IER Market Research Solutions

BUSINESS
PRESENTATION

ESOMAR 28 Questions To Help
Buyers Of Online Sample.

Answered by IER SOLUTIONS, SEPTEMBER 2023

WHY CHOOSE US?

High-quality Data,
Drives accurate Insights.

IER Solutions offers a wide range of services, including infographics, scripting, telemarketing, content syndication, multi-geographical and multilingual studies, digital marketing, lead generation, and white-paper reporting. We prioritize uncompromising quality and have garnered accolades from clients worldwide, solidifying our position as a distinguished qualitative market research company.

Through our modern and specialized research and data outsourcing capabilities, we empower clients to make informed decisions for their business needs. At IER Solutions, security, simplicity, and speed drive our commitment to provide profound and insightful research based on domain expertise, exposure, and scientific methodologies, making us one of the top market research company in India.

ABOUT OF
OUR COMPANY

IER Solutions is a Cutting-Edge Market research Firm. Renowned for its exceptional data collection services, catering to prominent research and consulting companies. Our relentless pursuit to excel in the market research industry, proficiency in over 60 languages, and tailor-made solutions have earned us the utmost trust and appreciation from our esteemed clients.

Q1. WHAT EXPERIENCE DOES YOUR COMPANY HAVE IN PROVIDING ONLINE SAMPLES FOR MARKET RESEARCH?

Businesses specializing in offering online research samples are commonly referred to as market research panels or survey panels. Our company enrolls and retains a varied group of individuals who are eager to engage in different market research tasks like surveys, focus groups, and product testing. Our panels encompass diverse demographics and consumer segments, enabling companies to obtain insights from specific target audiences.

Some common features and experiences that our company often offers include:
1. **Recruitment and Profiling**
2. **Survey Distribution**
3. **Incentives**
4. **Data Collection**
5. **Reporting and Analysis**
6. **Privacy and Compliance**
7. **Customization**

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?

All our research endeavors are exclusively carried out on actively managed online panels. Presently, we oversee 60 proprietary online panels across regions spanning Europe, South America, Africa, Asia, North America, and the Middle East. These panels are meticulously selected and maintained to mirror the general population's key demographics, encompassing age, gender, and geographical location. On occasion, we may engage panel partners who adhere to the quality standards established by ESOMAR in terms of panel administration. Notably, we refrain from utilizing databases, email lists, social networks, or river samples in our research projects due to concerns regarding the data quality derived from such sources.

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?

In every survey, we consistently strive to utilize a single panel per country, predominantly leveraging our proprietary panel. Nonetheless, in challenging studies with low incidence rates or when targeting specific niche demographics, the necessity may arise to engage multiple panels. In such cases, we implement automated de-duplication processes based on various identifying criteria like email addresses, IP addresses, names, and dates of birth, among others. Our data collection system is designed to detect and exclude duplicate entries during surveys. In addition to our internal de-duplication mechanisms, we ensure the utilization of online panels equipped with advanced digital fingerprinting capabilities right from the member registration phase to maintain data quality.

Q4. ARE YOUR SAMPLE SOURCE(S) USED SOLELY FOR MARKET RESEARCH? IF NOT, WHAT OTHER PURPOSES ARE THEY USED FOR?

IER Solutions panels are primarily utilized to involve community members in specialized market research surveys, product testing, and focus groups.

Q5. HOW DO YOU SOURCE GROUPS THAT MAY BE HARD TO REACH ON THE INTERNET?

IER Solutions offers proprietary panels meticulously tailored to diverse consumer and B2B criteria. This detailed profiling allows us to target hard-to-reach audiences, including business decision-makers, IT professionals, C-level executives, mothers with infants, affluent individuals, frequent travelers, patients, and more. We continuously enhance our profiling questions and encourage panel members to update their information regularly. Moreover, IER Solutions maintains strong partnerships with reputable local entities worldwide, enabling us to access actively managed audiences with specialized profiles, such as expertise, organizational roles, company size based on employee or PC count, company revenue, and more.

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?

Whenever the necessity arises to engage local panel partners (e.g., when the Incidence Rate is insufficient to achieve the client's desired metrics), a meticulous selection process is undertaken. Companies are chosen based on several criteria, including:

1. Compliance with industry quality standards (affiliation with ESOMAR, CASRO, and/or MRA).
2. Transparency regarding panel policies governing member recruitment, management, and incentivization.
3. Adaptability in daily operations.
4. Track record and client references from prior collaborations.

It is imperative to inform clients during the bidding phase and prior to survey deployment about the incorporation of panel partners.

