ESOMAR 28 Answers to help online research buyers

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

Our company ROS (Research Of Substance) was founded in 2011 at the same time we launched our online portal www.takemyviews.com. After creating our own in-house consumer and Healthcare panel, ROS now performs more than 350 online studies a year for clients around the globe. With over 1.6 million double opt in consumer & B2B panellists, our proprietary panels include the USA, Canada, UK, France, Germany, Italy, Spain, Brazil, Russia, India, China, Australia, Singapore, and Thailand. We are constantly increasing our panel strength across all geographies and working to add new markets to our offerings. We conduct over 80,000 interviews annually, around the globe among B2B, consumers and Healthcare. Our team of professionals continuously satisfy clients with quality and our precise targeting capabilities. Over the past eight years our proprietary panel of engaged survey respondents have supported projects from most all those firms on the AMA Top 50 Gold report. In addition, our team along with trusted and vetted partners have provided global reach representing more than 25 geographies.

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 multi-mode sources to provide respondents to online surveys. We actively profile and update our global Panel participants (takemyviews.com) which is our proprietary panels of registered members and from where all completes are obtained.

Our methods of recruitment follow both offline and online techniques including: Social media, web publishers, panel recruitment companies, telephonic recruitment, referrals and Job portals. As a result of these sources, every month we attract about 20K visitors from around the globe with about 2000 registering on our panels. We perform no direct marketing, nor do we use River sampling methods. Professional Healthcare respondents are recruited via a verified Database of HCP’s and validated one additional time.

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 at the time of bidding is exclusively from our panel base. If project parameters change during fielding and we fall short of target completes, we require client's permission to include sample from other tested and validated sources/partners.

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

FOR

Market

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 and engaged 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 including the USA. Since then we have grown our panel base to over 1.6 million panellists in over 18 geographies. All countries have different stages of socio-economic development, internet population and varies across regions. We source hard to reach groups using P2W methodology. We recruit respondents' offline and invite them to online surveys. We require client approval before using this methodology. For areas where additional validation is required such as Professional Healthcare, we validate prior to providing a link for participation.

6. If, on a 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?

Preferred Partner Program

We prefer using our panel for all projects. For studies that involve hard to reach groups and we cannot deliver exclusively from our panel we, as everyone else does, rely on partners. We select partners who we have validated using our quality checks, have credibility within the industry and adhere to international market research governing bodies, Codes and Guidelines.

We always ensure maximum transparency regarding the use of external partners. Usually the requirement or potential for external assistance will become evident at the feasibility assessment stage and would form part of our project proposal. All clients are required to approve ROS using a Partner before we do so.

SAMPLING AND PROJECT MANAGEMENT

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

We use an in-house panel management tool that captures all profiling information for each panellists. As per the project specifications, our sample team performs a feasibility check and pulls the sample required based on project specifications. Our sample team randomly pulls the sample and sends using different algorithms ensuring delivery of representative sample across all required demographics like age, gender and region. We also ensure that soft launch data is validated and confirm that quotas and sample fall out is still in-line with targeting.

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 route

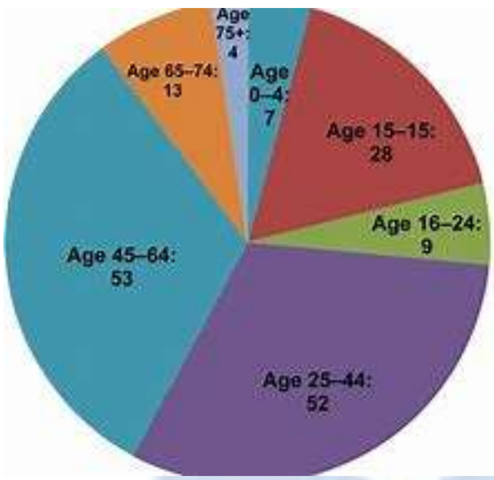
10. If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?

