



Our Sample Your Research

ESOMAR 28 Questions



Internet Research
Bureau

ESOMAR 28 QUESTIONS TO HELP RESEARCH BUYERS OF ONLINE SAMPLES

1 Company Profile

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

Our company was established in May 2011, by leaders from Market Research and Technology backgrounds and since this time, we have focused on building proprietary panels, and technology-based quality checks, in most of the major countries across the globe. We now have successful double opt in panels covering the Americas, including LatAm, EU5, APAC and other growth markets. Since 2011 we have become the preferred online sample supplier for most of our clients, and have become one of the fastest growing online panel companies from India.

IRB has gained the faith and confidence of our clients, and they appreciate us for the quality of our panel data and service standards. We understand that research objective may only be achieved with high quality data: IRB continues to maintain and develop high data standards.

2 Sample Sources and Recruitment

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?

IRB sources our online sample from two main areas, depending on our clients objectives:

Our Proprietary panel- The primary source of our online sample is the database of our own double opt-in proprietary panel.

We recruit panel members from multiple sources to keep a good mix of high-quality panel members. We bring audiences to our website through search engines, social media sites, web publishers, email campaigns, recruitment affiliates and ask them to join our Opinion Bureau survey community (www.OpinionBureau.com) and share their opinion in different market research surveys.

As a result, we get more than 50,000 unique visitors every month globally and more than 20,000 members successfully join our panel every month, after a strict validation process.

OSBT (Online Survey Bureau Traffic) - We also manage another well-defined sample source which is known as OSBT (popularly known as river sample). The main source of OSBT sample is a network of media and social affiliates who help generate online traffic directly to surveys based on demographic criteria. This traffic is managed through our in-house software which helps us route the right respondent to the right survey. Respondents coming through OSBT are not registered panel members. However, we apply all our quality measure procedures to check the relevance of those respondents

3 What do you consider to be the primary advantage of your sample over other sample sources in the marketplace?

The primary advantage of our sample can be summarized as:

Extensive targeting and profiling- This is one of our major strengths. We profile our respondents under various categories and sub categories based on the answers they provide at the time they are registered, and continue to update and maintain this profiling. This helps match suitable respondents to the research need of our clients.

Quality - Maintaining optimum panel quality is our foremost objective. We have implemented various quality checks to ensure that the best data is delivered to our clients. Below are just some of our quality checks:

- a. Verification of respondents mailing address.
- b. IP address verification and geo IP check.
- c. Re-CAPCHA for all respondents to ensure they are human
- d. Double opt-in process for all active members
- e. Scheduled cleaning of the panel, removing fraudulent, speeders and straight liner members.

More details of our quality check parameters can be found on our website - <https://www.irbureau.com/quality-measures/>

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

Yes, our proprietary panel is solely used for Market research purpose only

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

We have segmented our panel in 2 main broad categories: Consumer and IT/B2B

IT/B2B respondents have always been a tough to reach audience. We pay special attention to maintaining their profile information in order to keep a healthy conversion rate. We also make sure that our IT/B2B respondents remain active and highly responsive, whilst taking care that they only receive a certain number of surveys in order to avoid panelist fatigue.

Secondly, we also have an extensive partner network specifically focusing on IT/B2B related surveys, who mirror our requirements for high panel quality.

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.

Our primary objective is to supply sample from our own panel only. However, on the rare occasion IRB need to supplement sample, we only use our preferred partner network. This network consists of sample providers that follow the quality guidelines set out by their relevant market research association, have a sound panel recruitment methodology, answer the ESOMAR28 and employ good quality measurements and procedures. A partner is added to our preferred network only once they successfully run a few projects without any quality complaints.

We outsource sample only where we have approval from our client.

Sample Sources and Recruitment : -

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

We have internally developed a very strong sample management application which is capable of setting demographic quotas on both completes and clicks level. We always send sample in batches and monitor it closely

so that representation can be balanced across the overall target. We are capable of pausing and opening quota cells, which helps us identify slow moving quotas and adjust sample invitations to maintain representation. We always seek to maintain representation as much as possible, even when not a client requirement. We also try to keep a good mix of all sample sources to attain maximum representation and provide high quality data to our client.

8 Do you employ a survey router?

(Context: A survey router is a software system that allocates willing respondents to surveys for which they are likely to qualify. Respondents will have been directed to the router for different reasons, perhaps after not qualifying for another survey in which they had been directly invited to participate, or maybe as a result of a general invitation from the router itself. There is no consensus at present about whether and how the use of router aspects the responses that individual gives to survey questions.)

