# ESOMAR
# 28 QUESTIONS
## to help Research buyers

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1. What experience does your company have in providing online samples for market research?

Our company was founded in year 2007 and started the online portal www.true-opinion.com. After creating in-house panel, our company has done more than 350 online studies for various clients around the globe. With over 1.6 million panellists. Our proprietary panel site http://www.true-opinion.com carries respondents from 18 different geographies like USA, Canada, UK, India, China, Japan, France, Germany, Italy, Australia and Singapore and others. We are constantly working hard to increase our panel in all the geographies and constantly working to add new markets in our offerings. We conduct over 1,50,000 interviews every year around the globe among consumers and B2B Professionals. Our team continues to satisfy clients with quality and our precise targeting capabilities. Our proprietary panel of engaged survey respondents along with the recruitment sources, our team ables to provides global reach representing over 25 geographies including vendor partners.

## SAMPLE SOURCES AND RECRUITMENT

2. Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?

We use mix sources to provide respondents to online surveys. We actively manage our global panel (true-opinion.com) which is our proprietary panel of registered members. We recruit respondents through social media, web publishers, panel recruitment companies and telephonic recruitment and job portals. As a result of these sources, every month we our website attract about 20K visitors from around the globe and over 500 registering on our panel.

3. If you provide samples from more than one source: How are the different sample sources blended together to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?

We use our managed panels to provide quality data that are best representative of all demographics of the online population. We do not use river sampling or web intercept sampling. Our feasibility representation at the time of bidding is exclusively from our panel base. If we fall short of target completes, we take client's permission to include sample from other sources/partners.

4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

Yes, our panel is only used for market research. We do not use our panel for other purposes, online or offline. However, in order to keep our panel active, we do offer some online engagements unrelated to our survey projects.

## 5. How do you source groups that may be hard to reach on the internet?

After building panel in India, we expanded our panel base to other geographies followed by USA. Since then we have a panel base of over 1.6 million panellists in over 18 geographies. All countries has different stages of socio-economic development, internet population and varies across regions. We sources hard to reach groups using CATI methodology. We recruit respondents offline and invite them to online surveys. We do take prior approval from client before using this methodology.

## 6. If, on a particular project, you need to supplement your sample(s) with sample(s) from other providers, how do you select those partners? Is it your policy to notify a client in advance when using a third party provider?

We prefer using our panel for all projects. As our sample sources are unique, there are no deviations in research findings. For studies that involve hard to reach groups not present in our panel, we rely on our partners. we use only those partners who are affiliates with international market research governing bodies and have valid credentials.

# SAMPLING AND PROJECT MANAGEMENT

## 7. What steps do you take to achieve a representative sample of the target population?

We use in-house panel management tool that captures all profiling information for each panellists. As per the project specifications, our sample team does a quick feasibility check and pulls out the numbers based on the project specifications from our panel. Our sample team randomly pulled out the sample and sent using different algorithms which ensures that we are representative across all the demographics like age, gender and region.

## 8. Do you employ a survey router?

No, we do not use survey routers as we have over 1.6 million double opt-in panel and deploy targeted email invites to them.

## 9. If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?

Does not apply to us as we do not use survey routers.

## 10. If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?

Does not apply to us as we do not use survey routers.

11. If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?

Does not apply to us as we do not use survey routers.

12. What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects dealt with?

At the registration stage, we profile all respondents on 14-16 data points and collects about 30+ additional details through their profiling questions. The basic demographic profile is available for 85% of panellist and details data for about 47% panellists and we are continuously improving these numbers by adding different features/ techniques in our tool.

13. Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.

Our survey invitation is simple:-

1. We collect the sample matching the client's requirement.

2. Our system check for the frequency limiters. Our panellists cannot take part in more than 3 surveys a week.

3. The shortlisted panellists are sent email invites at their verified email address with the project details like - LOI, Survey End Date and amount of incentive, terms and conditions and privacy policy.

4. Panellists are given incentives as per survey basis. Our system automatically credit the incentive amount in the account of our panellists only if the data of particular respondent gets approved by the client. We can customize our template based to the geography in terms of language. Depending on the survey, we deploy invites based on the required demographic or demographic fields. we do deploy sample based on the pre- qualified profile selection.

**14. Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?**

**We pay our respondent through PayPal, provided the necessary incentives threshold has been reached. Our panel members must participate in several surveys before redeeming the first incentives.**

15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

To provide the project feasibility, the specifications need to be cleared at the bidding stage. We need the following specifications which include:-

1. Target Group
2. Incidence Rate
3. Quotas

We always maintain transparency in sharing the feasibility estimates with our clients. We do inform our client's if we need to add partners in any project.