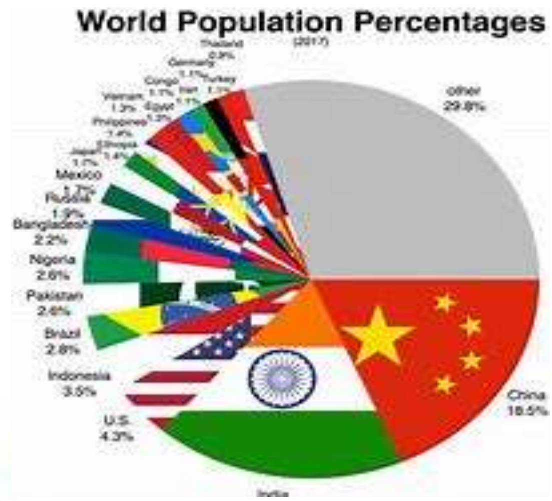
Does not apply to us as we do not use survey routers.

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.

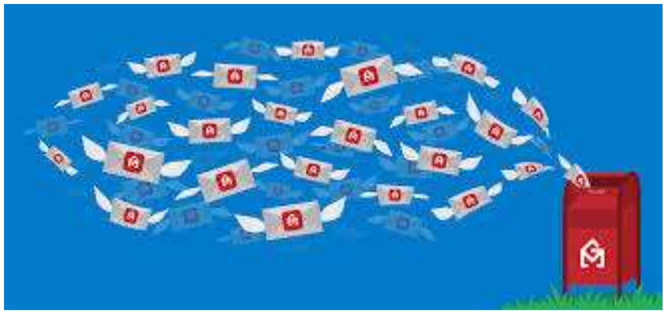
12. What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up to date? If no relevant profiling data is held, how are low incidence projects dealt with?





At the registration stage, we profile all respondents on 14-16 data points and collect about 159 plus additional details through profiling questions when provided. The basic demographic profile is available for 85% of our panellist and additional details for over 50% of our 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, consumer and 2 per month Healthcare.

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.

Panellists are given incentives/Honoraria per survey basis.

Our system automatically credits the incentive/honoraria amount in the account of our panelists only if their data is 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.

4. For those we invite to participate via phone, they are still sent a link and are required to qualify as every other potential participant

5. Additionally, key demographics and additional in-depth information is collected and verified with every survey attempted and completed.

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?

Incentives/Honoraria are determined by Length of Interview, Currency Exchanges and other Market Research Guidelines. We pay our respondents through PayPal, provided our in-house incentives threshold has been reached. Our panel members must participate in several surveys before redeeming their 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:

- Target Group
- Incidence Rate
- Quotas
- When in doubt we request the Screener

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

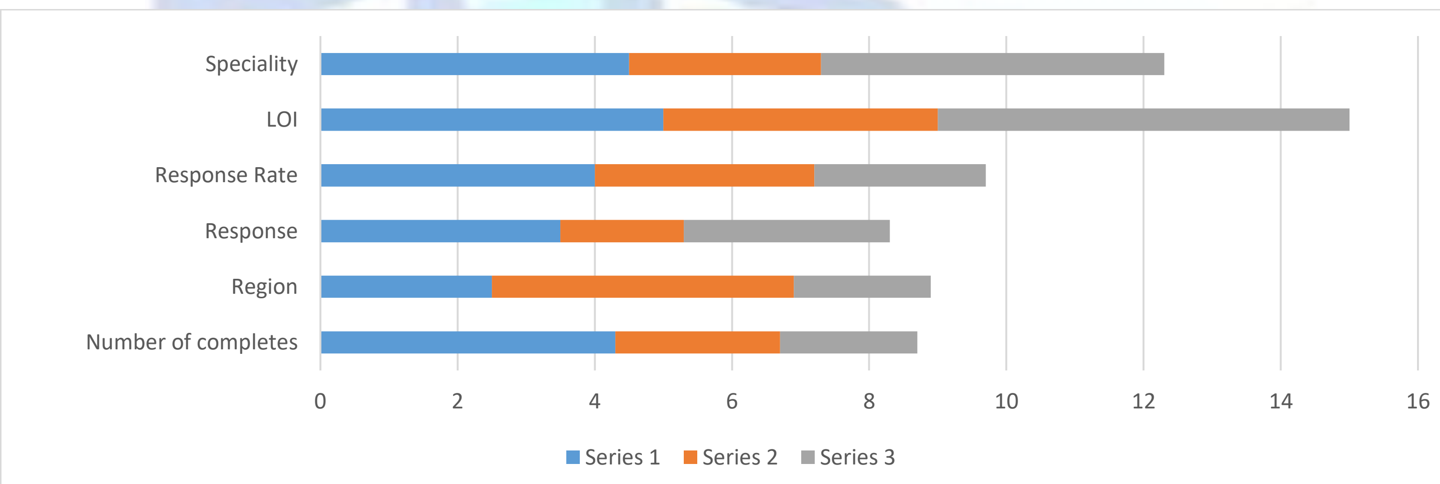
16. Do you measure respondent satisfaction? Is this information made available to clients?

