

ESOMAR

37 Questions
to Help Buyers of
Online Samples



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A photograph of three diverse professionals in an office setting. A man with a beard and a woman are leaning over a desk, looking at a computer screen. A man is sitting at the desk, pointing at the screen. They are all smiling and appear to be working together. The image has a blue and green color overlay.

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?

With over 15 years of experience and more than 60 million survey completes delivered annually, Prodege is one of the market research industry's most established quality-focused sample providers. Our respondents are sourced through our proprietary panel brands — Swagbucks, MyPoints, InboxDollars, and ySense — along with vetted external partner sources, ensuring broad demographic reach and consistent representation across consumer, B2B, and niche audiences.

What sets Prodege apart is QualityShield™ — our proprietary, end-to-end respondent verification and fraud prevention system. Protecting data quality doesn't happen at one moment in the survey process — it happens across the entire respondent journey. QualityShield combines SecureForward, Prodege's proprietary anti-fraud technology, with best-in-class third-party validation from Verisoul, and CloudResearch Sentry, layered with first-party behavioral and transactional data signals unique to our rewards ecosystem. All signals are reviewed by dedicated humans in compliance reviews at various points in the member journey. The result: real people, verified devices, authentic engagement, continuous fraud protection, third-party validation, and data researchers can trust. For over 15 years, we've maintained fraud rates well below industry averages — even as others climb past 35%.

In addition to sample, Prodege provides end-to-end research support including Mobile Research Solutions, Survey Programming, Coding, Translations, Data Processing, Data Visualization, API access to our audiences as well as DIY access via our Pollfish end-to-end research platform and our peeq sampling platform.

Prodege's business is approximately evenly split between its two core areas: market research and marketing solutions. On the marketing side, Prodege provides omni-channel marketing solutions and access to verified purchasers, enabling leading brands and agencies to target, reach, and transact with consumers using Prodege's loyalty programs. These interactions provide Prodege with real purchase behavior data and engagement signals from our rewards ecosystem that reinforce the quality of our panelists and the accuracy of our profiling — data that doesn't rely only on stated information like most panels. This dual focus is a strategic advantage for our research clients: the depth of first-party consumer data generated across our platform directly strengthens respondent verification and data quality through QualityShield™, giving us behavioral and transactional signals that pure-play sample providers simply don't have.

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?

Yes. Prodege maintains dedicated teams with direct responsibility for the development, monitoring, and continuous improvement of our sampling methodology, quality systems, and automated functions.

Sampling & Data Science: Our Sampling and Data Science team — with backgrounds in statistics, data science, behavioral analytics, and survey methodology — is responsible for designing and optimizing sample plans, managing blending algorithms across our proprietary panels (Swagbucks, MyPoints, InboxDollars, and ySense) and vetted partner sources, and analyzing sample performance at both the project and portfolio level. This team continuously monitors key sampling variables including participation frequency, recruitment source mix, device platform distribution, and demographic balance to ensure accurate, consistent, and representative sample delivery over time.

Quality & Compliance: Our dedicated Quality and Compliance team manages the day-to-day operation and ongoing development of QualityShield™, Prodege's multi-layered respondent verification and fraud prevention system. This team oversees the integration of our proprietary anti-fraud technology (SecureForward), third-party validation partners (Verisoul and CloudResearch Sentry), first-party behavioral and transactional data signals, and human review processes — ensuring that every layer of QualityShield™ is functioning and evolving to meet emerging threats.

Project Management: Our experienced Project Management team serves as the frontline interface with clients, translating research requirements into optimized sample plans, managing field execution, and monitoring in-flight quality and performance metrics.

Training: All staff undergo a structured onboarding program that includes training on Prodege's sampling methodology, QualityShield™ protocols, panel composition and blending logic, data quality standards, and client communication best practices. Training is not a one-time event — we conduct quarterly refreshers, cross-functional knowledge shares, and require team members to stay current on evolving industry standards including ESOMAR guidelines, data protection regulations, and emerging fraud vectors. Senior sampling and quality staff also participate in industry conferences, working groups, and peer benchmarking initiatives.

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

While Prodege is widely known as a leading sample provider, we also serve as a full-service research partner — equipped to handle both quantitative and qualitative online research from design through delivery.

Beyond sample, our clients tap into a team of experienced research consultants who work alongside them to shape study design, refine methodologies, and ensure each project is built to deliver actionable outcomes. When the data is in, our team authors custom insights reports that go beyond tables and charts — translating findings into clear, strategic narratives that drive decisions.

