SOAR ABOVE THE
COMPETITION WITH OUR
MARKET RESEARCH EXPERTISE.

Probity Research

ESOMAR 37

ANSWERS TO ESOMAR 37 QUESTIONS FOR USERS AND BUYERS OF ONLINE SAMPLE

TABLE OF CONTENTS

Company Profile

01 **What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?**

Probity Research with offices in USA, UAE and India has helping clients across the globe with their online sample needs. Probity Research started developing online panel in North America in 2014 and currently have online panels in more than 30+ countries across the globe (North America, Europe, Latin America, Asia-Pacific and Middle East).Probity research offers one stop solution to all your research needs including Questionnaire designing, Programming, Online data collection and analysis. Our expertise is B2B and Healthcare research.

02 **What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?**

Probity Research is a full-service market research company providing a comprehensive list of services from questionnaire / research design, programming, hosting, data collection, data processing, analytical services and reporting.

03 **Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide to your frontline staff?**

We have a strong team of 15+ project managers with an average experience of 5+ years in the MR industry. The team has been trained on sampling algorithms and predictive sampling methodologies to provide a consultative approach. Our team is able to meet the distinctive sample requirements of our clients across multiple profiling characteristics while keeping an eye on factors like recruiting source, device, and panellist engagement.

Sample Sources & Recruitment

04 **Using the broad classifications above, from what sources of online sample do you derive participants?**

At Probity research, we firmly believe in using our verified and vetted proprietary panel (Cash Your Opinions). We believe that data quality begins with recruitment. Based on our many years of experience, we know that multi-source recruitment is the best option for maintaining a representative base of respondents. However, depending on the project's complexity and client's needs, we may use one of our local network partners upon client's request only.

05 **What recruitment channels are you using for each of the sources you have described? Is the recruitment process ‘open to all’ or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?**

Majority of our panellists are recruited via Affiliate network. Additionally, we also use social networks. Email lists, banners, co-registration, referrals, and search engine marketing to recruit panellists. We do a thorough review of a partner’s recruitment methodology and incentive structure. Apart from that, we evaluate the quality of each recruitment partner by testing each source across a number of demographic, attitudinal and behavioural benchmarks. We recruit from a broad range of sources to ensure a diverse composition, covering nationally representative samples as well as hard-to-reach audiences.

06 **Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer? (Assume proprietary to mean that the sample provider owns the asset. Assume exclusive to mean that the sample provider has an exclusive agreement to manage/provide access to sample originally collected by another entity.)**

Majority of the sample provided is proprietary however, depending on the project's complexity and client's needs, we may use one of our local network partners upon client's request only.

07

If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample (sample sources, sample providers included in the blend). Do you let buyers control which sources of sample to include in their projects, and if so how? Do you have any integration mechanisms with third-party sources offered?

When necessary, Probity utilizes multiple sample sources to support client needs. By blending across a defined combination of sources, we can ensure access to a larger pool of quality sample and maintain consistency across studies or waves. However, the client is kept informed on the decision on what kind of sample sources to use for a study.

08

Which model(s) do you offer to deliver sample? Managed service, self-serve, or API integration?

We provide Managed Services through our highly skilled project management team and an option of API integration is also provided through our strong technology support team.

09

What brand (domain) and/or app are you using with proprietary sources? Summarise, by source, the proportion of sample accessing surveys by mobile app, email or other specified means.

We use our proprietary panel (CASHYOUROPINIONS) and provide the respondent the ease to take the survey through email or by logging into their dashboard.

10

What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

All our panellists are double opt in members and goes through extensive profiling to verify their knowledge and understanding of the industry and roles.CAPTCHA is used for all recruitments and our backend team ensures to do a random check of newly recruited respondents by cold calling, secondary research and LinkedIn verification.

