



ESOMAR 2021

37 Questions to
Help Buyers of
Online Samples



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Prodege panel with
our Full Service Team
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A photograph of an office environment with three people. A man in a checkered shirt is seated in the foreground, facing away from the camera towards a computer monitor. Behind him, a woman in a white sleeveless top is seated, looking towards the right. Standing behind her is another woman with blonde hair and glasses, wearing a striped top, looking down at the seated woman. The scene is overlaid with a semi-transparent blue and purple gradient. The word "Introduction" is centered in white text.

Introduction



The primary aim of these **37 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? 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?

Prodege, with its proprietary panel audience through our leading consumer brands, 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, brands and agencies. In addition to online sample, Prodege offers Mobile Research Solutions, Access to Behavioral Data, Survey Programming, Coding, Translations, Data Processing and Data Visualization services as well as Prodege On Demand, our innovative platform that offers a "Do It Together" approach to DIY.

Prodege additionally provides omni-channel marketing solutions to leading brands and agencies, allowing for targeting with our first party data, so they can **Market to Who Matters**.

2

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?

Utilizing our proprietary Prodege, MyPoints, InboxDollars and ySense 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 psychographic 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.



Upon joining the Prodege team, we offer an internal "Prodege University" for staff to quickly get up to speed on our particular standards and practices, ensuring that they can quickly become familiar with our sampling techniques.

3

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

In addition to online sample through our proprietary panel assets, Prodege offers:

- **Prodege On Demand:** A DIY platform where you can build a survey, define and talk to your target audience and then visualize your survey data to quickly share insights. You're in control, but we do it together
- **Mobile Research:** Gain a deeper understanding behind consumer actions the moment they happen
- **Research Solutions:** Best in class survey programming, coding, data processing and data visualization services
- **Shopper Data Solutions:** Insights and sample targeting from our panel members' online and offline purchase history

A young couple is sitting on a couch in a relaxed setting. The woman, with curly hair, is smiling and looking at a smartphone held in her hands. The man, with a beard, is leaning in and looking at the phone. A laptop is open on the couch in front of them. There is a red book and a coffee cup on the couch. The image has a soft, pastel color overlay.

Sample Sources and Recruitment



What this section is about

Answers to the questions in this section will help you understand the types of sample available from different sample providers in the market and the sources they rely on. This will help you evaluate the quality of the sample being offered, whether it is suitable for measuring change over time, and whether there are any specific constraints you need to consider when using it. It will also allow you to understand whether the sample provider is drawing the sample from its own sources or aggregating sources from other providers. We recommend that you first identify the sample types being offered and then ask the relevant questions for all sources.

Broadly speaking, there are two models of sample sources and recruitment:

Panels

These are databases of potential participants who declare that they will cooperate for future data collection if selected, generally in exchange for a reward/incentive. This includes traditional access panels, co-branded panels, or opt-in databases of individuals who agreed to complete research projects and also undertake other non market research activities (watch ads, download an app, complete marketing offers, etc, also known as loyalty programmes, or rewards communities within GPT (Get paid to) sites.) Loyalty card and subscription databases are included here if there is a continuous relationship with members who understand the commitment asked of them.

Intercepts

This includes intercepts from offer walls, affiliate networks, social media or other platforms to drive traffic to a survey. Intercept is an approach where potential participants are asked to take a survey for a reward while they are engaged in another activity such as playing an online game, reading news, or some other online activity. Intercepted participants may be previously unknown to the sample provider or may have been pre-identified and profiled through a prior survey experience.

4

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

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. We continue to grow our panel through recruiting new members via social media, online and offline advertising, member referrals, recommendations from influencers and acquisitions, as well as through long standing partnerships with firms such as United Airlines, Hilton Hotels and more. This diversification of recruitment sources enables Prodege to maintain a robust, proprietary panel to support client needs for consumer, B2B and other specialized audience segments.



5

Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer? (Assume proprietary to mean that the sample provider owns the asset. Assume exclusive to mean that the sample provider has an exclusive agreement to manage/provide access to sample originally collected by another entity.)

Prodege is a leading sample provider for the market research industry. Prodege utilizes its proprietary actively-managed double opt-in research panels with millions of panelists. We maintain 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 (whether a nationally representative sample, or a specific targeted group) and the number of responses needed, ensuring the sample plan is optimized and executed accurately. 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. Over 95% of the survey completions Prodege provides to clients are sourced from our proprietary panels.

