



aytm & PaidViewpoint sample quality

Reaching further



Aytm, an Insights Association member and one of the top 50 most innovative companies according to GRIT report, offers fully automated access to over 60 million respondents around the world through our proprietary panel and partner panel providers' APIs. Roughly half of those respondents are in the U.S.



GRIT
2020 TOP 20
INNOVATIVE
COMPANY



PaidViewpoint.com is a proprietary panel, designed, built and managed by aytm since 2011. It's exclusively available to aytm clients, doesn't participate in any external marketplaces, and year after year is rated #1 by respondents globally on independent sites like SurveyPolice.com.

We value respondents' experience, and by keeping this community exclusive to aytm, we ensure that they are treated fairly and are not exposed to long, crippled, or mobile-incompatible surveys. Read our brand promises.





Worldwide Panel Reach

6 Continents
48 Countries

Argentina	Chile	Germany	Ireland	Mexico	Pakistan	Romania	South Korea	Turkey	Venezuela
Australia	China	Greece	Italy	Morocco	Peru	Russia	Spain	UAE	Vietnam
Brazil	Colombia	Hungary	Japan	Netherlands	Philippines	Serbia	Sweden	Ukraine	Zambia
Belgium	Ecuador	India	Kenya	New Zealand	Poland	Singapore	Switzerland	United Kingdom	
Canada	France	Indonesia	Malaysia	Nigeria	Portugal	South Africa	Thailand	United States	

What to look for in a technology partner — data quality



- 1 Remove bots**
Prevent fraudulent activity
- 2 Remove duplicates**
Multiple ID/devices digital fingerprinting
- 3 Verify target audience**
Panelists verification, sampling methodology
- 4 Verify response quality**
Open-ends, straightlining, speeding, inconsistencies review
- 5 Overall experience**
And fielding speed

1. Remove bots

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

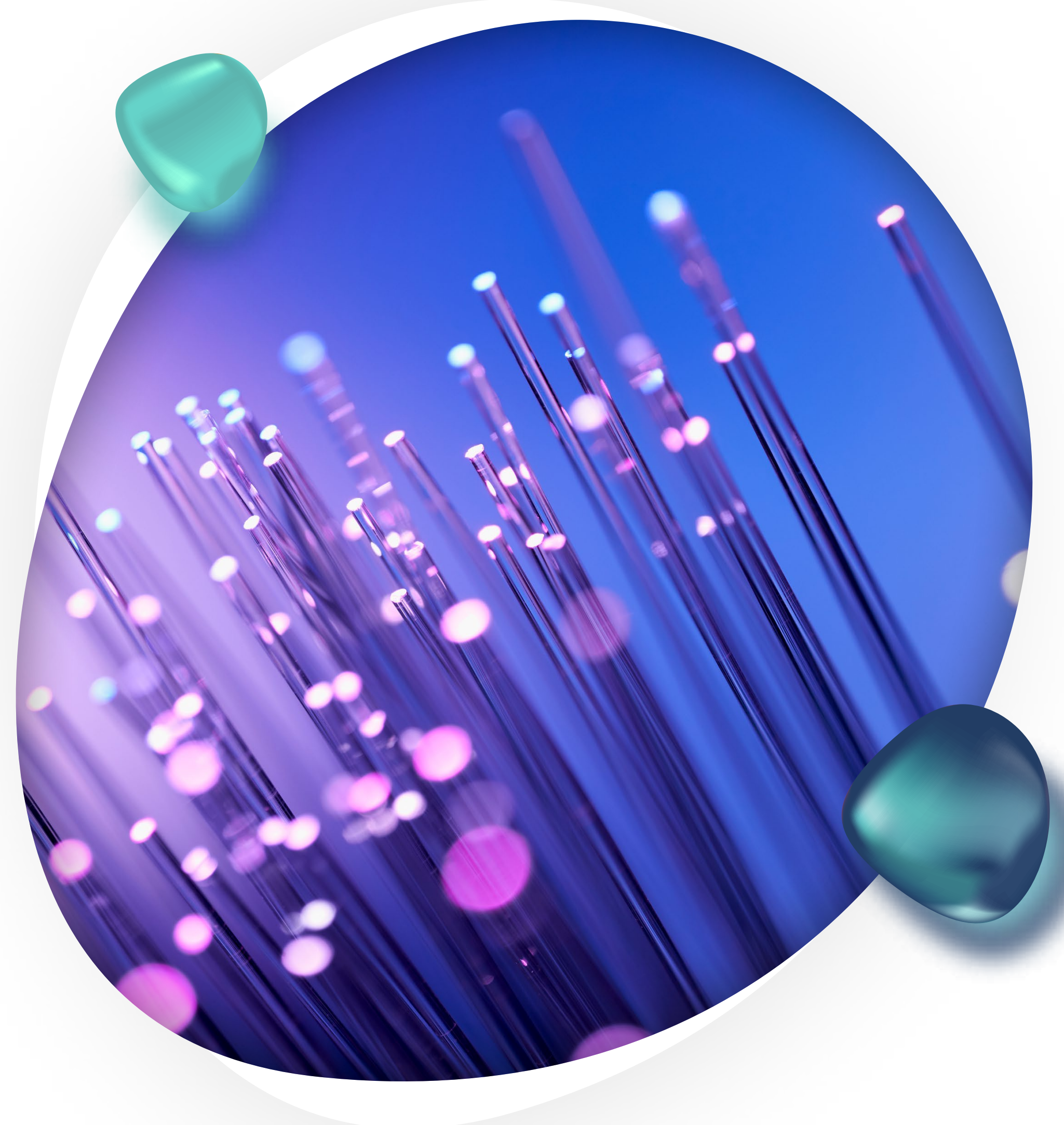
Our panel is managed by TrustScoreSM – an automatic system of consistency verification. It's easy for a human to stay consistent in their profiling questions when they are telling the truth, but it becomes virtually impossible for a bot to understand the questions when formulated in a slightly different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

