



28 ESOMAR QUESTIONS



SAMPLE SOURCES & RECRUITMENT

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

Context: This answer might help you to form an opinion about the relevant experience of the sample provider. How long has the sample provider been providing this service and do they have for example a market research, direct marketing or more technological background? Are the samples solely provided for third party research, or does the company also conduct proprietary work using their panels?

Aytm is a quantitative market research automation platform that incorporates programming, fielding, and real-time execution of complex, sophisticated research tests including max-diff, choice-based conjoint, automated TURF, pricing optimization, and more. PaidViewpoint.com is a proprietary panel, designed, built and managed by aytm since 2011. Our panel doesn't participate in any external marketplaces; it's exclusively available to aytm clients only. The only way to access our proprietary panel is by launching surveys through our survey platform tools.

Aytm has panels in 34 countries in North America, Europe, Latin America, Asia-Pacific, Africa, and the Middle East. All countries' panels adhere to the same online research industry principles and panel management guidelines, though some differences in regional approaches exist. Rules and privacy policies may vary to reflect the needs in the respective countries.

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

Context: The description of the types of sources a provider uses for delivering an online sample will provide insight into the quality of the sample.

PaidViewpoint is a double-opt managed panel, built by referral only. We don't recruit through any affiliates, websites, social networks, etc.

Our experience has shown that the sample source plays a vital role in the health and the quality of the panel. We strategically focus on respondents' experience. By keeping our panel exclusive to aytm, we ensure that PaidViewpoint panelists are treated fairly. We believe that people who are happy with their panel and survey experiences would refer their friends and families to join.



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

Context: The variation in data coming from different sources has been well documented. Overlap between different panel providers can be significant in some cases and deduplication removes this source of error, and frustration for respondents.

All PaidViewpoint panelists are sourced via one method, referral. Each person may only be registered one time. Deduplication is assured by a unique phone number, PayPal account, and digital fingerprinting.

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

Context: Combining respondents from sources set up primarily for different purposes (like direct marketing for example) may cause undesirable survey effects.

PaidViewpoint panel is used solely for market research purposes.

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

Context: Ensuring the inclusion of hard-to-reach groups on the internet (like ethnic minority groups, young people, seniors etc.) may increase population coverage and improve the quality of the sample provided.

We ensure extensive sample coverage through our comprehensive panel profiling and our API integrations with preferred panel partners.

In order to guarantee detailed knowledge of our respondents' unique traits, PaidViewpoint panelists are extensively profiled, to enable relevant and speedy sample selection. Our meticulous and up to date profiling questionnaires cover 3,000+ psychographic & personality traits that can be utilized beyond superior survey feasibility. PaidViewpoint attributes categories include purchasing habits, food & beverage, media, automotive, gadgets & devices, money management, green life, home & family, health & wellness, personal care, hobbies & interests, sports, and travel.



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

***Context:** Many providers work with third parties. This means that the quality of the sample is also dependent on the quality of sample providers that the buyer did not select. Transparency is essential in this situation. Overlap between different providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents. Providers who observe process standards like the ISO standards are required to give you this information.*

Occasionally, we need to supplement our PaidViewpoint sample with a sample provided by preferred panel partners via API integration or on an ad-hoc basis. All new panel partners undergo a strict vetting process through which we identify companies that adhere to quality and respondent management processes similar to our own. We run a test project and validate their sample data by comparing them to our own panel data and other established panel partners. Panels selected as preferred partners adhere to strict guidelines on each project commissioned. We capture our panel partners' qualitative & quantitative performances and review them monthly.

We ensure transparency for our clients by always informing them, should an external panel partner be required to complete the survey. This is done after a feasibility check for the corresponding project is completed, or at a later stage, if due to lower than anticipated incidence rate, an additional sample source may need to be added.



SAMPLING & PROJECT MANAGEMENT

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

Context: The sampling processes (ex. how individuals are selected or allocated from the sample sources?) used are the main factor in sample provision. A systematic approach based on market research fundamentals may increase sample quality.

Every survey is unique – we tailor our sampling to our clients' specifications and requirements. We have the ability to automatically target demographic specifications based on country-specific census data (nested and non-nested) or based on custom specifications. For specific sub-populations (e.g., primary grocery shoppers, electric car owners, etc.), we can generate representative quotas based on a sub-sample of our panel, and then use these quotas to obtain a balanced sample of the target population. Our proprietary sampling system allows us to construct complex samples based on screening targets and demographic requirements. The sampling algorithm randomly selects potential respondents according to the targets and balances the sample based on demographic criteria.

