

clickworker

Your Virtual Workforce. On Demand. Worldwide.

COMPANY PRESENTATION

2023

clickworker at a Glance

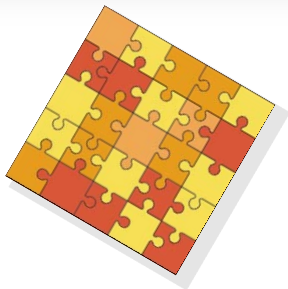
Globally acting and leading crowdsourcing provider

Founded: 2005
Based in: USA and Germany
Active Clients: 1,224 companies,
institutions etc.
200M Jobs in 2022

Crowd: 6M Clickworkers
in 158 countries
covering 30 languages
Additional resources available
on demand (coop. with
partners)

Business idea “micro-tasking”:

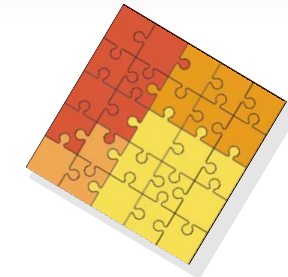
We develop individual solutions
for complex tasks and break
large projects down into
microtasks.



The jobs are processed
directly on our online platform,
simultaneously completed by
many qualified Clickworkers...



...and merged together after
quality controls have been
carried out.





What we do

AI & DATA SCIENCE

- Bringing the human touch to machine learning and AI training
-
- ★ Algorithms require real-world training data with high diversity in order to perform in real-world scenarios. clickworker's intelligence training data service focuses on machine vision and conversational AI
 - ★ clickworker's global crowd ensures fast delivery of highly diverse visual and audio data, superior to data provided by agencies and local partners



Video recordings

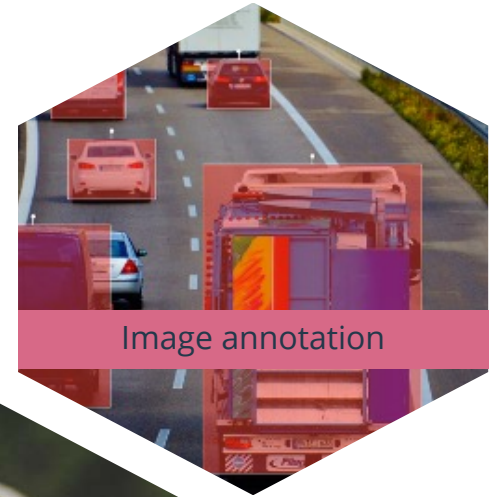


Image annotation



Photos / Selfies



Image tagging



Voice recordings

ECommerce

Capitalizing on a truly global and diverse public crowd

- ★ Relevant, multi-lingual and appealing SEO text content together with optimization of store filter and search functions to drive online sales
- ★ Deep insights into the market to always stay one step ahead of the competition and take the pulse of the customer.



RETAIL & POS MARKETING

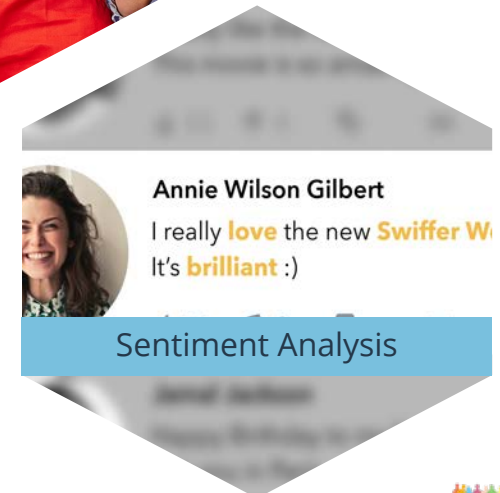
In-store data capture and in-store analysis unearths hidden gems in distribution channels and brand perception

- ★ Shelf photos collected on-site in combination with clickworker's data analysis services support customer in resolving their brand challenges
- ★ These services are enabled through clickworker's mobile crowdsourcing solutions

RESEARCH

Knowing and understanding the target group is the basis of all business success

- ★ Opinions, emotions, needs and requirements of individual population groups and target specific consumers are surveyed and/or analyzed.
- ★ Clickworkers are at your disposal as survey participants or to analyze videos and text such as posts, comments, references, etc. according to their emotional statements



Service Scope

From crowd provisioning to industry solutions



clickworker is positioned as managed service provider able to handle the complete crowd-sourcing process for its customers via its platform and team.