The research we support every day includes:

- **Brand Tracking:** Ongoing brand health and equity trackers for global brands — managing sample consistency, source blending, and wave-over-wave reliability, all protected by QualityShield™ to ensure data integrity over time.
- **Global Studies with Hard-to-Reach Audiences:** Multi-country studies requiring access to niche, low-incidence, and historically hard-to-reach populations — including teens, young adults, multicultural segments, healthcare professionals, and B2B decision-makers — leveraging our proprietary panels and vetted global partner network.
- **Full Product Lifecycle Research for CPGs:** Support from concept through shelf, including NPD, packaging optimization, pricing research, claims testing, and advertising evaluation — often managing multiple interconnected studies across the same product lifecycle.
- **Advertising & Creative Testing:** From early-stage concept screening to in-market campaign measurement, delivering the sample precision and respondent quality that ad testing methodologies demand.
- **Qualitative Research:** Online qualitative capabilities — including open-ended exploration enhanced by AI-powered probing — that allow us to capture depth of understanding alongside quantitative rigor, all within a single partner relationship.

Our technology and services platform includes:

- **Agile Research Solutions (Pollfish):** Self-serve survey creation with access to FFProdege's audience, enabling clients to DIY or partner with our consulting team — from simple pulse checks to complex studies.
- **AI-Powered Probing:** Intelligent, automated follow-up questioning that draws out richer, more detailed responses — adding qualitative depth at quantitative scale.
- **Data Visualization:** Interactive dashboards, chat with your data functionality, and visual reporting tools that make it easy for stakeholders to explore and act on findings.
- **Mobile Research:** In-the-moment consumer research through our mobile app, capturing behavior and attitudes as they happen.
- **Research Solutions:** End-to-end survey programming, coding, translations, data processing, and custom insights reporting.
- **Shopper Data Solutions:** Sample targeting and insights powered by our panel members' real online and offline purchase history — a unique asset of our rewards ecosystem.

This combination of quantitative and qualitative capabilities, consultative expertise, advanced technology, and full-service delivery means clients can consolidate with Prodege rather than managing multiple vendor relationships across the research lifecycle.





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 such as discovery of new products, downloading apps and buying or subscribing to various products and services. These panels are typically part of a loyalty programme 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.

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

Prodege's sample is primarily panel-based, sourced from our proprietary, actively-managed, double opt-in research panels: Swagbucks, MyPoints, InboxDollars, and ySense. These panels are built and maintained through diversified recruitment across social media, connected TV, radio, online and offline advertising, mobile apps, member referral programs, influencer partnerships, and long-standing co-registration relationships with brands such as United Airlines, Hilton Hotels, and others.

This diversification of recruitment channels ensures our panels reflect a broad cross-section of the population in each country where we operate — supporting consumer, B2B, and specialized audience segments including hard-to-reach populations such as teens, young adults, and multicultural audiences.

When project requirements exceed the reach of our proprietary panels, we supplement through a vetted network of external partner sources. These partners undergo a rigorous qualification process for quality, consistency, and representativity, and all traffic from external sources passes through QualityShield™ — the same multi-layered verification and fraud prevention system applied to our own panelists.

We do not currently use intercept or river sampling as a standard source.



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

Over half of survey completions Prodege delivers to clients are sourced from our proprietary panels. The remaining completions come from carefully vetted external partner sources, used only when project specifications require supplemental reach — and always with client approval.

Prodege maintains millions of registered panelists across our proprietary panel brands — Swagbucks, MyPoints, InboxDollars, and ySense — with over 500,000 active members across North America, Europe, and Rest of World. We define “active” as a panelist who has logged in or completed at least one survey within the past six months.

Panel mix is not one-size-fits-all. The blend of panel brands and sources we deploy differs by project — driven by factors including target country, audience specifications, methodology, and client budget. Because our panelists are members of established, trusted rewards communities with verified identities and behavioral data, Prodege’s sample tends to carry a higher cost-per-complete than commoditized sample sources. This reflects the investment we make in recruitment, engagement, ongoing verification through QualityShield™, and the first-party behavioral and transactional data signals that validate respondent quality beyond stated profile information alone.

We believe — and our clients’ results consistently confirm — that higher-quality respondents deliver more reliable, actionable data, reducing costly rework, re-fields, and data quality concerns downstream.

All panelists, whether from proprietary or partner sources, are screened and continuously monitored through QualityShield™ before, during, and after survey participation.

