QUANTISH OPINION

ESOMAR 28

QUESTIONS

COMPANY PROFILE

Q1. What experience does your company have with providing online samples for market research?

Headquartered in Gurugram, India, Quantish Opinion was founded in 2019 with the vision of providing end-to-end custom research solutions worldwide and providing reliable and accurate market research data to help them make informed decisions.

SAMPLE SOURCES AND RECRUITMENT

Q2. 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?

Quantish Opinion actively manages its own research panel and works with a network of trusted partners. We deploy various techniques to recruit, maintain and manage panelists through

- Online recruitment via QuantiChamps-our panel website
- Gaming sites
- Email campaigns, social media campaigns, SEO
- Referrals

Q3. 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 primarily complete studies using our proprietary sample. If partner vendors are necessary to complete a study (only used with client approval), we group vendors by panel similarities, and provide an even distribution across multiple sources with all else being equal. We use technologies like Digital fingerprinting and IP blocking to store information of the panelist, so even if we use a partner, the same participant would not be able to participate in the survey from the same device or location, minimizing duplication risk.

Q4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

Our sample sources are used for market research purposes only. We value the privacy of the respondents, and we are committed to protecting the confidentiality of user information.

Q5. How do you source groups that may be hard-to-reach on the internet?

The ability of Quantish to reliably deliver challenging audiences is something we take great pride in. We have exclusive agreements with specialized local sources, a sizable partner network, and a deeply profiled proprietary panel. Additionally, we may take help from our CATI team for recruitment of an extremely niche audience that cannot be reached online.

Q6.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?

When selecting third-party providers, we consider their reputation, expertise, and track record in providing samples that align with the project's objectives and target audience. We ensure that all third-party providers are compliant with data protection laws (e.g., GDPR,CCPA). If third-party providers are necessary, we inform the client in advance and receive their approval before moving forward.

Q7. What steps do you take to achieve a representative sample of the target population?

We work closely with our clients at the start of the project to set-up screeners and quotas to create a stratified sample based on the study specifications provided by the client.

Q8. Do you employ a survey router?

No, we do not employ any survey router.

Q9. 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?

Not applicable

Q10. 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?

Not applicable

Q11. If you use a router: who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?

Not applicable

Q12. 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 have profiling data of our panelists covering all standard census demographics such as age, gender, education, employment status, household income, occupation, and zip code/DMA/state/region – to name a few.

In addition to this list, we also profile in a variety of lifestyle areas, including hobbies and purchasing habits.

We gather profiling information when respondents register on our panel portal during the recruitment process, and on a quarterly basis request respondents review and refresh their profiling details.

In cases of low-incidence or hard-to-reach populations, we typically utilize specialized panels or sample sources that focus on specific populations.

Q13. Please describe the survey invitation process. What is the proposition 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 employ various methods to invite our panelists to participate in our studies, adapting our approach to suit the specific study and target audience.

We can extend invitations through email, SMS/text messages and on our panel portal. Regardless of the method used, our invitations include the same information: the survey's subject, the expected duration of the interview, the anticipated incentive, links to our privacy policy, and a support email address for any inquiries related to the survey.

Q14. Please describe the incentives system that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Panelists can choose between Paypal or Amazon Vouchers upon completion of a survey. The size of the incentive varies depending on audience and length of interview.

Q15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

Important factors required to accurately estimate feasibility for a project include relevant markets, incidence rate, study length, field period and any client imposed qualifiers or restrictions. If the client cannot provide an IR, we can estimate using screener questions or by referencing past studies.

Q16. Do you measure respondent satisfaction? Is this information made available to clients?

We measure respondents satisfaction in following ways:

- Post-Survey Questionnaires – We include questions at the end of a survey to directly ask respondents about their experience with that particular survey, and with our panel in general.

- Feedback Surveys via email – After completing five surveys, panelists are emailed a survey to gauge their satisfaction with our process

Satisfaction results on a particular survey are shared with clients upon completion.

Q17. What information do you provide to debrief your client after the project has finished?

We share the following information to debrief the client after the project finishes:

- Response rate
- Completion rate
- Error rate
- Dropoutrate
- Total number of invitations sent
- Average LOI

Q18.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.

We have a dedicated team who looks after the quality of respondents, and several procedures in place to reduce the risks.

At the beginning of every survey, we implement approx. 7-8 pre-screeners, which includes red herring questions. Answers to these questions are checked for patterns undesired behaviors, including straight-lining, illogical responses, speeding, and multiple usage of "Don't know." This check generates a score for that particular respondent, and if that score is below the threshold set for that client, the respondent is restricted from participating.

Q19. 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?

We do not send more than five survey invitations to our panelists in the same week, and ensure that same panelist does not receive more than one survey invitation in a 24-hour period.

Q20. 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?

Panelists are free to complete all the surveys they are invited to take, which is no more than 5surveys in a week. In specific categories or industries, we may allow more frequent participation if necessary. But this is carefully monitored and not overused.

During peak survey seasons or special events, we may also allow more frequent participation, which is also monitored.

Q21. 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 maintain the following panelist data, including registration date, recruitment source, survey participation history, security history, and behavior history.

We can furnish this data upon request as long as it complies with PII regulations.

Q22. 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 follow the following respondent identity procedures:

At registration:

- We require that registrants provide their government issued ID
- Respondents are sent a confirmation email upon registration, which they must click to verify their email address.
- Phone Verification (for niche audiences)
- Double Opt-In: Respondents are always required to confirm their willingness to participate by opting in through a confirmation link or code.

Regular monitoring during surveying:

- IP Address Tracking to detect multiple submissions from the same location.
- Device Fingerprinting to identify and flag any irregularities in device characteristics.
- To prevent automated responses, we utilize CAPTCHA.

Additional B2B verification procedures:

- LinkedIn Validation – Panelists must link their LinkedIn profiles as a mandatory requirement for further verification of professional identity.
- Company Verification – We verify the company affiliations of B2B respondents through public databases.

Q23. Please describe the 'opt-in for market research' processes for all your online sample sources.

We follow a double opt-in registration process:

- An invitation to join the panel is sent.
- A potential panelist expresses interest in joining the panel by clicking on the invitation and providing basic registration information.
- An email with an activation link that reconfirms their profiling detailsis sent to the email entered during registration.
- This email includes the membership terms and conditions.
- Upon clicking the activation link, the panelist receives login details, which allows them to go to their profile page, complete their profiling questionnaire, maintain their information, and participate in any active studies.

Q24. Please provide a link to your privacy policy. How is your privacy policy provided to your respondents?

https://quantishopinion.com/privacy-policy.php
Our privacy policy can be found on our website, and is available in survey invitations.

Q25. Please describe the measures you take to ensure data protection and data security.

Quantish operates secure data networks protected by next-generation firewalls and password protection systems. Our security and privacy guidelines are intermittently revised and enhanced as necessary and only authorized persons have access to the information.

Q26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

If we deem certain data or materials to be inappropriate or ineffective for online surveying, we consult with our clients to determine the best alternative solution.

Q27. Are you certified to any specific quality system? If so, which one(s)?

We are a member of ESOMAR.

Q28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that esomar provides? What Quantish Opinion 10 other rules or standards, for example coppa in the united states, do you comply with?

We do not survey anyone under the age of 18.

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