



prodege



ESOMAR

2021

28 Questions to
Help Buyers of
Online Samples



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Sampling Integrity



Rewarding Moments



Meaningful Research



People First



Introduction

The primary aim of these 28 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. Put another way, 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.



Company Profile

1

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

Prodege, with its proprietary panel assets of Prodege, InboxDollars, and MyPoints has been delivering online sample to the market research industry for 15+ years. Through our panels, we deliver over 50 million annual survey completes to the world's leading market research firms. In addition to online sample, Prodege offers Mobile Research Solutions, Access to Behavioral Data, Survey Programming, Coding, Translations, Data Processing and Reporting services and Prodege On Demand, our powerful platform that offers a "Do It Together" approach to DIY.

Sample Sources + Recruitment

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?

Prodege is a leading sample provider for the market research industry. Prodege utilizes its proprietary actively managed double opt-in research panels composed of over 120 million panelists. Through diversified recruitment methods and a world-class engagement model we deliver a more thoughtful approach to sampling. Our breakthrough model fosters member retention and ongoing participation. This brings many benefits to our clients including high performance on re-contact surveys, longitudinal studies, in-home use tests, and ongoing research programs. Through long standing partnerships with firms such as United Airlines, Hilton Hotels and more, we've developed strong profiling supporting B2B, consumer and other specialized audience segments. Our global panels utilize rigorous quality methodologies including digital fingerprinting, email double opt-in, Imperium certification, physical address, mobile verification, and more.

3

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?

Utilizing our proprietary Prodege, MyPoints, and InboxDollars panel assets, we are able to offer a diversified and balanced sample blend to most accurately meet our clients' needs across hundreds of demographic and sociographic variables. We also implement technology to blend sample based on past participation frequency, recruitment source, and device platform to tailor the deliverable to fit the required target audience. These tools help ensure an accurate and consistent sample source over time. We discuss sample blending options with our clients during the bid stage, and with their approval or request we can utilize external panel partners with consistency.

To avoid panelist duplication, we have a dedicated compliance team that continuously monitors our users to prevent fraud. These checks include a number of proprietary fraud prevention techniques as well as mobile verification. To avoid duplication when supplementing with external sources, we employ proprietary and 3rd party digital fingerprinting technologies.

4

Are your sample source(s) used solely for market research?

What makes Prodege unique from other panel companies is our innovative approach to managing member engagement, tenure and satisfaction. Through diversified recruitment methods and a world-class engagement model we deliver a more thoughtful approach to sample delivery. Our breakthrough model fosters member retention and ongoing participation. This brings many benefits to our clients including high performance on recontact surveys, longitudinal studies, in-home use tests, and ongoing research programs. Offering other avenues of alternative engagement keeps members motivated to participate in survey research while helping combat panelist fatigue and dissatisfaction. Our strategy ultimately helps us attract a more diverse member base who remain on the panel much longer than do members of other panels.



5

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

Prodege offers a broad spectrum of diverse audiences to participate in surveys, including a sufficient number of hard to reach people (teens, young adults, Hispanic Americans). We advertise on connected TV, radio, online, and continue to innovate new recruitment methods.

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?

If an additional panel source is required, and upon client approval, we access our global network of preferred partners who have gone through our vetting process for quality, consistency and representivity. We have Service Level Agreements in place with preferred partners which abide by the policies of global and local organizations such as ESOMAR and Insights Association.



Sampling + Project Management

7

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

Through our wide range of recruitment channels and offerings, Prodege ensures a diverse composition of people that represent the population of the country in which we're conducting the research. Prodege maintains a database of thousands of demographic and behavioral attributes that are utilized to access sample for our clients' projects. Our experienced Project Management Team starts by understanding our clients' requirements (e.g. a nationally representative sample, or a specific targeted group) and the number of responses needed, ensuring the sample plan is optimized and executed accurately.

8

Do you employ a survey router?

Prodege does not employ an internal survey router. However, it is possible for a buyer of sample to employ a router for their project.

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?

Not applicable as referenced in Question 8.



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?

As referenced in Question 8, Prodege does not employ a survey router. If a buyer of sample utilizes a router within their project, we require the buyer to adhere to best practices to minimize all potential sampling biases while maintaining a positive respondent experience.

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?

Not applicable since Prodege does not employ a router.

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?