Q7. WHAT STEPS DO YOU TAKE TO ACHIEVE A REPRESENTATIVE SAMPLE OF THE TARGET POPULATION?

Our panels are meticulously selected to mirror the national demographic profile, drawing from a wide array of online resources. This approach facilitates the acquisition of samples that accurately reflect consumption patterns and attitudes within the population. Furthermore, our online data collection system enables us to establish nationally representative quotas during fieldwork and to specifically target demographic groups as needed.

Q8. DO YOU EMPLOY A SURVEY ROUTER?

We do not employ a 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?

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We do not employ a survey router.

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?

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We do not employ a survey router.

Q11. IF YOU USE A ROUTER: WHO IN YOUR COMPANY SETS THE PARAMETERS OF THE ROUTER? IS IT A DEDICATED TEAM OR AN INDIVIDUAL PROJECT MANAGER?

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We do not employ a survey router.

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?

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There are several data that are held for each respondents –to name a few:

1. Diverse demographics including age, gender, region, income, education, occupation, and household size.
2. Consumer behavior data encompassing household item ownership, purchasing authority within households, and frequency of internet usage.
3. Traveling habits, financial services or products utilized, and job-related details such as position, department, company size, and industry.

During the registration process, mandatory data collection includes email addresses, gender, age, and location (zip code). Members must update their profiles after each survey, although they can choose to do so voluntarily at any point during their membership. In instances of low project incidence rates where profiles may not align, our approach involves creatively selecting the most relevant profile for the target audience. Subsequently, we collaborate with the client to establish an agreed-upon incidence rate. Alternatively, a brief pre-screening survey can be conducted to provide the client with a clearer understanding of project feasibility.

Q13. 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.

IER Solutions uses mainly email invitations; online panelists are invited to provide their honest opinions for market research and business purposes only and the standard invitation includes:

- the estimated length of interview
- the amount of money the member can win if he/she completes the survey successfully
- a link to the privacy policy page
- a link to the frequently asked questions page
- a link to the survey participation regulations page
- an Unsubscribe button a specific contact for support in case of any inquiry

Q14. 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 offer money rewards in exchange for survey completion and the amount

1. Redemption through PayPal or Skrill.
2. Conversion into Amazon vouchers or G2A E-cards.
3. Exclusive options for Nigeria, including Airtime Top-Up, Jumia Voucher, Game E-Card, MotherCare, Samsung Voucher, Ultimate Gift Card, and Utility Bill settlement.
4. In the upcoming period, we aim to introduce additional payment methods for incentives in all regions where we maintain exclusive panels.

Q15.   WHAT INFORMATION ABOUT A PROJECT DO YOU NEED IN ORDER TO GIVE AN ACCURATE ESTIMATE OF FEASIBILITY USING YOUR OWN RESOURCES?

In order to provide the best opportunity to match our community members to a client's projects we'll request some information to determine feasibility:
• Target audience
• Expected number of completed responses
• Expected incidence rate
• Expected time in field
• Survey length
• Type of survey
• Any desired quotas or expected representation

Q16. DO YOU MEASURE RESPONDENT SATISFACTION? IS THIS INFORMATION MADE AVAILABLE TO CLIENTS?

Yes, we routinely administer respondent satisfaction surveys to refine our methodology comprehensively. This practice is vital in maintaining consistently high data quality for our clientele. Ensuring a positive respondent experience during survey completion is paramount, as it directly impacts the quality of the gathered data. Upon request, clients can access this information.

Q17.WHAT INFORMATION DO YOU PROVIDE TO DEBRIEF YOUR CLIENT AFTER THE PROJECT HAS FINISHED?

INovaQuest Research offers a standard information set for each project, comprising the final status of respondents (including completions, screenouts, and quota-fulls), the incidence rate, and the median interview duration.

Additionally, we can provide supplementary parameters such as dropout rate, response rate, or access rate. Upon request, demographic data can be supplied post-field completion, contingent upon adherence to our privacy policy.

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 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?

In projects where we solely provide samples, close collaboration with our clients is paramount to establish the criteria for identifying fraudulent respondents. These criteria encompass various indicators, such as time spent on the survey, straight-lining, and insufficient responses. We also advocate for the inclusion of trap questions in the survey. Identified fraudulent respondents are segregated into a quarantine phase, marked as non-viable completions, exempting clients from charges and participants from incentives for the specific study.

