Tracking Coronavirus Impact on Cint Platform Metrics

CN
China

Key metrics are shown on left vertical axis (blind/scaled for confidentiality). COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.

Programmatic Entries & Respondents from Invites

- **Programmatic Supply Entries**
- **7d MA**
- **Respondents (from Invites)**
- **7d MA**
- **COVID-19 confirmed cases**
- **7d MA**

Date

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CN China

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COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.
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Conversion Rate, Dropout Rate, and Invite Response Rate

Programmatic Conversion Rate  7d MA  Cobra response rate  7d MA  COVID-19 confirmed cases  7d MA  Dropout Rate  7d MA

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Platform Completes per Project

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Email Invites Sent and Number of Respondents (Starts)