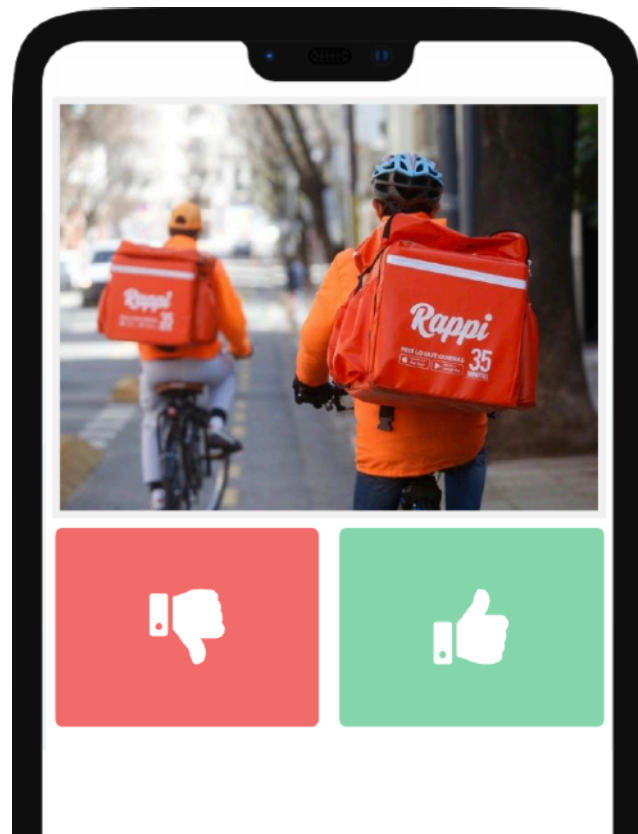
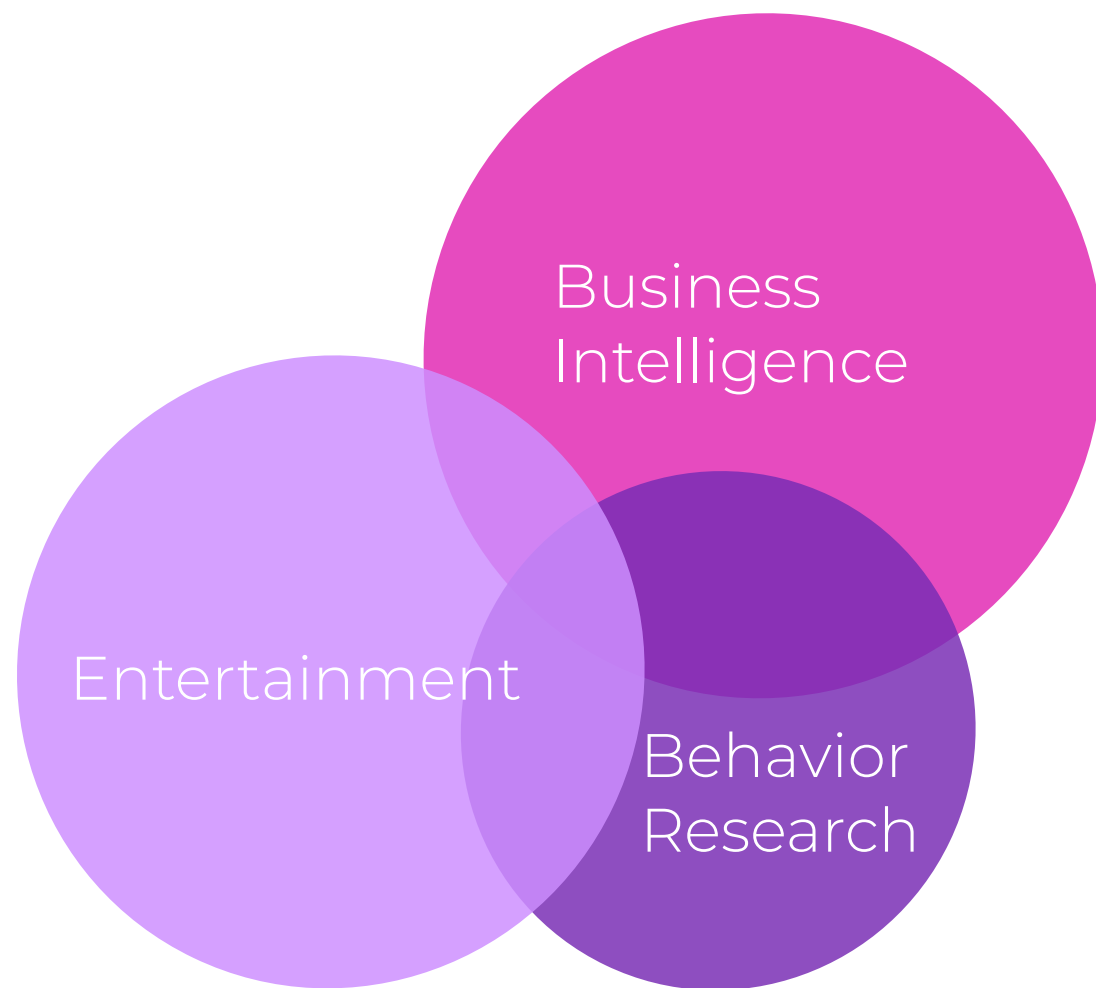