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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 recruits panelists through a broad mix of channels designed to maximize demographic diversity and minimize recruitment bias:

Recruitment Channels:

- **Digital advertising:** Paid social media, display, search, and mobile app install campaigns.
- **Connected TV & radio:** Broad-reach awareness campaigns to attract audiences beyond digitally-native populations.
- **Online and offline partnerships:** Co-registration with brands such as United Airlines and Hilton Hotels.

- **Member referral program:** Existing panelists can refer friends and family. Currently, referral-sourced members represent approximately 1% of new registrations.
- **Influencer and content partnerships:** Targeted outreach through content creators to reach younger and multicultural demographics.
- **Organic and direct:** Members who discover our panel brands through word-of-mouth, app store search, or direct web traffic.

Open vs. Invitation-Only: Our recruitment process is open to all — anyone who encounters our recruitment channels can register. We do not use invitation-only or probability-based recruitment methods.

Affiliate Networks: We do not rely on affiliate networks as a primary recruitment channel for our proprietary panels.

Geographic Variation: Recruitment channel mix varies by market. In the US, we leverage the full range of channels listed above. In international markets, ySense serves as the primary panel brand, supported by localized digital advertising and partnerships. In markets where our proprietary panel footprint is lighter, we supplement through vetted external partners — all protected by QualityShield™.

These diversified recruitment methods help us maintain access to sometimes hard-to-reach populations including teens, young adults, Hispanic Americans, and other multicultural audiences.

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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.

Every panelist who joins a Prodege panel is screened through QualityShield™ — our multi-layered respondent verification and fraud prevention system — before they ever see a survey. QualityShield combines proprietary technology, industry-leading third-party validation, first-party behavioral signals, and human compliance review to verify that each registrant is a real, unique person who is who they say they are.

Recruitment-stage verification includes:

Layer	Method	Purpose
Email verification	Double opt-in confirmation	Confirms valid, accessible email address
Device fingerprinting	Proprietary + SecureForward	Detects duplicate devices, emulators, & virtual machines
Bot & fraud detection	Verisoul	Identifies bots, professional survey farms, & automated sign-ups
Pre-survey screening	CloudResearch Sentry	Validates attentive, authentic human respondents before survey entry
Mobile verification	Phone number validation	Confirms unique mobile device tied to a real person
CAPTCHA	At registration & key interaction points	Block automated registrations
First-party behavioral signals	Rewards & transaction activity	Cross-references survey profile data against actual purchase behavior & engagement patterns — a validation layer unique to Prodege's reward ecosystem
Human review	Dedicated compliance team	Manual audits & escalation for flagged accounts

Approximately 6-8% of registration attempts are rejected or quarantined through these combined measures. Registrants who pass all layers are admitted to the panel; those who fail at any stage are blocked and cannot re-register.

Importantly, QualityShield™ does not stop at registration — the same system continues to monitor and validate respondents throughout their lifecycle on our panel, at survey entry, during survey completion, and post-survey. This end-to-end approach is what distinguishes Prodege from providers who rely on a single checkpoint or a single third-party tool.

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 four proprietary panel brands, each with its own domain and member ecosystem:

Panel Brand	Domain	Mobile App	Primary Access Methods
Swagbucks	swagbucks.com	Yes (iOS & Android)	App, mobile web, desktop web, email
MyPoints	mypoints.com	No	Mobile web, desktop web, email
InboxDollars	inboxdollars.com	No	Mobile web, desktop web, email
ySense	ysense.com	No	Mobile web, desktop web, email

Approximate survey access distribution across all panels:

Access Method	Approximate % of Survey Starts
Desktop web / member dashboard	~45%
Mobile web	~35%
Mobile app (Swagbucks)	~20%
Email click-through	<1%

Swagbucks is the only Prodege panel currently accessible via a dedicated mobile app — giving us a unique ability to reach respondents in mobile-native contexts and support mobile-only survey designs.

9

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

Prodege offers multiple models for sample delivery, designed to meet clients wherever they are in their research process:

- **Peeq (Sample Management Platform):** For clients who have already designed their surveys and need high-quality sample delivered efficiently, Peeq is Prodege's dedicated sample management platform. Clients can submit project specifications, manage field, and monitor delivery — with QualityShield™ built into every project automatically.
- **API Integration:** For clients with programmatic platforms, survey routers, or marketplace environments, we support approved API integrations for automated sample delivery. All API-sourced traffic is protected by QualityShield™ with the same respondent verification standards as any other delivery method.
- **Pollfish (DIY Survey Platform):** For clients who need to design and field a survey from scratch, Pollfish provides end-to-end survey creation, audience targeting, and data collection in a self-serve environment — with direct access to Prodege's audience and QualityShield™ applied by default.
- **Custom Full-Service Delivery:** For complex, high-stakes, or multi-market programs, our team of experienced professional researchers manages every aspect of the project — from study design and sample planning through field management, quality monitoring, and data delivery. This is Prodege's white-glove service for clients who need a true research partner, not just a sample vendor.

