E2E Research™
Enigma to Enlightenment

# Answers to ESOMAR 28 Questions to Help Buyers of Online Sample

International Organization for Standardization ISO 20252

CERTIFIED ISO 27001:2013 COMPANY

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E2E Research is an ISO 20252-27001 certified, ESOMAR member company

## About E2E Research

For more than ten years, E2E Research has specialized in converting enigmas into enlightenment for researchers and insights companies around the world.

E2E Research is an ISO 20252-27001 certified, ESOMAR member company that offers a full range of market research, data analytics, business intelligence, and Research-as-a-Service solutions to help you extend your services, fill the gaps, and create more value for your clients.

We have expertise in a wide range of industries across the Americas, Europe, and APAC spanning many countries, time zones, and languages. Comprised of more than 160 expert researchers, statisticians, analysts, engineers, and technologists, our team offers red carpet, end-to-end, full-service marketing research, data analytics, and business intelligence services.

Not only do we leverage proprietary technology to improve data quality, simplify sampling processes, and improve communications across multiple channels, we build custom tools and technologies to meet the unique needs of each client.

We offer sample, full service, and tactical research solutions including:

- Data analytics and business intelligence using transactional, loyalty, financial, customer, business, logistics, and other internal/proprietary data.
- Data collection management for online & offline, quantitative, qualitative, social media methods
- Sample curation and proprietary multiple-source sample management
- Scripting, hosting, data validation, and digital fingerprinting
- Tabulation, basic, and advanced statistical analysis including MaxDiff and Conjoint
- Real-time and near-time digital dashboards and simulations
- Near-time and real-time transcriptions and translations of open-ends and verbatims
- Near-time or 24-hour reporting of adverse events for healthcare research
- Written reports



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## About ESOMAR

Since 1947, ESOMAR, the World Association for Social, Opinion, and Market Research has encouraged, advanced, and elevated market research around the world. Members of the society agree to abide by the ICC/ESOMAR International Code on Market and Social Research, which has been jointly drafted by ESOMAR and the International Chamber of Commerce and is endorsed by the major national and international professional bodies around the world.

## About ESOMAR 28 Questions

The primary aim of these 28 Questions is to increase transparency and raise awareness of the key issues for researchers to consider when deciding whether an online sampling approach is fit for their purpose. The questions are also designed to introduce consistent terminology for providers to state how they maintain quality, and to enable buyers to compare the services of different sample suppliers.

These questions replace ESOMAR's "26 Questions to help Research Buyers of Online Samples". ESOMAR has updated the text to recognize the ongoing development of techniques. While some of the questions remain constant, new questions have been added to incorporate new techniques and new technology in this area. In particular, this revision recognizes the broad trend within the industry to build online samples from multiple sources rather than relying on a single panel.

The 28 Questions complement ESOMAR's Guideline to Online Research which was revised in 2011 to add updated legal and ethical guidance and new sections on privacy notices, cookies, downloadable technology, and interactive mobile.

In this document, we provide short explanations for each question. We hope they help you gain a better understanding of how E2E Research works and how we might be able to help you. We are happy to expand on any of these answers or answer additional questions you may have.

Further, these questions focus only on evaluating sample suppliers. There are many more equally important factors in generating high quality data and actional conclusions such as scripting, data cleaning, data analysis, and reporting. Perhaps the most important factor is designing questionnaires that participants enjoy responding to and are able to properly understand – an art and science!

We hope these answers help you better understand how sampling for research works, and how E2E Research may earn your business as a trusted partner.

## ESOMAR 28 Questions to Help Buyers of Online Sample

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

   For more than 10 years, E2E Research has collaborated with researchers around the world to create customized sample solutions that best fit their qualitative and quantitative, online and offline research needs.

   Our goal is always to curate the right combination of panels and sources based on our clients' project specifications, rather than trying to make specifications fit a specific panel.

   Our customized sample blends are managed via our proprietary Survey Link Management (SLM) solution. This tool creates consistency for every project, and ensures research participants receive the same message, the same way, every single time.

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've built trusted partnerships with more than 150 international online and offline panel providers focusing on B2B, B2C, patients, physicians, financial, automotive, and other audiences. We have experience with niche panels that aren't commonly known and take pride in our ability to find new ones.

   Though the vast majority of our sources are actively managed, double opt-in research access panels, we offer our clients access to all sources of sample including RDD, river, social media sample, and association databases. This allows us to successfully deliver high-incidence general population samples, as well as low incidence, hard to reach target audiences.

   Not all panels pass our rigorous, ongoing network partner audits which evaluate panels for data quality processes, treatment of panelists, customer services, and more. We want you to receive the best quality data and generate the best quality insights.

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 customized sample blends are managed via our proprietary Survey Link Management (SLM) solution. This sample management tool creates consistency for every project, and ensures research participants receive the same message, the same way, every single time.

   Where projects are intended to be run over the long-term, we ensure that the sample blend remains consistent over time within an agreed upon range.

   SLM incorporates digital fingerprinting to capture browser information, IP addresses, geography and other characteristics to enact real-time termination of re-entries or duplicates. It also assesses participant behaviors to identify and block suspicious data in real-time. Based on participant responses and behaviors, and computer specifications such as browsers, geography, domains, and ISPs, it employs customized pass/fail rules for each participant.

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

   Our access panel sources are used solely for market, opinion, and social research. In cases where clients choose to work with databases, it is possible that those databases might also be used for marketing or other purposes. Regardless, our research invitations clearly state that our purpose is solely research.

