ESOMAR 28

QUESTIONS TO HELP BUYERS OF ONLINE SAMPLES

Table of Content

COMPANY PROFILE

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

MROptimus Inc. is an online Market Research panel and recruitment provider launched in 2012. We are a group of industry professionals with decades of combined experience in panel management, panel build, online research, survey design and data collection. Our teams are industry leaders with years of experience in panel build, sampling management methodologies, custom recruitment, project management and sample delivery. Today, our team caters to many online research projects and clients -ranging from small Ad hoc Consumer and B2B projects to large-scale Multi-country Tracking projects.

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 believe in quality sample delivery. MROptimus has proprietary owned and managed panel(s), This panel has been built and managed by experienced dedicated panel team, to ensure quality and responsiveness of each member. We have intensive recruitment methodology to invite respondents where they are profiled on most important criterions during recruitment.

We use publishers, social media channels and our panel team can target sample to very detail by using organic growth of panel reach to audience. We do not use river sample currently. MROptimus has also identified partnerships with many sample providers, wherein we can provide a blend of unique sample set to meet your project needs. All panelists can login to their personal account through our local panel websites and redirected to the members dashboard. The dashboard is an intuitive management tool where the member can complete profile questions, redeem points, check points history, take surveys, and participate in polls, The dashboard is a fundamental tool for our members in their engagement with other panelist and stay in tune with his/her panel activity. The dashboard also helps promote and sustain high response rates 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?

Our technology implementation on panel and other tools has been carried out keeping these points in top priority as this directly impacts the quality, and we use the most advance methods to ensure validity and uniqueness of each respondent. Our system validates sample based on factors like IP address, Geo location etc., and allows higher quality data. We also constantly monitor survey activity of all respondents coming through our platform and assign them a quality band based on algorithms of their overall activity, attitudes and unique characteristics, thereby ensuring consistency of data over a period of time. Identity confirmation and validation is a crucial step, and we deploy all technology solutions to ensure the same.

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

Yes, our sample source(s) is used solely for market research. We do not send out any form of advertising or direct marketing to our members.

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

We take every opportunity through our recruitment approach and partnerships in targeting hard-to-reach groups (like ethnic minority groups, young people, seniors etc.). We are confident our efforts and focus will increase population coverage and improve the quality of the sample provided.

Our process encourages engagement and dialogue with panelist. While putting us in a position to be advisors to our clients on which data collection method that suits a specific project best. The panelist profiling enables us to target specific groups quite accurately. This targeting is always followed up by (non-leading) screening questions in the beginning of the actual survey.

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?

There are situations where the targeting gets very specific, in those cases we reach out to our reliable supply partners or we rely on highly pre-screened respondents to answer in a crisp manner, given that we do let our clients know that we will be seeking help from our trusted network to deliver. We assure that these partners are carefully picked to keep the survey health and data privacy at priority.

SAMPLING AND PROJECT MANAGEMENT

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

Once we understand the target population, we create a composition of sample based on most recent census and for general population studies we image the census and use target filters to match the target, if required we do custom pre-screening to bring exact target population to the sampling batches.

8 Do you employ a survey router?

No, we currently do not use any survey router

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?

We currently do not use any survey router

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?

We currently do not use any survey router

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?

We currently do not use any survey router

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?

MROptimus uses a combination of methods to collect profiling information. While registering, we use short 5 minutes online interview as a part of recruitment activity where we are able to obtain most important basic profiling aspects.

Once respondents are allowed to log in to their dashboard, we show them set of profiling questions to further collect 100s of data points for details. These data points include technology, mobile, household, shopping, workplace and other categories.

Panelists can add/edit this information at any time and are also rewarded for their time here as well.

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

We send survey invitations via emails and surveys are available for our panelist to take at their leisure from the Dashboard management tool. Apart from the branding of our organization, email invite includes basic information like length of the survey, closure date, the incentive amount offered for completing the survey, and a URL to the survey and support channels and options. Survey emails also contain the opt out option.

We are in process of developing a mobile app, which will further enable our panelists to take surveys on the go.

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 believe in fair compensation for the time and thoughts our panelists invest in studies.

