IER Market Research Solutions

ESOMAR 37

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These 37 questions offers a framework for buyers to use when evaluating the offerings of different online sample providers.

37 QUESTIONS TO HELP BUYERS OF ONLINE SAMPLE

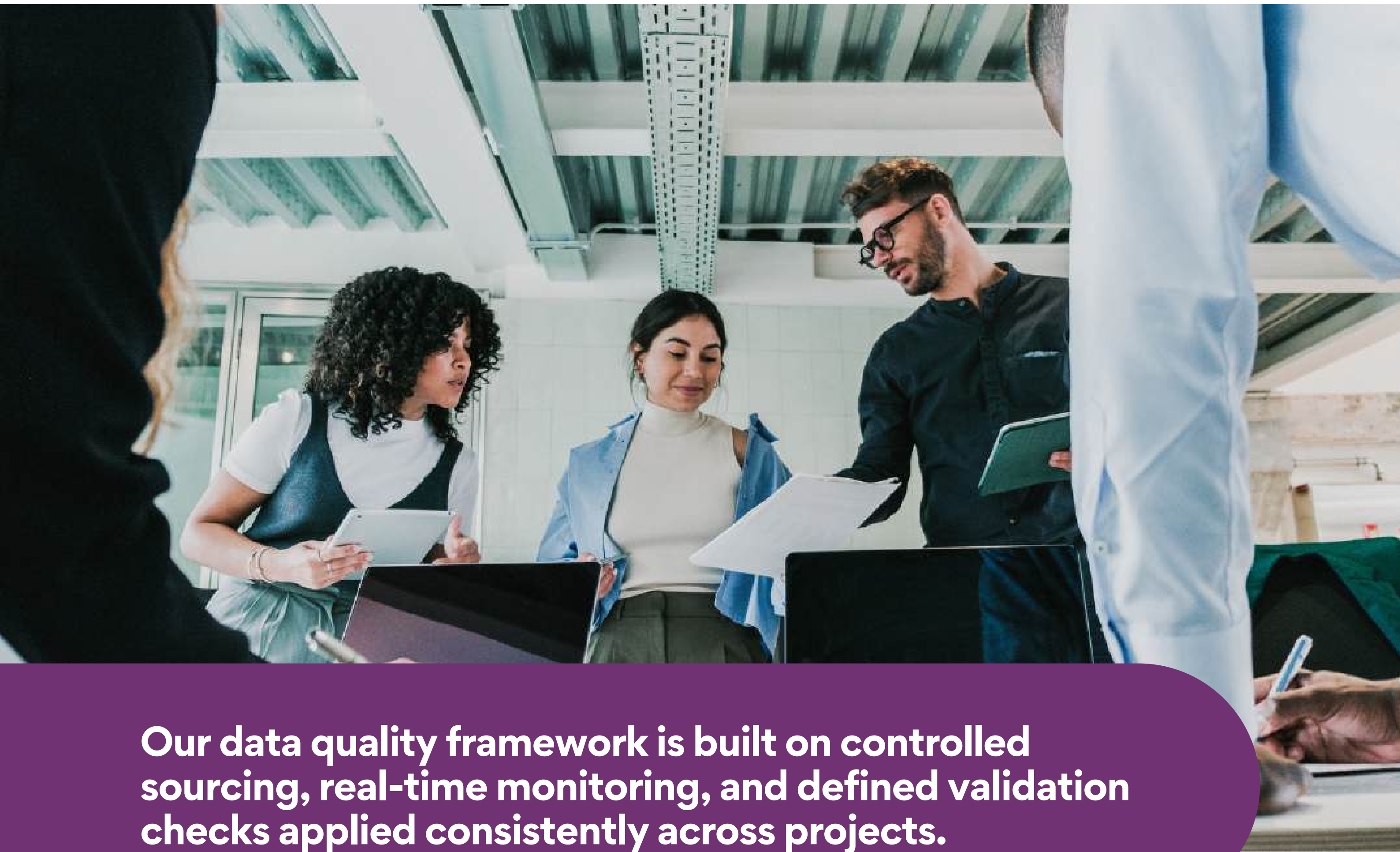
CONTENTS

ABOUT IER SOLUTIONS

WHO WE ARE

IER is a market research solutions provider delivering reliable, high-quality data through structured methodologies, strong quality controls, and experienced research teams supporting global studies.

QUALITY FRAMEWORK



Our data quality framework is built on controlled sourcing, real-time monitoring, and defined validation checks applied consistently across projects.

Quality controls include identity verification, behavioural analysis, and post-field review. This ensures reliable sample, reduced bias, and outputs that meet client and audit expectations.

RELIABLE INSIGHTS

25+ ACTIVE MARKETS

Live research capability across mature and emerging regions, enabling consistent multi-country delivery with local market relevance. Projects are supported by in-market sourcing knowledge and centrally governed quality controls.

6M+ ENGAGED PARTICIPANTS

A large, actively managed panel of profiled adults supporting high-quality B2C, B2B, and specialist research. Panel health is maintained through continuous profiling, validation, and engagement controls.

COMPANY PROFILE

WHAT THIS SECTION IS ABOUT

This section outlines the organization's background, role in the research process, and relevant expertise. It provides context on governance, internal capabilities, and potential factors that may influence how research services are designed and delivered.

Q1

What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?

IER Solutions's core capability is delivering online research sample for market research programs where respondent quality and targeting discipline matter. Over the past 3+ years, we have supported a wide range of studies across qualitative and quantitative methods, including business, online, and product research. Our work is built around connecting verified participant responses to the client's research objectives so the resulting insight is usable for decision-making.

Our reach is supported by an active panel base of 6M+ members and coverage across 25+ countries worldwide, giving us consistent access to both broad consumer audiences and more defined profiles. With 15K+ projects delivered annually, we have developed repeatable operational practices for screening, quota control, and respondent selection so the sample aligns with the intended criteria. This helps clients run everything from straightforward surveys to more specialized studies that require tighter audience definitions.

While our primary focus is market research sample delivery from our panel, we can also support additional recruitment when a project requires coverage beyond standard availability, using controlled sourcing methods aligned to research-only use. IER Solutions's services are designed for market research and insights, not for direct marketing outreach. In practice, market research represents the majority of our work, typically 95% to 100%.

Sample sourcing and delivery are overseen by teams with experience in market research sampling principles, who monitor feasibility and field performance throughout data collection. This oversight supports consistent application of sourcing controls and helps ensure alignment with study objectives and intended research use.

Q2

Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide to your frontline staff?

At IER Solutions, we treat sampling design and automation as a core part of delivering consistent online research sample. We have a dedicated internal function responsible for building, reviewing, and improving the automated components that support sampling, quota handling, and related workflow controls. This team combines practical market research operations experience with technical capability in data handling and sampling logic, so that automated selection methods remain aligned with study requirements and quality expectations.

Alongside this, project delivery is supported by operational leads who monitor field performance indicators throughout data collection. They review feasibility, quota progress, incidence behavior, and response patterns to ensure the sample remains on-brief and that adjustments are made in a controlled way when needed. Where automation is used, it is monitored and tuned based on observed field behavior rather than being treated as a “set and forget” process.

Frontline teams receive structured onboarding that covers core sampling concepts, how targeting and screening should be applied, and how to interpret field metrics during live projects. This training includes practical exercises using real study scenarios, so staff understand how to manage quotas, handle mid-field corrections, and recognize quality risks early. The onboarding program is reinforced through periodic refreshers, internal SOP updates, and team knowledge sessions focused on emerging quality risks and improved sampling practices. We also encourage continuous learning through relevant industry webinars and internal cross-team sessions to keep standards consistent across countries and project types.

Oversight and accountability are supported through documented processes and internal reviews that define roles, escalation paths, and decision criteria during fieldwork. Sampling-related changes, whether automated or manual, are applied in line with predefined controls and recorded where appropriate, helping ensure transparency and consistency across projects and markets. These controls help ensure that adjustments are made deliberately and in line with study objectives, rather than reactively, supporting consistent application of sampling standards across projects and geographies.

Q3

What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?

IER Solutions supports a full range of services across the research delivery cycle, not only sample supply. While online sample is a key capability, we also provide end-to-end data collection support and research execution services depending on the client's requirement. Our work spans qualitative and quantitative studies, including business, online, and product research.

Our service coverage includes project scoping support, audience design and feasibility, fieldwork management, and delivery of structured data outputs for client analysis. For clients who need sample-only support, we provide targeted online respondent access with screening and quota management aligned to the study specification. For clients who want broader support, we can manage the field execution and coordinate the operational steps needed to run the study smoothly across single or multiple countries.

On the data collection side, IER Solutions primarily supports online methodologies, and we can also facilitate additional collection modes when a project requires it through coordinated execution and partner-enabled capability. This can include qualitative recruitment and scheduling support, and other assisted approaches depending on geography and audience needs. We can also support survey programming and hosting requirements when requested, helping clients run questionnaires in a stable and controlled environment.