08 Do you employ a survey router?

Context: A survey router is a software system that allocates willing respondents to surveys for which they are likely to qualify. Respondents will have been directed to the router for different reasons, perhaps after not qualifying for another survey in which they had been directly invited to participate, or maybe as a result of a general invitation from the router itself. There is no consensus at present about whether and how the use of a router affects the responses that individuals give to survey questions.

No, we don't utilize survey routers.

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

Context: Biases of varying severity may arise from the prioritization in choices of surveys to present to respondents and the method of allocation

N/A

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

Context: If Person A is allocated to Survey X on the basis of some characteristics then they may not be allowed to also do Survey Y. The sample for Survey Y is potentially biased by the absence of people like Person A.

N/A

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

Context: It may be necessary to try to replicate your project in the future with as many of the parameters as possible set to the same values. How difficult or easy will this be?

N/A

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

Context: The usefulness to your project of pre-profiled information will depend on the precise question asked and may also depend on when it was asked. If real time profiling is used, what control do you have over what question is actually asked?

To join the PaidViewpoint panel, all panelists must provide the following information at registration:

- Name
- Email address
- Address
- Gender
- Date of birth
- Ethnicity (US only)
- Relationship status
- Education
- Household income
- Employment status
- Career
- Age and gender of children under 18 in the household

Respondents are periodically asked (every 3 months) to review and update their registration information as needed. PaidViewpoint panelists are also additionally profiled on more than 3,000 consumer data points and a variety of psychographic & personality attributes. Attribute categories include Purchasing Habits, Food & Beverage, Gadgets and Devices, Media, Automotive, Money Management, Green Life, Home & Family, Health & Wellness, Personal Care, Hobbies & Interests, Sports, and Travel. This information is gathered through designated short "trait surveys" and updated regularly as well.



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

Context: The type of proposition (and associated rewards) could influence the type of people who agree to take part in specific projects and can therefore influence sample quality. The level of detail given about the project may also influence response. All online data collection (including surveys) is conducted via websites. Through the sampling process, panelists are pre-selected to answer a certain survey; the surveys are not “open access” (ex. respondents are not self-selected), and respondents do not know the survey content.

Based on their preferences, PaidViewpoint panelists receive an invitation email, SMS, automated phone call, or push notification to inform them they are invited to a new survey. We provide a unique URL to access the survey they are invited to, information about the incentive amount they will receive for responding and for completing the survey, member support email link, link to PaidViewpoint website, opt-out information and physical address for ayt^m. Information about the survey topic is not included in any manner. Also, panelists who happen to be on their dashboards when a new survey launches and match the survey demographic criteria may see the survey available for them to take.

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

Context: The reward or incentive system may impact on the reasons why people participate in a specific project and these effects can cause bias to the sample.

All panelists receive a cash incentive for responding to a survey, even if they don't qualify. The incentive for survey completion varies depending on the country, survey length, and complexity. Panelists also have the option to redeem their incentives for eGift cards.

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

Context: The “size” of any panel or source may not necessarily be an accurate indicator that your specific project can be completed or completed within your desired time frame.

We automatically estimate feasibility based on the following information: the overall number of completes required, demographic specifications and quotas, other survey qualification criteria, and additional quotas based on survey responses, incidence rate, and estimated survey length. We also offer a guaranteed day and time of data collection completion.

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

Context: *Respondent satisfaction may be an indicator of willingness to take future surveys. Respondent reactions to your survey from self-reported feedback or from an analysis of suspend points might be very valuable to help understand survey results.*

We utilize several approaches to monitoring respondent satisfaction.

Periodically, we launch a panel satisfaction survey that focuses on panelists' overall experience and measures their satisfaction with the completed surveys and the rewarded incentives. Data is evaluated and translated into panel and survey instrument improvements.

We also communicate with our panelists through our member support team, social media, and the independent panel review site Survey Police, where Paid-Viewpoint is ranked #1 year over year by survey respondents. Panelists' feedback triggers improvements and helps maintain a continuous focus on a quality experience.

We also monitor completion rates, which are an indirect measure of respondents' satisfaction. Completion rates are monitored at the individual survey level and at the overall monthly level, to identify potential issues or fluctuations.

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

Context: *One should expect a full sample provider debrief report, including gross sample, start rate, participation rate, drop-out rate, the invitation/contact text, a description of the field work process, and so on. Sample providers should be able to list the standard reports and metrics that they make available.*

Aytm provides fielding time, termination report, incidence rate, and average survey length. We also provide a sample of a PV survey invite, if requested by the client. All clients have access to the data in real time via their aytm account dashboard and/or a direct statistics page link that we provide when confirming the soft launch data check is complete, and we're fully launching.