11 **Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, Is there sample suitable for product testing or other recruit/recall situations where the buyer may need to go back again to the same sample? Is the sample suitable for shorter or longer questionnaires? For mobile-only or desktop only questionnaires? Is it suitable to recruit for communities? For online focus groups?**

The selection of sample sources for a study is dependent on the nature of the project requirements and if there are any particular operational or respondent requirements. For product testing or other similar recruitments our internal double opt-in panel is suggested

Sampling & Project Management

12 **Briefly describe your overall process from invitation to survey completion. What steps do you take to achieve a sample that "looks like" the target population? What demographic quota controls, if any, do you recommend?**

The sample is randomly extracted from the panel, taking into account the qualification criteria required for the study. The respondents are sent the email invitation and the survey is made available to the suitable respondent's dashboard. Once the project is launched, the team starts to monitor the fieldwork metrics and updates the client on the progress and any potential issues we may face in field and get the demographics or targetable quotas adjusted for successful completion.

13 **What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact? How does this differ by the sources you offer? How often is each of those data points updated? Can you supply these data points as appends to the data set? Do you collect this profiling information directly or is it supplied by a third party?**

We collect over 100 data points from our panellists like demographics, employment, titles, roles, hobbies, travelling habits, financial services, Home, car and pet ownerships among many others. The mandatory data collected at registration stage includes email address, gender, age and location (zip code). Respondents are required to update their profile at least once every 6 months however the respondent can also proactively update the profile at their own convenience by logging into their dashboards. All the data points are collected directly from the respondent without the involvement of a third party. We can provide basic demos as appends within the survey.

14 **What information do you need about a project in order to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?**

We would require expected Incidence rate, LOI and the target audience to provide an estimate on the feasibility. In case the incidence is not available at the client end, we can share a tentative IR from our end based on similar projects we have run in the past and provide a range on feasibility.

15 **What do you do if the project proves impossible for you to complete in field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances, how do you maintain and certify third party sources/sub-contractors?**

Such cases are quite common in the online environment. In case such an instance occurs where we are facing issues completing the study, the team updates the client on the issues preventing successful completion. Our team is knowledgeable enough to discuss and see if any quotas can be adjusted or if a possibility of including external vendors for successful completion can be explored. All partner sources are extensively vetted at our end in advance to assist in any such situation.

16 **Do you employ a survey router or any yield management techniques? If yes, please describe how you go about allocating participants to surveys. How are potential participants asked to participate in a study? Please specify how this is done for each of the sources you offer**

We do not use survey routers.

17 **Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?**

Considering we do not use any survey router, our respondents are sent the survey directly through email or can be accessed by logging into their account.

18 **What information about a project is given to potential participants before they choose whether to take the survey or not? How does this differ by the sources you offer?**

All our respondents are made aware of the approx. time they would require to complete the study (LOI) along with the incentive amount the respondent will be receiving on successful completion. Apart from this a survey link, a generic subject line and an advise from our end to answer the survey in a responsible manner.

19 **Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?**

Yes, the respondents have the option to chose out of multiple surveys that match their demographics. The respondents are only shown the time involved in taking the survey and the reward amount they would receive on completing

20 **What ability do you have to increase (or decrease) incentives being offered to potential participants (or sub-groups of participants) during the course of a survey? If so, can this be flagged at the participant level in the dataset?**

Yes, we do have the ability to increase or decrease the incentive amount however to avoid any behavioural issues such instances are kept to the very minimum.

21 **Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?**

Respondent’s feedback is measured on a broader scale to understand the improvements we can make to ensure a more panellist friendly experience.

22 **Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?**

Client is kept informed during the entire tenure of the study. A debrief report can be provided on the request of the client outlining all the steps taken during the entire project and how to avoid any issues that may have come during field during the next study.

Data Quality & Validation

23 **How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?**

Generally, a B2B panellists does not receive more than 2 survey invitations in a day and for reminders, we generally send them only one reminder, however in some urgent situations we do allow to contact them again, but not more than two reminders with a gap of at least 2 days in-between.We allow our B2B panellists to complete two surveys in a day and Non B2B panellists can take part in more than 2 surveys per day.

24 **What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc? Are you able to supply buyers with a project analysis of such individual level data? Are you able to append such data points to your participant records?**

We maintain complete, historical data on all of our panellists including recruitment source, panel sign-up date, and survey participation, as well as incentive redemption records. We can provide this information to clients if this is requested during the bidding stage.

25 **Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.**

Email confirmation: Double opt in email confirmation to ensure validity of the email address provided. Respondents who want to join our panel receive a confirmation link on the email address provided. Once they click on the confirmation link they are allowed to continue. Other checks include, CAPTCHA, GEO IP Check, IP address is monitored and respondents with IP address outside the targeting country is termed. Machine ID and IP address check to make sure there is no duplicity.