We create digital research products to find
insights on **social, cultural and market issues**



We seek to understand the “why”
behind human behavior, using
mobile technologies and modern,
behavioral sciences-derived
theories



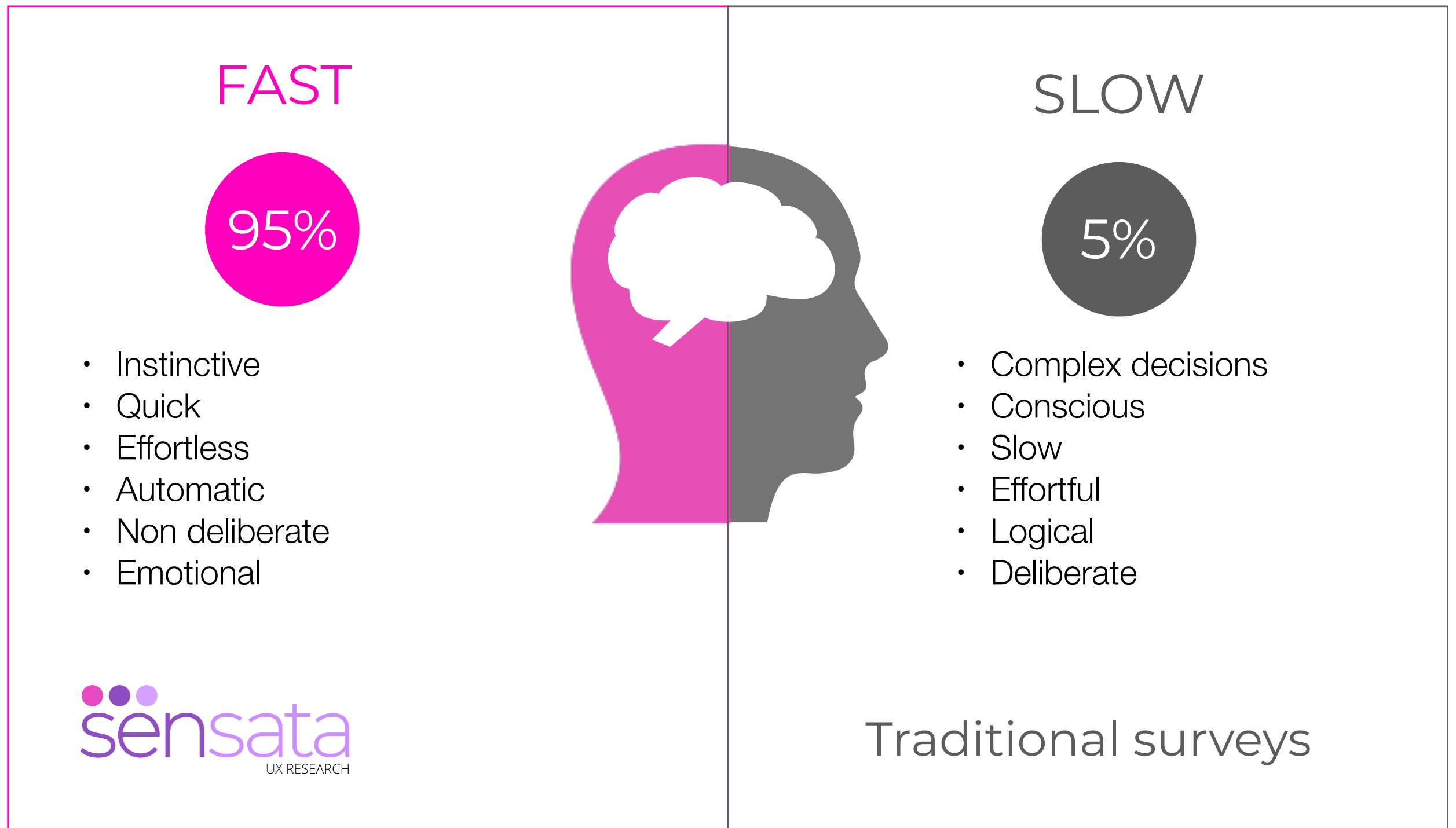
Areas of work

- User Experience Research
- Project evaluation
- Product evaluation and monitoring
- Customer Experience evaluation
- Campaign evaluation
- Market and Opinion research

90% of our respondents can complete our surveys of up to 30 questions in under 3 minutes

How can we achieve that?

