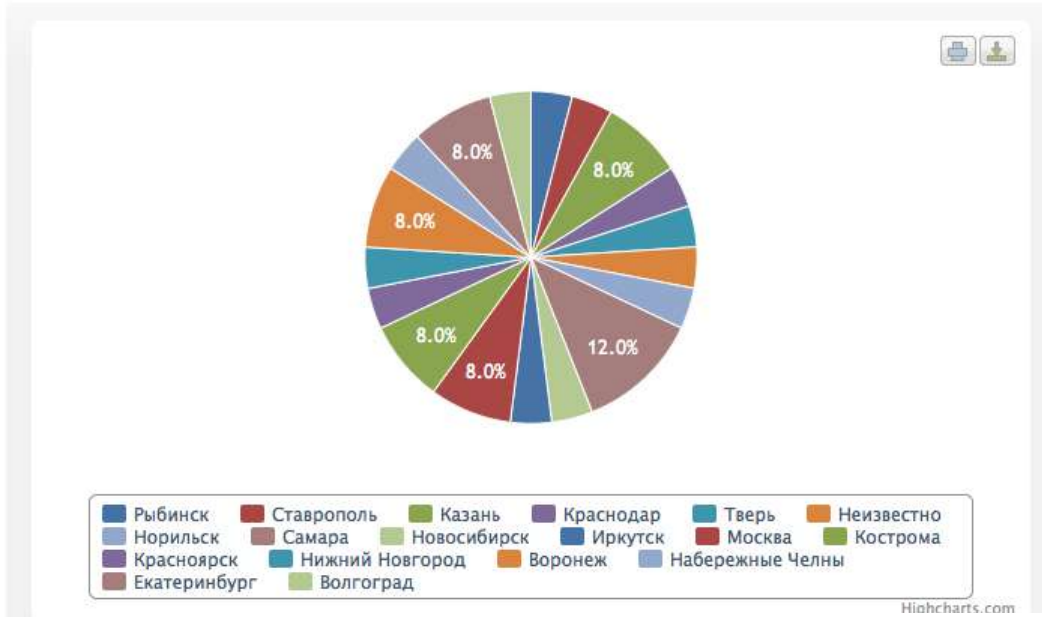


Data format

- We suggest to take the real-time report on-line or Excel
- You can download the database at any stage of fieldwork
- The report is interactive (you can choose graphs for public report, put comments, change the view of graphs and share the link to it)
- The report is available in on-line mode in the form of graphs and charts with the percentage distributions
- Please, follow the link to see the example of the report:
<http://mobiety.ru/public/show/id/68a9e2>

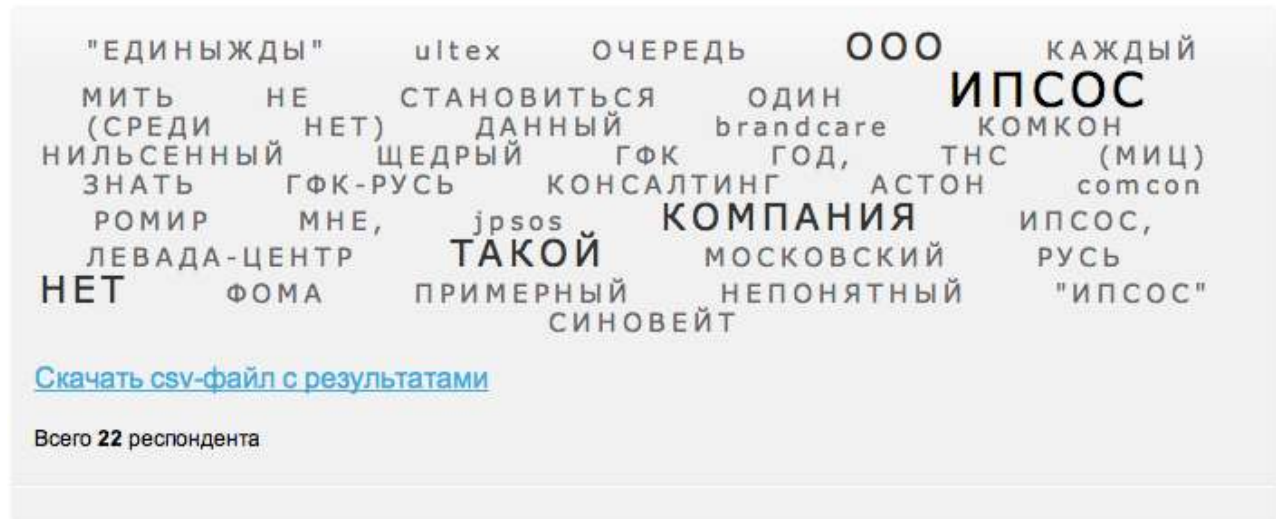


Месторасположение респондентов



Всего **25** респондентов

с) «Самая щедрая компания» (компания, которая предлагает самое щедрое вознаграждение за выполнение проектов)



[Скачать csv-файл с результатами](#)

Всего **22** респондента

Solution benefits

- Collect data quickly
- Use different types of questions
- Ask anywhere: choose cities, streets and areas
- Enjoy fast on-line programming tool
- Get insights with on-line reports
- Export of data base to Excel





Experience

Clients

Research companies



Print Media



Off-line events



Partners



The company Tiburon Research - Field Company, which specializes in online research. The panels cover Russia and Ukraine.



MiniMAX.pro

СМС-реклама
в терминалах

Russia's largest system of instant payments. In Russia there are over 189 000 QIWI terminals in all cities and regions. Payment is made through the facilities of mobile communications, as well as other services.



State university – Higher School of Economics. The Higher School of Economics was founded on November 27th, 1992, by an Ordinance of the RF Government. In October 2009 the Higher School of Economics received the status of a [National Research University](#).

Professional networking



ESOMAR is the essential organization for encouraging, advancing and elevating market research worldwide. Mikhail Zarin, Mobity CEO, is an Esomar member.



RIW - the largest Russian conference devoted to the Internet. This conference has an international status. Mobity – official RIW partner for mobile surveys. Also was speaking about mobile landscape.



“Media sphere” - is the largest Russian the largest Russian annual Conference of the TV media. The conference hosted by one of the most popular TV channel in Russia.

Any start-up must have smth prospective =)

- Testing new survey methods
- Develop technical platform (apps, IVR, TTS, ASR)
- Expand partner network
 - Payment systems (+100K terminals for 6 month)
 - Applications developers (in-app poll)
- "Evangelisation" of mobile surveys in Russia

See you soon!

- Dec 2011

ТехКранч В МОСКВЕ

- Mar 2012

MBLT 12

Thank you!

Please, contact us to know more about mobile research in Russia.



Friends?

fb.com/zarin.m

Likes!

fb.com/mobiety



Follow us

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Follow me

[@zarin](https://twitter.com/zarin)

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