iMAD

RESPONSES TO
ESOMAR 28

28 Questions to help inform buyers of online samples.
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Introduction

iMAD Research is a leading global data collection company operating carefully curated proprietary online panels. Together with our select industry partners we connect with over 8 million respondents in over 35 countries with a focus on B2B Decision Makers, Healthcare Professionals, and Consumers. As experienced industry professionals, we're committed to delivering the highest quality first party data and best in class 24/7 project management experience in the industry. This commitment to quality drives meaningful research and business outcomes for our clients.

Managed by our high performing project teams, we employ state-of-the-art survey technologies and industry best practices that deliver unequaled data quality and client satisfaction. We currently partner with many of the largest global market research firms and Fortune 2000 corporations for online survey research services. Our clients return to us project after project, year after year as we continue to demonstrate that we're one of the most capable online data collection companies in the industry.

Online sample and research insights are readily available from many companies and from a variety of different sources. With so many providers, it can be difficult to discern between solid research partners and traditional commoditized panel sources. But working with iMAD Research gives our client's the comfort and peace of mind that every project will deliver real results. Whether we partner on ad-hoc projects or longer-term engagements, you will receive high-quality data, superior feasibility, and attentive and effective project management.

At iMAD Research, we pride ourselves on being easy to work and with over 50 years of combined market research industry experience, we know what good research looks like!

ESOMAR 28 Questions

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

Since 2017, iMAD Research has successfully connected hundreds of thousands of B2B professionals, Healthcare professionals and Consumers with ad agencies, market research companies and corporate brands. Our respondents have expressed explicit interest in sharing their opinions via online survey research. By partnering with leading mobile apps and affiliate websites we're able to maximize our respondent reach and add valuable user feedback to help researchers make the right product and marketing decisions. Our aim is to deliver the highest quality market research data by being a trusted partner for online surveys research. Our operational experience combined with our wide respondent network enables us to deliver high quality data at competitive prices. iMAD Research utilizes innovative sampling and survey technology and an experienced project management to provide an unparalleled survey research experience for our clients. Through our proprietary sampling platform, we give researchers access to both broad and niche audiences worldwide. iMAD Research delivers a consistent client centric experience, high quality data and deep industry expertise.

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

We collect our respondent base through various social networks, email recruitment, web intercepts, affiliate websites, and mobile apps. By simply completing their personal profile and filling-out their information accurately, users are eligible to take part in surveys for market research. All respondents are required to visit a secure registration page and double opt-in before they are eligible to receive survey invitations. iMAD Research ensures users are provided with a logical set of profiling questions to better understand their unique demographic and behavioral characteristics.

03.

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

iMAD Research utilizes industry best practices and IP address deduction to ensure each respondent is profiled accurately to avoid duplicity and redundancy. By developing proprietary technology in conjunction with custom sampling algorithms, digital fingerprinting, quality surveys and assigning a unique ID to every participant, iMAD Research ensures we remove any duplication from our online sample(s). In addition, iMAD Research partners with a third party anti-fraud technology, Research Defender, to add another layer of data security.

04.

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

iMAD Research exclusively utilizes its sample for market research. We comply with fair practice objectives of ESOMAR 28 and when our participants register for a survey, they are clearly informed about the use of their responses for market research only.

05.

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

By utilizing various sampling methods and sources mentioned above, iMAD Research can accumulate a sizable number of niche audiences through its custom recruitment campaigns. For hard-to-reach target groups, iMAD Research employs smaller sub-panels that have been built over the years via custom profiling surveys.

06.

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?

iMAD Research is also a panel source aggregator, so we can leverage numerous sample sources and groups to deliver value to our client partners. By fostering partner relationships built on mutual trust and understanding with the most reputable online sample providers globally, we have ensured that all our partners employ continuous quality control checks. If a situation or a case requires us to supplement our sample blend, iMAD Research communicates the same openly and proactively with our clients. We are happy to share the sample blend with our clients for better clarity and transparency. We can notify the client in advance to which third party panel providers we use for a particular project.

07.
What steps do you take to achieve a representative sample of the target population?

We believe that a consistent approach to sampling based on market research industry best practices, can help provide an accurate representation of the target online or offline population. iMAD Research assesses each respondent source to ensure each sample is proportional - or as close to the targets populations as possible. In cases where it's not, we will do our best to supplement by increasing invitations to underrepresented populations. In some cases, representation is not achievable (specifically in countries with low internet penetration) and this is something we will disclose to our clients upfront.

08.
Do you employ a survey router?

Yes, in some cases we may employ a survey router for the purpose of sample efficiency. The routers are already established in the marketplace by one of our certified panel partners and the result is increased panel reach and lower costs for our clients. iMAD Research is able to successfully sample from various sources based on the needs of clients for each project. In some cases, routers give us access to large amounts of sample traffic in a short amount of time. We may also use routers for incidence checks and to quickly determine the viability of reaching certain targets or outcomes.

09.
If you use a router: Please describe the allocation process with in your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?

When we employ a router, it's already established in the marketplace by one of our certified panel partners so, we follow the pre-defined set of rules for these routing systems. In most cases, 50% of the sample is fresh (sent directly to the survey) and 50% of the routed traffic has been re-allocated from a variety of different surveys.

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?

iMAD Research occasionally may employ a router already established in the marketplace by one of our certified panel partners and any associated bias is monitored by the entity who owns and operates the router.

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

iMAD Research occasionally may employ a router already established in the marketplace by one of our certified panel partners and the uses of the routers, including sample blends, are set and closely monitored by our own iMAD project management team.