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

   We collaborate with sample providers that use both online and offline sources of recruitment, and constantly seek out new sources of research participants.

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 clients always know from day one that we source research participants from a wide range of trusted, third-party suppliers.

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

   We curate sample plans in collaboration with our clients to meet their specific needs. This could include creating a sample plan that matches national census targets based on age, gender, and region, or category targets such as employee title, company size, or category usage.

   Further, sample sizes are recommended based on client requirements. For high-risk projects that require quantitative precision or must closely match census targets, we may recommend larger sample sizes. For low-risk projects that aren't seeking precise forecasting, we may recommend smaller samples sizes.

8. Do you employ a survey router?

   No. Every project is managed and sourced independently.

9. 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? NA

10. 10.What measures do you take to guard against, or mitigate, bias arising from employing a router? NA

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

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?

    Profiling data for each access panel is gathered independently from each panel for each project. In most cases, panels update their most important profiling data (e.g., age, gender, region) at least once per year.

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?

    Survey invitations are sent by sample suppliers. Potential research participants receive a short, standardized e-mail with key information such as the type of project (e.g., questionnaire, IDI), timeline, device compatibility, incentives, link to a privacy policy, and a personalized link to the survey.

    To avoid self-selection bias, we recommend that neither the topic of the survey nor the target audience criteria be included in the invitation.

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?

    Participants who complete the research are incentivized by and according to the source they were recruited from. Different access panels may reward participants with cash, vouchers, subscriptions, or charitable donations.

    In general, incentives differ based on the length and complexity of the research, as well as the difficulty of recruiting the audience.

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

    Project feasibility depends on a number of key variables such as:
    - Targeting criteria/ Incidence rate (e.g., category use or frequency)
    - Demographic criteria (e.g., age, gender, language, country)
    - Necessary quotas
    - Sample size
    - Length of interview
    - Complexity of interview

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

The future of our industry depends on creating a research experience that is rewarding and engagement for participants. As such, we recommend that every research project incorporates a participants satisfaction measure.

When we are tasked with designing questionnaires, we always incorporate a participant satisfaction measure. This is done via a closed-end and open-end question at the end of each survey. These data form part of the standard questionnaire and are always available to our clients in the raw data questionnaire datafile.

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

We are well known for our excellent project management processes which keep our clients fully debriefed on all important details throughout the entire research process. Clients receive extensive information on a variety of aspects of the sample and research process such as:

- Sampling plan
- Quotas
- Sample size
- Completion rate
- Invitation content

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.

Avoiding all fraudulent or mal-intentioned survey activity is impossible. It is also impossible to prevent all poorly-engaged survey activity as people may become bored, tired, or necessarily distracted during the survey process.

However, in addition to sample quality checks performed by sample suppliers, we employ a number of additional procedures.

First, we have built a proprietary digital fingerprinting tool which helps to avoid fraudulent data. This solution assesses participant behaviors to identify and block suspicious data in real-time. Based on participant responses and behaviors, and computer specifications such

as browsers, geography, domains, and ISPs, it employs customized pass/fail rules for each participant. The tool can also identify and block duplicate participants, and prevent re-entry.

Second, we have built a proprietary data validation tool which saves time identifying errors in survey scripting. This tool is a real-time assessment of individual records which evaluates a wide range of question types to identify logic errors during soft launches.

Third, when we design questionnaires for you, we incorporate subtle data quality checks during the screener. This includes building questions that obscure the targeting criteria such that bad faith participants are unable to discern the desirable criteria and have vastly lower chances of gaining entry.

Lastly, when we are responsible for conducting data analysis, we manually review the data to identify additional survey responses which may suggest fraudulent activity. Those responses are removed prior to data analysis.

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? NA
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? NA
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? NA

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?

    NA. Participant identity checks at the stage of sample source registration are handled by our trusted third-party suppliers.

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

    Opt-in procedures for each panel are handled by our third-party panel suppliers. Regardless, every research invitation includes a link to facilitate opting-out of the panel.

    In addition, research participants may opt to discontinue completing a research project at any time.

24. How is your Privacy Policy provided to your respondents?

Each of our third-party panel suppliers has made available a privacy policy to their panelists. Our own privacy policy is always available here:

https://e2eresearch.com/home/policies/

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

We value the security and privacy of our clients, our clients' clients, and our research participants. We abide by ESOMAR codes, as well as relevant national laws.

In addition, we are certified to ISO/IEC 20252-27001 which provides requirements for information security management systems. This code covers the management and security of assets such as financial information, intellectual property, employee details, and other information.

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?

With the wide-spread availability of photo, video, and audio recording tools such as cameras and cell phones, we recognize that it is impossible to 100% guarantee research participants will uphold confidentiality agreements.

If a project is extremely sensitive, we strongly recommend using in-person methods where use of recording devices can be restricted.

If an online methodology remains appropriate for sensitive materials, we encourage our clients to remind participants that they are expected to retain the confidentiality of any materials they experience.

Further, we offer our clients the use of a proprietary digital signature tool which can be used to confirm privacy policies have been read and agreed to.

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

We are proudly certified to ISO/IEC 20252-27001 which provides requirements for information security management systems. This code covers the management and security of assets such as financial information, intellectual property, employee details, and other information.

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?

As a corporate member of ESOMAR, we abide by all ESOMAR standards and guidelines for research with children, young people, and vulnerable people. In addition, we abide by all applicable laws of the countries where we conduct research.

We do not conduct research with children without consent from their parent or guardian. In such cases, research invitations are sent to the parent/guardian who must first consent and who must also gain consent from the child.

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We look forward to working with you!

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