Overall, IER Solutions is flexible in engagement model. We support both sample-only delivery and broader research execution, with services structured to match the complexity of the project and the level of support the client prefers.

Across engagement models, responsibility for delivery is clearly defined, with internal teams coordinating timelines, quality checks, and communication throughout the project lifecycle.

This structured approach helps ensure that services are applied consistently, dependencies are managed effectively, and outputs are delivered in line with agreed specifications and research objectives. It also provides clients with clear points of contact and visibility into progress, supporting efficient collaboration and timely issue resolution.

SAMPLE SOURCES & RECRUITMENT

WHAT THIS SECTION IS ABOUT

This section explains the types of sample sources used and how participants are recruited for research projects. It provides context to assess the suitability, quality, and consistency of the sample, as well as any considerations related to sourcing, aggregation, or recruitment methods.

Q4

Using the broad classifications above, from what sources of online sample do you derive participants?

IER Solutions primarily sources online research participants through our own managed panel, and we supplement supply only when a project requires additional reach or a specific niche audience that is not sufficiently available through panel supply alone.

Panel source: Our main source is our proprietary online panel of 6M+ active members, supporting studies across 25+ countries. Panel members join through an opt-in process and are maintained within a structured environment that supports profiling and targeted selection for research projects. This enables delivery across common demographic groups as well as more defined audiences when appropriate screening and quota controls are applied.

Supplemental recruitment : For certain projects, IER Solutions may extend reach beyond standard panel availability using controlled, project-based recruitment. Supplemental sources may include vetted partner panels and affiliate-based recruitment channels used for research-only purposes. These sources are engaged to improve feasibility for harder-to-reach audiences, address specific coverage requirements, or support timelines and quota completion. All supplemental recruitment is subject to the same quality controls, validation checks, and privacy requirements applied to panel-delivered sample.

Sample sourcing decisions are made at the project level based on study objectives, target population requirements, and feasibility considerations. Where multiple sources are used within a single project, they are managed in a coordinated manner to ensure consistent application of screening, quota controls, and quality checks across all participant entry points.

Oversight of sourcing and recruitment is maintained throughout fieldwork, with monitoring of key indicators such as incidence, completion behavior, and response patterns. This allows potential issues to be identified early and addressed through controlled adjustments, helping maintain the integrity and reliability of the final sample delivered.

By combining a panel-first approach with selective use of partner and affiliate sources, IER Solutions maintains flexibility while ensuring that participant sourcing remains aligned with research objectives, data quality expectations, and applicable data protection standards.

Q5

Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?

IER Solutions derives the majority of its online sample from our proprietary panel, which is managed internally and used as the primary supply source for client work. This gives us stronger control over recruitment standards, profiling depth, participant engagement, and the quality checks applied before and during fieldwork.

For projects that require additional reach, expanded feasibility, or coverage of harder-to-find profiles, we use supplemental recruitment on a controlled, project-by-project basis through vetted external sources. These external sources are used to complement panel supply when needed, and the same research-only intent and quality expectations are applied to protect data integrity and respondent privacy.

In terms of overall share, approximately 84% of the sample we provide is sourced from IER Solutions's proprietary panel, and around 16% is sourced through supplemental external recruitment. We maintain transparency with buyers on sourcing, and we can confirm the source mix at the project level based on the target audience and feasibility requirements.

The mix of panel and supplemental sources is reviewed during project setup and monitored throughout fieldwork to ensure it remains appropriate for the study objectives. Where external sources are used, they are managed in coordination with panel supply, with consistent application of screening, quota controls, and quality checks to support comparability and reliability across the combined sample.

Q6

What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?

IER Solutions uses a controlled mix of recruitment channels to support both our proprietary panel and any project-based supplemental recruitment used when additional feasibility is required. Across all channels, the objective is to recruit research-appropriate participants through managed opt-in and screening, rather than unmanaged mass acquisition.

Recruitment for proprietary panel: Panel growth is supported through digital recruitment approaches such as targeted online campaigns, platform-based promotions, and controlled referral activity where appropriate. Enrollment follows a managed opt-in process, and participants are profiled before becoming eligible for research invitations. For most studies, participation is handled through invitation-based selection using profile attributes and screening requirements, which helps maintain targeting discipline and consistency.

Recruitment for supplemental sources: When a project demands additional reach beyond standard panel availability, IER Solutions can use vetted external recruitment routes on a controlled basis. This may include partner-enabled supply and targeted intercept-style recruitment depending on the audience and market. Affiliate networks are used for a limited portion of recruitment, typically around 6%, and are monitored closely so they remain supplementary and do not dilute quality standards.

Probabilistic methods: IER Solutions does not use probabilistic sampling methods in the strict statistical sense. We primarily use non-probability sampling with profiling, screening, and quota controls designed to meet the study specification in an online environment.

Open versus invitation: Most participation is invitation-led at the project level. Open links are used selectively, typically in large and high-volume geographies where broad reach is needed and where we can still enforce quality controls such as screening, quota management, and anti-fraud checks. In smaller markets or where niche profiles are required, invitation-only distribution is generally preferred to maintain tighter control over eligibility and targeting.

Geographic variation: The channel mix varies by geography based on panel maturity, digital behavior, and feasibility requirements. Markets with strong panel depth rely more on panel invitations. Where additional capacity is needed for specific segments, supplemental recruitment is used while keeping the same screening and field monitoring approach across locations.

Q7

What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

IER Solutions applies multiple validation steps during recruitment to ensure participants are genuine, unique, and consistent with the identity information they provide. We combine automated controls with operational review so that fraudulent sign-ups, duplicates, and misrepresentation are identified early and removed before they affect project data.

Email verification: New registrations are verified through email confirmation to ensure the participant has access to a valid inbox and to reduce automated or disposable sign-ups.

Geo and IP checks: We validate basic location signals through IP and geo checks to confirm country-level eligibility and to identify suspicious traffic patterns, including the use of proxies, VPNs, or blocked IP ranges where applicable to the project.

Mobile verification: Where required by market and project design, we use mobile number verification such as OTP to support uniqueness and reduce repeat registrations. This may also be applied selectively as a re-check for existing members.

Human verification controls: We use CAPTCHA and similar mechanisms during enrollment to reduce bot-driven registrations and automated form submissions.

Device and browser uniqueness: Device-level controls, including digital fingerprinting and related identifiers, are used to detect duplicate accounts and limit multiple registrations from the same user environment.

Profile validation and consistency review: Participants complete profiling during onboarding, and we use consistency checks across profile fields and survey responses to detect mismatches or fabricated information. Profiles and responses that show irregular patterns are flagged for review.

Ongoing behavioural monitoring: Beyond recruitment, we monitor participation behaviour such as response patterns, completion speed, and repeated anomalies. Participants that fail quality thresholds are removed or restricted from future invitations.

Additional checks for professional audiences: For B2B and specialist audiences, IER Solutions applies enhanced verification where appropriate, including business email validation and consistency checks across professional profile fields to reduce misrepresentation.

By layering these controls at recruitment and reinforcing them through ongoing monitoring, IER Solutions maintains a research-ready participant base that buyers can rely on for accurate and defensible results.

Q8

What brand (domain) and/or app are you using with proprietary sources?

IER Solutions engages proprietary panel members through our own respondent access environment, using an IER Solutions branded domain and panel interface for panel communications, profiling, and survey participation. The experience is designed to be simple for participants while allowing controlled management of invitations, screening, and participation activity.

Panel access and participation: Respondents typically enter surveys through direct invitations issued from our panel system. These invitations include secure links that route participants into the study flow. Participation can take place on mobile devices, tablets, or desktop systems depending on the questionnaire design and project requirements.

Panel Link: www.ier.solutions/member/

Mobile participation: Approximately 65% of participants complete questionnaires on mobile devices, while around 35% participate via desktop or laptop computers. This distribution supports strong accessibility across markets and helps maintain stable completion rates across device types.

Survey notifications: Survey opportunities are communicated primarily through email invitations. Most participants, roughly 70%, access surveys directly through the email links provided, while the remaining portion visit the panel environment to view and complete available studies. We routinely monitor engagement and completion behaviour to refine communication practices and maintain a smooth participant experience across geographies.

Access to surveys is controlled through unique, non-transferable links and session-level checks to help ensure that participation is limited to intended respondents. These controls support accurate routing, reduce duplicate participation, and help maintain alignment between the invited audience and the study's targeting requirements.

Panel activity and participation patterns are monitored on an ongoing basis, including invitation response, device usage, and completion behavior. This monitoring allows us to identify irregularities or shifts in engagement and make adjustments to invitation strategy or field management where appropriate.

Q9

Which model(s) do you offer to deliver sample? Managed service, self-serve, or API integration?

IER Solutions offers flexible delivery models so buyers can engage based on their operational preference and technical workflow.

Managed service delivery: Many clients choose a fully managed approach where our team supports end-to-end sample delivery. This includes feasibility alignment, audience targeting, screener review, quota setup, live field monitoring, and controlled adjustments during collection to keep delivery on-spec. A dedicated operations team manages performance tracking and provides regular updates so buyers have clear visibility throughout fieldwork.