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?**

iMAD Research collects and utilizes hundreds of profiling points including demographics, hobbies, interests, lifestyle, travel, purchase and shopping behavior, media consumption as well as employment status, industry, titles, company size, area of responsibility and more. We capture this information during the initial profile page or throughout various project screening phases and may utilize for targeting purposes.

13. **Please describe your survey initiation 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.**

iMAD Research and our affiliates send survey invitations to potential panelists and respondents via email or text and unless stated otherwise, both mediums convey the same content to participants:

- The estimated number of questions

- A statement of closing date for final submissions

- A disclaimer stating the confidentiality and anonymity of the responses

- A privacy policy statement or terms and conditions

- The ability to subscribe or unsubscribe out of future survey invitations

We audit to ensure that all survey invitations are clear, concise, and fair in terms of the information they provide to the participants. To avoid any biases, iMAD Research does not include any subject matter details regarding the project.

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

Fundamentally, the incentive for participation in a survey is directly correlated to the length of the survey and the target audience. The incentives vary depending on the source provider and usually range between cash prizes, redeemable vouchers and/or reward points/virtual currency. We believe by introducing a diverse set of incentives, the cooperation rates as well as the quality of sample improves.

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

iMAD Research requires the following information to provide an accurate estimate of feasibility –

- Length of survey

- Description of target audience/required demographics

- Incidence among the target audience

- Expected sample size

- Quotas

Based on these project parameters, we provide a cost and timing estimate.

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

No, at this time, iMAD Research does not measure respondent satisfaction. In the future, we plan to build this as a feature on our redirect landing page where we will host questions after each survey as an indicator to measure their willingness to take part in future surveys.

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

Based on the clients' requirements and expectations, iMAD Research provides a standard data set encompassing various responses and performance metrics such as length of interview, final sample size, participation rate and incidence, amongst others. We offer a comprehensive summary of the project details including sample quality, consistency, and efficiency. In the case where a client requires additional information, then we may choose to share the same upon written request.

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 behaviours, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item non response (e.g. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures.**

iMAD Research is committed to provide the highest data quality and consistency to our clients by eliminating undesirable survey behaviors. In order to achieve this, we've implemented numerous quality measures and procedures including –

- Digital fingerprinting
- Geo restrictions
- Quality checks at different survey intervals
- Timing metrics to avoid sending consistent speeders to surveys
- Providing break points to improve respondent experience
- Survey logic
- Review of open-end responses

By utilizing the above mentioned security techniques, we ensure bad or redundant respondents are prevented from impacting the data quality by blacklisting them permanently from our survey platform. In addition, iMAD partners with a third-party anti-fraud technology, Research Defender to provide another layer of data security.

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?**

In an effort to not contribute to over-solicitation, we ask that our partners do not send panelists more than two survey invitations for our surveys in a given time period. Typically, within one week's time.

20. **How often can the same individual be contacted to 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?**

At iMAD Research, we ensure that the frequency of participation for every respondent is based on the permitted limit (usually one survey and one reminder for each participant). Typically, before the same user gets an invite to participate in a new survey online, we follow a 'lockout' period (ranging weekly to monthly) based on various sources and our panel partners.

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, iMAD Research maintains individual and audience level data for all our survey takers encompassing the below mentioned parameters –

  • Participation history

  • Date of entry

  • Source

We can provide this information on client request.

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

To reduce data inconsistency and redundancy, iMAD Research utilizes different procedures such as – digital fingerprinting, IP tracking, user profiling to detect and deter fraudulent respondents from taking parts in surveys. However, we do not cross-check or store personal identifiable information, so our partners are responsible for providing documentation from each source before we partner with them. Our Data QA team follows a strict range of security measures and fraud checks to eliminate any inattentive panelists or poor respondents from our data sets. In addition, iMAD partners with a third-party anti-fraud technology, Research Defender to provide another layer of data security.

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

iMAD Research ensures every panel we partner with has a registration process where a participant gives their consent and double 'opt-in' agreement to take part in surveys for market research. Once a user confirms and validates their participation, they are directed to the survey site for participation. Also, every respondent has the choice and option to easily 'opt-out' of the survey panel via our survey portal or their home panel platform at any given point in time.

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

iMAD Research fully and completely complies and adheres to local and international regulatory policies, bodies and institutions to ensure fair use and business practices. Please visit our website **www.iMADresearch.com** to view our privacy policy.

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

iMAD Research adheres to strict security policies and guidelines. We use advanced SSL encryption and certificates on all our online web pages where we collect user information. All respondent data is securely placed and collected behind our security firewalls, and we ensure that the data can only be unlocked or accessed by a security code or password under the discretion of our client.

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?**

Generally, this is a decision we make while reviewing sample plans with our clients. However, in some cases we may pass on a project that contains sensitive data/topics if we feel that the panelist will have a negative experience or may be offended by the sensitivity of the subject matter. When commercial sensitive data or information is included in the survey, we require all users to digitally "sign" an NDA where we clearly state the serious repercussions that could result from sharing, screen-grabbing or tampering with the sensitive data in any way. Panelists who do not accept the terms are terminated before getting to the platform hosting the survey.

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

MRSI, GDPR Compliances & ISO Standards.

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

Although iMAD Research conducts most of their surveys across adults, we also have conducted online surveys with children in accordance with country specific laws. We ensure children are allowed to participate in market research surveys after approval from their parent(s) or guardian(s) if applicable. In the US, the COPPA restricts iMAD from executing survey research with anyone under the age of 13 – without parental consent.