Services range from the basic crowd-provisioning and usage of the platform to processing micro-tasks and related payments to extended full custom project management via automatic interfaces.



This allows highly efficient solutions for large scale online platforms and businesses.

WAYS TO ORDER

Managed Service



For your individual projects and orders, we provide you a managed service for each of our solutions. We discuss the general conditions of the project with you and handle the complete order process – tailored to your needs.

Self Service Marketplace



Using the self-service marketplace, orders in the service areas of text creation, translations, surveys and sentiment analyses can be placed and handled easily, without any set-up fee.

API TOOLS

API



The REST based API allows our clients to access our crowdsourcing services and integrate them seamlessly into their applications. This can be used for their CMS, blog or any other Internet application.

iFrame

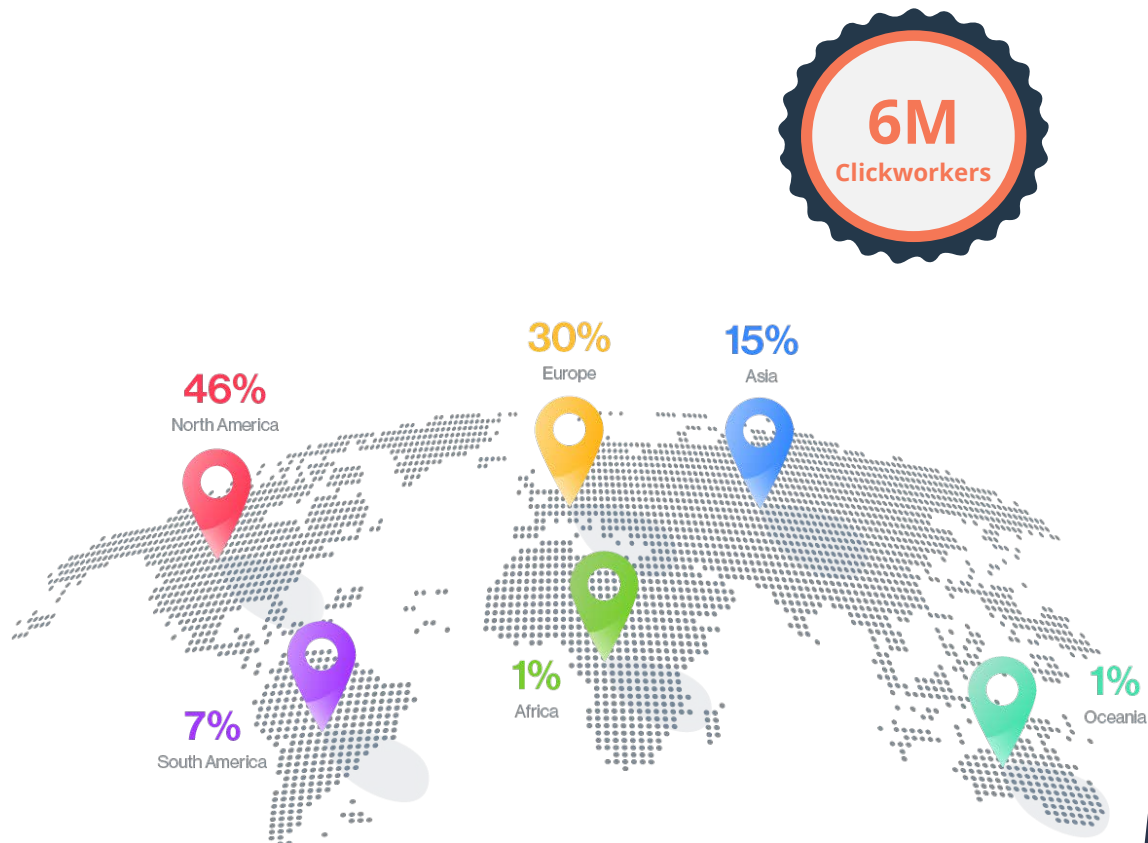


Using an API, customers can connect projects, hosted on their own server, directly to the crowd via our platform. The project tasks are displayed to our Clickworkers for processing via an iframe.