Regardless of delivery model, every respondent is protected by QualityShield™ — clients receive the same standard of verification and fraud prevention whether they access our audience through Peeq, API, Pollfish, or full-service engagement.

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 is committed to full transparency over sample composition. Our approach to disclosure varies by delivery model:

DIY / Self-Serve (Pollfish): Clients select their sample sources directly within the platform and have visibility into source composition in real time.

Managed Service: Our Project Management team discusses sample blending strategy with clients during the bid stage — including the proposed mix of proprietary panel brands and, if applicable, any external partner sources. External sources are never added without client knowledge and approval. Upon request, we provide post-field source composition reports showing the actual blend delivered, broken down by panel brand and/or partner source.

Peeq / API Integration: Source composition can be configured at setup. Clients can request source-level data appended to participant records.

Third-Party Integration: When supplementing with external partner sources, all traffic is integrated through QualityShield™ and deduplicated against our proprietary panel database using both proprietary and third-party digital fingerprinting to prevent respondent overlap.

For tracker and longitudinal studies, we work with clients to lock sample plans and monitor source composition wave-over-wave to ensure consistency. Any deviations are flagged and discussed with the client before adjustment.

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?

Prodege's proprietary panels and managed service capabilities support a wide range of research applications. Below we address the specific use cases outlined in this question:

Product Testing / IHUT / Recruit-Recall: Our panels are well-suited for product testing, in-home use tests, and recruit/recall designs. Because our panelists are members of our rewards communities with verified physical addresses and high retention rates, we maintain strong re-contact capabilities. Our engagement model fosters ongoing participation, resulting in re-contact response rates that consistently exceed industry norms. First-party purchase data from our rewards ecosystem also enables precise targeting of verified category buyers — not just claimed purchasers.

Brand Tracking & Longitudinal Studies: We regularly power brand trackers for major global brands. For these programs, we work with clients to lock sample plans, manage source consistency wave-over-wave, and monitor demographic and behavioral composition across fielding periods. QualityShield™ ensures respondent integrity remains stable over time, and we flag any meaningful shifts in sample composition proactively.

Short Questionnaires (under 5 minutes): Our panels perform well on short-form surveys. Mobile app access through Swagbucks is particularly well-suited for quick-turn, short-LOI studies.

Long Questionnaires (20+ minutes): For longer surveys, our engaged, incentivized panel members deliver strong completion rates with low drop-off. We recommend appropriate incentive levels scaled to survey length and can adjust incentives mid-field for harder-to-complete segments.

Mobile-Only Surveys: Supported across all panels via mobile web, and via dedicated mobile app for Swagbucks. Approximately 50% of our survey starts already come from mobile devices, meaning mobile-only designs align naturally with our respondent behavior.

Desktop-Only Surveys: Supported. We can target desktop-only respondents when required by the survey design or methodology.

Qualitative Recruitment (Communities, Online Focus Groups, IDIs): Our panels are regularly used as recruitment sources for online communities, bulletin boards, online focus groups, and in-depth interviews. Verified profile data, physical addresses, and high engagement rates make our panelists strong candidates for qualitative participation. QualityShield™ verification ensures that recruited participants are real, unique, and authentic before they enter any qualitative environment.

B2B Research: Through profiling data and pre-screening capabilities, we can identify and target business decision-makers, IT professionals, small business owners, and other B2B audiences within our panel base.

Global / Multi-Country Studies: Through our ySense panel and vetted global partner network, we support multi-country research across 50+ markets — with QualityShield™ applied consistently regardless of geography.

A woman with grey hair and glasses, wearing a light blue button-down shirt and white pants, stands and presents to two men seated at a conference table. The man in the foreground is seen from the side, wearing a dark suit and glasses. The man behind him is also seen from the side, wearing a light blue shirt and holding a blue pen. In the background, a large screen displays a project timeline with various bars and dates. The scene is set in a modern office environment with a wooden table, papers, and glasses of water in the foreground.

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?