Layer 3: Economic & manual

If someone successfully bypasses all our safeguards (highly unlikely), it still takes about 3 months to achieve our cash out threshold, and then requires a cash out specialist to review and approve the request.

Overall philosophy:

Creating, managing, and updating a bot is a time-consuming endeavor. Any number of safeguards can be ultimately broken and outsmarted with enough effort and resources. The balance here is to keep the bar high enough to discourage inexperienced bot creators from attempting to break in, and to keep the potential reward limited to such amounts that they would keep professional hackers uninterested in investing their efforts.



2. Remove duplicates



1. Registration

Going 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 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 second verification before they can cash out. (This happens several months after signing up so they can't be borrowed easily). We automatically detect and block IP numbers, and use PayPal API to validate that the account is linked to a unique, valid bank account.

For example, it becomes very apparent for the algorithm and supervising QA managers when many attempts to take the same survey come from the same IP address or the same device (regardless of which panel the respondent is coming from).

2. Unique Graph solution to the problem of respondents' uniqueness

AYTM has developed a unique in-house deduplication 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 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 is coming from)



3. Verify target audience

1. ID verification

We use a third-party service called IMPERIUM / Verity to validate respondents' name and US mailing address that we ask at the registration stage. Based on the validation check we adjust the TrustScoreSM (our level of trust toward the user) and ultimately their chances of receiving a research survey.

2. Balancing by Census and quota groups

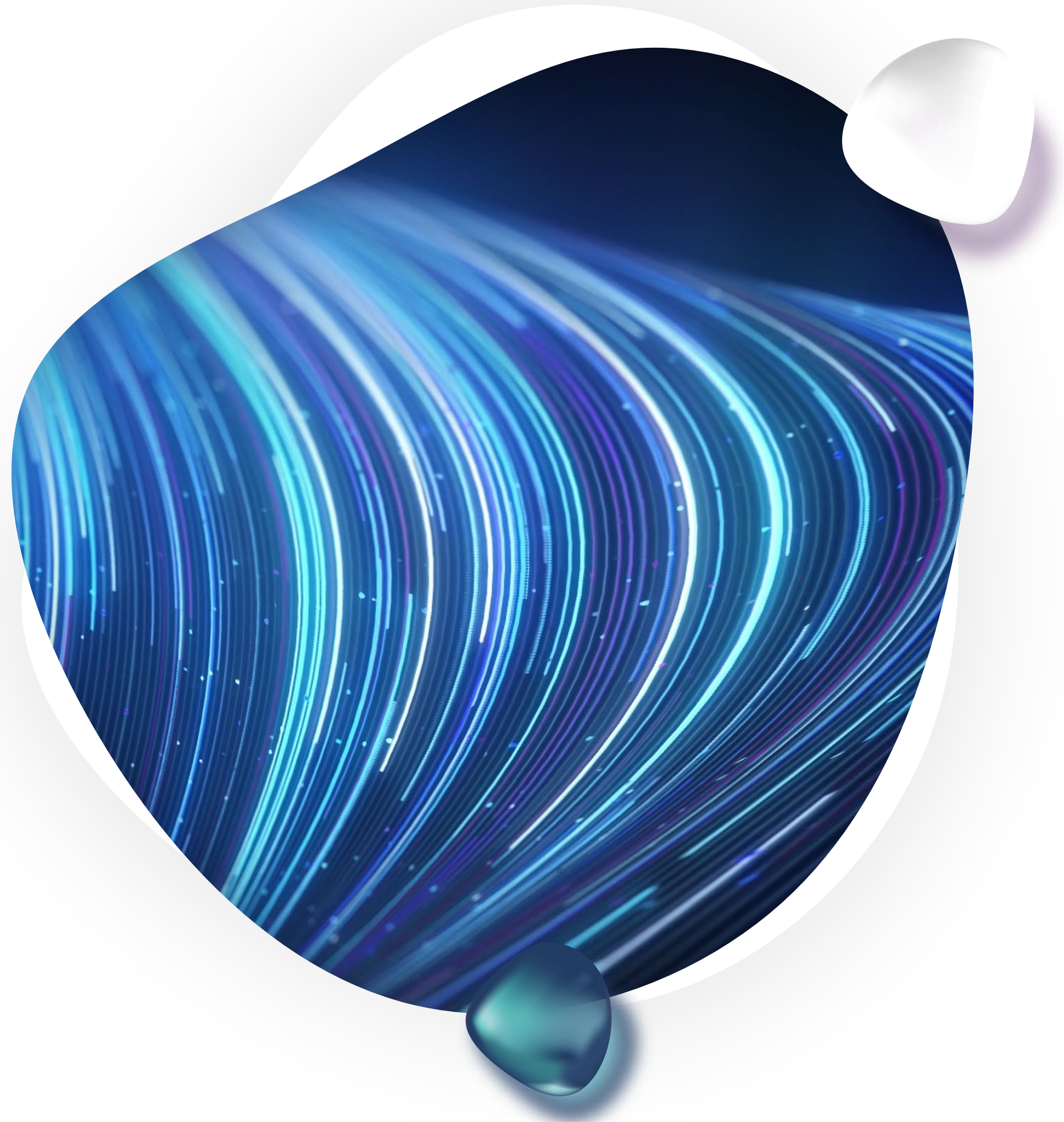
We offer our clients an easy way to balance their sample by up to five demographics at the push of a button, to mimic the US Census breakdown. Nested quotas are also easily created and custom quota groups are available upon request.