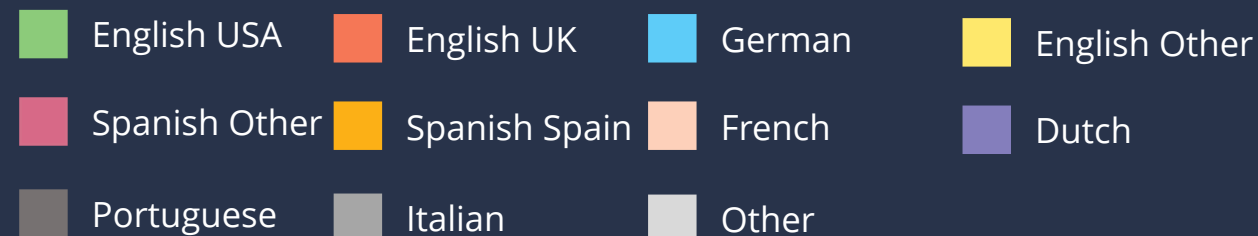
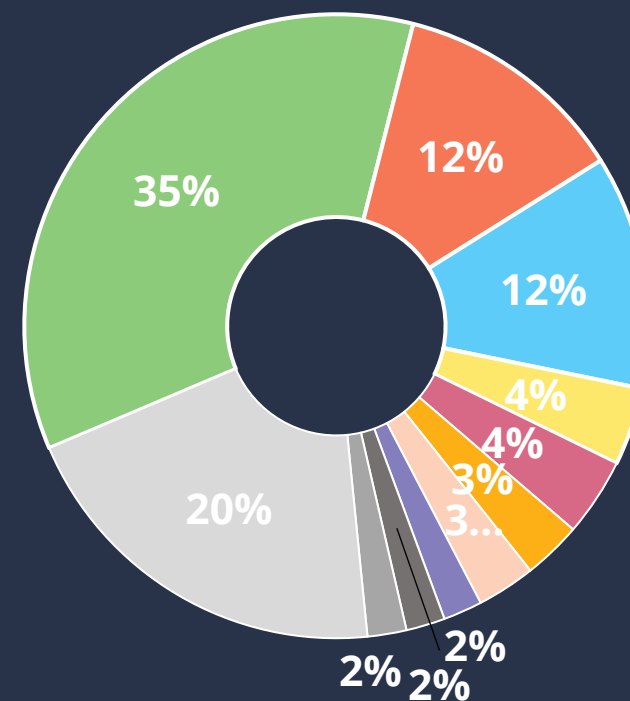


Crowd

ACCESS TO WORKERS ACROSS ALL 6 CONTINENTS



WIDE RANGE OF LANGUAGES SPOKEN



Crowd Demographics

CROWD PROFILE



- International
- Educated
- Multilingual
- Diverse crowd suited for AI training data harvesting
- Based in 158 countries worldwide
- Work remotely on flexible terms

Gender Mix

LEVEL OF EDUCATION

54%



High School graduate

25%



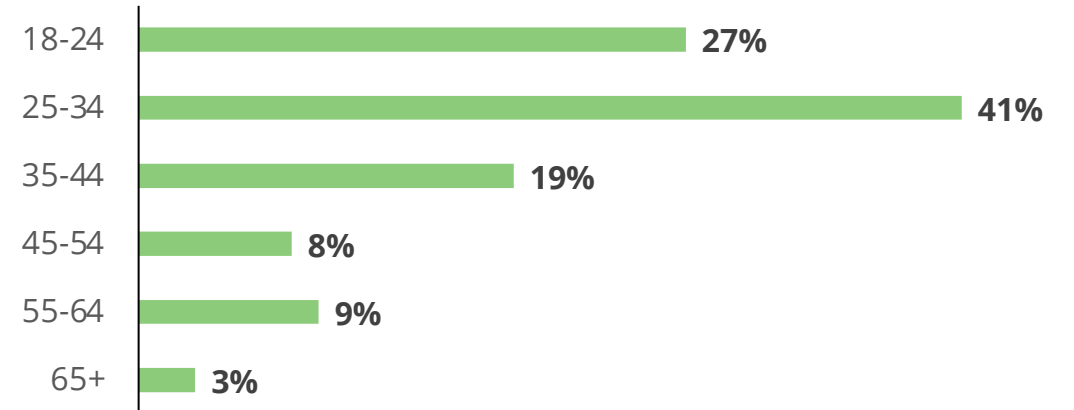
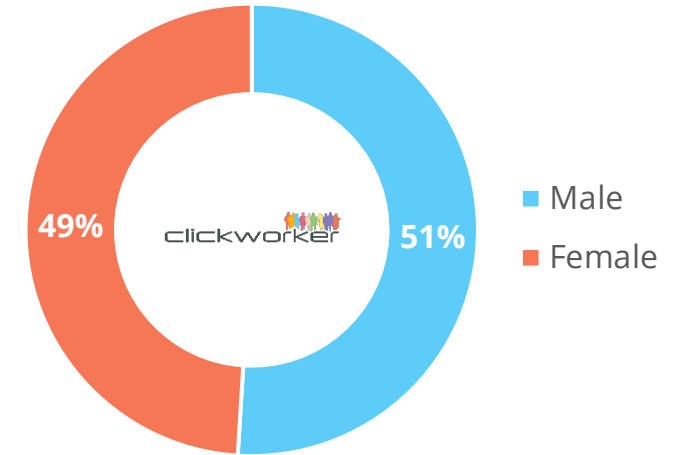
College/University