Our Invitation process is designed to ensure a seamless experience for our members while delivering high-quality, representative data for our clients. For our service business, our project management team manages and deploys our sample to our client’s surveys.

Members are invited to participate in surveys in the following ways:

- Invitation through our member-only dashboards (username & password required)
- Mobile app notification
- Traditional email invitation

The process is as follows: members who meet the initial criteria for specific surveys are invited to participate. To ensure a fair selection process, we always provide multiple survey options at any given time. We enhance member engagement by sending survey invitations through various channels, such as email, mobile notifications, and direct messages via our proprietary member sites.

Dashboard notifications and mobile app/email invitations include the following information about the survey:

- Amount of incentive offered for participation
- Approximate amount of time it will take to complete the survey

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

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.

Quota Recommendations: For nationally representative studies, we recommend demographic quota controls on age, gender, and region at a minimum, aligned to census targets for the target country. For studies where attitudinal or behavioral representation is critical, we can layer additional controls on ethnicity, household income, education, and other variables. Our Project Management team works with clients during the bid stage to design quota structures that balance representativeness with feasibility and cost.

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, including purchase transactions within our rewards ecosystem. 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.

Core profile variables held on 80%+ of panel members include:

- Age / date of birth
- Gender
- ZIP / postal code
- Country
- Ethnicity

- Household income
- Education level
- Employment status
- Marital status
- Children in household / ages of children
- Industry / job function (for B2B targeting)
- Device ownership

In addition, Prodege holds first-party behavioral and transactional data from our rewards ecosystem — including verified online and offline purchase history — on a significant portion of our panel. This data provides a validation layer that goes beyond stated profile information, reinforcing the accuracy of self-reported attributes through observed behavior.

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.

We collect profiling information directly from our panelists. We do not rely on third-party data appends for core profile variables. Select profile data points can be appended to participant records and shared with clients when requested.

A more comprehensive list of attributes can be found in our panel book, available 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 accurate feasibility on a project, Prodege requires the following specifications to determine the sample size and field time for completion. Knowing the research objective can also help us to provide additional guidance:

Target Audience Specifications:

- **Demographics:** Age, gender, income, education, ethnicity, etc.
- **Geography:** Specific countries, regions, cities, or ZIP codes
- **Behavioral Targeting:** Online behaviors, purchasing habits, interests, etc.
- **Screening Questions:** Any mandatory screening questions (e.g., must be primary or joint decision maker)
- **Incidence Rate:** likelihood of finding respondents fitting the target criteria or within the general population

Sampling & Sample Size Requirements:

- Census balancing requirements
- Total number of completed surveys needed
- Any sub-group requirements within the main target audience

Survey Length:

- Estimated completion time (in minutes)
- Number of questions and complexity

Fielding Timeframe:

- Start and end dates for data collection

Survey Design and Questionnaire (if possible):

- Copy of the final or draft questionnaire
- Logic call-outs or branches that may impact respondent paths

Feasibility Boundaries: Prodege provides feasibility estimates based on historical incidence rates, panel penetration for the target audience, and current panel activity levels. For projects with tighter specifications, we provide upper and lower feasibility ranges reflecting best-case and conservative scenarios — taking into account variables such as screening complexity, quota granularity, and competing field demand.

When feasibility is uncertain, we recommend a soft launch to validate assumptions before committing to full-field timelines.

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 representativity. 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. All external partner traffic is routed through QualityShield™ and deduplicated against our proprietary panel database before entering the survey.

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. In such cases, QualityShield™ verification is still applied to all respondents before they enter the router environment.

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. This approach is consistent across all of our proprietary panel brands and delivery models.

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?

Yes. Our panel members can see multiple available survey opportunities at any given time through their member dashboard or mobile app. For each available survey, members see the approximate length of the survey and the incentive amount. They choose which survey to participate in based on that information. No information about the survey topic, sponsor, or target audience is disclosed — ensuring that self-selection bias related to subject matter is minimized.

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 or decrease this over the course of a survey. We can provide participant-level incentive information when requested by our clients. This flexibility is particularly useful for studies with hard-to-reach sub-groups or quotas that are filling at uneven rates — allowing us to boost incentives selectively without overpaying for easier-to-reach segments.

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 such as activity rates, churn rates, and drop-off patterns, we actively engage real-time with our members in online chats, blogs, and social media to gauge satisfaction.

Prodege continuously obtains feedback from our member base. We utilize this data internally to maximize member engagement and retention.