We work with the automatic system

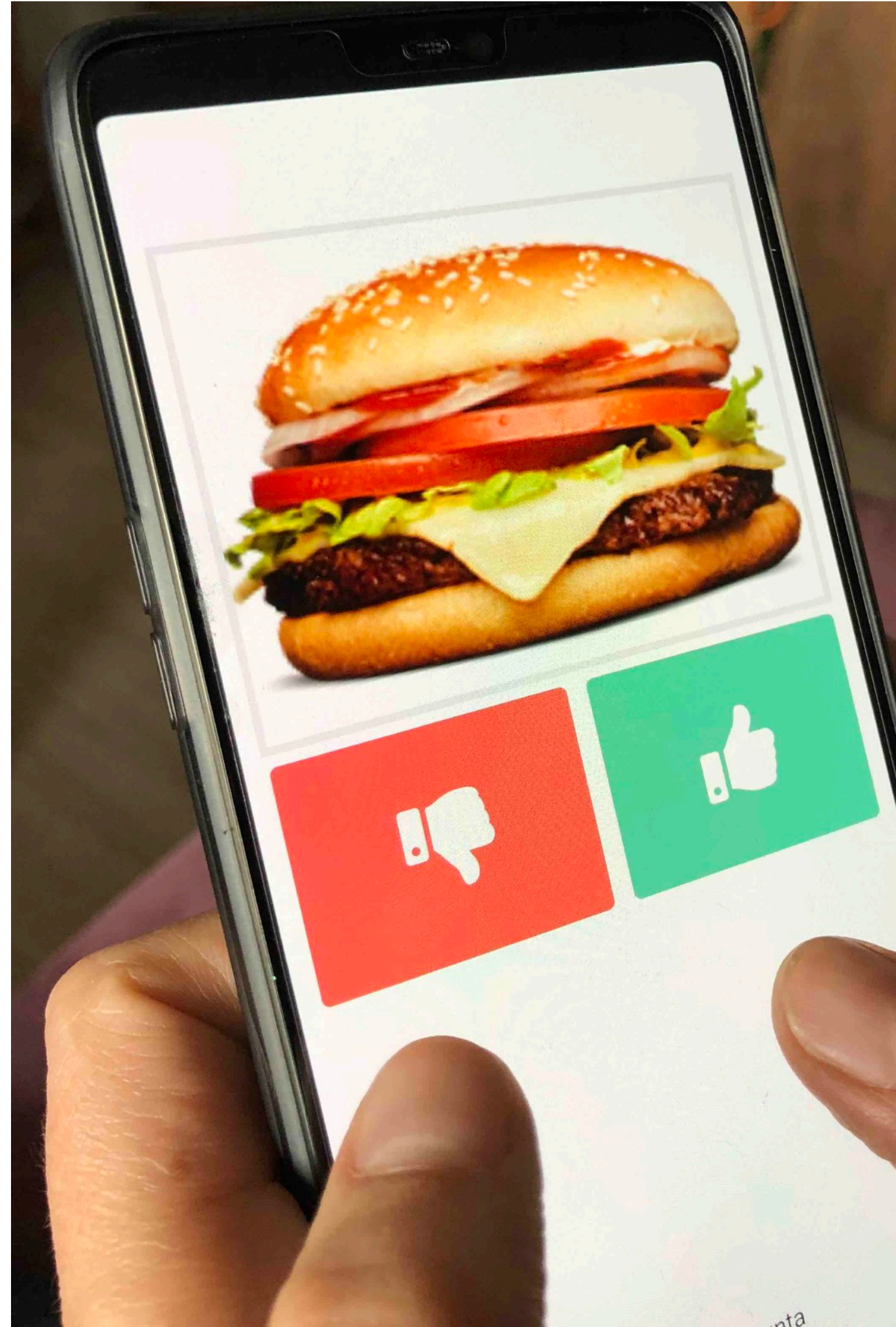


Source: Daniel Kahneman

The Sensata approach

- Designed to provide a great experience for the end user
- Gamified experience
- Over 20 interactive question types
- 7 non-verbal question types
- Can be used to simulate decision-making situations
- More privacy leads to more honest answers
- Feedback can be provided per question or at the end