3%



Phd

Age Distribution





Our Workplace

Workplace available for mobile

Content Sourcing & Mobile Crowd Tasks:

- ★ Video recordings
- ★ Photo shoots
- ★ Audio recordings
- ★ Store visits / Mystery shopping



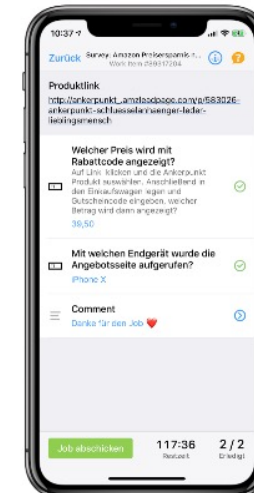
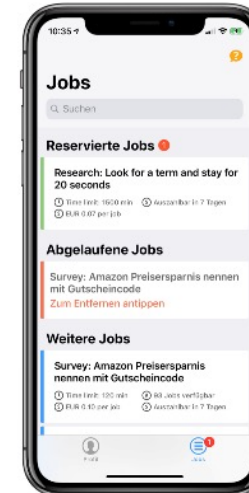
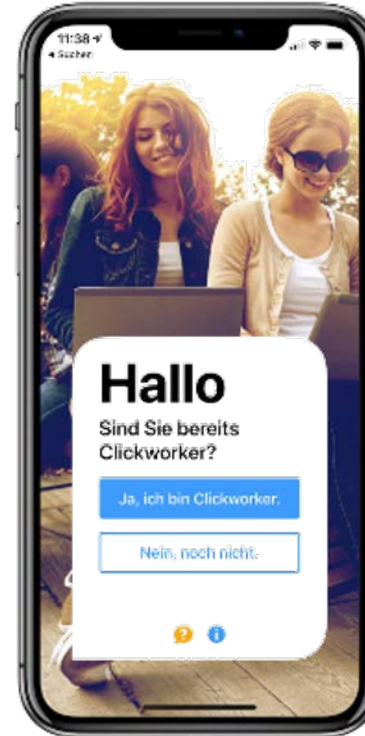
54%

of all jobs completed on mobile phones

The Clickworker mobile app expands its global reach and enables content generation with images and videos

User-friendly environment for mobile users

Clickworker App (iOS + Android)



Workplace available for desktop

Online Data Processing:

- ★ Data classification & annotation
- ★ Data validation
- ★ Data enrichment
- ★ Copywriting