At the individual project level, we monitor key indicators of respondent experience including drop-off rates, time-to-complete versus expected LOI, and screen-out experience. While we do not currently deploy a standardized post-survey satisfaction rating on every project, we can implement one at a client's request. We are also able to provide normative benchmarks on completion rates and drop-off patterns by survey length, complexity, and audience type to help clients optimize their survey design for respondent experience.

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
- Source composition breakdown
- Quality flags and removals

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 photograph of three people in an office setting. Two men and one woman are gathered around a desk, looking at a computer monitor. The man on the left is wearing a red sweater and is pointing at the screen. The man on the right is wearing a light blue shirt and is leaning over the desk. The woman on the right is wearing glasses and a denim jacket, and is holding a white cup. The desk has a keyboard, a pair of white headphones, and some papers. The background is a blurred office environment with a window and a lamp.

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.

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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 actively manages survey frequency to balance data quality with panelist experience and client needs.

Frequency Controls:

- We implement business rules and exclusions to control how many surveys are sent to each member within defined time periods. These controls can be customized on behalf of clients to comply with their specific best practices.
- For tracker studies and other programs where freshness of sample is critical, we can apply additional exclusion windows to prevent the same panelist from participating in the same study or category within a defined period.

Tenure and Participation History:

- The average tenure of our active panelists is approximately 18 months.
- The mean number of surveys completed prior to entering any given survey can be provided upon request.
- We maintain complete participation history for every panelist, allowing us to filter or stratify sample by engagement level, tenure, or recency of participation when required.

Cross-Source Deduplication:

These controls are consistent across all proprietary panel brands. When supplementing with external partner sources, QualityShield™ applies digital fingerprinting and deduplication to prevent the same individual from participating via multiple sources.

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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
- Recruitment source / channel
- Emails opened
- Survey activity (invitations, starts, completes, screen-outs)
- Profiling data
- Frequency and types of engagement with our panel sites
- Incentives earned
- QualityShield™ flags and quality scores

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

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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 comprehensive, multi-layered system for confirming participant identity and detecting fraud at every stage — powered by QualityShield™.

At Registration:

- Members are subject to a double opt-in process when initially joining our member communities
- QualityShield™ applies device fingerprinting (SecureForward), bot and fraud detection (Verisoul), pre-survey screening (CloudResearch Sentry), mobile verification, physical address verification, CAPTCHA, and first-party behavioral signal analysis
- Members cannot enroll more than once — they cannot have more than one profile account in the panel database

At Survey Entry (Project Level):

- Each respondent is re-verified through QualityShield™ at the point of survey entry, including device validation, duplicate checks, and real-time fraud screening
- Profile data is cross-referenced against known data provided through third-party resources such as the USPS
- Respondents flagged by any QualityShield™ layer are blocked from entering the survey

Ongoing Monitoring:

- To avoid panelist duplication, we have a dedicated compliance team that continuously monitors our users to prevent fraud. These checks include proprietary fraud prevention techniques as well as mobile verification
- This may result in removing panel members or shutting out prohibited 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

When Supplementing with External Sources:

- To avoid duplication, we employ proprietary and third-party digital fingerprinting technologies through QualityShield™ to ensure no respondent participates via multiple sources on the same project



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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?

Source consistency is a critical concern, particularly for trackers and longitudinal research — and Prodege manages this proactively.

Project-Level Blend Management:

For each project, our Project Management team designs a sample plan that specifies the target blend across our proprietary panel brands and, if applicable, external partner sources. We 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.

Tracker and Longitudinal Consistency:

For tracker studies, we work with clients to lock the sample plan at the outset of the program. Wave-over-wave, we monitor the actual source composition delivered and compare it against the established baseline. If any meaningful deviation occurs — due to changes in panel composition, availability, or external factors — we flag this to the client and discuss adjustments before they are implemented. This ensures that observed changes in data are attributable to real shifts in consumer attitudes or behavior, not to changes in the underlying sample source.

Reporting and Data Appends:

We can provide post-field source composition reports broken down by panel brand and/or partner source. Source identifiers can be appended to participant data records upon client request, enabling clients to conduct their own source-level analysis.

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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 QualityShield™, which integrates proprietary technology, third-party validation, first-party data signals, and human-led compliance review.

