INTSAMP®

COMPANY PROFILE

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

INTSAMP ® is a brand of Dr. Grieger & Cie. Market Research who started their first online panels in 2010 in Germany, Austria and Switzerland. Since then the capacity in terms of countries and the number of panelists was increased continuously. While mainly serving panel and research firms with sample Dr. Grieger is also conducting their own research studies. 2013 Dr. Grieger contributed with more than 1 million completes to several thousand projects of other research and panel companies. Depending on the client's technical ability sample is provided automatically through an API or manually.

SAMPLE SOURCES AND RECRUITMENT

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

Dr. Grieger is running actively managed research panels. After a panelist completes the entry of their contact details, they are thanked and informed that they will receive an email with their account login details. Once this email is received, panel members 'double opt- in' by logging into their account to activate it. A new panelist is given the chance to verify their personal information and set the preferred frequency of surveys.

We apply the following type of recruitment:

- Active recruitment through telephone when conducting a CATI study
- Active recruitment through face-to-face (F2F) interactions though our interviewers
- Online recruitment using banners on different portals and websites
- Online recruitment through other portals owned by us using editorial space.
- Email recruitment through our newsletters
- Specific invitations sent to our database
- Email recruitment by sending invitations to a permission-based database
- Social networks
- Affiliate traffic

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

We utilize a state-of-the-art project management system. Our system utilizes Relevant ID digital fingerprinting technology that allows us to de-dupe respondents across multiple databases and traffic sources, as well as identify potentially fraudulent respondents based on their fraud score profile.

4.   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.

Our panelists are used solely for market research purposes.

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

We source our panels through ways that are not biased towards any particular demographic and thus reflective of general market opinion. We regularly review these sources in order to maintain the high level of quality we demand.
Our diversified recruiting techniques, as well as the depth and breadth of our targeting, increases the probability many hard-to-reach groups are available within our panels. However, there are cases where our panel and even our other online sample sources, cannot produce a valid representation of a given population. In such cases, we utilize sample from telephone recruited third-party verified databases and phone-to-web recruitment.

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

For difficult surveys (e.g. those with low incidence rates), we keep the option of using partner panels in tandem with ours. In these cases, we inform and require the permission of our clients.

When working with partners, various factors are taken into consideration in deciding who we work with, including quality, cost and past experience.

SAMPLING AND PROJECT MANAGEMENT

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

Dr. Grieger gives the opportunity to select 'census representativity' on both survey send-outs and incoming completes. Our panel management and survey system provides the correct allocation to achieve the proper distribution based on census data. A client can also choose to create their own spread by adding quotas or send-outs to specific target groups.

8. **Do you employ a survey router?**

We currently do not employ survey routing systems.

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

We currently do not employ survey routing systems.

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?**

We currently do not employ survey routing systems.

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?**

We currently do not employ survey routing systems.

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?

Standard profile data stored includes: email address, name, address, phone numbers, gender, postal code, year of birth, education level, occupation and all panel-specific profiling. Dr. Grieger also has a number of standard 'global questions' (90 questions with sub questions) which are used across all countries to obtain detailed standardized data on panelists. These 'global questions' include questions pertaining to: automotive preferences, healthcare, employment, travel, etc. This data is updated every time panelists make changes to the profile information in their account, either proactively or through panel communications (profile surveys, newsletters, etc). Also, after responding to a survey (as a complete, quota-full or screened-out participant), panelists are presented with the opportunity to complete additional questions from the global questions list, to ensure their profile is kept up to date.

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.

Invitations to our surveys take the form of emails only. These invitation emails include the following elements:

- a general description of the purpose of the project
- the estimated length of interview
- a statement of the confidentiality and anonymity of each respondent's responses
- the closing date for completed responses (if applicable)
- access to full disclosure of incentive terms and conditions applying to the project
- an explanation if the invitation is sent out on behalf of another research service provider
- for panel members, the opportunity to unsubscribe or opt out of future research
- an appropriate privacy policy or statement

There are also clear instructions within the invite if the respondent is required to undertake a particular task, or is required to have a specific software or capability on their PC, laptop, mobile or other device. For those who do not wish to take part in the survey, there is a 'decline' option that is embedded in the email. The invite also includes a support email address for any queries relating to the survey.