3. Random sampling

We give respondents with higher relevancy, historical responsiveness, and better TrustScoresSM higher chances to be invited into the survey, and receive a larger incentive to celebrate their thoughtful participation and input.



4. Verify response quality



We remove respondents with bad data quality on open ended questions while the survey is still in field.

Aytm also developed a unique automated data quality algorithm that flags respondents answering questions abnormally fast compared to expected response time for a question type and respondent profile (i.e., speeding at question level), responses that are unusually similar to other response sets, or responses with answer combinations that are highly unique and unlikely within the broader dataset (e.g., 18 years old with a PhD).

When a survey includes a research test utilizing Hierarchical Bayesian estimations, such as MaxDiff HB or Choice-Based Conjoint Segmentation, the algorithm also flags responses whose answers in the research test's choice tasks contain inconsistencies leading to a poor fit within the Hierarchical Bayesian model.

5. Fielding speed and experience

Why is your platform so fast?
Are you inviting everyone you
can to each survey?

We focus on a great user experience, not on the speed of responses. From that perspective, sending invitations to every qualified respondent in the panel (a common practice in the industry) will inevitably leave many people disappointed and frustrated with the excess of communication from us. We never do that. Instead, when you launch a survey, we automatically create a cohort of users scheduled to receive the survey first.

Many considerations are used when such a cohort is assembled such as relevancy of the survey, responsiveness of respondents, their standing with us (TrustScoreSM), etc. In our invitation, we give them a limited window of time that will allow them to maximize their incentive. If they miss this timeframe but the survey is still fielding, they can still complete it, just at a lower rate.

Over time, we've earned our respondents' trust. They know that we follow through on every promise we've made, and that if they follow our invitation, even if they are screened out, they'll receive at least the minimum incentive as a token of our appreciation for their time and attention. This approach to fielding ensures the greatest satisfaction with the process among our panelists, outstanding quality, thoughtfulness of responses, and as a by-product – a blazing fast response time.



Reaching further

When no single panel is enough

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 capture our panel partners' qualitative & quantitative performances, and review them monthly.

Survey completes provided by preferred partners go through the same unique in-house deduplication process we described earlier, and adhere to stringent data quality review at the project level. Our data quality review flags responses that are unusually similar to other response sets using Bayesian Network and Goodall similarity measure, and also removes respondents with unhelpful open-ended answers, as well as respondents answering questions abnormally fast.

We ensure transparency for our clients by always informing them if an external panel partner is 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. When it comes to augmenting our panel with partner panels, we also have another set of very smart algorithms at play which govern how many completes we'll order from which partner. These algorithms take in consideration LOI, IR, promised deadline, historical responsiveness of a particular partner, conversion, and many other parameters. Even then, without having direct relationship with respondents, we optimize their experience by not ordering more than needed and by receiving as much demographic information from the partner as possible —to focus their attention on your unique survey questions. Having such a wide network of API-enabled partners allows us to fulfill larger surveys with more complex targeting at a faster pace. On top of all the wonders of sample automation, we have full control over accelerating or throttling fielding according to the client's objective.





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