API integration (Supply/Demand API): For buyers who require programmatic access, IER Solutions provides a supply API that enables integration into the client's internal platforms and automated workflows. This model supports controlled routing and delivery management based on agreed parameters, with appropriate security and compliance considerations.

Partner portal for suppliers: In addition, IER Solutions operates a partner-facing portal used by approved sample partners to access available projects, manage allocations, and track delivery status under defined controls. This portal supports efficient field execution while maintaining governance over sourcing and quality requirements.

Regardless of the delivery model used, project requirements, sourcing rules, and quality expectations are defined at setup and applied consistently throughout fieldwork. Changes to quotas, routing, or sourcing parameters are reviewed and implemented in a controlled manner to ensure alignment with the agreed study specification.

Oversight of delivery is maintained through a combination of automated monitoring and operational review, allowing performance indicators to be tracked across managed, API-based, and partner-led workflows. This approach helps ensure consistency, transparency, and accountability across different engagement models and levels of technical integration.

These models allow IER Solutions to support both traditional managed project delivery and more integrated, technology-led deployment depending on client needs.

Q10

If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample (sample sources, sample providers included in the blend). Do you let buyers control which sources of sample to include in their projects, and if so how? Do you have any integration mechanisms with third-party sources offered?

IER Solutions maintains a transparent approach to sample composition when a project includes more than one source. Our default delivery is panel-first, but where supplemental recruitment is required, we provide clarity on what sources are being used and how they contribute to overall delivery so buyers can assess suitability and risk.

Transparency on sample composition: When a blend is used, we can disclose whether delivery is coming from IER Solutions's proprietary panel, from approved partner sources, or from both. We also maintain internal traceability on sourcing so that composition can be discussed at the setup stage and referenced during fieldwork if adjustments are needed. Where the buyer requires a defined source plan, we align it upfront and keep delivery consistent with that plan.

Buyer control over sources: Buyers can set preferences during project design, including panel-only delivery or the use of supplemental sources when feasibility requires it. Where multiple sources are involved, buyers can request inclusion or exclusion of specific categories of sources, subject to feasibility and our quality acceptance rules. Our team confirms the practical impact of source choices on timing, cost, and reach before field launch.

Integration with third-party sources: IER Solutions can integrate approved third-party sources when needed, and we apply consistent governance across all sources used in a blend. This includes controlled routing, deduplication safeguards, and alignment of screening and quota logic so that blended delivery remains coherent and comparable. Integration can be supported through operational processes and, where applicable, through technical mechanisms such as partner portal workflows or API-enabled routing under agreed controls.

Consistency for multi-wave programs: For tracking or multi-phase studies, we agree the sourcing approach at the outset and manage the blend consistently across waves, unless a change is required and explicitly aligned with the buyer. This helps maintain comparability and reduces unwanted variation between phases.

Overall, IER Solutions balances flexibility with governance so buyers can choose the sourcing model that fits their study, while maintaining visibility and quality expectations throughout delivery.

Q11

Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, Is there sample suitable for product testing or other recruit/recall situations where the buyer may need to go back again to the same sample? Is the sample suitable for shorter or longer questionnaires? For mobile-only or desktop-only questionnaires? Is it suitable to recruit for communities? For online focus groups?

IER Solutions's sample supply is built to support a wide range of research applications across qualitative and quantitative work. We align the sourcing approach to the application so the sample is fit-for-purpose and consistent with the study design.

Product testing and recruit/recall use cases: Our proprietary panel supports recontact, making it suitable for product testing, follow-up studies, and recruit/recall programs where the buyer needs to return to the same participants. Re-engagement is managed under project-specific rules and consent, so repeat participation is controlled and aligned to the research objective.

Short and long questionnaires: Panel participants can support a range of questionnaire lengths, from short pulse surveys to longer, more detailed interviews, provided that length expectations and respondent experience are considered at setup. We manage targeting and invitation practices to maintain engagement and completion quality across both shorter and longer formats.

Device suitability: Our sample supports participation across mobile and desktop environments. Studies can be fielded for mixed-device access, and we can also apply device restrictions when required, such as mobile-only or desktop-only participation. This is managed through routing and access controls so the survey experience matches the buyer's specifications.

Communities and qualitative formats: IER supports recruitment for online communities as well as qualitative methods such as online focus groups and group discussions. We can recruit and recontact participants through our panel for community participation, and we can also provide operational support to help manage engagement and participation workflows across the community lifecycle where required by the project. For qualitative work, we typically apply tighter screening and confirmation steps to improve attendance and reduce drop-off.

Suitability of supplemental recruitment: Project-based supplemental recruitment is generally best suited for one-time quantitative completes or feasibility expansion where speed and additional reach are the priority. For recruit/recall designs and longer-term engagement formats, panel-based sourcing is usually preferred because it offers stronger continuity and more controlled recontact.

Overall, IER Solutions maps each source to the application need, balancing continuity for recontact studies with flexibility for broader reach, while keeping participation experience aligned to questionnaire length and device requirements.

SAMPLING & PROJECT MANAGEMENT

WHAT THIS SECTION IS ABOUT

Answers to the questions in this section will help you understand the processes and procedures that are undertaken to provide you with a sample of participants for your survey. You should understand what biases may be inherent in, or as a result of, the approaches taken and the likely severity of those biases.

Q12

Briefly describe your overall process from invitation to survey completion. What steps do you take to achieve a sample that "looks like" the target population? What demographic quota controls, if any, do you recommend?

IER Solutions follows a structured workflow from invitation through completion to ensure delivery stays aligned to the buyer's target definition and produces data that is stable and usable. The process is designed to keep targeting controlled, quotas balanced, and quality protected throughout fieldwork.

Project setup and sampling plan: We begin by aligning with the buyer on study objectives, target audience, incidence assumptions, length expectations, and any demographic or behavioural quotas required. This step is used to define the sampling approach, screening logic, and quota framework so delivery is predictable before field launch.

Participant selection and invitations: Participants are selected from our profiled proprietary panel based on the target criteria and quota needs. Invitations are then issued to eligible participants through controlled distribution, primarily via email and panel notifications. Each invite typically includes key information such as the expected time to complete and any incentive information, helping set expectations and support completion behaviour.

Screening and survey access: Respondents enter through a screening stage to confirm eligibility. Only those who qualify proceed into the main questionnaire. Where required, device rules can be applied so that participation is limited to mobile-only or desktop-only, or allowed across devices depending on the buyer's survey design.

Live quota and field management: Quotas are actively tracked during fieldwork to help the achieved sample match the intended target population. Where the study is intended to be nationally representative, we recommend core demographic quota controls such as age, gender, and region. For more specific research objectives, we recommend tailored quotas based on variables relevant to the target, such as household composition, income bands, profession/industry, or category usage. Quota controls are adjusted in a controlled manner during fieldwork to prevent over-collection in any segment and to maintain balance.

Quality checks and validation: Throughout fielding and after completion, we apply quality checks to identify irregular response behaviour, inconsistent answers, and other anomalies that can distort results. Responses that fail quality thresholds are flagged and removed so the final dataset remains reliable. Field performance is monitored continuously so that issues can be addressed early rather than after delivery.

This end-to-end process helps IER Solutions deliver sample that aligns with the target population definition, while maintaining quota discipline and protecting the integrity of the data delivered to the buyer.

Q13

What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact? How does this differ by the sources you offer? How often is each of those data points updated? Can you supply these data points as appends to the data set? Do you collect this profiling information directly or is it supplied by a third party?

IER Solutions maintains structured profiling information for the large majority of our proprietary panel members to support accurate targeting, feasibility assessment, and consistent data quality.

Profiling coverage includes core demographics and a range of behavioural and category attributes that are commonly required for both qualitative and quantitative research programs.

Profiling data held for most panel members:
We hold, at minimum, standard demographic and household profile variables for the majority of panel members. Typical profile categories include:

- Core demographics: age, gender, country/region, city tier or locality, education level, and income band where applicable.
- Household profile: household size, marital status, presence and age ranges of children, and home ownership status where relevant.
- Employment and professional details: employment status, occupation, industry/sector, and seniority for professional audiences.
- Lifestyle and media indicators: device ownership, internet behaviour, media consumption preferences, and selected interest areas.
- Category and purchase behaviour: product usage, purchase frequency, brand familiarity, and service subscriptions depending on market and study type.

How this differs by source:
For our proprietary panel, profiling is deeper and supports richer targeting because it is built over time through onboarding and follow-up profiling activities. For supplemental recruitment, the information available is typically more limited and is often restricted to what is captured in the screener and survey flow for that specific project, usually starting with core demographics and study-relevant qualification variables. Where supplemental recruits are converted into longer-term participants, their profiles can be expanded through additional profiling steps.

Q13

How often data is updated:
Core profile data is captured at onboarding and refreshed through structured profile update activities at least every 6 months. In addition, members are prompted to update key details when changes occur. Behavioural and category variables are updated more frequently through ongoing survey participation and short profiling modules that are run periodically.