Ongoing Quality Tracking:

- **Behavioral monitoring:** We continuously monitor engagement patterns, response consistency, survey completion times, and quality flags across a member's entire history on our platform.
- **Quality Audit Surveys:** Our members complete periodic Quality Audit Surveys designed to verify consistency of profiled data and detect anomalous response patterns. Members who fail these audits are quarantined or removed.
- **First-party data validation:** Profiled data is compared against first-party behavioral and transactional signals from our rewards ecosystem — including verified purchase behavior — as well as known data provided through third-party resources such as the USPS. This gives us a validation layer that most panels, which rely solely on stated information, simply cannot replicate.
- **Third-party quality scoring:** SecureForward, Verisoul, and CloudResearch Sentry provide continuous scoring and flagging of member accounts.

Actions Based on Quality Metrics:

- **Invite:** Members in good standing with consistent quality scores are prioritized for survey invitations.
- **Track:** All members carry a quality history that informs invitation decisions and allows us to stratify sample by quality tier when needed.

- **Quarantine:** Members who trigger quality flags — such as inconsistent profiling, suspicious device behavior, or failed audit surveys — are placed in quarantine and excluded from survey invitations pending further review.
- **Block:** Members who are confirmed as fraudulent or who are repeat quality offenders are permanently removed from the panel and blocked from re-registration.

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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. When we are providing survey programming for a project, we implement specific measures to address each of the behaviors listed:

(a) Random Responding:

We embed attention-check questions (trap questions, red herring items) at strategic points in the survey. Respondents who fail these checks are flagged, and their responses are reviewed or removed.

(b) Illogical or Inconsistent Responding:

We implement internal consistency checks that compare answers across related questions. Respondents whose answers are logically contradictory are flagged for review and removal.

(c) Overuse of Item Non-Response (“Don’t Know”):

We monitor the frequency of non-substantive responses per respondent. Respondents who select “Don’t Know,” “Prefer not to answer,” or equivalent options at rates significantly above the survey norm are flagged and reviewed.

(d) Inaccurate or Inconsistent Responding:

We compare in-survey responses against known profiling data held on the respondent — including first-party behavioral and transactional data from our rewards ecosystem. Where discrepancies are identified, the respondent is flagged. This is a unique advantage of Prodege's QualityShield™ system: we can cross-reference stated survey responses against observed purchase behavior and engagement patterns, not just prior stated profile answers.

(e) Incomplete Responding:

We track break-off points and completion rates in real time. Respondents who repeatedly abandon surveys are monitored within QualityShield™ and may be deprioritized or removed from future invitations if patterns indicate disengagement.

(f) Too Rapid Survey Completion (Speeders):

We implement speeder traps based on threshold completion times — typically flagging respondents who complete a survey in less than one-half or one-third of the median completion time. Speeders are removed from the dataset and flagged within QualityShield™ for monitoring on future projects.

Open-Ended Response Review:

We review open-ended responses for quality, relevance, and signs of copy-paste, gibberish, or AI-generated text.

Consequences:

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 permanently removed from our panel and blocked from re-registration.

We use industry-leading third-party data quality solutions (SecureForward, Verisoul, CloudResearch Sentry) along with our own proprietary techniques to ensure our panel exceeds industry standards. Because our panels are foundational to 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.

A woman with dark hair pulled back, wearing a dark blazer over a white collared shirt, is smiling and holding a tablet. She is wearing small hoop earrings and a watch on her left wrist. In the background, another person is visible but out of focus. The image has a teal and purple color overlay.

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.



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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.

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 for US users (and a link to the video that describes it can be found here): <https://www.prodege.com/privacy-policy>

A few key concepts include: Cookies and Tracking Technologies, Disclosure of Data, Updating Your Information, Choice and Opt-Out, Children's Privacy, Security, Location of Processing and Applicable Law.

We also provide an International Privacy Policy and Cookie Notice for our non-US panelists, available here: <https://www.prodege.com/privacy-policy-intl>

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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 are top priorities 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 two factor authentication. Access is logged and regularly audited. We implement a range of security tools to prevent, detect and mitigate unwanted behavior. Data is backed up and stored on machines with restricted access.

When appropriate, Prodege enters into data protection agreements 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.

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 most data protection laws and regulations. Some data protection laws and regulations, such as the EU-GDPR and many new US State privacy laws, also provide consumer/data subject rights that ensure participants can access, correct, or delete their data upon request.