26 **How do you manage source consistency and blend at the project level? With regards to trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?**

An optimal sample blend is created for every project based on the requirements. For trackers where consistency is required, the same sample blend is used to make sure to avoid any major data differences.

27 **Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or a survey. What processes do you have in place to compare profiled and known data to in-survey responses?**

We have in-house developed scripts which observe the quality of the responses that each of our panellist provides. The script analyses consistency of responses provided on surveys hosted internally. In case of inconsistencies between the profile data and the survey responses and too many quality issues from a particular respondent we make sure to remove these from our panel.

28 **For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey behaviours, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item nonresponse (e.g., "Don't Know") (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?**

1.We have implemented some advanced fraud detection steps that helps prevent undesired behaviour in survey responses like Straight lining, Speeding, verbatim removal, random key strokes to name a few.

Policies & Compliance

29 **Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses. (Note: If your company uses different privacy notices for different products or services, please provide an example relevant to the products or services covered in your response to this question).**

Our privacy policy can be viewed here
https://cashyouropinions.com/privacy-policy/

30 **How do you comply with key data protection laws and regulations that apply in the various jurisdictions in which you operate? How do you address requirements regarding consent or other legal bases for the processing personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?**

We have an external Data Protection Officer employedwho educates and advises us on various data protection laws in different markets and helps us ensure that we comply with these laws. We have monthly meetings with the DPO and the senior staff to make sure everything is kept up to date.

31 **How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants?**

Panellists can use their dashboard to manage the consent and data they provide. Apart from this the panellists can also email at support for any assistance.

32 **How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?**

1.Probity uses a point-based system to reward respondents which can be redeemed for virtual visa card, online shopping vouchers, charities/donations etc. The point-based system ensures a unbiased system, and our team keeps up to date with the changes in any laws & regulations.

33 **What is your approach to collecting and processing the personal data of children and young people? Do you adhere to standards and guidelines provided by ESOMAR or GRBN member associations? How do you comply with applicable data protection laws and regulations?**

We do not knowingly collect personally identifiable information from Children under 18. Online surveys with children are also subjected to parental consent and at no point do we communicate with children directly. Surveys designed for children are done so in accordance with ESOMAR and MRS guidelines. In the same way that we protect the identity of our panel members and their responses they provide in our surveys, all data provided by children is also handled with the same level of care and integrity.If you become aware that a Child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from Children without verification of parental consent, we take steps to remove that information from our servers.

34 **Do you implement "data protection by design" (sometimes referred to as "privacy by design") in your systems and processes? If so, please describe how**

Yes, we have a well-defined data protection policy which adheres to the GDPR and ESOMAR guidelines as well as local laws governing the panellist's country.

35 **What are the key elements of your information security compliance program? Please specify the framework(s) or auditing procedure(s) you comply with or certify to. Does your program include an asset-based risk assessment and internal audit process?**

Probity Research follows both physical and digital security framework as laid out in the ISO 27001:2013 framework.

36 **Do you certify to or comply with a quality framework such as ISO 20252?**

Probity Research is certified under ISO 20252:2019 and ISO 9001:2015 and comply with all the framework.

Metrics

37

Which of the following are you able to provide to buyers, in aggregate and by country and source? Please include a link or attach a file of a sample report for each of the metrics you use?

1. Average qualifying or completion rate trended by month.
2. Percent of paid completes rejected per month/project, trended by month.
3. Percent of members/accounts removed/quarantined, trended by month.
4. Percent of paid completes from 0-3 months tenure, trended by month.
5. Percent of paid completes from smartphones, trended by month.
6. Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month.
7. Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort).
8. Average number of paid completes per member, trended by month (potentially by cohort).
9. Active unique participants in the last 30 days.
10. Active unique 18-24 male participants in the last 30 day.
11. Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview.
12. Percent of quotas that reached full quota at time of delivery, trended by month.

The above details can be provided to the clients upon request within a stipulated time frame.

Let’s Connect

We are passionate about helping our clients make informed decisions.
Contact us to discuss your research needs and learn how we can provide customized solutions to help you stay ahead in your industry. Let's work together towards your success!

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