Conversely, within full-service projects, we adhere to predefined standards for fraudulent respondents. These standards are shared with clients and panel suppliers to ensure alignment in filtering out such responses from the dataset. To enhance respondent engagement and data quality, we strive to incorporate interactive grid-type questions like drag-and-drop features and grid bars when programming surveys. This approach aims to promote attentiveness among respondents, thereby facilitating the generation of high-quality outcomes.

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?

Typically, a respondent receives a single invitation and one reminder for a specific survey. This principle also extends to the panel suppliers we engage with.

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?

By default, each panel member is limited to receiving a maximum of three invitations per week. Nevertheless, every member retains the flexibility to personalize this frequency within their individual account settings. Furthermore, at the request of clients, we can establish specific quarantine or elimination regulations. These rules may pertain to designated time frames, survey topics, or particular projects. For instance, in monitoring surveys, there is a common need to exclude interviews completed within the past three or six months. Our system is fully equipped to handle such requests promptly.

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?

All data concerning our panel members' engagement in previous surveys, encompassing details such as their initial survey enrollment date, latest participation, and redeemed incentives, is meticulously documented. This information is accessible to our clients upon request.

Q22. DO YOU HAVE A CONFIRMATION OF THE 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?

Yes, this approach is applicable to both the registration phase and individual surveys. NovaQuest Research leverages digital fingerprinting technology during the registration process and employs a range of strategies to deter fraudulent participants from accessing surveys. Here are some of the implemented methods:

- Implementing measures to verify IP locations to prevent inaccuracies (e.g., individuals residing in the UK attempting to register for our Romanian panel, facing difficulty accessing the registration form).
- Conducting regular checks for similarities in email addresses, physical addresses, or names to identify potential duplicate accounts.
- Employing trap surveys to identify and address dishonest panel members.
- Removing inactive and invalid email addresses from the database.
- Utilizing a standard definition of fraudulent respondents to identify speedsters, straight-liners, and individuals consistently providing inaccurate responses. Such flagged respondents will not be considered completes, will not incur charges for the client, and will not receive incentives for the survey. Repeat offenders are periodically removed from panels. This protocol is applicable to both consumer and B2B target groups.

Q23. 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?

All data related to our panel members' engagement in previous surveys is meticulously documented, encompassing details such as the initial survey enrollment date, most recent participation, incentives earned, and redeemed rewards. This information is accessible to our clients upon request.

Q24. PLEASE PROVIDE A LINK TO YOUR PRIVACY POLICY. HOW IS YOUR PRIVACY POLICY PROVIDED TO YOUR RESPONDENTS?

Our privacy policy is available in the primary local language of each panel site. For further details, you can refer to the privacy policy through the following Iink: https://novaquestresearch.com/privacy-policy/. NovaQuest Research Solutions adheres to all pertinent national and international privacy and confidentiality regulations. Moreover, we ensure full compliance with industry standards as stipulated by CASRO and the ICC/EsomarCode.

Q25. PLEASE DESCRIBE THE MEASURES YOU TAKE TO ENSURE DATA PROTECTION AND DATA SECURITY.

IER Solutions Solution employs rigorous data security measures to safeguard all respondent-related information. Our practices strictly adhere to both national and international data protection laws and regulations.

Our primary security protocols encompass the following measures:

1. Utilization of SSL within our software to safeguard all operations, including sampling, panel management, and member-provided information.
2. Access to data is restricted to users with exclusive personal usernames and passwords.
3. Inactive users are automatically logged out after login sessions.
4. Servers are located in Asia and undergo continuous 24/7 monitoring.
5. Employees interacting with panel members' personal data are mandated to sign a non-disclosure agreement with NoaQuest Research Solutions.

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?

IER Solutions leverages local expertise from native speakers to furnish clients with precise feedback on culturally sensitive information specific to each country within our scope. Our experts offer recommendations to guarantee that surveys resonate with local participants, ensuring a clear comprehension of questions and requested information. This meticulous approach consistently enhances data quality and reliability.

Q27. ARE YOU CERTIFIED TO ANY SPECIFIC QUALITY SYSTEM? IF SO, WHICH ONE(S)?

IER Solutions is an esteemed member of ESOMAR and adheres diligently to ESOMAR's stringent code of conduct throughout all operations. This commitment extends to various critical aspects such as sampling, panel management, data protection, confidentiality, and more. Furthermore, we proudly maintain ISO certification, underscoring our dedication to quality and excellence.

Q28. 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?

Indeed, within our online panels, children aged 14 and above can be recruited and contacted directly. However, if the client aims to survey younger children, we facilitate this process through parent or legal guardian referral. In the invitation, parents or legal guardians are encouraged to oversee and assist their children in completing the survey.

THANK YOU