Appends to datasets:
IER Solutions can append profile variables to the delivered dataset when requested and permitted by the project setup. By default, we can include basic profiling fields such as age, gender, and broad location information (for example, region and postal or ZIP-level fields where collected and allowed). Any additional profile appends are provided on request, aligned to the buyer's analytical needs and the applicable privacy requirements.

Source of profiling information:
Profiling data for our panel is collected directly from participants, either during sign-up or through profiling questions asked within dedicated profile surveys and research interactions. We do not rely on third-party demographic enrichment as a standard approach. For supplemental sources, profiling is primarily captured directly in the screener and survey flow rather than being imported from external datasets.

This profiling structure allows IER Solutions to deliver targeted sample reliably, while keeping participant information current enough to support accurate audience selection across markets.

Q14

What information do you need about a project in order to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?

IER Solutions provides feasibility estimates based on a defined set of project inputs so we can evaluate whether the target audience can be reached within the required timelines and with the expected quality. The more clearly these elements are shared at the outset, the more accurate and actionable the feasibility guidance becomes.

Information we typically require to estimate feasibility:

- Research objective and method: A brief description of what the study is trying to measure and how it will be run (quantitative survey, qualitative recruitment, product research, business research, online study format).

- Target audience definition: The key eligibility criteria, including country/region, age, gender, and any additional qualifiers such as profession, category usage, income band, device ownership, or behavioural requirements.

- Required completes: Total sample size needed and whether it is split across markets, segments, or quotas.

- Length of interview (LOI): Expected completion time, since longer questionnaires typically affect participation and completion rate.

- Incidence expectation (IR): Expected qualification rate based on screener requirements, including any known benchmarks or assumptions.

- Timing and fieldwork window: Start date, end date, and any milestones, plus whether the study is soft-launching or needs staggered delivery.

- Quota structure and constraints: Any hard quotas, caps, interlocking quotas, or pacing requirements that could limit supply.

- Other operational requirements: Any specific buyer requirements such as device restrictions, recontact needs, test cells, survey language, or quality thresholds.

Q14

How we add boundaries to feasibility estimates:

To avoid treating feasibility as a single-point prediction, IER Solutions applies practical limits and ranges using multiple inputs. We review historical performance from comparable studies, panel availability for the defined audience, expected incidence and drop-off, and the effect of LOI and quota complexity. Based on this, we typically provide feasibility as a range rather than a guaranteed number, outlining a realistic expected outcome along with an upper and lower view where appropriate. We also explain the key drivers that could shift feasibility, such as seasonality, niche targeting, or aggressive timelines, so buyers understand what factors may tighten or expand supply.

Throughout fieldwork, feasibility is rechecked against live data signals. If early results indicate the actual incidence or completion behaviour differs from assumptions, we communicate quickly and recommend adjustments to protect delivery and maintain alignment with the target definition.

Feasibility guidance is intended to support informed planning rather than serve as a fixed commitment. As project parameters evolve or additional information becomes available, estimates may be refined to reflect updated assumptions, ensuring that delivery expectations remain realistic and aligned with observed field conditions.

Q15

What do you do if the project proves impossible for you to complete in field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances, how do you maintain and certify third party sources/sub-contractors?

IER Solutions's first priority is to complete projects within the agreed specifications using our planned sourcing approach. If, during fieldwork, we identify that delivery is at risk due to feasibility constraints, we focus on early communication, controlled remediation, and maintaining quality and transparency in how the project is recovered.

Early notification and joint resolution: If feasibility issues arise, such as lower-than-expected incidence, high screen-out rates, or timeline pressure, we inform the buyer promptly with clear visibility into the driver of the issue. We then work with the buyer to agree on a practical corrective plan. This may include adjustments to quotas, a review of screener logic, extending the field window, or revising targeting parameters where appropriate. The goal is to protect data quality while restoring feasibility.

Use of third-party sources when required: If additional supply is needed beyond the planned sources, IER Solutions can introduce vetted third-party sample sources to support completion. We do not add sources without operational justification, and we align the approach with the buyer's preferences. Where the buyer requires disclosure or source restrictions, we follow those requirements and confirm what categories of sources will be used. If a buyer asks for the specific third-party source name, we can provide it subject to contractual and commercial constraints.

Maintaining and certifying third-party sources: Any third-party source used is managed under defined acceptance standards. This includes reviewing their recruitment approach, data protection posture, and quality controls, and ensuring they are suitable for research-only participation. Once active in a project, third-party traffic is continuously monitored and is held to the same quality thresholds applied to panel sample. This includes controls to reduce duplicates and fraud, consistent screening and quota logic, and post-collection validation based on response behaviour and consistency checks.

Ongoing oversight: Regardless of the source, IER Solutions maintains oversight through live field monitoring and quality review. If a third-party source does not meet performance or quality expectations, it is paused or removed, and the buyer is updated on the corrective action.

This approach allows IER Solutions to handle feasibility challenges without compromising the integrity of the dataset, while keeping the buyer informed and in control of key decisions when sourcing changes are required.

Q16

Do you employ a survey router or any yield management techniques? If yes, please describe how you go about allocating participants to surveys. How are potential participants asked to participate in a study? Please specify how this is done for each of the sources you offer.

IER Solutions uses routing and yield management practices to allocate participants to studies in a controlled way, with the goal of matching the right respondent to the right project while supporting efficient quota delivery and a consistent participant experience.

Survey routing and allocation: We use a routing approach that takes into account respondent profile attributes, target requirements, quota status, language, and project priority. Allocation is managed so that eligible participants are directed to studies where they have the highest likelihood of qualifying and where their participation supports the remaining quota needs. Routing is also used to manage frequency and avoid over-inviting the same individuals, helping maintain engagement and reducing respondent fatigue.

How participation is initiated for proprietary panel: For panel members, participation is primarily invitation-led. Participants are invited based on profile match and quota needs, and they access the study through a secure survey link. In some cases, eligible panel members can also view available opportunities within the panel environment, with routing logic ensuring they only see or access studies relevant to their profile and the active quotas.

How participation is initiated for supplemental sources: When supplemental recruitment is used, allocation is managed through controlled routing based on project requirements and live quota status. Participants are typically directed into the study through managed links provided through approved partner channels. Routing controls such as country eligibility, device suitability, and quota pacing are applied to keep delivery consistent with the buyer's target definition.

Invitation and messaging approach: Regardless of source, invitations and entry points are designed to set clear expectations. Participants are typically informed of the estimated time commitment and any incentive structure associated with participation, and they are routed into the appropriate screening flow to confirm eligibility before the main survey begins.

IER Solutions continually monitors routing performance during fieldwork. If qualification rates, quotas, or completion behaviour shift, routing and allocation are adjusted in a controlled way to protect delivery outcomes without compromising targeting discipline or data quality.

Q17

Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?

IER Solutions does set practical limits to prevent participants from spending excessive time in a routing flow without successfully qualifying. This is done to protect the participant experience, reduce drop-off, and avoid frustration that can lead to disengagement or lower-quality responses.

Time and attempt controls: When routing is used, we aim to match participants to a suitable survey quickly, typically within a few minutes. If a participant does not qualify within that window, the routing flow is ended and the participant is either redirected to other eligible opportunities or exited with a clear outcome. This helps avoid repeated screening with no progress.

Ongoing monitoring: We monitor router performance signals such as screen-out rates, time-in-router, and drop-off. If we see patterns that indicate participants are being held too long or encountering repeated ineligible routes, we adjust allocation rules to improve fit and reduce unnecessary screening.

Routing rules are configured to align with the study's targeting and quota structure, so that participants are not exposed to unnecessary or irrelevant screening paths. Where multiple studies are available, prioritization logic is applied to improve the likelihood of a successful match based on known profile attributes and current quota needs.

In cases where routing adjustments are required during fieldwork, changes are implemented in a controlled manner and monitored for impact. This helps ensure that improvements to routing efficiency do not compromise targeting accuracy or data quality, while maintaining a fair and transparent experience for participants.

Direct-to-survey scenarios: For projects where participants are invited directly based on profile fit and quota need, participants typically enter the survey without extended routing time, which further reduces delays and improves overall experience.

Q18

What information about a project is given to potential participants before they choose whether to take the survey or not? How does this differ by the sources you offer?

IER Solutions provides clear, practical information to participants before they decide whether to take part in a survey. The objective is to ensure respondents understand what they are being asked to do and can make an informed decision before entering the study.

Information typically provided before participation:

- Survey topic or broad subject area: A short description that indicates what the survey is generally about, without revealing content that could bias responses.
- Estimated time to complete (LOI): An expected completion time so participants can judge whether they have the time available.
- Incentive or reward information: A clear indication of the compensation or points awarded for a successful completion, according to the panel's incentive rules.
- Basic participation expectations: Where relevant, we may also indicate requirements such as device suitability or language so participants do not enter a study they cannot complete.