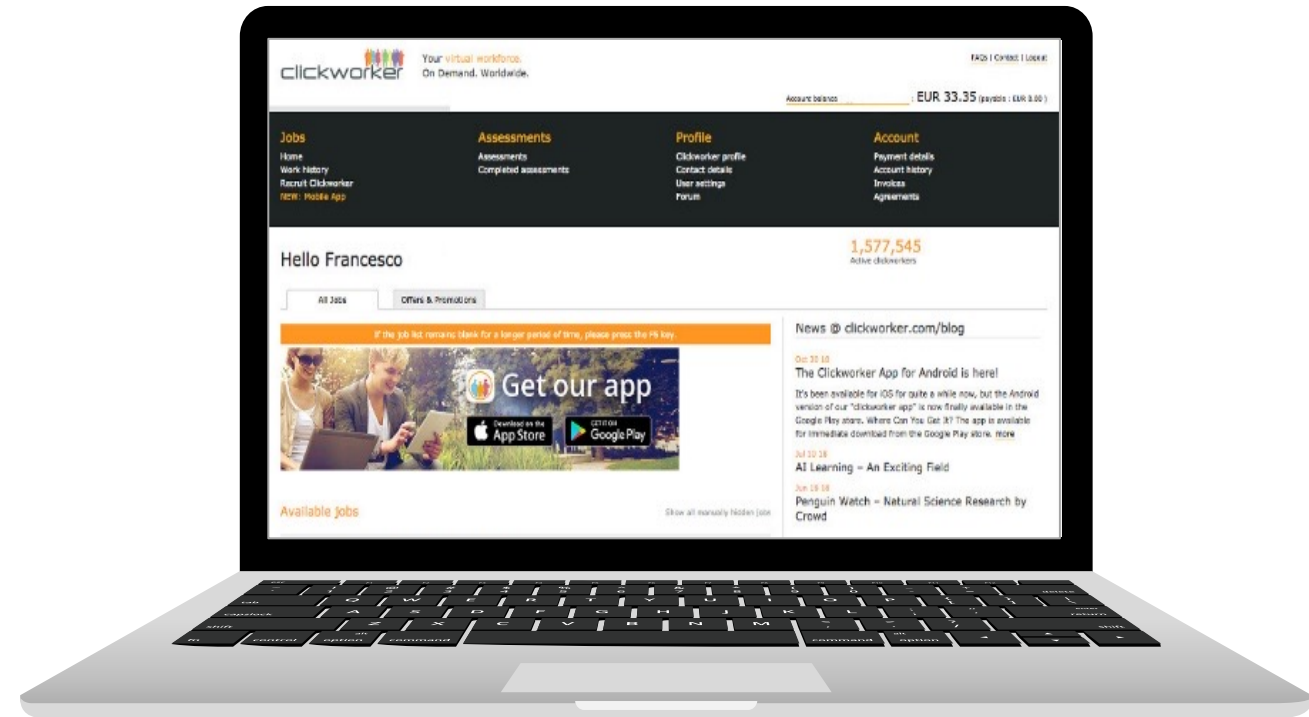


46%

of all jobs completed on desktops

The Clickworker desktop platform is
available for all internet users globally

User-friendly environment for browser users

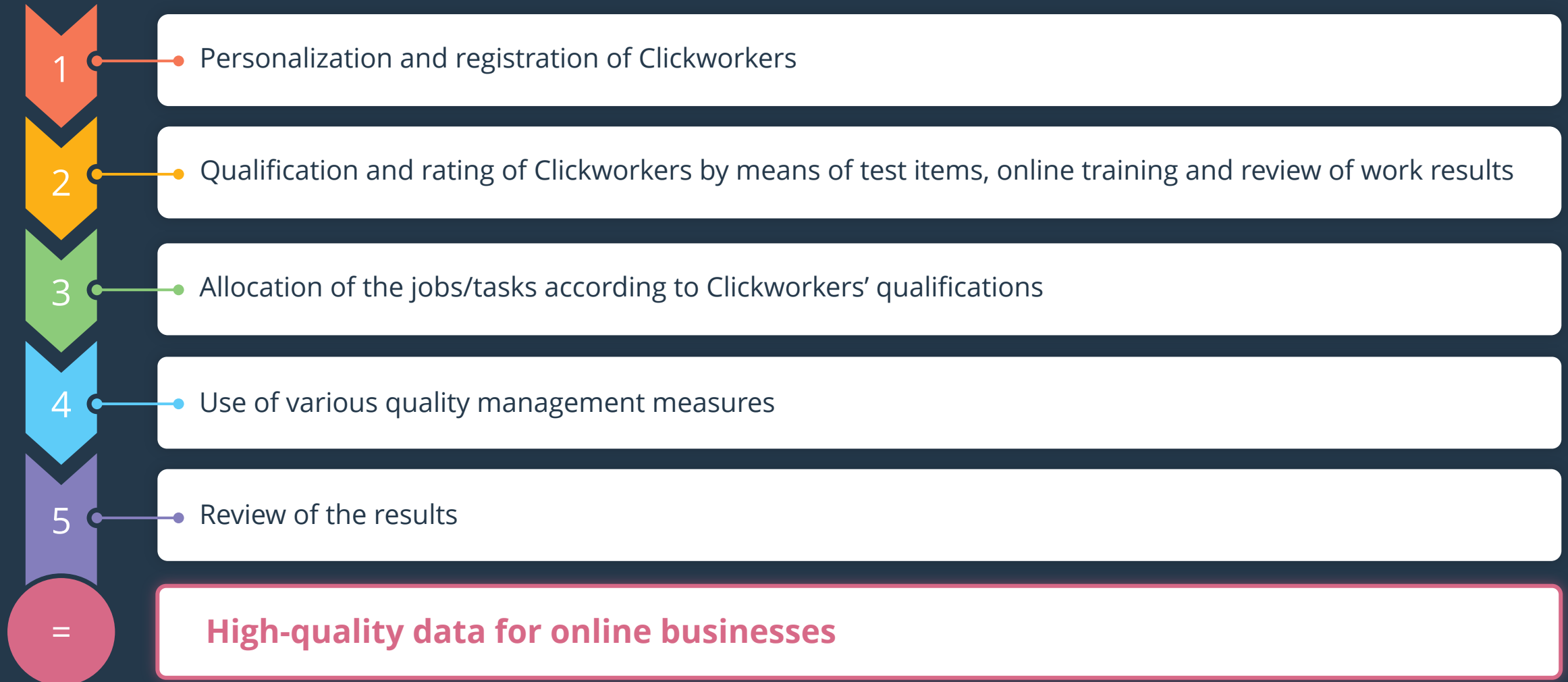


A wide-angle photograph of a busy New York City street, likely Times Square, looking down the road. The street is filled with yellow taxis, pedestrians, and tall buildings. A large yellow rectangular overlay is positioned in the center of the image, containing the text "Quality Assurance" in white. The overlay is semi-transparent, allowing the background scene to be visible through it. The text is in a large, bold, sans-serif font. The background shows a mix of modern glass-fronted buildings and older brick structures. Signs for "STAPLES", "DAFFY'S", and "THE WORLD'S LARGEST STORE" (Macy's) are visible on the buildings. A traffic light is visible on the right side of the street, showing a red light. The overall atmosphere is one of a bustling urban environment.

Quality Assurance

Key quality assurance steps

Robust 5 level process to ensure quality and data integrity



Clickworker assessments

Work is unlocked for Clickworkers based on the scores they achieved in their assessments

Base assessments

Available base assessments

These assessments are basic qualifications for various current and future jobs. Depending on your assessments score, you will be enabled for additional jobs.

There are currently no new base assessments available.

Available base assessments for requalification

You have completed these assessments before but you may repeat them to improve your score.

[Show all assessments](#)

Qualifizierung als Autor für deutsche Texte	Instructions	Repeat!
Qualify as an author for English texts at clickworker.com		Repeat!

Project assessments

Available project specific assessments

These assessments are special prerequisites for specific jobs that are currently online. You need to complete these assessments in order to get access to those jobs.

Qualification for UHRS II	Instructions	Qualify!
Baby Products Tagging Assessment	Instructions	Qualify!

Project specific assessments with additional pre-requisites

You have to complete the pre-requisite assessments in order to participate in this project specific assessment.

[Show all assessments](#)