6

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?

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

The recruitment process is 'open to all' through any of the marketing channels in which we're recruiting from and we encourage our members to refer people from their network to join.

7

What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are? Describe this both in terms of the practical steps you take within your own organisation and the technologies you are using. Please try to be as specific and quantify as much as you can.

Prodege employs multiple means to ensure our panelists are who they say they are. 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.

Prodege's Leading Proprietary Panels



8

What brand (domain) and/or app are you using with proprietary sources? Summarise, by source, the proportion of sample accessing surveys by mobile app, email or other specified means.

Prodege owns and operates the leading proprietary panels of Prodege, MyPoints, InboxDollars and ySense. Surveys are accessible for all brands via email and mobile web. Prodege is the only panel that is accessible via mobile app.

9

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

Prodege can deliver sample via our innovative DIY platform Prodege On Demand, through our Direct Managed Services team, or through approved API integrations.

10

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?

Prodege offers a diversified and balanced sample blend through our proprietary panel to most accurately meet our clients' needs. Buyers that utilize our DIY platform Prodege On Demand select the sample sources from for their project. Buyers that are leveraging our Direct Managed Service team are relying on our experienced Project Management team to fulfill their needs. 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.

11

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?

Our diversified recruitment methods allow for us to have a proprietary panel that is suitable for different research applications whether quantitative, qualitative or a mixed-method approach.


A person's hands are shown interacting with technology. One hand is typing on a laptop keyboard, while the other holds a smartphone. The image is overlaid with a semi-transparent blue and purple gradient. The text "Sampling and Project Management" is centered in white.

Sampling and 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.



12

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?

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 on 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.



13

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?

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 notifications letting them know their profile is incomplete, or needs updating.

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



14

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?

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

15

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?

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.

16

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.

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

17

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

As answered in question 16 we do not have a router.

18

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?

We let participants know the approximate amount of time it will take to complete the survey, along with the incentive amount. We do not disclose any other detail about the survey (such as survey subject or target audience) so as to guard against bias.

19

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?

As mentioned in our response to Question 18, our panel members see the survey length and incentive amount and decide based on that information whether or not to participate in the research at any given moment in time.

20

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?

Prodege is able to offer different incentives to different participant sub-groups and we're able to increase/decrease this over the course of a survey. We can provide participant-level incentive information when requested by our clients.

21

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)?

Creating a positive member experience is core to everything we do at Prodege.

We actively measure panelist 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.

Prodege continuously obtains feedback (both quantitative and qualitative) from our member base. We utilize this data internally to maximize member engagement and retention.

22

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

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.

A man and a woman are standing in an office, looking at a document together. The woman is on the left, wearing a light blue blazer and glasses, smiling. The man is on the right, wearing a light blue patterned shirt and glasses, also smiling. They are both holding the document. The background is a blurred office environment with glass partitions and hanging lights. The text "Data Quality and Validation" is overlaid in the center in a large, white, sans-serif font.

Data Quality and 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.

23

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?

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.

24

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?

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.

We are able to append select data points to participant records and share with clients when requested.

25

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.

Prodege has a series of processes to handle member identity and detect fraud. To confirm panelist 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 when 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 attempting to cheat the system. As part of our reward verification procedure, Prodege's compliance team has also implemented IP address, mobile phone and physical address verification.

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.



26

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?

Utilizing our proprietary Prodege, MyPoints, InboxDollars and ySense 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.

We can provide reports and append select information to participant records as requested by clients.

27

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?

Prodege tracks member quality on an ongoing basis through a variety of proprietary metrics with data collected through technology plus human-led audits. We gather behavioral data as well as responses to Quality Audit Surveys which our members complete regularly and then take action to quarantine or block members based on the outcomes of this analysis. Profiled data is compared to known data provided through 3rd party resources such as the USPS.

28

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 non response (e.g., "Don't Know")
- (d) inaccurate or inconsistent responding,
- (e) incomplete responding, or
- (f) too rapid survey completion?

At Prodege, we take data quality very seriously. We have our own in-house compliance department dedicated to monitoring and eliminating fraudulent panel members and undesired behaviors.

We use 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 implement speeder and straightliner traps, honesty and engagement detection and review open-ended responses. Panelists 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.