How this differs by source:
For proprietary panel participation, this information is typically presented within the invitation and/or panel environment before the respondent clicks into the survey link. For supplemental sources, the same core information is presented through the entry point used for that recruitment channel, so participants still see topic, time expectation, and incentive details before proceeding. The format of presentation may differ by channel, but the intent remains consistent: transparency on what the participant is agreeing to and what they can expect.

Information provided prior to participation is designed to be factual and proportional, avoiding language that could influence how respondents answer the survey. Where studies include additional requirements or sensitivities, this is communicated at an appropriate level so participants can decide whether to proceed.

Participant-facing information and invitation formats are reviewed periodically to ensure clarity and consistency across markets and recruitment channels. Feedback from participation behavior and completion patterns is used to refine how information is presented, supporting informed consent and stable engagement over time.

By providing this upfront context, IER Solutions supports better engagement, reduces avoidable drop-off, and helps maintain a cleaner participation experience across sources.

Q19

Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?

IER Solutions primarily uses a targeted invitation approach rather than offering an open catalogue of surveys for participants to freely choose from. This is done to keep participation relevant to the individual's profile and to support quota-controlled delivery for buyers.

How participation is handled: Participants are typically invited to specific surveys that match their profile and the project's eligibility needs. They can then decide whether to participate based on the information provided in the invitation.

Information provided to support the choice: Before entering the survey, participants are normally shown key details such as the broad topic area, the estimated time to complete, and the incentive or reward associated with completion. Where applicable, basic requirements such as language or device suitability may also be indicated. This gives respondents enough context to make an informed decision while avoiding overly detailed descriptions that could influence responses.

In cases where a panel environment displays more than one available opportunity, access is still controlled so that participants only see studies they are likely to qualify for, based on profiling and current quota status. This keeps the experience practical for respondents and supports cleaner, more reliable sample delivery for research buyers.

This controlled invitation model also helps limit repeated screening and unnecessary screen-outs, which can negatively affect participant engagement over time. By aligning invitations closely with eligibility and quota needs, participants are less likely to encounter surveys for which they are not suitable.

From a buyer perspective, targeted invitations support more predictable fieldwork performance and reduce variability caused by self-selection. This approach allows IER Solutions to balance respondent experience with delivery control, particularly for studies with defined audience criteria or tight timelines.

Q20

What ability do you have to increase (or decrease) incentives being offered to potential participants (or sub-groups of participants) during the course of a survey? If so, can this be flagged at the participant level in the dataset?

IER Solutions has the ability to adjust incentives during live fieldwork when it is necessary to support feasibility, improve completion rates, or reach harder-to-engage segments. This flexibility is used in a controlled way, most commonly to increase incentives for specific audiences where incidence is low, quotas are challenging, or response behaviour indicates that additional motivation is needed to maintain delivery.

Incentive adjustments during field: Incentives can be adjusted at the project level and, where required, at the sub-group or quota-cell level. For example, a higher incentive may be applied for a niche segment, a difficult professional profile, or a quota group that is underperforming. We generally avoid reducing incentives once a study is live, as consistency supports participant trust and stable engagement.

Incentive changes are implemented only after reviewing live fieldwork signals such as response rate, completion behaviour, screen-out patterns, and time-to-fill by quota. Adjustments are made deliberately rather than reactively, with the aim of addressing specific bottlenecks without over-incentivising the broader sample or introducing unnecessary bias.

All incentive modifications are documented and communicated to the buyer as part of fieldwork updates or delivery notes. This ensures transparency around when and why changes were applied, and allows buyers to assess any potential implications during analysis or reporting. Where relevant, we also confirm whether incentive adjustments are expected to have a material impact on respondent composition or behaviour.

Flagging at participant level: When incentives vary within the same project, IER Solutions can provide a participant-level flag that indicates the incentive condition or tier applied to that respondent, so buyers can account for it during analysis. If the incentive is uniform across the project, a separate participant-level flag is typically not necessary, but the incentive details can still be documented in the project setup and delivery notes.

This approach helps maintain delivery performance and respondent experience while preserving transparency for buyers when incentive differentiation is used.

Q21

Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?

IER Solutions monitors participant experience as part of our quality and panel health practices, and we do measure satisfaction signals at the project level where the study setup supports it. Feedback is typically captured through post-survey questions or panel-level feedback prompts that assess areas such as survey clarity, perceived length, technical experience, and whether the incentive felt appropriate for the time spent.

Project-level feedback is used to identify issues that can affect participation quality, such as confusing wording, excessive length, repetitive questioning, or technical friction on certain devices. When patterns are observed, we use them to refine routing practices, improve screener alignment, and reduce avoidable drop-off in future projects.

In addition to structured feedback questions, IER Solutions monitors indirect experience indicators during live fieldwork. These include metrics such as early termination rates, time-to-complete variance, device-level drop-off, and repeated screen-out behaviour. While these signals are not explicit satisfaction ratings, they provide practical insight into how participants are experiencing the study in real time and help us identify friction points that may not be directly reported.

Where experience-related risks are identified, corrective actions are taken in a proportionate and controlled manner. This may include recommending adjustments to questionnaire length, revisiting screener logic, clarifying instructions, modifying routing rules, or adjusting incentives where appropriate. The objective is not to optimise for satisfaction alone, but to balance participant experience with data integrity and study objectives.

At the panel level, participant experience trends are reviewed over time to support long-term panel health. Persistent issues linked to specific study designs, topics, or technical setups are flagged internally and inform guidance provided to buyers during feasibility and project setup. This feedback loop helps improve future study design while maintaining a consistent and sustainable participation experience across markets.

IER Solutions also maintains aggregated benchmarks based on comparable work, organised by factors such as questionnaire length, study type, subject area, and audience complexity. These benchmarks are primarily used internally for improving operations and planning, and we can share summary or directional insights with buyers on request when it is helpful for project design and expectation-setting.

Q22

Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?

IER Solutions can provide a project debrief after completion when requested by the buyer. The debrief is intended to give clear visibility into how the fieldwork performed, what was delivered, and any operational learnings that may be useful for future waves or similar studies.

A typical debrief can include:

- Project overview: Summary of objectives, target definition, countries, and delivery approach.
- Achieved sample profile: High-level respondent demographics and quota achievement status.
- Fieldwork performance indicators: Details such as invite volumes, participation or click-through behaviour where tracked, completion counts, and key delivery milestones.
- Incidence and screening behaviour: Observations on qualification rates, screen-out drivers, and any changes made during fieldwork to protect feasibility.
- Drop-off and survey friction points: Where applicable, a view of where respondents exited or encountered difficulty, including device-related issues if observed.
- Operational issues and resolutions: Any challenges encountered, what corrective actions were taken, and what is recommended for future runs.
- Participant experience signals: Summary feedback or satisfaction indicators when captured, particularly if there were experience factors affecting completion.

Where projects involve multiple markets, complex quotas, or the use of mixed sourcing (proprietary panel and supplemental recruitment), the debrief can also include a sourcing-level or market-level breakdown. This may highlight differences in incidence, pacing, device mix, or completion behaviour across countries or sources, helping buyers understand where delivery was strongest and where additional planning may be required in future studies.

Debriefs can also be used as a forward-looking input rather than a purely retrospective summary. When appropriate, IER Solutions will include practical recommendations for future waves, such as adjusted incidence assumptions, revised LOI expectations, incentive guidance, or refinements to targeting and quota structure. This helps buyers translate field learnings into more efficient setup and improved predictability for subsequent research.

Debriefs are not automatically issued for every project, but IER Solutions is able to provide them on request and align the format to the buyer’s internal reporting preference. If you need an example layout, we can share a sample template structure that reflects the typical sections listed above.

DATA QUALITY & VALIDATION

WHAT THIS SECTION IS ABOUT

This section focuses on the quality of the in-survey data. In-survey data quality includes project level data validity and representativeness, survey-taking behaviours, sample blends, participant characteristics, and project level data health and audit practices.

Q23

How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?

IER Solutions manages how often an individual can participate in surveys so that respondent fatigue is reduced and data quality remains stable across projects. Participation frequency is controlled through panel rules and routing logic that monitor recent activity and limit over-exposure.

How often the same person can participate: For our proprietary panel, we apply frequency caps so that the same individual is not completing an excessive number of surveys in a short period. As a standard control, a participant can typically complete 4 to 5 surveys per day, and we also manage overall daily survey load to help maintain attentiveness and consistent response behaviour.

How this varies by source: For proprietary panel members, these limits are enforced directly through our panel environment and allocation rules. Where supplemental sources are used, we apply similar controls through routing and project rules, and we rely on screening and deduplication safeguards to reduce repeated exposure across sources.

Time already spent taking surveys before entering a study: We track recent survey activity at the respondent level and use it during invitation and routing decisions. Participants are generally limited to around 45 minutes of total survey activity per day, which helps avoid over-surveying and reduces the risk of fatigue-related quality issues. This tracking supports balanced participation and helps ensure that respondents entering a survey are not already over-exposed.

