The primary aim of these questions is to increase transparency and raise awareness of the key issues for researchers to consider when deciding whether an online sampling approach is fit for their purpose. The aim is to help researchers to ensure that what they receive meets their expectations. The questions are also designed to introduce consistent terminology for providers to state how they maintain quality, to enable buyers to compare the services of different sample suppliers. It should be noted that these **28 Questions** are the ones that should be asked by those buying an online sample. If the sample provider is also hosting the data collection you will need to ask additional questions to ensure that your project is conducted in a way that satisfies your quality.

COMPANY PROFILE

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

   PAAS Research aims at supplying quality online traffic globally to meet the demand for Survey Completes for Research Projects and Lead Generation (DOI/SOI) for online Panel/Community recruits.

   The experience of running the operations since early 2019 enabled us to establish engagement and partnership with global brands, established platform-solution providers, marketplace clients, etc. through programmatic integration which enables us to access millions of surveys round the clock.

   Our team is comprised of seasoned senior professionals with years of experience in the Online research industry, Digital marketing sector, and Online software industry that sets the foundation for a strong technical and operational infrastructure for our organization.

2. **Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?**

   We have access to millions of individuals across the world via a mix of captive panels and a network of global affiliate partners as well as our in-house digital marketing capabilities. We own a small actively managed panel for the US, UK, CA, AU, BR, UK, FR, DE, and IN. We have deeply profiled our panel members to ensure representative and balanced opinions among B2C/B2B surveys. We are continuously growing our panel size and expanding our global reach. We also have a strong association with affiliate networks and publishers with a global reach.

3. **If you provide samples from more than one source: How are the different sample sources blended to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?**

   Strong technical background is our key differentiator. Our state-of-the-art secure, modular, intelligent, flexible, scalable platform PAPA (Panel Acquisition and Panel Assurance) is evolving & getting enriched by AI and ML algorithms that help in identifying each respondent with a unique account and we can detect multiple instances of the same user and block users from entering from more than one source. This technology is automatically applied to each respondent before entering our system. Therefore, no respondent enters the same study twice. Apart from this, we have the ability to implement multiple tracking protocols with our clients (URL Based, Server to Server, Pixel).

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

   Our Sample sources are used for the following purposes:
      a. Survey completes for research projects
      b. Lead generation for Panel/Community build
      c. Lead generation for different affiliate programs like AppInstall Campaigns, Sale offers and so on.

   Currently, the majority (75%-80%) of our sources are being used for Research Projects.

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

   As mentioned in point # 2 above, we have a small captive panel in US and UK. So, we have to depend largely on our affiliate/publisher networks and our in-house digital marketing strength. This enables us to reach a hard-to-find audience. We are also exploring the other methods of recruitment like CATI and CAPI but they are in pipeline.

6. **If, on a particular project, you need to supplement your sample(s) with sample(s) from other providers, how do you select those partners? Is it your policy to notify a client in advance when using a third-party provider?**

   We have a dedicated team to manage our outside sample source. All outside sample sources (OSS)?? are thoroughly vetted and monitored by our internal quality team. If our team determines that an OSS quality does not meet our requirements, we will eliminate the use of its respondents from any future survey participation. We always keep a transparent and collaborative approach with our clients and keep them abreast of the sampling methodology throughout the entire life cycle of the project.

SAMPLING AND PROJECT MANAGEMENT

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

   Our proprietary systems and internal project managers effectively open and close allocations per target group to only let respondents qualify for the remaining open quotas. This minimizes over-quotas and disqualification terms as much as possible. We can manage gen pop representative projects within our quota management systems.

8. **Do you employ a survey router?**

   Yes, our in-house survey router, iRAAS (Intelligent Router as A Service) was developed and deployed internally in Q4 of 2019.

9. **If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?**

   Respondents are allocated surveys based on intelligent backend logic and proprietary algorithms. We have API integration with multiple clients to enhance the survey inventory in the router. We continuously map multiple profiling questions with the client so that we can present the best-fit survey to the respondents based on the answers provided during the initial screening stage. Prioritization is set based on multiple factors like required N, conversion factors, CPI, LOI, and so on, governed again by a strong backend algorithm using ML (machine language?) and AI.

10. If you use a router: What measures do you take to guard against or mitigate, any bias arising from employing a router? How do you measure and report any bias?

Our router is built on software codes and mathematical models which apply in equal measures to all the respondents without favoritism or preference. We have implemented a logic that routes a respondent to a client survey for which the respondent matches the qualifying criteria. On any subsequent visit, the same respondent would be routed to another survey by design. Our Platform is designed and continuously updated to minimize any potential skew or bias. Additionally, we monitor our router performance closely and take steps to address any issues that might arise.

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

Our routing system allows us to set parameters at the system level. This is typically managed by the software and data engineering team. Individual project managers typically don't change the priority unless they seek specific permissions for the same.

12. What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up to date? If no relevant profiling data is held, how are low-incidence projects dealt with?

We profile our panelists based on hundreds of profiling data points starting from the basic demography, age, gender to more detailed ones like their shopping behavior, device usage, drinking habits, etc. Our system maintains user profiles on each of our respondents, beginning at the point of their initial sign-up and on an ongoing basis as they remain active.

13. **Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.**

    Our email invitations to the panelists typically include generic survey information about the survey length and the reward associated with completing that survey. For surveys that require some high level of targeting, we may include information about the general subject matter to enhance member interest.