Prodege tracks and stores thousands of demographic and behavioral attributes through a number of channels, including completion of an introductory profiling survey upon joining the panel. All storage is compliant with international and national data laws. Behavioral data is collected through other member engagement activities. If a project requires targeting on criteria not currently captured in member profiles we can pre-screen on the fly and gather tens of thousands of responses within a matter of hours.

Member profiles are updated on an ongoing basis, with continuous refreshing to ensure data remains current. Utilizing our proprietary technology, member data is collected and stored real-time during the registration process, in follow-up surveys, and on the member website. Members can proactively update their profile at any time, or we may send out a notifications letting them know their profile is not complete, or needs updating.

A comprehensive list of attributes can be found in our panel book (provided upon request).





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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.

A Prodege Project Manager is responsible for managing and deploying survey invitations. Members of Prodege are invited to participate in surveys the following ways:

- An invitation is delivered via email
- A message is delivered to the member's inbox on the panel website (login/password required)

A survey invitation template is used for consistency so the panelist knows what to expect when they receive an invitation from Prodege. The invitations include the following information pertaining to the study:

- Amount of incentive offered for participation
- Approximate amount of time it will take to complete the survey
- Opportunity to decline survey via a "Decline Survey" button located at the bottom of the invitation

To prevent bias, we do not divulge the subject of the survey or the target audience. The amount of incentive offered to the member is based off the length and/or difficulty of the survey.

Every email invitation contains opt-out information in compliance with CAN-SPAM, access information about Prodege including contact information, FAQ, our privacy policy and how to prevent survey invitations from being blocked by SPAM filters.

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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 clients find value in our members' opinions and ideas and, in return for that value, our members earn rewards. Prodege utilizes a proprietary incentive program where members earn and accumulate points for participating in surveys as well as completing and updating their profiles. Points offered vary according to survey length, amount of effort required, and the nature of the project (e.g. a quantitative or qualitative project). Points can be redeemed for gift cards to popular retailers (online and offline) and/or used for donations towards charities.

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

To provide a client with feasibility on a project, a Prodege Account Manager requires the following specifications to determine the sample size and field time for completion:

- Survey length and difficulty
- Number of completed interviews required
- Demographic criteria
- Non-demographic targeting, or behavioral criteria
- Survey quotas and sub-quotas
- Census balancing requirements
- Past participation/exclusion requirements
- Projected incidence on the population
- Fieldwork start and end dates

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

Creating a positive member experience is core to everything we do at Prodege. We actively measure respondent satisfaction both through quantitative and qualitative techniques. In addition to measuring satisfaction through metrics (activity/churn), we actively engage real-time with our members in online chats, blogs and social media to gauge satisfaction.

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

Prodege Project Managers work closely with our clients to provide ongoing status updates to ensure accurate and timely delivery based on project specifications. When requested, we provide a sample debrief report, including gross sample sent, start rate, participation and incidence rates, screening and dropout rates, a description of the fieldwork process, and so on.

Clients monitor sample performance and create reports through the survey platform they use to run the survey. When Prodege conducts programming and hosting for our clients, we can provide clients with a summary report, cross-tabulation of data, online reporting metrics, or other deliverables based on project requirements.

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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.

At Prodege, we take data quality very seriously. We have our own in-house compliance department dedicated to monitoring and eliminating fraudulent panel members. We combine industry-standard data quality solutions provided by third-party partners, along with our own proprietary techniques to ensure our panel exceeds industry standards. Because our panels originate from the success of our rewards programs, we are vigilant about detecting fraud. Observed offenders are removed from the panel and not allowed to re-register with the panel.

When we are not providing survey programming for a project, we work with our clients to understand whether undesirable survey taking behavior is detected in their surveys. Respondents who fail quality metrics are removed and/or replaced, so clients do not pay for poor quality survey completes. These members are then flagged, and monitored within our panel. Any repeat offenders are removed from our panel.

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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?

Prodege has the ability to manage how many surveys are sent to each member, and frequently implements business rules and exclusions on behalf of our clients in order to comply with their best practices.

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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?

A panelist may only complete the same survey once. The exceptions to this rule are predetermined studies such as longitudinal studies, diaries, or trackers when the survey will be deployed to panelists more than once over a specified period of time.

To manage category or time sensitive periods, in advance of a project we review feasibility and apply exclusions to the sample pull. Exclusions allow us to control how frequently respondents are eligible to take a given survey. In some cases respondents can take the survey monthly, quarterly, semiannually, or annually. These decisions are made in collaboration with our clients to adhere to their market research requirements and best practices.