We follow a point-based system which can be redeemed for many options available to panelists including cash. We usually set reward points based on the Length of survey and the type of target audience. We continually monitor the health of a survey and if we see factors like Length of interview / incident rate etc. breach of threshold, we immediately adjust reward points to a fair compensation

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

We require some basic project information to provide an accurate feasibility, including Target audience, number of completed interviews, estimated length of survey, incidence rate, quotas, questionnaire details and complexity, other special requests or information.

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

Respondent satisfaction is paramount to maintain a healthy and engaged panel. We regularly collect feedback from our respondents based on their overall experience, compensation satisfaction, rewards availability and rewards redemptions. We maintain a SAT score based on these and use this information to further enhance their panel experience with us. We share summary of their experience upon request

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

We provide customized project summary for each individual project rather than a template, based on project and client requirements. We keep in touch with the client throughout the project and prepare any data that is asked by the client. We always understand the importance of timely reporting and hence round the clock availability of our project management team makes sure of these. Usual reporting data includes response rate, incidence levels, sample trend reports, abandon rates, etc. We also take reporting one step further by providing our clients with a detailed summary of where the project is according to the project specs quoted. If the specs is not falling

out as the pre-field specs, we take every opportunity to manage this up to our clients and alert early and often of any impact on field timelines. Field management is a partnership between MROptimus and our clients.

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.

We regularly carry out random safety checks to identify fraudulent respondents, e.g. by measuring and comparing the individual respondent's answering time on a given survey. We use IP validation in combination with Geo check and speeder identification to block any type of undesired survey behaviour. We have panelist validation checks in place with the help of encryption and third party token validation to keep link manipulation in check.

We also take feedback very seriously and keep checking panelists for any kind of suspicious activity, if a panelist is highlighted by client for bad data, we keep that panelist in observation and take actions based on his further activity.

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?

This is completely up to the panelist preference on how often they want to receive surveys, ranges from 1 survey per day to 1-3 surveys per week, we do not want to over engage the panelists

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?

An average panelist completes approx. 8-12 surveys a month and this can be controlled by panelist choice of frequency, we can segregate panelists by making groups to reduce or increase the frequency or exclude them from a survey.

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?

Yes, we maintain these data points per project basis securely and this can be shared with the client upon request.

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?

All respondents have a unique identity in the system, and they are thoroughly validated. We have checks like GeoIP validation to make sure respondent belongs to the targeted geo location, captcha for respondent human verification, third party validation process for unique respondent.

POLICIES AND COMPLIANCE

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

We have a strict double opt-in policy for respondents to register and activate their account.
Members invited for registration first go through a short series of basic profiling questions and then they register in the system directly or through third party validation. Then, members receive a notification of an activation email is sent to their registered email account and asked to click on the activation link and provide confirmation of double opt-in.
Once they activate the account, they are able to log-in and start using the system.

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

MROptimus has a very comprehensive privacy policy in place. We follow all regional and local laws and abide by any such governance on data protection.
Our privacy policy is available at http://surveyoptimus.com/privacy-policy

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

We have a serious approach towards the data and information security, we have placed our data in most secure data center compliant to all major Information Security Standards, we have a practice of regular backups of our data which is kept securely and impossible to reach for others. Only the system admin has the access to view the PII of the panelists, the operations team has no access to download this information at all

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?

Our respondents are informed, prior to they enter a survey that they may be presented with sensitive and confidential piece of information and they have to agree to non-disclosure before they proceed with the survey, we make all the efforts with help of clients to maintain extreme level of data security when respondents are presented with such information.

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

We abide by all market research guidelines, as set by various bodies such as ESOMAR, MRA and CASRO. All our operations are thoroughly governed by set procedures and each of our team member confirms to all those quality processes and requirements. We follow ESOMAR on various sampling procedures and are compliant to all suggested processes.

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?

We do not conduct surveys with children below the age of 15, without explicit parent consent. This approval is normally achieved by e-mailing the parents with children in the relevant age span, asking whether their child would be interested – and if so, for their acceptance to let their child participate in the specific survey under parent supervision. We adhere to all COPPA rules and globally to all ESOMAR guidelines

MROptimus
partners in research

SURVEYOPTIMUS
where every opinion pays

US Office:

Address:
31 Deer Run Cir, San Jose CA 95136,
United States

India Office:

Address:
Suite 628, Galleria Towers, DLF 4
Gurgaon – 122009, Haryana, India

www.mroptimus.com | **Email:** contactus@mroptimus.com | www.surveyoptimus.com