MISSION: Bring UNDERSTANDING to the world.
Focus on developing countries

Core capabilities in Africa, Asia, and Middle East

- US offices in Denver & D.C
- US-registered small business
- Locally Registered office in Kenya
- Presence across Sub-Saharan Africa
- Partner with NGO, government & private sector

Locally Registered office in Kenya
Taking advantage of the mobile revolution
70% of Africans can be reached by text message. Almost DOUBLE the number than can be reached via mobile web.
90% of those who live in Asia-Pacific can be reached by text message.

Almost **TRIPLE** the number that can be reached via mobile web.
4,000,000,000,000,000 text messages were sent in Asia Pacific in 2014.

Yes, that's four TRILLION.
GeoPoll’s services deliver REAL-TIME data enabling more effective decision making

**Custom Research**

- Any topic
- Any target
- Any time

**Syndicated Data Services**

- Media Measurement
- Food Security
- Brand Tracking
Location Targeting and Demographics
Database includes demographics (age, gender & location) to easily target specific groups.

Multi-Modal Communication
Near real-time communication through SMS, voice, or mobile web in language(s) of choice.

Free and Incentivized Surveys
Messages are free to the end-user, and GeoPoll can deposit incentives via airtime credit.

Anonymous responses
GeoPoll never give out numbers & store respondent information using an anonymized unique user ID.
GeoPoll targets mobile subscribers by their location and demographics to conduct short mobile surveys in real-time.

1. Survey Design
2. Sample Selection
3. Send Surveys
4. Incentivize Respondents
5. Analyze Results
Connections with 78 MNOs in 44 Countries

200 Million+ subscribers in our database.
GeoPoll Clients and Partners

Commercial

Social Sector

[Logos of various clients and partners from both commercial and social sectors]

GeoPoll
Clients and Partners

Commercial

Social Sector
What is KGMM?

- Overnight media data, 365 days a year
- SMS surveys capture individual behavior
- 4 hour recall is most accurate in the market
- Media planning and evaluation tools increase ROI
One consistent methodology, across all countries. Currently live in:

- DRC
- Ghana
- Kenya
- Mozambique
- Nigeria
- Rwanda
- Tanzania
- Uganda

KGMM Availability

Live KGMM market
Future KGMM market
Case Studies: Ebola Crisis

 GeoPoll reached more than 100,000 people in West Africa during the Ebola crisis.

- **USAID**: Determined long-term economic impacts of the Ebola outbreak in Sierra Leone and Liberia.

- **FEWS NET**: Built a panel of market traders to study ongoing market operations in Sierra Leone and Liberia.

- **World Food Programme**: Conducts ongoing food security tracking surveys in Sierra Leone, Guinea, Liberia.

- **Keystone Accountability**: Used mobile to assess the population’s perception on international community’s response in Sierra Leone.
Case Studies: Agriculture and Nutrition

- **IFPRI**: Used mobile surveys to assess the understanding and adoption of new seed technologies among smallholder maize farmers.

- **IMA World Health**: Conducted surveys across 5 regions in Indonesia to understand nutrition, hygiene and more in relation to childhood stunting.

- **USAID DCA**: Reached those in the agricultural industry to determine perceived barriers to getting agricultural loans.
Contact

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