18 18. Who is responsible for data quality checks? If it is you, do you have procedures to reduce or eliminate undesired within survey behaviours, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item non-response (ex. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures.

Context: The use of such procedures may increase the reliability and validity of survey data.

Aytm panel operations, project management, and research teams work closely together to implement effective data quality controls and ensure panelists' survey engagement.

In order to verify our panelists are real and attentive, we employ several quality control mechanisms at the panel registration level (described in question #22 below) - technical safeguards, lie detection and a system of random checks and automatic red flag notifications for when a specific panelist's behavior seems out of the norm.

We also take a multi-faceted approach to data cleaning. Our research and project managers' teams evaluate respondents' length of interview (i.e., identify "speeders" and in some cases "laggers"), responses to grid questions (i.e., "straight-lining" or repeatedly selecting the same answer options), responses to open-ended questions and quality control questions (also called "red herring" or "trap" questions). In addition, our research team also reviews and analyzes the data, allowing them to detect any inconsistencies or illogical data patterns.

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

Context: Over solicitation may have an impact on respondent engagement or on self selection and non-response bias.

We have strict limits for invitations sent to each panelist every 30 days. On average, our panelists receive two to three invitations per week. However, that number can vary based on profile characteristics and surveys in field.



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

Context: Frequency of survey participation may increase the risk of undesirable conditioning effects or other potential biases.

We also have strict rules for the number of survey invites each panelist receives per day, per five days, and per month. We allow respondents to “participate” by responding to all survey invitations they have been sent; however, it is highly unlikely for someone to qualify and complete every survey they are invited to. Additionally, surveys typically expire within a few days.

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

Context: This type of data per respondent including how the total population is defined and how the sample was selected and drawn, may increase the possibilities for analysis of data quality.

We maintain a database that records all details of respondents’ panel activity: their recruitment date and tenure with the panel, their complete demographic profile, as well as survey participation history. We can provide non-personally identifiable information upon client request.



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

Context: Confirmation of identity can increase quality by decreasing multiple entries, fraudulent panelists etc.

We have several layers of panelist validation:

Layer 1, Technical: A number of purely technical safeguards are in place to identify and prevent bots from taking client surveys. Such methods include a wide variety of approaches, ranging from IP/cookie verifications, log in patterns of different connected accounts, reCAPTCHA, honeypots to uniqueness and validity verification of a phone number, and a PayPal account.

Layer 2, Lie detection: Our panel is managed by TrustScoreSM – an automatic system of consistency verification. It's easy for a human to stay consistent in their profiling questions when they are telling the truth, but it's virtually impossible for a bot to understand questions, formulated in a slightly different manner (e.g., Do you own a dog? Do you own a pet?) and answer consistently.

Layer 3, Economic & Manual: If someone successfully bypasses all our safeguards (highly unlikely), it still takes many weeks to achieve our cash out threshold and then requires a cash out specialist to review and approve the request. We have a system of random checks and automatic red flag notifications when something seems out of the norm.

We also remove duplicates and verify all IDs. During registration, we go way beyond double opt-in. We ask people (interested in becoming members of our US panel) to enter and verify a unique phone number that is not associated with any existing account and belongs to the same country/region specified by the respondent. They also are required to provide a valid PayPal account to be able to claim their incentive. The same phone and PayPal will be required for a second verification before they can cash out. (This happens several months after signing up so they can't be easily borrowed). We automatically detect and block IP numbers and use PayPal's API to link different email aliases to validate that the account is linked to a unique, valid bank checking account.

Aytm has also developed a unique in-house de-duplication solution that goes beyond our proprietary panel. It's powered by Graphs and capable of linking millions of objects together in real time to identify and prevent situations when a suspicious number of such objects as IP addresses, session cookies, surveys, and UUIDs are linked together. For example, it becomes very apparent for the algorithm and supervising QA managers when many attempts to take the same survey came from the same IP address or the same device (regardless of which panel respondent it's coming from).

Additionally, we use a third-party service called IMPERIUM / Verity to check respondents' name and US mailing address that we ask for at the registration against their database. Based on the response, we can adjust the TrustScoreSM (our level of trust toward the user) and, ultimately, their chances of receiving a client survey.