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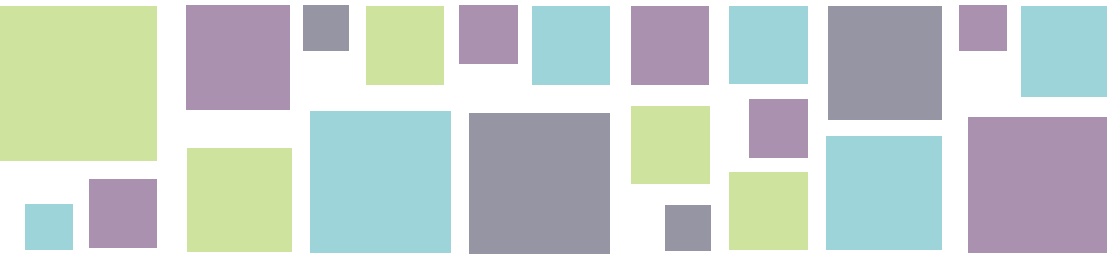
Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual level data?

Our proprietary panel and management system maintains individual respondent-level data within our panel database and allows us to automatically update the member records including: join date, emails opened, survey activity, profiling data, frequency and types of engagement with our panel sites, and incentives earned.

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

Prodege has a series of processes to handle member identity and detect fraud. To confirm respondent identities, Prodege works with third-party industry standard data quality solutions to ensure a member is real and unique upon registration. Members are subject to a double opt-in process by initially joining our member communities. Members cannot enroll more than once, meaning they cannot have more than one profile account in the panel database.

In addition, our in-house compliance department continuously monitors fraud and eliminates threats. This may result in removing panel members or shutting out alien technologies caught cheating the system. As part of our reward verification procedure, Prodege's compliance team has also implemented IP address, mobile phone and physical address verification.



Policies + Compliance

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

We require our panel members to double opt-in prior to survey participation. All emails sent to panel members are CAN-SPAM compliant.

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

Privacy is an integral part of our well-established online business. Our Privacy Policy is provided to panelists in survey invitations, incentive communications, Terms and Conditions, on Prodege.com and MyPoints.com. When a panelist signs up to participate in surveys, they agree to adhere to the Terms and Conditions, which includes the Privacy Policy.

Prodege's Privacy Policy: <https://www.prodege.com/privacy/>

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

Data privacy and security is the top priority for Prodege, and we know that member data is one of our most valuable assets. Production systems are housed in secure data centers, with multiple layers of network and data protection. Access to these systems is provided on a least-privilege basis and includes the use of 2nd factor authentication. Access is logged and regularly audited. We have a range of security tools implemented to prevent, detect and mitigate unwanted behavior. Data is backed up and stored on machines with restricted access.

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

Prodege recommends our clients inform survey respondents that they may be presented with sensitive and/or confidential material. We advise clients to include a confidentiality question in the survey asking respondents to agree not to share the material they are shown. The respondent has the opportunity to opt-out, or accept the terms of confidentiality. If the respondent accepts the agreement, and then posts the confidential information on the Internet, Prodege will take immediate and necessary action. This could include but is not limited to requesting immediate removal of the post and penalizing the member with removal of rewards funds, elimination from panel, and possible legal action.

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

Prodege employs multiple means to ensure high quality data are provided to our clients. These processes include email double opt-in verification, physical address verification, device fingerprinting, mobile verification and CAPTCHA. We partner with market research quality technology firms such as Imperium to further enhance our quality measures.

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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?

In each market Prodege operates, we comply with applicable laws and ESOMAR association guidelines as relates to the protection of children's privacy. For example, in the US, Prodege complies with the United States Children's Online Privacy Protection Act (COPPA) which indicates that young people age 13 and above may not participate in web activities and take surveys for rewards without a parent present.

Prodege only partners with trusted Market Research companies. Our Full Service research team works closely with clients to QA each survey, in advance of fielding, to ensure studies are appropriate for young respondents.



About Us

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Through long standing partnerships with firms such as United Airlines, Hilton Hotels and more, we've developed strong profiling supporting B2B, consumer and other specialized audience segments. Our global panels employ rigorous quality methodologies including digital finger printing, email double opt-in, Imperium certification, physical address, mobile verification, and more. Through our panels, we deliver over 50 million completed surveys annually to the the world's leading market research firms. Furthermore, Prodege's mobile platform provides market researchers access to people on the go for a variety of in-the-moment insights powered by a robust geo-fencing solution.





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