IRB has developed routing technology for panel members and OSBT Social Media Sample members. We optimize our user experience by giving them a chance to participate in other surveys, only if they do not qualify for the invitation survey. We provide full transparency to our members, before routing: We always give them an opt-out option before routing them from one survey to another and provide the new survey details e.g. length of interview, rewards and generic survey topic. Our routing technology has also been built in such a way, that members only route to those surveys matching their demographic criteria. This stops routing members to wrong surveys and improves the overall user experience.

Routing technology also helps us optimize our sample and faster profiling for surveys.

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?

The survey is allocated to the respondents based on their demographic criteria e.g. age, gender, HHI, education, ethnicity race and region and demographic quota requirement. And survey is allocated to the respondents on random basis and there is prioritization in place in our routing technology.

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 understand that clients may not wish to use routing technology for a particular survey. Thus, we have developed functionality where clients can choose to use routing technology or not; can set the quota for routed completes, in order to compare the results with the methodology; and can also compare the break-down of completes coming from the router with other methods.

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?

Routing has been setup at the system level by our development team, and project managers have the flexibility to activate and de-activate the router at survey and survey quota level. The client has full flexibility to opt-in or opt-out of the routing system on a per project level. They may opt-in an invite only project with no routing at all, or may request our optimized methodology to get maximum feasibility and reach of the target audience.

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?

We collect following information when members register to our panel:

- ➔ First Name
- ➔ Last Name
- ➔ Email ID
- ➔ Date of Birth
- ➔ Gender
- ➔ Household Income
- ➔ Highest Level of Education
- ➔ Employment Status
- ➔ State Province
- ➔ Physical Address
- ➔ Zip Code/ Postcode
- ➔ Phone Number (Optional)

We ask our members to keep their information updated and encourage them to do so by sending them to their profiling page after completing each survey. We also conduct continuous extensive profiling of our panel members: in addition to the information respondents provide at the time of registration, other profile information is collected, after joining, based on the below categories:

- | | |
|-------------------------|----------------------|
| 1) Basic demographic | 2) Education |
| 3) Family | 4) Occupation |
| 5) Health | 6) Finance |
| 7) Leisure and Activity | 8) Food and Beverage |
| 9) Household appliances | 10) Automotive |
| 11) Travel | 12) Games |
| 13) Media | |

We also have a system to use pre-screening in the surveys to continuously updated profile information. We also understand client's sampling methodology and retain their preferences. Our project managers communicate with clients on a project level and understand their individual requirements in order to achieve high quality results and maintain consistency.

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 invitation to our members based on their demographic profile and the targeting criteria of each survey. We keep the invitation subject line standard for all, to ensure high level of delivery and recognition from panelists. and standard basic information about the survey e.g. survey number, reward, length of interview, survey category etc. We use a standardized HTML email template for all surveys and do not provide any mis-leading information in the survey template. Project Managers cannot make any modification to the invitation template, as this has been setup by our technical team. To summarize, invitation emails contain the following information:

- | | |
|---|--------------------------|
| a. Standard Subject line | b. Survey Number |
| c. Survey Category | d. Incentive information |
| e. Length of Interview | f. Link to survey |
| g. Help link | h. Link to unsubscribe |
| i. Our website address with links to our privacy policy and terms and conditions. | j. Our physical address |

Occasionally, clients may wish to adjust the survey invitation to attract the attention of panelists, particularly for follow-up surveys, diary surveys, recruit and re-contact surveys, etc. In this case, the panel team upload a new template for that particular survey and get client approval before use.

Apart from email invitation and router intercepts, panelists can also login into our website and participate in surveys from their portal. In the survey portal they see basic information for each survey (e.g. survey number, reward, length of interview, survey category) and can select surveys for which they qualify. This activity helps us to provide a fulfilling panelist experience, increases panel engagement and maintains a high retention rate. Our client has full flexibility to select exclusively from invitation, router, portal or a combination of any or all channels.

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 mainly follow a uniform incentive pattern for our consumer jobs. But, we also take the following key factors into consideration when analyzing the incentive plan.

- a.Length of interview
- b.Incidence rate
- c.Tough to reach target groups
- d.Type of the survey

We use a different incentive grid for consumer and b2b surveys:. Base incentive for B2 B surveys is higher than that of consumer surveys.