How we manage this: Controls are applied through real-time activity monitoring and allocation logic that balances quota needs with respondent experience. If we see signs of fatigue or abnormal behaviour, invitation frequency and routing access are adjusted so the panel remains healthy and project data remains reliable.

Impact on data quality: By managing participation frequency and total daily survey time, IER Solutions reduces the risk of respondent fatigue, inattentive behaviour, and quality degradation such as speeding or straight-lining. These controls help ensure that participants entering a study are attentive and not over-exposed, supporting more consistent, reliable data delivery for clients across projects.

Q24

What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc? Are you able to supply buyers with a project analysis of such individual level data? Are you able to append such data points to your participant records?

IER Solutions maintains structured operational data at the participant level to support panel governance, quality control, and efficient delivery of sample. These records help us manage eligibility, reduce over-exposure, improve routing decisions, and maintain traceability of sourcing and participation activity.

Participant-level data typically maintained includes:

- Panel entry information: join date and basic status indicators (active, inactive, restricted), used to understand tenure and engagement patterns.
- Source and channel tracking: how the participant entered the panel and the associated recruitment channel, where applicable.
- Recent participation history: recent survey invites, starts, completes, screen-outs, and general activity level used for frequency management and fatigue controls.
- Engagement timestamps: such as last activity date or last survey interaction, supporting invitation targeting and panel hygiene.
- Incentive history: incentive credits or rewards issued for completed surveys, supporting participant support and auditability.
- Profile and targeting attributes: core demographic and profiling variables used for survey matching and quota delivery.

Project-level analysis for buyers: Where requested and appropriate, IER Solutions can provide a project-level analysis that draws on these participation and sourcing indicators to explain delivery outcomes. This is typically shared in aggregated or summarised form to support transparency while protecting respondent privacy.

Appending to records and dataset delivery: IER Solutions can append selected operational fields to participant records internally and can also provide certain fields as dataset appends when requested and when permitted by the buyer’s requirements and applicable privacy rules. Any individual-level information provided to buyers is anonymised and limited to what is necessary for research analysis, with direct identifiers excluded.

Q25

Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.

IER Solutions applies project-level identity confirmation controls at the point a participant enters a survey or router to reduce fraudulent access, prevent duplicates, and ensure that the respondent completing the interview is a real and unique participant. These checks are applied through a combination of secure access rules, automated verification signals, and controlled routing logic.

Secure entry and access control: Participants enter surveys through controlled links generated by our panel system or approved partner routing, which helps limit unauthorized access. Where panel login is used, access is tied to the participant's account credentials so that survey entry is associated with a known panel record.

Device and browser validation: At entry, we apply device-level checks such as digital fingerprinting and related identifiers to detect duplicate participation attempts, repeated entries, or multiple accounts being used from the same environment. This is one of the key controls used to reduce repeat completes and protect project integrity.

IP and geo validation: We check IP and location signals at entry to confirm basic geographic eligibility and to detect suspicious patterns such as proxy or VPN behaviour where relevant to the project. Traffic that fails these checks can be blocked or routed out before the respondent proceeds further.

Mobile-based verification where required: For projects that require additional confirmation, IER Solutions can apply mobile verification such as OTP checks either at survey entry or at selected checkpoints, depending on the risk profile of the study and market feasibility. This strengthens uniqueness and reduces misuse.

B2B verification at entry when applicable: For professional samples, project-level checks can include business email validation in addition to standard entry controls, helping reduce misrepresentation for role and industry-based audiences.

By applying these layered checks at the point of entry, IER Solutions confirms eligibility and uniqueness early in the process, helping ensure that the completed interviews reflect genuine participants and reliable research data.

Q26

How do you manage source consistency and blend at the project level? With regard to trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?

IER Solutions manages source consistency and blending at the project level through defined sourcing rules, active monitoring during fieldwork, and clear traceability of where completes are coming from. This is especially important for projects where comparability matters, such as trackers and multi-wave studies.

Managing source mix at the project level: For each study, we align the sourcing approach during setup, including whether the project is panel-only or uses a blended approach. If blending is required, we manage the mix in a controlled way by tracking delivery contribution from each source type during fieldwork and adjusting allocation carefully to keep the achieved blend aligned to the agreed plan.

Consistency for trackers and multi-wave programs: For tracking studies, we establish the intended sourcing plan at the start and aim to keep it consistent across waves. This includes maintaining the same general source categories, applying the same qualification and quota approach, and avoiding unnecessary changes in recruitment channels that could introduce sample shifts. If adjustments are required due to feasibility or market changes, we discuss them with the buyer before implementation so the impact on trend comparability is understood and managed.

Reporting on blends and sources: IER Solutions can provide blend and source reporting at the project level when requested. This typically includes the contribution of each source category used and any operational notes that explain why changes occurred, if any. The level of detail can be aligned to what the buyer needs for internal documentation and governance.

Appending source to records and datasets: IER Solutions maintains source traceability internally, and source indicators can be appended to participant-level records. This can also be provided as a dataset append for buyer analysis when requested and when consistent with privacy and contractual requirements.

Q27

Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or a survey. What processes do you have in place to compare profiled and known data to in-survey responses?

IER Solutions maintains a structured participant quality and panel health framework to protect data integrity across projects. We track behavioural signals, response quality indicators, and participation patterns at the individual level, and we use these health metrics to control who is invited, how routing is managed, and when accounts are restricted or removed.

Quality and health metrics we track:

- Response consistency and coherence: We review responses for contradictions, illogical patterns, and inconsistent answers that indicate low attentiveness or fabrication.
- Speed and timing signals: We monitor completion time relative to expected length and flag extreme speeding patterns that suggest poor engagement.
- Straight-lining and patterning: We detect repeated grid patterns, uniform responses, and other mechanical answer behaviour that reduces data quality.
- Survey performance history: We track starts, completes, screen-outs, and drop-off frequency to identify respondents who routinely disengage or create field disruption.
- Device and access behaviour: We monitor suspicious technical patterns such as repeated device reuse across accounts, unusual traffic behaviour, and repeated failed checks that can indicate duplicate or fraudulent activity.
- Recontact and frequency controls: We monitor recent activity levels to avoid over-surveying and to reduce fatigue-related quality degradation.

Actioning quality signals:

These quality and panel health indicators are reviewed on an ongoing basis and used to inform automated and manual controls within our sampling and routing environment. Participants who consistently meet quality expectations continue to receive invitations, while those showing repeated low-quality or disruptive behaviour may be temporarily limited, required to pass additional validation checks, or removed from the panel entirely. This ensures that quality management is preventative rather than reactive and supports stable, reliable sample delivery over time.

Q27

How these metrics are used operationally:

IER Solutions applies a tiered approach to participant management. Participants with stable quality history continue to receive invitations based on profile fit and quota needs. When quality signals fall outside accepted thresholds, the participant may be temporarily restricted while we review behaviour and determine whether the issue is technical, accidental, or consistent low-quality activity. If repeated quality failures occur, the participant is blocked from entering the panel environment, router, or surveys, depending on severity. This allows us to quarantine risk without removing valid participants unnecessarily, while ensuring that persistent low-quality participation does not impact datasets.

Comparing profile data to in-survey responses:

We cross-check key profiled attributes against in-survey responses to detect mismatches. This includes validating consistency on standard demographic fields and, where applicable, professional or category attributes used for targeting. When discrepancies are detected, responses can be flagged for validation, and repeat inconsistencies can trigger restrictions or removal. This comparison is used both as a quality safeguard and as a way to improve profiling accuracy over time.

Escalation and governance controls:

Quality actions are applied using predefined thresholds and review rules to ensure decisions are consistent and proportionate. Automated triggers are supported by manual review for edge cases, allowing us to distinguish between one-off errors and sustained quality risk. This governance approach helps protect legitimate participants while ensuring enforcement is fair, auditable, and aligned with internal SOPs.

Feedback loop into sampling and design:

Insights from quality metrics are fed back into sampling logic, screener design, and invitation strategy. For example, repeated mismatches or drop-off patterns may lead to tighter profiling requirements, adjusted screening flow, or refined quota logic in future projects. This ensures quality monitoring not only removes risk but actively improves study setup and delivery over time.

By combining ongoing monitoring with controlled enforcement, IER Solutions maintains a healthier participant base and delivers cleaner, more reliable data to buyers across markets and study types.

Q28

For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey behaviours, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item nonresponse (e.g., “Don’t Know”) (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

When IER Solutions is responsible for programming, hosting, and delivering survey data, we apply a combination of survey design controls, real-time monitoring, and post-field validation to reduce behaviours that can weaken data quality. The intent is to identify low-engagement responding early, prevent it where possible, and remove invalid submissions before delivery.

Random responding: We include attention checks and validation items within the questionnaire where appropriate, such as trap questions or instruction-based checks. These are designed to identify participants who are clicking through without reading or providing considered input. Responses that fail these checks are flagged for review and can be removed based on the project’s quality rules.

Illogical or inconsistent responding: We use consistency checks within the survey flow, including cross-check questions that repeat key information in a different form or validate dependent logic. When responses contradict earlier answers or violate logical routing expectations, they are flagged for quality review.