16. Do you measure respondent satisfaction? Is this information made available to clients?

Yes, we do. Respondents feedback is important for us to maintain our panel and panel quality, hence we do respondent satisfaction survey once in every six months. Also, we provide easy incentives to satisfy our respondent.

17. What information do you provide to debrief your client after the project has finished?

Most of our studies are hosted by our client's itself. But if we programmed the survey, we provide clean data map to our client along with the brief report which include details of responses on client's request.

## DATA QUALITY AND VALIDATION

18. Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviours, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item non-response (e.g. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures.

Our panel building and engagement team keep a check on panel data quality at all the stages of the survey. Our validation checks inactive respondents, speeders and cheaters and remove them from our database. Our system actively captures respondents details like- IP Address, location, time taken to complete the survey every time when respondents logged-in to our site and participate in our surveys. This ensure us to check quality.

Our in-house technology ensures that our client receive unique responses from unique respondents that is why we have implemented few techniques which blocks multiple responses from same computer and IP address.

19. How often can the same individual be contacted to take part in a survey within a specified period whether they respond to the contact or not? How does this vary across your sample sources?

Our panellists receive not more than 3 surveys a week and they are eligible to participate in only one open survey at a time. However, this number is based on specific project requirements or client's requests.

20. How often can the same individual take part in a survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

Our team pays special attention to panel response quality and have developed a system to ensure all quality check are followed. Our panellist do not receive more than 3 surveys a week. This is done to ensure our panellists do not become professional survey takers repeatedly answering surveys.

21. Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual level data?

We have designed our tools in a way which captures survey participation history, date of registration and recruitment source etc. Our system maintain these records for internal analysis of respondents activity and if our system detects any issues, it blocks respondent to take part is future surveys.

22. Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/ or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?

1. Phone No Verification - Our new member has to verify their phone number with us. Our system sent a verification code to respondents mobile which needs to be put in our system to validate their mobile no.

2. Double opt-in Process - After the initial invitation and enrolment, each new member needs to validate their email id as well along with the cross checking of earlier responses at the time of registration.

3. Dummy Survey - To filter out bad respondents, our system initially provide member with the dummy survey where our system automatically check the responses and block the respondent based on their responses.

4. Member Referral - The best authentic way is to get the enrolment from our current panellist. We offer incentives to each respondents who refer their friends and family members to our panel.

## POLICIES AND COMPLIANCE

### 23. Please describe the 'opt-in for market research' processes for all your online sample sources.

Precise Research Solutions always encourage respondents who are willing to participate in online surveys and willing to be a part of our pane. Our recruitment process include following process:-

1. Every respondent needs to click on survey invitation to join our panel.
2. Every respondent needs to fill basic demographic survey on the registration page.
3. Send a verification code on respondents mobile and send a follow up email confirmation to verify respondents email id.
4. Complete all profile questions and a test survey in order to activate respondents account.

### 24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

Being an online market research agency, we are constantly working on to be a member of an global industry bodies like ESOMAR and others. we will publish all the bodies names as soon as we'll get the certificates from different governing bodies. http://www.true-opinion.com/privacy-policy

### 25. Please describe the measures you take to ensure data protection and data security.

We strictly follow data protection act and we are managing this at several levels:-

User - Our users logging into our survey system with pre-defined permission given by our IT team. These rights varies by users and can be customized based on access required. Some of our employees can access several areas of our system while others have limited access.

Network Security - We use encrypted passwords and are users are required to log into our system before gaining the access. We capture sessions and log entries too.

Database - Our data is stored in secure servers and in encrypted format. Our data security measures strictly controls the access for available users only with given permission. All our panel database is also secure. our each members need to logged into our panel site with user id and password. We also monitor users logging behaviour and capture respondent's IP address while logging to our system.

### 26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

Since our data is stored in secure servers and in encrypted format. Our data security measures strictly controls the access for available users only with given permission. All our panel database is also secure. our each members need to logged into our panel site with user id and password. We also monitor users logging behaviour and capture respondent's IP address while logging to **our system.**

27. Are you certified to any specific quality system? If so, which one(s)?

We are not yet certified by any of the quality system but we are in process to apply for quality systems and we'll publish the details once we are certified.

28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?

Our policies are based on the industry best practices to protect the personal information of our members and to ensure that their information is not used for any purpose other than what was agreed upon. We are experienced with the requirements and regulations of local, regional, and national laws regarding privacy and data protection, and are compliant with these regulations. Please review our privacy policy at http://www.true-opinion.com/privacy-policy

For Business Enquiries write to us

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