We provide multiple options for reward redemptions to our members to keep them engaged and interested in our panel and surveys. We offer the following reward options to our members:

- a. Cash via PayPal
- b. Amazon Coupons
- c. Donation Coupons
- d. Local Shopping coupons

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

We require the following basic information from the clients in order to provide the best estimation:

- a. Demographic target of the audience
- b. Length of interview
- c. Incidence Rate
- d. Total completes and quota breakdown
- e. Field time
- f. Distribution of completes across fieldwork time
- g. Daily or weekly quota requirements
- h. PII collection
- i. Any de-dupe from past surveys

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

We do not run any specific per-project satisfaction surveys, but provide continuous helpdesk support for our members and encourage panelists to send their feedback and queries, which helps us to improve user experience and satisfaction levels of our members. We closely monitor their feedback and answer their queries in order to maintain high satisfaction levels.

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

We mainly provide the below mentioned information to our clients once a project is finished in field.

- a. Actual Incidence rate
- b. Actual conversion rate
- c. Median length of interviewed. Daily progress report, during the course of fieldwork
- d. Also, we send our all clients a feedback form to measure their level of satisfaction with our services.

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 behaviors, 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?

Yes, we apply validation techniques to maintain the quality of our panel. Below are some techniques which we use to detect fraudulent respondents.

- a. Filtration process at the time of registration.
- b. Geo IP check
- c. Length of interview check for speeders
- d. Duplicate respondent detection
- e. Straight-line respondent check

We also maintain individual level data of our panel members and their survey history. This helps us identify panelists behavior within surveys and remove them if they are found to be fraudulent.

We consider qualified completes only if this has been approved by client. Client provides final number of completes and any rejections on quality so that we can reward panelists who completed the survey and remove those who were rejected after conducting our own quality checks. We maintain the list of rejected ids on a per survey level and if we see repeated cases of rejection for any member, we set their status as fraud in our database so that they are not used in future surveys.

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

(Context: Over solicitation may have an impact on respondent engagement or on self-selection and nonresponse bias.)

We do not send more than five surveys to our members in a week and also ensure that same panelist do not receive more than one survey invitation in 24 hours.

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?

Since we maintain survey level member history, we can exclude the respondents from a particular survey based upon their participation, criteria set by the client, category of study or time period exclusion. When project managers set up a survey, they have the flexibility to categorize participation at the survey level. We can also exclude completes, screen outs, OQs or drop off statuses for previous 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

Yes, we maintain all the information about recent participation history, date of entry, source, etc., of our members and can share this with client, if requested

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.

At the time of registration, we run quality checks to ensure that individuals are not joining our panel multiple times. We have developed our technology in such a way that duplicate respondents can be identified using standard quality checks, including an algorithm of their answers upon registration.

We also maintain their answers on a per survey level and answer behavior at pre-screening questions, and check if there are any variances in their answers. Using this method, we are able to identify duplicate or fraudulent respondents in order to block them from surveys. We also deploy quality checks at the survey level, so that the same respondent cannot enter a survey multiple times, irrespective of source.

This means if a respondent has participated through email invitation, they will not be routed to the same survey or see the same survey in their survey portal. They would also be rejected if they come from OSBT or our partners.

We conduct similar quality checks for all our panelists since we do not have a separate panel for B2B panelists. We identify them using our profiling procedures.

Policies and Compliance : -

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

Our members need to double opt- in to become active members of our panel. They need to complete an online registration form at our website after which they become single opt in. Then, we send them a confirmation e-mail with a link. After clicking on that link, and verifying their identity, they are registered as double opt in. Only double opt in panel members receive survey invitations.

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

We have a strict privacy policy reflecting the laws of the countries where we have our panel. It states that the participation is voluntary, we gather data only for research purposes, and we don't share any personal identifiable information of our panel members with our clients or any third party. We also strictly adhere to the industry standards in the field of online research. In addition, we are a certified member of Insight Association, MRSI and comply with their code of standards and ethics for survey research. Our privacy policy is also certified by TRUSTe. In addition to this, we are also GDPR compliant. Our privacy policy can view at:

<https://opinionbureau.com/privacyPolicy>

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

We keep our panel member data in a very secure server, which can only be accessed by authorized team members. We do not share any personal identifiable information of our panel members with our clients or any other third party. Our websites and server are also secured by SSL certificate of DigiCert.

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?

We have described in our membership terms & conditions that by joining in our panel/ survey, they agree to our terms that they would never disclose any confidential and sensitive information provided in our survey or our client's survey. Violation of terms will end their membership and future survey participation in our surveys.

27 Are you certified to any specific quality system, If so, which ones?

We comply with industry standards and are an active member of Insight Association.

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?

Children as defined in law by each territory, are not eligible to join our panel or participate in our surveys. But, if we must contact minors defined by local or country law, we seek parental consent before letting them to enter the survey.