Overuse of item nonresponse (for example “Don’t Know”): Where “Don’t Know” or similar options are included, we monitor their frequency and pattern. Excessive or patterned use can indicate disengagement, so those cases are flagged. Depending on the project’s acceptance rules, they may be excluded or reviewed with additional criteria to avoid removing valid uncertainty responses in genuine cases.

Inaccurate or inconsistent responses versus known data: We compare key profiled attributes with in-survey responses, particularly for variables used for targeting and quotas. When misalignment is detected, responses are flagged for validation and may be removed where the mismatch indicates misrepresentation rather than legitimate change.

Incomplete responding: Partial interviews are automatically tagged and excluded from final datasets unless the buyer explicitly requests partials for diagnostic purposes. We also review drop-off points to identify survey design or technical factors that may be increasing abandonment.

Q28

Overly rapid completion: We track completion time against expected length and flag extreme speeding patterns. Speeding flags are evaluated alongside other indicators such as straight-lining, inconsistent answers, and failed checks, so decisions are based on a quality profile rather than a single metric.

Duplicate and repeat participation checks: Where IER Solutions programs and hosts the study, we apply technical and behavioural checks to reduce duplicate participation. This includes monitoring identifiers such as device, browser, and response pattern signals to prevent the same individual from completing the survey more than once. Any suspected duplicates are reviewed and removed prior to delivery to protect sample integrity.

Manual review and buyer-aligned acceptance rules: In addition to automated checks, flagged responses are subject to operational review using acceptance rules agreed with the buyer. This ensures that exclusions are applied consistently and proportionately, avoiding unnecessary removals while still protecting data quality. Where required, we can document applied quality filters as part of the project delivery notes.

These controls combine automated detection with operational review. By applying them during fieldwork and at the point of delivery, IER Solutions reduces undesired in-survey behaviours and improves the reliability of the final dataset.

POLICIES AND COMPLIANCE

WHAT THIS SECTION IS ABOUT

This section outlines the policies, procedures, and controls in place to address data protection, information security, and regulatory requirements. It provides context on how applicable laws, regulations, and recognized security standards are considered and applied in the delivery of research services.

Q29

Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses.

You can find IER Solutions's participant privacy notice at: https://ier.solutions/privacy-policy/

Below is a summary of the key concepts the privacy notice typically covers:

- **What data is collected:** The policy explains the types of information collected from participants, including registration details, demographic and profiling information, survey responses, and technical data such as device information and IP-related signals used for security and quality control.

- **How the data is used:** It outlines that participant information is collected and processed for market research purposes, including panel management, project delivery, quality assurance, and improving the overall research experience and operational performance.

- **How and when data may be shared:** The policy describes the circumstances under which data may be shared with buyers or service providers, typically in anonymised or aggregated form, and under contractual controls. It also describes the role of third-party processors or partners where applicable.

- **Security and protection measures:** It summarizes how IER Solutions protects participant information, including access controls, secure storage practices, and safeguards designed to prevent unauthorized access, misuse, or breaches.

- **Retention and deletion:** The policy explains how long data is retained and the principles used to determine retention periods. It also describes how data is securely deleted or anonymised when no longer required.

- **Participant rights and choices:** It outlines participant rights such as access, correction, restriction, deletion requests, and opting out of participation, subject to applicable laws and verification requirements.

- **Policy updates:** It describes how changes to the privacy notice are communicated and how participants can review the latest version.

- **Contact and escalation:** It provides contact details for privacy-related questions and requests, including how participants can submit a concern or request regarding their data.

Q30

How do you comply with key data protection laws and regulations that apply in the various jurisdictions in which you operate? How do you address requirements regarding consent or other legal bases for the processing of personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

IER Solutions operates with a privacy and data protection framework designed to meet the requirements of key data protection laws across the jurisdictions in which we work. Our approach is based on clear governance, documented procedures, and contractual controls so that participant data is collected and processed responsibly for market research purposes.

Compliance with applicable laws and regulations:
We align our practices to the major regulatory principles that commonly apply to our work, including requirements around transparency, lawful processing, purpose limitation, data minimisation, security, and participant rights. Where local requirements differ by country, we apply jurisdiction-specific controls and contractual terms with clients and partners to ensure compliance in that market.

Consent and lawful basis for processing:
For panel participation and research engagement, IER Solutions relies primarily on informed consent. Participants are provided clear information on what data is collected, how it will be used for market research, and what choices they have, including withdrawal from the panel where applicable. In addition, certain operational processing activities required to run the panel and deliver projects (for example, quality controls, fraud prevention, and basic platform operations) may be supported by another lawful basis where permitted by law, such as legitimate interest, while still respecting participant rights and expectations.

Data breach response:
IER Solutions maintains an incident response process for identifying, containing, investigating, and remediating security incidents. Where an incident meets the legal threshold for notification, we follow the applicable reporting requirements for the relevant jurisdiction, including regulatory notification and communication to affected individuals where required. Internal escalation procedures and staff awareness practices are maintained so incidents can be addressed quickly and consistently.

Cross-border transfer controls:
When personal data is transferred across borders, IER Solutions applies appropriate safeguards to maintain an adequate level of protection. This typically includes contractual measures such as Standard Contractual Clauses (and equivalent mechanisms where relevant), due diligence on processors and partners, and security requirements that apply regardless of processing location.

Q30

Data retention and deletion:
IER Solutions follows a retention approach based on purpose limitation. Personal data is retained only for as long as needed to support legitimate market research operations, meet contractual obligations, and comply with legal requirements. Once data is no longer required, it is securely deleted or anonymised in line with documented retention schedules. Participants may also request deletion or other rights-based actions where applicable, subject to verification and legal constraints.

Data Protection Officer or privacy lead:
IER Solutions has a designated privacy responsible role to oversee data protection governance, manage privacy requests, and support compliance activities. Where a formal Data Protection Officer is required by law, IER Solutions appoints one or assigns an equivalent function consistent with the jurisdictional requirement.

Third-party and processor management:
Where IER Solutions engages third-party service providers or supplemental sample partners that process personal data on our behalf, we apply contractual and operational controls to ensure data protection obligations are met. This includes due diligence during onboarding, defined data processing agreements, and requirements around confidentiality, security, and permitted use of data for research-only purposes. Partners are expected to process data solely in line with our instructions and applicable law.

Participant rights management:
IER Solutions supports the exercise of participant rights as required under applicable data protection laws, including access, correction, deletion, restriction, and objection where applicable. Requests are handled through defined internal procedures, subject to identity verification and legal considerations. We aim to respond within regulatory timeframes and maintain records of requests and outcomes to demonstrate compliance.

Privacy by design and internal awareness:
Data protection considerations are embedded into our operational and technical processes through a privacy-by-design approach. This includes limiting data collection to what is necessary for research objectives, applying role-based access controls, and reviewing new tools or workflows for privacy impact where appropriate. Staff receive periodic guidance and training on data protection responsibilities so privacy standards are applied consistently across teams and markets.

Contact: dpo@ier.solutions

Q31

How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants?

IER Solutions gives participants clear ways to provide, manage, and revise consent for the processing of their personal data. Our approach is designed to be transparent and practical, so participants understand what they are agreeing to and can update their choices over time in line with applicable data protection requirements.

Providing consent:
Consent is collected during registration and/or before participation in research activities. Participants are informed about what information is collected, how it is used for market research purposes, and what choices they have. Consent is captured through an explicit opt-in process, and participation in surveys remains voluntary.

Managing and revising consent:
Participants can manage their preferences through the panel environment. This includes the ability to update profile details, adjust communication preferences, and request withdrawal from the panel. Where a participant withdraws consent, IER Solutions stops processing their data for future research participation, subject to any limited retention required for legal or operational reasons.

Access, correction, and deletion requests:
Participants can request access to their personal data, request corrections, or request deletion in line with applicable laws. Requests are handled through defined support processes and may require identity verification to protect participant privacy.

Support channels for participants:
Participants can raise support requests directly from their panel login using the built-in ticketing system. Tickets are handled according to priority. The typical response window is 24 to 48 hours for normal priority requests, and within 24 hours for high priority requests.

When third-party sources are involved:
Where supplemental sources are used for research recruitment, IER Solutions works with vetted partners and expects equivalent standards for consent and participant rights. We require that participation is based on appropriate legal basis and that privacy obligations are upheld throughout recruitment and data collection.

Q32

How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?

IER Solutions tracks and complies with applicable laws and regulations that impact research participation, including rules that may affect participant incentives. Our approach combines internal governance, operational controls, and periodic review so incentive practices remain aligned with local requirements across the countries where we operate.

Monitoring and governance:
We maintain compliance oversight that tracks jurisdiction-specific requirements relevant to participant rewards, including restrictions related to participant age, permitted incentive types, tax or reporting considerations where applicable, and any local consumer or promotional regulations that may apply to incentives.