Yes, we do. Respondent's feedback is important for us to maintain our panel and panel quality, hence, we do respondent satisfaction surveys every six months. From time to time we will also ask for feedback while touching base with our panellists between surveys. Also, we provide easily accessed incentives to satisfy our respondent.

If applicable, respondent data from the satisfaction survey will be shared.

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. If we program the survey, we provide clean data mapping to our client along with a brief report which includes full responses.



Additional data provided are as follows:

- ✓ Total number of Completes
- ✓ Country-wise/region-wise
- ✓ Response
- ✓ Specialty/Category
- ✓ Response Incidence rates
- ✓ Average length of the interview
- ✓ All reports can be customized based on client needs.

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 review panel data quality during all stages of the survey. Our validation checks speeders, straight liners, Christmas tree designers, nonsensical open ends and cheaters and remove them from our database. Our system actively captures respondents' details like- IP Address, location, time taken to complete the survey and every time when respondents logged-into our site to participate in our surveys. Our in-house technology ensures that our clients receive unique responses that is why we have implemented a few techniques which block 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 no 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. For Professional Healthcare:

We send no more than 3 invitations to a respondent within a month. We do not want panellists to participate in more than 1 survey per month, we do not send any invites to the panellists who have already completed a survey in the last 30 days unless the client allows. This is our standard practice for sample we get through our panel (for all recruitment sources) and phone-to-web recruitment.

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 checks are followed. Our consumer panellists do not receive more than 3 surveys a week and those in Professional Healthcare; we send no more than 3 invitations to a respondent within a month. This is done to ensure our panellists do not become professional survey takers.

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 maintains these records for internal analysis of respondent's activity and if our system detects any issues, it blocks respondent to take part in future surveys. On request ROS can provide such analysis to the client on per project basis.

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 Number Verification** - Our new member must verify their phone number with us. Our system sends a verification code to respondent's mobile which needs to be put in our system to validate their mobile #.

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 provides members with a dummy survey where our system automatically checks the responses and blocks the respondent based on their responses.

4. **Payment** - We use a third-party provider as the mode for incentive/Honoria This is yet another validation point for ROS.

5. **Member Referral** - We offer incentives to each panellist 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?

We always encourage respondents who are willing to participate in online surveys and willing to be a part of our panel. Our recruitment processes include:

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 to validate mobile and we 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.

5. Respondents provide Pay Pal details for incentive payments. We validate details.

6. Healthcare and B2B is additionally validated by our phone team, industry listings and syndicated data

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

ROS has a privacy policy. The policy covers all uses of the collected data and is found here.

http://takemyviews.com/index.php?route=information/information&information_id=7

The link to the privacy policy is shared via email when we confirm registration of the panellist in our panel as well in each survey invitation that is sent to our panellists.

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

We strictly follow the 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 vary 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. The system is not available remotely. All demographic details of our respondents are kept confidential and are only used for research purposes.

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

Database - Our data is stored in secure servers and in encrypted format. Our data security measures strictly control the access for available users only with given permission. Our panel database is similarly secured. Each member needs to log into our panel site with user id and password. We also monitor users logging behaviors and capture respondent's IP address while logging into our system.

All Project details are performed, and data is kept on a secured system. ROS also has a disaster Emergency plan in place.

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 data is stored in secure servers and in encrypted format.

ROS conducts numerous projects with sensitive material and consults with clients when needed. Some elements we use to protect and ensure that information is not stolen/leaked includes disabling of print screen and copying, timed images-then removal. In advance acceptance by the respondent, such as asking the participant to select “I agree not to share information being shared with me from this survey.” We acknowledge and we assume most clients understand, there is no guarantee that sensitive information can be kept absolutely confidential when the details are on the respondent’s screen. (Photos of the screen for example). But we do everything possible to keep information confidential.

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

We are not yet certified, but we are in the process of applying and we'll publish the details once 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?

We rarely conduct online surveys with anyone under 18. Our policies are based on 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. If we do survey anyone under the age of 14, COPPA will be adhered to.

Contact Information

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Thank You