Policies and Compliance




What this section is about

Sample providers, buyers, and their clients are subject to data protection and related information security requirements imposed by data protection laws and regulations. In addition, they may be subject to laws and regulations that may impact incentives paid to participants.

These laws and regulations vary by jurisdiction with different laws and regulations applying in different countries or states within countries, and are generally interpreted based on where the participant resides.

Applicable data protection laws and regulations include, but are not limited to: the Act on the Protection of Personal Information or APPI (Japan); the Australian Privacy Act (Australia); the California Consumer Protection Act or CCPA (state of California in the United States); the Children's Online Privacy Protection Act or COPPA (United States); the Data Protection Act (United Kingdom); amendments regarding data localisation requirements to the Data Protection Act (Russian Federation); the General Data Protection Law (Brazil); the EU General Data Protection Regulation or EU-GDPR (EU/ EEA); the Health Insurance Portability and Accountability Act or HIPAA (United States); the Graham-Leach Bliley Act or GLBA (United States); and PIPEDA (Canada). AB 2257 (the state of California in the United States) is an example of law and regulation related to employment which may impact incentives paid to participants.

Information security frameworks and standards include, but are not limited to COBIT, HITRUST, ISO 27001, the NIST Cybersecurity Framework and SOC 2.



29

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. (Note: If your company uses different privacy notices for different products or services, please provide an example relevant to the products or services covered in your response to this question).

Privacy is an integral part of our well-established online business. Our Privacy Policy is provided to all panelists at sign-up and repeatedly thereafter.

Prodege's Privacy Policy (and a link to the video that describes it):

<https://www.prodege.com/privacy/>

A few key concepts include: Cookies and Tracking Technologies, Sharing, Opt-In/Opt-Out, Children's Privacy, Security, Location of Processing and Applicable Law.

30

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?

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.

When appropriate, Prodege includes a data transfer rider that serves as an addendum to contracts with our survey partners.

Prodege continually enhances its Security Policies. These policies address data retention and incident response.

Further information about Prodege's data privacy and protection is available by emailing our designated Data Protection Officer at **dpo@prodege.com**.

31

How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants? In your response, please address the sample sources you wholly own, as well as those owned by other parties to whom you provide access.

Consent for the collection and processing of personal data has long been required by market research industry codes. It is also explicitly required by some data protection laws and regulations. Some data protection laws and regulations, including EU-GDPR and CCPA as examples, also provide for access rights for participants to correct, update, or delete their data. Implementation of a participant support channel is also required by ISO 20252 (ISO 20252:2019: Market, Opinion and Social Research, Including Insights and Data Analytics - Vocabulary and Service Requirements).

Prodege complies with all legal requirements.

32

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

Prodege has designated resources, utilizing tools, technology, and trained legal staff to continuously monitor new regulations and changes to existing laws that impact every aspect of our business.

33

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?

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 applies to young people under age 13.

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

34

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. Our staff includes full time certified security and privacy professionals, who are engaged in all phases of our operations: design, development, deployment, monitoring, etc. We follow NIST Cybersecurity Framework Guidelines (e.g. least privilege, zerotrust), and use world-class tools for tracking and monitoring. Our data is hosted in hardened, secure data centers with a full set of compliance certs: Soc 1, 2 and 3, ISO 27001, etc.

35

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?

As mentioned above, our data is hosted in hardened, secure data centers with a full set of compliance certs: Soc 1, 2 and 3, ISO 27001, etc. We follow NIST Cybersecurity Framework guidelines, and have 24/7 smart network monitoring, with external oversight and escalation. All systems, tools and policies are under constant review and revision to optimize our efficiency, detection and response capabilities.

36

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

We are not certified to ISO 20252. However we maintain high standards of security and privacy compliance throughout the organization.

Metrics



What this section is about

This section lists common sample and data health metrics. Reviewing metrics periodically can serve as the basis for a conversation with sample providers about consistency and reliability, as well as whether the sample is appropriate for the population and business question being examined. Unexpected or unexplained shifts in metrics may also indicate the potential for bias or error. While not all of these metrics are required and there are no benchmarks on the “right answers,” providing transparency over time will create a meaningful dialogue about quality and utility.

37

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.