Prodege complies with all relevant legal requirements. Specifically:

How participants manage consent:

- **At registration:** All panelists provide informed consent through our double opt-in process, which includes acknowledgment of our Privacy Policy and Terms of Service
- **Account settings:** Members can review and update their consent preferences, profile information, and communication settings at any time through their account dashboard on any of our panel sites
- **Data access, correction, and deletion requests:** Members can submit requests to access, correct, or delete their personal data. These requests are processed in accordance with applicable data protection laws

Support channels:

- In-platform help center and FAQ
- Email support
- Live chat support
- Contact information provided in every email communication
- Dedicated Data Protection Officer reachable at dpo@prodege.com

These mechanisms apply to all of our wholly-owned proprietary panel brands. For external partner sources used to supplement our proprietary panels, we require through our Service Level Agreements that partners maintain equivalent consent and data subject rights processes in compliance with applicable laws.

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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 — including incentive structures, tax reporting requirements, and employment classification considerations. We maintain compliance with applicable laws in every jurisdiction where we operate.

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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 where Prodege operates, we comply with applicable laws and ESOMAR association guidelines regarding the protection of children's privacy.

We have appropriate controls in place to identify and limit access to our survey services by children below the minimum age required to participate in their jurisdiction.

We also request consent or opt-in for the collection of data from children above those minimum age limits, where local law requires it such as in many US states with comprehensive consumer privacy laws.

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. Where appropriate, our research team works closely with clients to QA each survey, in advance of fielding, to ensure studies are appropriate for young our respondents.

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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, zero trust), 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.

QualityShield™ itself is an example of privacy and security by design — respondent verification, fraud prevention, and data integrity checks are built into the system architecture from the point of respondent recruitment through final data delivery, rather than applied as an afterthought.

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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?

Our data is hosted in hardened, secure data centers with a full set of compliance certifications: 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.

Our program includes asset-based risk assessments and internal audit processes as part of our ongoing compliance with ISO 27001 and the NIST Cybersecurity Framework.



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

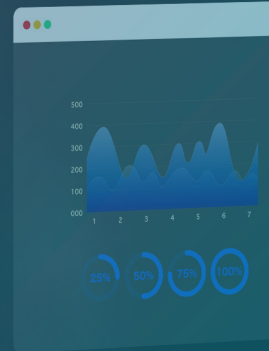
Yes. Prodege holds ISO 20252 certification through our Pollfish platform, demonstrating our commitment to internationally recognized standards for market research quality management. ISO 20252 certification validates that our research processes — from project design and data collection through reporting and delivery — meet the rigorous requirements set by the International Organization for Standardization for market, opinion, and social research.

Beyond ISO 20252, Prodege maintains a comprehensive compliance and security posture across the organization:

Framework / Certification	Scope
ISO 20252	Market research quality management (Pollfish)
ISO 27001	Information security management
SOC 1, SOC 2, SOC 3	Data center & operational controls
NIST Cybersecurity Framework	Security architecture & practices (least privilege, zero trust)

These certifications and frameworks complement QualityShield™ — ensuring that not only is every respondent verified and every survey protected, but that the underlying processes and infrastructure meet the highest international standards for both research quality and information security.

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.

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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 all of the above metrics to clients upon request, in aggregate and broken down by country and source. We track these metrics internally as part of our ongoing panel health and quality monitoring through QualityShield™ and our panel management systems.

To request a current sample report or to discuss specific metric benchmarks relevant to your research program, please contact your Prodege Account Manager or email connect@prodege.com.

As a general reference point, we are proud to share the following:

- Majority of our paid completes are sourced from our proprietary, owned panel brands
- Our QualityShield™-driven fraud and quality rejection rates remain well below industry averages
- Over 500,000 active unique participants across North America, Europe, and Rest of World

We welcome the opportunity to share detailed metric reports as part of any client onboarding or ongoing quality review process.

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 his or her identity, profiling information, or responses, including organizations 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 programs 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 called a 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 that can be used to identify a unique individual or household, 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.

QualityShield™ means Prodege's proprietary multi-layered respondent verification and fraud prevention system, designed to protect research data from the first point of respondent interaction through final response submission. QualityShield integrates proprietary technology (SecureForward), third-party validation (Verisoul, CloudResearch Sentry), first-party behavioral and transactional data signals, and human compliance review.

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 panelist 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 (pro-dé-gée) is a consumer marketing and insights platform fueled by leading loyalty programs that propel brand growth. Prodege empowers marketers to understand, reach, and grow their customer base through market research and performance marketing campaigns that provide valuable customer feedback and engagement. Brands can reach customers in a rewarding environment through positive interactions in one of Prodege's many loyalty programs that cater to their most loyal customers with brand safe offers and surveys that create even greater engagement and enriching brand experiences.

Visit prodege.com to learn more about our solutions.



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