Operational controls for incentives:
Incentives are managed through defined internal rules within our panel environment. These rules help ensure incentives are offered and issued consistently, and that project-level adjustments remain within acceptable boundaries for the relevant market. Where a country has specific limitations or constraints, incentive handling is adapted to match those requirements.

Policy review and updates:
We periodically review our incentive policies and operational procedures to reflect regulatory changes and evolving best practices. Where needed, we update internal guidance and communicate operational changes through the appropriate channels so that incentive handling remains consistent and compliant.

Partner and third-party alignment:
When supplemental sources are used, IER Solutions expects partners to follow equivalent legal and ethical standards regarding participant compensation. We apply partner acceptance requirements and project controls so that incentive practices remain consistent with the applicable market expectations.

Transparency and participant support:
Participants can raise incentive-related questions or disputes through our panel support ticketing process, and issues are handled through defined workflows to ensure fair resolution while maintaining compliance obligations.

This combination of oversight, controlled execution, and periodic review helps IER Solutions maintain incentive practices that are compliant across markets and sustainable for long-term panel health.

Q33

What is your approach to collecting and processing the personal data of children and young people? Do you adhere to standards and guidelines provided by ESOMAR or GRBN member associations? How do you comply with applicable data protection laws and regulations?

Panel age policy
IER Solutions operates an adult-only proprietary panel. Only individuals aged 18+ are permitted to register and participate. Age is captured at registration and enforced through eligibility controls so minors cannot become panel members or receive standard survey invitations.

Approach when a study requires minors
If a buyer has a legitimate research need involving participants under 18, IER Solutions does not recruit them through the standard panel. Instead, we use a controlled approach based on parent or guardian involvement. Recruitment is handled through a parent or guardian, and appropriate parental consent is obtained before any minor takes part. For category-specific projects where minors are essential, recruitment is managed manually with tighter screening and closer operational oversight.

Alignment with ESOMAR and GRBN guidance
Where research involves minors, IER Solutions follows ethical standards aligned with ESOMAR guidance and relevant member-association principles. This includes clear study information, age-appropriate design, careful incentive handling to avoid undue influence, and safeguards that protect young participants.

Operational safeguards and review:
Studies involving minors are subject to additional internal review before fieldwork begins. This includes confirmation of consent flows, review of questionnaire content for age appropriateness, validation of incentive levels, and approval of recruitment and data handling steps. During fieldwork, participation and completion behaviour is monitored more closely, and any issues are escalated promptly to ensure the study remains compliant with ethical, legal, and quality standards.

Compliance with data protection laws
For any work involving minors, IER Solutions applies jurisdiction-specific legal requirements for children’s data. We minimise the personal data collected, limit processing to market research purposes, apply stricter access controls, and follow defined retention and deletion practices. Personal data relating to minors is not used for direct marketing.

Q34

Do you implement "data protection by design" (sometimes referred to as "privacy by design") in your systems and processes? If so, please describe how.

Yes. IER Solutions applies data protection by design across our systems and operational processes so privacy and security controls are built in from the start, not added after delivery.

Privacy built into project setup
Privacy considerations are included during project design and feasibility. We define what data is required, limit it to what is necessary for the research purpose, and document how it will be processed and delivered.

Data minimisation and purpose limitation
We collect and process only the information needed to run the panel and deliver the specific research activity. Sensitive or unnecessary fields are avoided, and profiling depth is aligned to legitimate research requirements.

Access control and role-based handling
Personal data access is restricted to authorised staff based on role. Operational teams access what they need to run fieldwork and support participants, while survey outputs are handled in a way that avoids exposing direct identifiers.

Secure transmission and storage
Data is protected using standard security practices for data in transit and at rest, supported by controlled access, logging, and environment safeguards intended to reduce unauthorised access or misuse.

Pseudonymisation and anonymised delivery
Participant identities are separated from survey response data. Responses are associated with internal participant IDs rather than direct identifiers, and client deliveries are designed to avoid sharing personally identifying information.

Monitoring, testing, and continuous improvement
Systems are monitored for unusual activity, and controls are reviewed periodically to identify risks and maintain consistent security standards as processes evolve.

Staff awareness and operating discipline
Team members handling participant data receive training on privacy obligations and secure data handling practices.

This approach helps IER Solutions maintain privacy and security across the full research lifecycle, from recruitment and profiling through survey delivery and data retention.

Q35

What are the key elements of your information security compliance program? Please specify the framework(s) or auditing procedure(s) you comply with or certify to. Does your program include an asset-based risk assessment and internal audit process?

IER Solutions operates an information security compliance program designed to protect the confidentiality, integrity, and availability of data across our panel operations, data collection systems, and supporting infrastructure. The program combines policy governance, technical controls, and repeatable review processes to maintain a consistent security posture.

Security governance and frameworks
Our controls are designed to align with widely adopted information security practices and control sets, including ISO 27001 aligned principles and risk-based guidance such as the NIST Cybersecurity Framework. We use these as reference points to structure policies, assign ownership, and assess coverage across key security domains.

Asset-based risk assessment
We maintain an asset inventory covering critical systems, data stores, endpoints, and third-party services used in delivery. Risks are assessed on an asset basis using impact and likelihood to prioritise mitigation. This risk process informs control selection, security improvements, and operational safeguards for systems that handle participant and project data.

Internal audit and control testing
IER Solutions performs periodic internal reviews to validate that security policies and controls are implemented and operating as intended. Findings are documented, owners are assigned, and remediation actions are tracked to closure. Where required for client due diligence, additional reviews and evidence packs can be prepared to demonstrate control coverage.

Access control and identity security
Access to systems and data is governed through role-based access control, least-privilege principles, and strong authentication practices. Administrative access is restricted, and access changes are tracked through defined joiner, mover, leaver processes.

Data protection controls
Data is protected through standard safeguards for data in transit and at rest, combined with segmentation of sensitive environments and controlled handling of datasets. Survey response data is handled in a way that avoids exposing direct identifiers to buyers.

Q35

Monitoring, logging, and incident response
We maintain monitoring and logging to detect suspicious activity and operational anomalies. IER Solutions has an incident response process that defines detection, escalation, containment, investigation, remediation, and notification steps in line with applicable requirements.

Vulnerability management and secure operations
We apply patching and vulnerability remediation practices across infrastructure and applications, supported by periodic reviews of system configuration and exposure. Security is treated as an operational process, not a one-time setup.

Third-party and partner security controls
Where third-party processors, platforms, or sample partners are involved, we apply due diligence and contractual requirements appropriate to the risk. This includes expectations around security controls, confidentiality, and data handling responsibilities.

Security awareness and training
Staff handling participant data and project operations are trained on security and privacy responsibilities, including secure handling practices and incident reporting expectations.

This structure ensures IER Solutions can evidence a risk-based security program that includes asset-driven assessment and internal control review, while supporting consistent protection of participant and client data across markets and projects.

Q36

Do you certify to or comply with a quality framework such as ISO 20252?

IER Solutions is not currently certified to ISO 20252. However, we follow structured quality practices that reflect the expectations of recognised research quality standards, with documented procedures and consistent controls across sampling, fieldwork, and delivery. Our approach emphasises clear project setup, disciplined quota and field monitoring, and defined quality checks to protect respondent authenticity and data integrity. We also maintain internal review routines to refine processes based on delivery performance and quality signals, ensuring that standards remain consistent across markets and study types.

METRICS

WHAT THIS SECTION IS ABOUT

This section describes key metrics used to monitor sample and data quality over time. It supports ongoing assessment of consistency, reliability, and suitability for specific research objectives, and helps identify potential changes or issues that may require further review.

Q37

Which of the following are you able to provide to buyers, in aggregate and by country and source? Please include a link or attach a file of a sample report for each of the metrics you use.

IER Solutions can provide buyers with aggregated reporting, broken out by country and by source category where applicable. The exact reporting package depends on whether the project is panel-only or blended, and on what metrics are enabled in the fieldwork setup. Below are the primary metrics and report types we use most often.

Participant demographics and profile distribution
We can provide demographic summaries such as age, gender, and location by country, along with additional profile distributions where relevant, to show how the achieved sample aligns with the target definition.

Survey delivery and completion performance
We report key delivery indicators including starts, screen-outs, completes, incidence rates, and completion rates, with breakdowns by country and source category where required.

Quota achievement and pacing
We can provide quota tracking that shows target versus achieved distribution by quota cell, including pacing information for studies with complex or interlocking quotas.

Sample source and blend reporting
For blended projects, we can provide summaries showing achieved sample contribution by country and source category, and document sourcing approaches for multi-wave studies.

Quality outcomes and cleaning summary
We track quality indicators such as speeding, patterned responses, attention check outcomes, and suspicious activity, and can provide a summary of records removed under defined quality rules.

Engagement and participation health signals
Where applicable, we can share aggregated indicators such as participation frequency, abandonment patterns, and respondent experience feedback.

In practice, these reports are typically shared as part of project closeout documentation or provided on request, aligned to the buyer’s governance needs. The reporting can be tailored by country and source category so buyers have clear visibility into delivery performance, achieved composition, and quality outcomes.

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