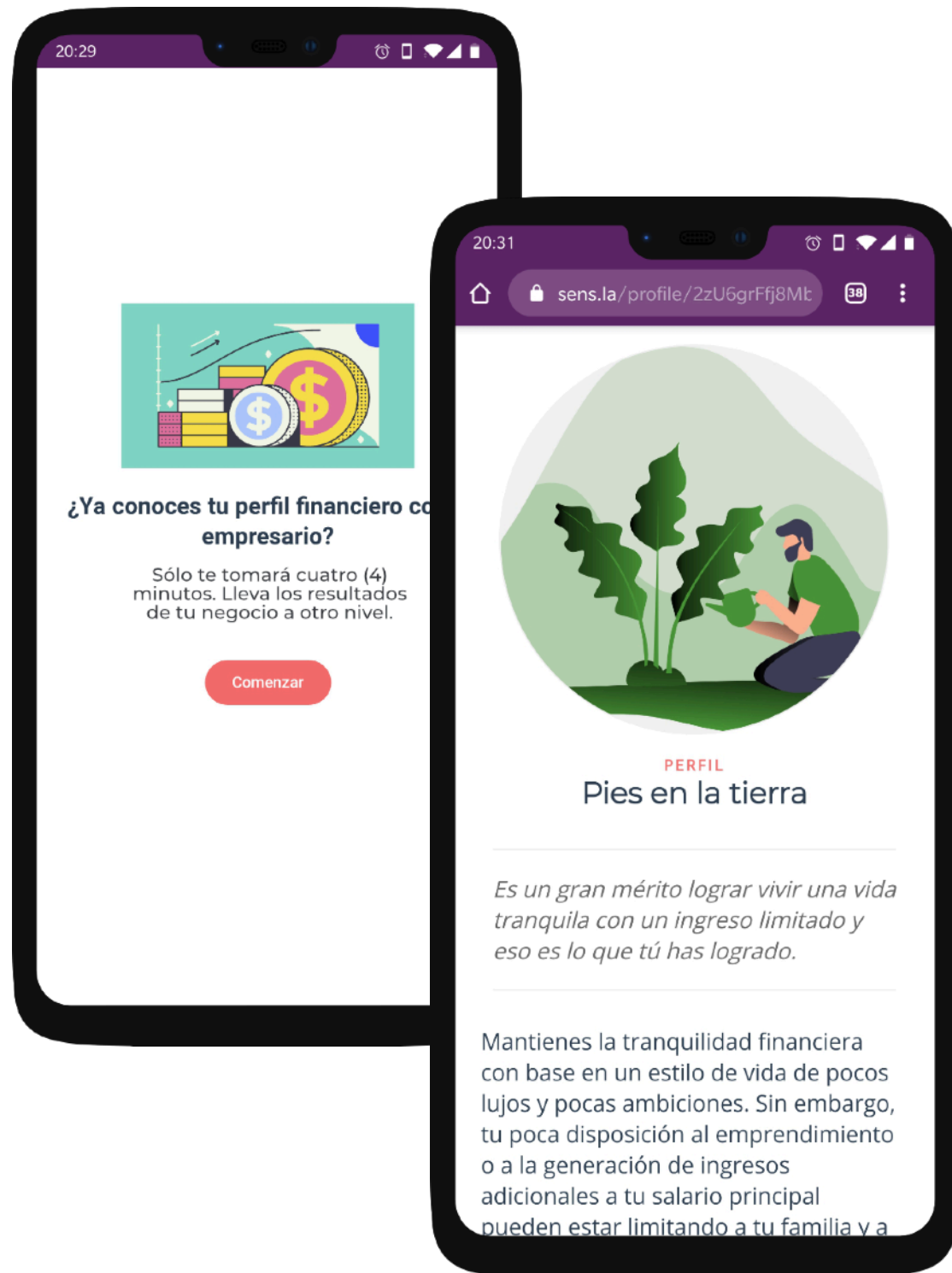
Great for all kinds of users



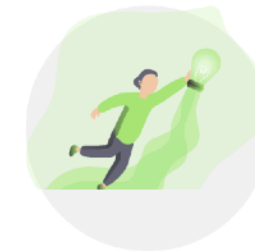
Sensata pioneered the concept of research-through-action to achieve massive reach

Over 600.000 fully viral surveys

Real-Time Profiling



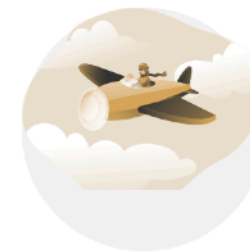
Estoico
4%



Humanista
28%



Responsable
17%



Ecléctico
25%



Realista
13%

We detect automated submissions and remove skewed data automatically

Great for researchers

High-quality data



- Bot detection
- Skewed-data removal
- Identification of duplicated submissions
- Automated geolocation of entries
- Real-time visualization
- Randomization of groups in order to measure effects of priming

The best data collection system

- The fastest data collection system: up to 30 data points in less than 3 minutes
- The highest completion rates of every system: up to 95% of users who start a test will complete it
- User-centered research: for every kind of user with a connection
- Surveys that users are willing to respond
- Real-time visualization of data: entries in hours
- Automated reports and validation of data for high-quality results



[illegible]

Some of our customers





Thank you!

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