    For our affiliate partners, we use the same methodology where we create banners or email or text creatives mentioning generic information about the survey/campaign. In most cases, we use terms like Live Survey Available for you! OR Your Opinion Counts! in the Header and a short generic description of the survey in the body.

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

    Our panelists receive incentives for successful completion of the research project in Survey Points that they can redeem later to Amazon Gift Voucher or Cash transfers or Points. These options are reviewed from time to time &altered too. The primary determinant for rewarding points is the length of the interview and the IR. We increase the number of points for B2B and low-incidence groups to improve response rates and representation.

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

    For a particular country we need the below information to provide the feasibility:
    1. Length of interview
    2. Target audience
    3. IR
    4. Quota information
    5. Days infield

Our bids team is well-versed at estimating feasibility for our clients based on our database. For projects where we need to deploy our network partners, we provide feasibility based on the above information as provided by the client coupled with the past 6 month’s performance of the active publishers in our network for that country and the IR.

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

Since our panel is fairly new and smaller in size, we haven’t deployed the respondent satisfaction module yet, but we are developing a plan to create an internal survey and float it across to our panel members on a half-yearly basis to hear their opinion on their experience. This information can be made available to clients on request.

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

Our project management staff utilizes our systems to monitor the full project lifecycle (from initial bid feasibility through to close-out and invoicing of a project). We provide our clients with reports that detail the total number of invitations sent, response rates, conversion of clicks, and actual incidence rates.

18. Who is responsible for data quality checks? If it, is you, do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item non-response (e.g. “Don’t Know”) or (d) speeding (too rapid survey completion)? Please describe these procedures.

Since we do not have access to the survey at the client’s end and the associated responses of the opinion givers, therefore our action is limited to the information our clients share. However, we do have checks on speeders, IP blocking, and 3rd party services to check fraudulence. We also rely on clients to identify other undesirable or fraudulent behavior. Since we work extensively with affiliate networks too, we ensure to capture as many details as possible on the affiliate ID, sub-affiliate ID, User-agent, browser information, mobile data, etc. to track down the fraudulence to the lowest possible level thereby eliminating or blocking the source from any future participation.

19. **How often can the same individual be contacted to take part in a survey within a specified period whether they respond to the contact or not? How does this vary across your sample sources?**

    Our panel members are invited via email thrice a week to participate in our surveys. We also send them a weekly newsletter once. However, they can participate in our surveys by logging in to their account innumerable times and earning incentives. Traffic through our affiliate network sources can be accessed anytime a survey is available.

20. **How often can the same individual take part in a survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?**

    Our system will allow an individual to participate only once in each survey. It will not present the same survey again to the same individual more than once. This implies across all sources. However, for different surveys, we currently don't have a limit. The same individual can participate in as many surveys through an email invitation, from their individual account/dashboard, or as presented through our affiliates.

21. **Do you maintain individual-level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual-level data?**

    Yes, we do maintain data at the individual respondent level. For a panelist, we keep information on the date of sign-up, the number of projects they participated in, incentives earned, and so on. In the case of non-panelist, we keep a record of their transaction ID, IP address, browser information, etc. We can share the non-PII information with the client upon request.

22. **Do you have a confirmation of the respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures?**

Before becoming an active panel member, all candidates are required to complete the double-opt-in process. This ensures that the person in the questionnaire is really who they say they are or is at least the owner of the email address. The panel acquisition and assurance team look for suspicious email IDs and takes the cleansing mechanism to eradicate them from the database. Technically we apply IP and browser checks to identify people who try to register multiple times.

POLICIES AND COMPLIANCE

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

We work on double opt-in only to grant access to respondents to our inventory. After the initial single opt-in respondent must validate their email address before they can become our panel member.

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

https://www.paasresearch.com/privacy-policy/

Our respondents must confirm that they agree with the Terms and Conditions as well as with the Cookie and Privacy policy when they register.

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

We value our respondents and for us, they are our greatest assets. As a company policy, we ensure that our database and all respondent details are highly protected and kept in a secured environment. Our respondents' personal identifiable information (PII) is completely anonymous and is encrypted to make sure no personal data is available during the data collection process. We have secured logins and password keys in place. We have regular maintenance and frequent upgrades which are usually deployed during weekends or off-hours.

We do not sell or market personalized data to 3rd parties. Due to its multi-layered IT structure, it is ensured that people working with the panel only have access to the data that is necessary for their work. All staff members have also signed privacy agreements and are updated on privacy regulations at least once per year as part of their ongoing training.

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

The projects we run are ultimately managed and designed by our clients. So ultimately the client is responsible for confidentiality measures for the survey content. However, during the registration, all participants are required to commit to the confidentiality of survey information.

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

Currently, we do not hold any specific quality certifications from any government or private body, but we are 100% compliant with all ESOMAR and GDPR principles.

28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example, COPPA in the United States, do you comply with?

We strictly adhere to the guidelines and laws of ESOMAR, CASRO, and COPPA (Children Online Privacy Protection Act) and use the stringent policy of getting parental consent before interviewing any minor in our surveys. At times, we may also ask the parents to fill out the survey on behalf of their children. The minimum age requiring adult permission varies from country to country and we apply the minimum age criteria based on the country of origin of the survey taker.