COMPANY PROFILE

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

Empirical Response was established as an answer to the emerging trends in the market research industry. We saw the demand for quality and reliable sample, so we dedicated our knowledge and decades of experience to developing a real-time panel that strives to provide quality, yet affordable, sample.

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?

Our panel uses respondents provided by other online panels, communities and social media sites.

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 sampling platform automatically ensures validity, reliability and de-duplication by using our own as well as third-party technologies. They take into account multiple bits of data about a respondent such as source, past participation, attitude and device/network traits in order to determine whether a respondent is suitable for a survey.

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

Yes, all of our sources are used solely for market research.

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

Our broad portfolio of sample sources introduces hard-to-reach respondents to our sample blend, thus improving our ability to reach groups which may not be well-represented in standard online panels.

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 proactively evaluate our partners based on our past experience with them.

When we consider using partners a viable option for a project, we always ask the client for permission.

All respondents sent by partners must pass our strict quality control in order to be sent to the survey.

SAMPLING AND PROJECT MANAGEMENT

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

Our proprietary algorithms achieve representativeness by employing randomization and other statistical methods.

8. Do you employ a survey router?

At the moment, we do not use a 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?

At the moment, we do not use a 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?

At the moment, we do not use a 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?

At the moment, we do not use a 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?

We do not keep profiling data for any of our respondents. However, most of our sources do keep such data in order to send us targeted traffic. They decide how to keep their data up-to-date. In addition to that targeting, we can apply real-time pre-screening. The combination of targeting and pre-screening allows us to cope with low-incidence projects.

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 respondents are invited using a variety of methods depending on the type of the source and the preferences the respondents have set in their profiles. Generally, our respondents receive emails, online notifications or messages explaining the opportunity. Only basic data about the survey is disclosed – its length and the incentive the respondent is going to receive upon completion.

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?

The kind of incentives the respondents are offered varies from source to source. This way, each source has the opportunity to use the incentive type that works best with their respondents – money, points, prizes or charity donations.

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

The information we need is:

- Geo target – country, and, if applicable, any geographical areas such as regions, states, DMAs, counties, cities, etc., or ZIP codes;
- Target audience – age, gender and any additional qualifications as well as the incidence rate of that audience;
- Number of completes needed and time allocated to fielding;
- Information about the survey – any quotas, click-balanced or not, nested or not, that exist, the length of the survey, devices allowed and other relevant information.

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

Respondent satisfaction is very important to us. We keep it for internal use, but in case of high respondent dissatisfaction, we let our clients know so that they can take appropriate measures to improve our respondents' experience.

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

Usually, our clients do not need us to debrief them, but we can do so upon 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 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.

All of our sources have their own quality-control procedures, but we additionally verify the quality of their sample.

As a part of our quality control, our system automatically evaluates all respondents and terminates those that do not meet our quality standards. These standards are designed to cope with fraudulent activity such as speeding, random and illogical responding.

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?

The solicitation varies from source to source.

The traffic we receive from each source is closely monitored, so if a source has a sub-optimal solicitation policy, we have the algorithms in place to catch that and then discuss it with the source.

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?

Just as solicitation, the participation frequency is controlled by our sources, but we can catch sub-optimal limits.

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 keep information such as participation history, participation result, etc. for internal use, but we can make it available to our clients if they request it.

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?

We do not have a technology that confirms respondents' identity, but we are able to catch many of the fraudulent respondents by leveraging respondents' behavior, digital fingerprinting, proxy detection and other technologies.

POLICIES AND COMPLIANCE

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

Although the details vary from source to source, generally all sources have double opt-in procedures in place.

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

Our privacy policy is available on this web address:
http://www.empiricalresponse.com/privacy

There is a link to it on all pages where we interact with respondents.

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

All data is stored on secure servers located in premium datacenters which are engineered to withstand any malicious attempts to access the stored data.

The measures taken include hardware firewalls, government-grade encryption, and frequent offsite backups.

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 do not provide any sensitive data to our respondents as the control over the surveys is in the hands of our clients.

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

No, we are not, but we strive to adhere to all industry standards.

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 adhere to the standards of ESOMAR and COPPA in the United States regarding children participation. As a result, we can target 13-17-year-olds directly and reach children under the age of 13 through their parents.