01. Average qualifying or completion rate, trended by month
02. Percent of paid completes rejected per month/project, trended by month
03. Percent of members/accounts removed/quarantined, trended by month
04. Percent of paid completes from 0-3 months tenure, trended by month
05. Percent of paid completes from smartphones, trended by month
06. Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month
07. Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort)
08. Average number of paid completes per member, trended by month (potentially by cohort)
09. Active unique participants in the last 30 days
10. Active unique 18-24 male participants in the last 30 days
11. Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview
12. Percent of quotas that reached full quota at time of delivery, trended by month



Prodege can provide this information to clients upon request.

Glossary

For the purpose of this document these terms have the following specific meanings:

Affiliate partner (or Affiliate network) means a network of communities with which a sample provider has a relationship to direct intercept traffic to their surveys.

API (application programming interface) means a set of definitions and protocols for building software applications capable of accessing and exchanging data.

Blending means the practice of combining multiple, heterogeneous sample sources with the aim of achieving a more consistent or more representative sample.

Children means individuals for whom permission to participate in research must be obtained from a parent, legal guardian, or responsible adult. Definitions of the age of a child vary substantially and are set by national laws and self-regulatory codes. In the absence of a national definition, a child is defined as being 12 and under and a “young person” as aged 13 to 17.

Completion rate means the number of participants who fully complete the survey divided by the number of participants who start the survey.

Consent means freely given and informed indication of agreement by a person to the collection and processing of his/her personal data. Note that the specific requirements for consent will vary by jurisdiction.

Exclusion means excluding a potential participant from a research project based on their previous participation in a research project involving the same or similar product/ service category and/or methodology.

Fraudulent participant means a participant who deliberately misrepresents their identity, profiling information, or responses, including organisations that use bots to impersonate participants.

Health metrics means measures of quantitative assessment commonly used for comparing and tracking performance or production over time. In this context, health metrics refers to quantitative data used to track stability or changes in the sample a provider offers, and the metrics suggested are based on data that has been previously known to impact quality over time.

Loyalty programme means an arrangement in which customers of a company (or group of companies) are rewarded for purchases made with these companies. Rewards are normally given in a currency that can be spent at those companies (or their chosen partners).

Paid completes means interviews/surveys that are delivered and accepted by a client, are included in the final dataset, and for which the sample provider receives payment.

Panel member (or simply member) means an individual recruited from a documented source who has provided profile data and appropriate information for validation of identity, given explicit consent to participate in research according to the terms and conditions of panel membership, and has not opted out.

Participant (sometimes call a participant or data subject) means a person or organisation from whom or about whom data is collected for research.

Personal data (sometimes referred to as personally identifiable information or PII) means any information relating to a natural living person that can be used to identify an individual, for example by reference to direct identifiers (such as a name, specific geographic location, telephone number, picture, sound, or video recording) or indirectly by reference to an individual's physical, physiological, mental, economic, cultural or social characteristics.

Profiling information means descriptive characteristics of a panel member.

Quarantined members means individuals who have broken some set of quality assessment protocols that result in them being either temporarily or permanently suspended from participating in future research activities with the company that quarantines them. Referral program means a process whereby a panel offers its existing panellists the opportunity to gain rewards by referring family, friends and colleagues (or visitors of their site) to join the panel.

Representativeness means the degree to which a sample reflects the target population being studied. A representative sample is one in which the distribution of important characteristics is approximately the same as in the target population.

Rewards community (within Get Paid To (or GPT) sites) means databases or panels of individuals who may undertake non-research activities (watch ads, download an app, complete marketing offers etc) usually in exchange for a reward, but who also agree to take part in research projects.

Router means an online software application that screens incoming research participants and then uses those results to assign participants to one of multiple available research projects. A router can also offer participants additional screeners and surveys after screener qualification failure or survey completion.

Sample provider means a service provider responsible for the provision and management of online samples from relevant sources including panels, intercepts, email lists, etc.

Survey attempts means the number of times the same individual clicked a link or entered into a survey environment in an attempt to complete a survey.

Third Party Sources means sources that the sample provider does not directly run or control.

Yield management means a variable allocation strategy through which outcomes are maximised by matching supply with demand.

About Us

Prodege is a leading sample provider for the market research industry utilizing its proprietary actively managed double opt-in research panels comprised of over 120 million members. 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 employ rigorous quality methodologies including digital fingerprinting, 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.



If you're looking to start a project with Prodege, email TalkToUs@prodege.com or reach out to your existing Account Manager.