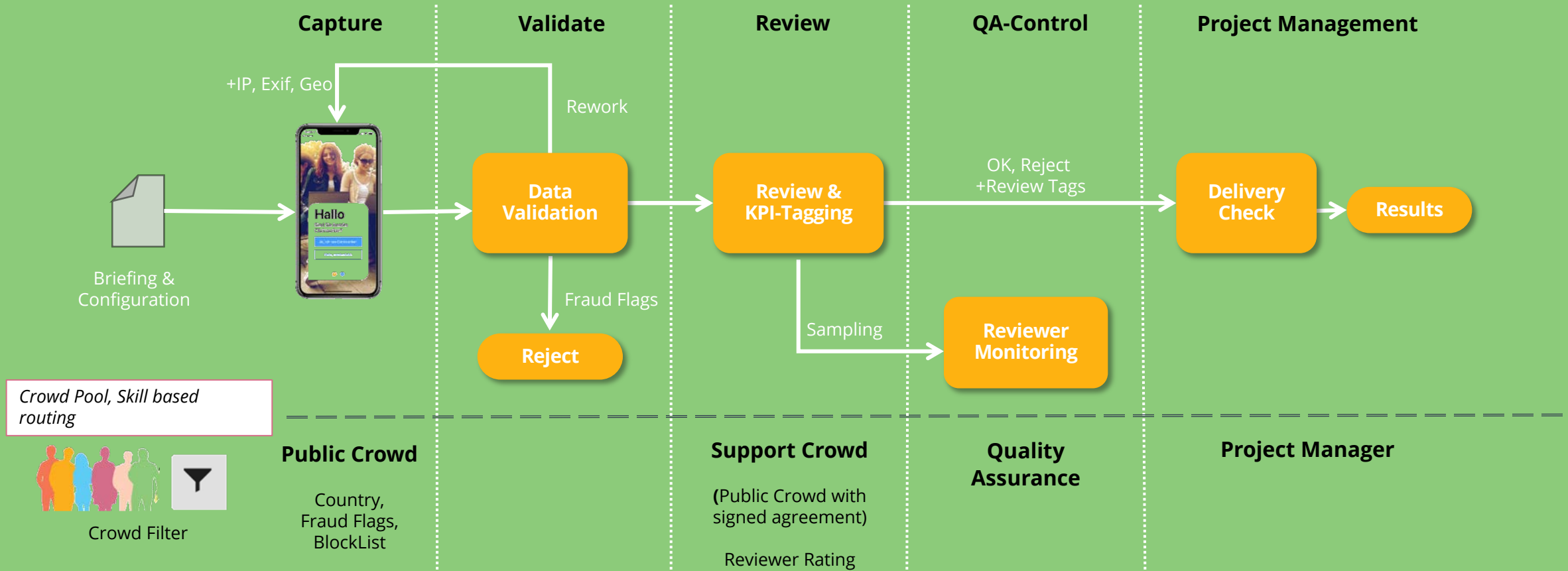
Qualification for UHRS I	Instructions	Qualify!
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Assessments are Clickworker tests to assess competencies of candidates for either general fields of work (Base assessments) or particular projects (Project assessments). Not all users have access to the same assessments; most of them have prerequisites. Work is unlocked for the user based on the scores achieved

Quality assurance schematic

Each submitted job is checked at multiple stages



The workflow illustrates a typical content harvesting QA process. Each submission is uploaded to our cloud storage and forwarded for quality-assurance and assessment. Different crowd pools are used in each stage to validate results and monitor consistency in QA judgements. Results failing to meet the quality objectives are rejected. Workers do not get reimbursed for these jobs



Case Studies

Voice Recordings

SPEECH RECOGNITION TRAINING DATA TO TRAIN A CAR INFOTAINMENT SYSTEM

★ Objectives

- Create audio recordings / voice commands used to control car infotainment systems
- Transcribe recordings
- Analyze and evaluate recordings

★ Key Facts

- 810,000 recordings
(600 recordings per language for 150 scenarios)
- Native speakers from the target regions
- 9 Languages
- Including 2 level quality control and transcription of all recordings
- Plus calculation of the keywords and their frequency per scenario and language
- Also filtering the phrases incl. frequency per scenario and language



POS Checks

COLLECTION & ANALYSIS OF IN-STORE DATA – SHELF STOCK AND SHELF PLACEMENT

★ Objectives

- Visit one of the predefined stores, take a picture of the store from outside, take pictures of the shelves with hair care products
- Analysis of the customer's/ manufacturer's products according to specifications

★ Key Facts

- Countries: DE, FR, UK, IT, ES, TR, RU
- 300-800 POS / Country
- Including quality assurance performed by the clickworker team
- Data analyzing and internal reporting performed by clickworker via analysis and report tools