POLICIES AND COMPLIANCE

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

Context: The opt-in process indicates the respondents' relationship with the sample source provider. The market generally makes a distinction between single and double opt-in. Double opt-in refers to the process by which a check is made to confirm that the person joining a panel or database wishes to be a member and understands what to expect (in advance of participating in an actual survey for a paying client).

PaidViewpoint uses a "double opt-in" process for all panelists. Individuals who wish to join our panel complete the online registration survey and accept the terms and conditions of membership. We inform our panelists that their information will be kept in the strictest confidence according to all market research standards. Likewise, panelists are requested to adhere to strict confidentiality of the content of our surveys. Agreement to these terms and conditions completes the first step in the "opt-in" to panel membership.

Upon completion of the registration questionnaire, panelists receive an email and are asked to click on a link to confirm they would like to participate in panel membership. Once they click on the link, they are redirected back to our website, and the second step of the "opt-in" process is concluded.

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

Context: Not complying with local and international privacy laws might mean the sample provider is operating illegally. An example privacy policy is given in the ESOMAR Guideline for Online Research.

Our extensive Privacy Policy can be reviewed at our panel site: <https://paid-viewpoint.com/pages/privacy>. All panelists are required to review and agree to the privacy policy at the time of panel registration. In addition, the introduction to our standard survey invitation includes a link to the policy and reminds panelists that we hold all information provided to us in the strictest of confidence.

We comply with the standards of MRIA, MRA, and CASRO in North America, and with ESOMAR, AIMRI and EFAMRO standards in Europe.



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

Context: The sample provider usually stores sensitive and confidential information on panelists and clients in databases. These data need to be properly secured and backed-up, as does any confidential information provided by the client. The sample provider should be able to provide you with the latest date at which their security has been evaluated by a credible third-party.

We have implemented strict security measures to protect the loss, misuse, and alteration of any panelists' and client information under our control. For example, the access to clients' accounts and the transfer of all personal information collected by us is done over https, we limit access to the information only to individuals who need the information to perform their duties, and we use reliable third-party providers to back up personal information. We are also ISO-27001 certified.

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

Context: There are no foolproof methods for protecting audio, video, still images or concept descriptions in online surveys. In today's social media world, clients should be aware that the combination of technology solutions and respondent confidentiality agreements are "speed bumps" that mitigate but cannot guarantee that a client's stimuli will not be shared or described in social media.

Our terms of service enforce strict guidelines regarding the exposure of "Restricted Content" (confidential information of our clients). Such information may include but is not limited to brand new product and marketing ideas or materials, as well as various other proprietary information. Panelists are required to agree to protect the confidentiality and secrecy of the Restricted Content. They are also asked to agree not to use, modify, copy, reproduce, re-publish, display, transmit, or share Restricted Content. Panelists are also required to acknowledge and agree that Restricted Content may be subject to and protected by intellectual property laws and regulations.

In addition to our terms of use, we have long-term and short-term plans in place for protecting our stimuli. The short-term includes serving a placeholder image whenever the participant is trying to save our images from the page. A long-term solution includes incorporating watermarks into all images so that we can associate a leak with a particular survey.



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

Context: Being certified may require the supplier to perform tasks in a predetermined manner and document procedures that should be followed.

We are one of the very few market research platforms certified and annually audited according to ISO 27001 certification. The certification is for the information security management system (ISMS) supporting aytm's survey platform, as well as our proprietary panel PaidViewpoint, to ensure the utmost quality of data security for market researchers and survey respondents. ISO 27001 is one of the most widely recognized, internationally accepted independent security standards.

We established a formal, annual, program to continue being audited and certified to this ISO standard. This program will consistently be performed by an independent, third-party auditor. Aytm's compliance with the ISO standard was certified by A-LIGN, an ISO certification body accredited by the ANSI-ASQ National Accreditation Board (ANAB).

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

Context: The ICC/ESOMAR International Code requires special permissions for interviewing children. These are described in the ESOMAR Online Research Guideline. In the USA researchers must adhere to the requirements of the Children's Online Privacy Act (COPPA). Further information on legislation and codes of practice can be found in Section 6 of ESOMAR's Guideline for Online Research.

Compliance with the Children's Online Privacy Protection Act (COPPA) is guaranteed because we do not store personal information from children, and surveying of panelists' children is only done through advocacy.

Explicit parental consent for inviting children (age of 12 and under) in the surveys is mandatory. Parental status is defined by legislation as a parent, or other legal guardian. Our process includes documentation and evidence of consent for gathering data and interviewing children.





aytm.com

support@aytm.com

+1 (415) 364-8601

3000 Atrium Way Ste 260 Mt. Laurel NJ 08054