Content Authoring

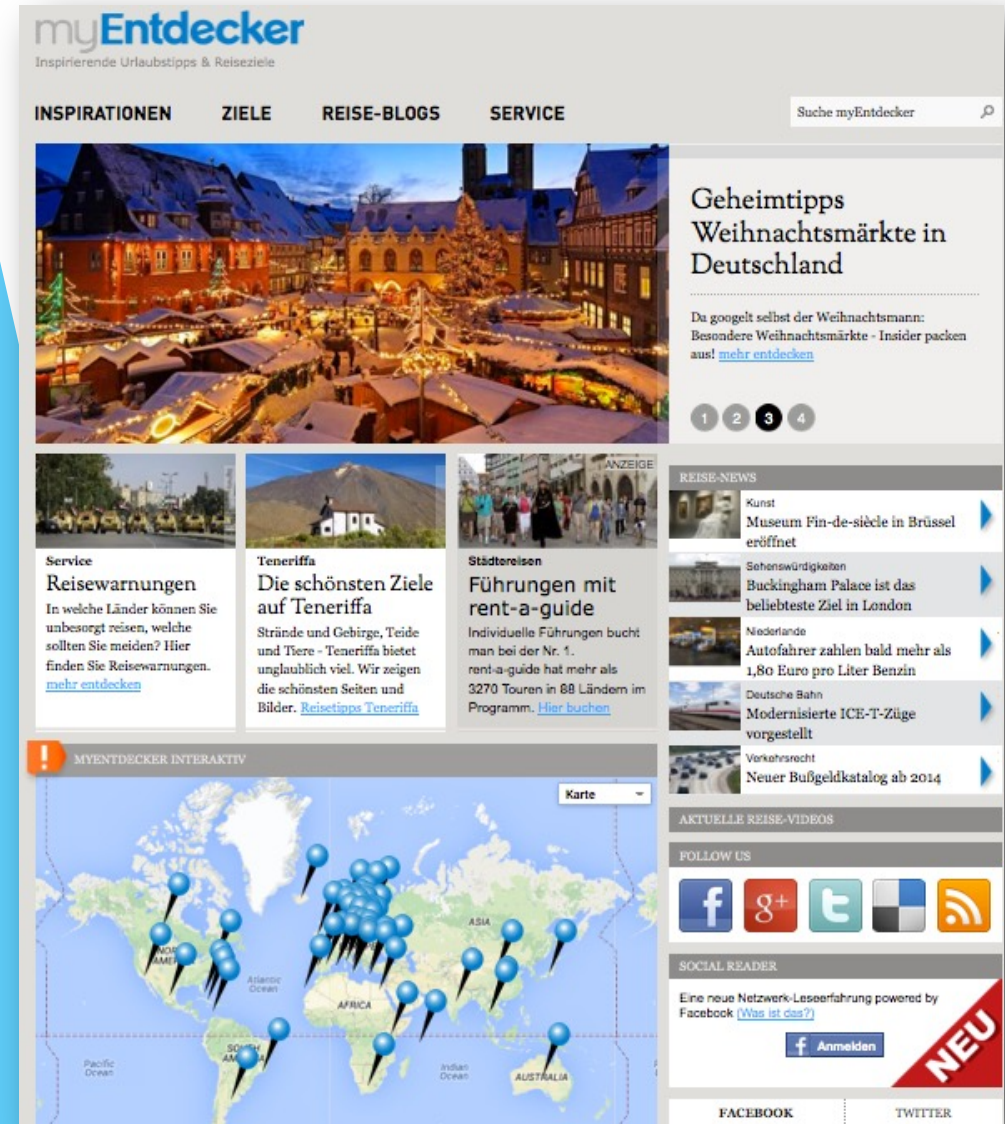
TRAVEL CONTENT

★ Objectives

- Provide daily travel related news
- SEO optimized content
- Research photo assets

★ Key Facts

- 3,000 news articles per year
- 150 – 200 words
- Photo assets research
- 16,000 destination related content per year
Length: 250 – 350 words + metatags
- 1,000 info-teasers per year
- Language: German
- Including 2 level quality control and reviews



Online Surveys

PARTICIPATION IN A STUDY ON THE ATTENTIONAL CONTROL OF HUMAN BEINGS

★ Objectives

- Answer the questionnaire
The survey consists of three parts: the categorization of photos, solving anagrams and the selection of anagrams that will be presented to other participants. This is important in order to avoid the so-called “examiner effect”.

★ Key Facts

- 145 survey participants
- Segmentation: 18 – 99 years of age, German, female and male
- Survey duration: approx. 15 minutes
- Max. runtime of the survey target: 2 weeks
- Max. runtime of the survey actual: 1 day