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?

Dr. Grieger utilizes a reward system that is based on money. The amount is driven by the length of interview. Panelists can redeem their rewards through Paypal once they reached a specific amount.

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

Dr. Grieger needs the following information in order to give an accurate estimate of feasibility:

- The demographics being sought (age, gender, regions, etc.)
- Any non-demographic targeting or behavioral criteria necessary to qualify
- Any quotas or sub-quotas which need to be achieved

- Additional sampling (deployment) criteria if applicable (i.e. census representative deployment or balanced send-outs to initiate the survey)

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

Dr. Grieger is regularly measuring the satisfaction panelists and respondents. Dr. Grieger believes that respondent satisfaction is in correlation with quality data. Hence, we are always exploring ways to deliver an increasingly pleasing respondent experience. Furthermore, satisfaction surveys are periodically implemented to identify potential areas of improvement. However, this is for Dr. Grieger's internal operation improvement only and is currently not available for external parties.

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

For each project, we provide standard information on number of responses, status of responses (i.e. completes, screen outs, quota full and drop outs) as well as average length of interview and incidence rate.

DATA QUALITY AND VALIDATION

18. Who is responsible for data quality checks? If it is you, do you have in place 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 (e.g. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures.

Dr. Grieger does not host all questionnaires for data collection. Accordingly, Dr. Grieger mostly works with clients to have them deploy appropriate validation checks, including but not limited to: analysis of questionnaire completion time, data outliers, unanswered questions and patterned responses. We further encourage our clients to add straight-lining, red herring questions and other data quality checks to their surveys. Respondents who do not pass these checks do not qualify as completes and do not qualify for an incentive.

If a client reports cheaters in a survey, Dr. Grieger's project managers remove these from the survey and alert the Panel Operations department. After a panelist receives "three strikes," they are taken out of the panel.

Every respondent invited to a study is put into a quarantine system. This ensures a panelist cannot be invited to a study beyond the frequency level set by Dr. Grieger (max. 6 surveys per month).

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?

Dr. Grieger monitors the frequency of participation of all panel members. Every panelist is also given a score based on their responsiveness. Dr. Grieger holds detailed data for each panelist on which survey they have taken part in; therefore, a panelist can easily be included or excluded in another survey. Each panelist is invited only up to 6 times per month.
For a single survey opportunity there is one invite and one reminder. Typical lock-out periods for inviting to a new survey opportunity after completing a survey are seven days.

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?

Panelist may only complete the same survey once. De-duplication, re-use and the lock-out period for quota-fulls or terminates is set on a per-project basis based on client-preference. The default allows no re-entry once an

official status (complete, terminate, etc.) is achieved. For tracking surveys, de-duplication, re-use or lock-out period for subsequent waves is set according to client-preference.

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?

We maintain complete historical data on all of our panelists, including recruitment source, panel sign-up date, and survey participation and incentive redemption records. We provide such non-personally identifiable information to clients upon 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 the procedures there, if any?

Dr. Grieger has a range of features to deal with professional/duplicate respondents. Our system includes stratified sampling to get various types of respondents, including active and less-active panelists. The length of the survey is evaluated and compared against individual answers. Our system identifies and excludes multiple panel respondents both through email address and by name. Postal address and bank data is also investigated if the payment method supports this.

As all research stakeholders would agree, quality of response is also affected by the quality of the questionnaire. Dr. Grieger's project managers provide feedback to clients of all potential issues which could affect fieldwork, both before project launch as well as on project completion.

POLICIES AND COMPLIANCE

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

At the time of panel recruitment, panelists are made aware of the purpose of the panel (i.e. to take part in market research). Each panelist is double-opted in. When invites are sent out to panelists, they are notified of the confidential nature of their responses and given the opportunity to 'opt out' of the panel.

As part of the registration process, panelists are asked to fill out several key profiling questions, including a confirmation of their consent to join the market research panel. Upon confirmation, the panelist will receive an automatic email sent directly to the email address they provided in the registration process, allowing them to double opt-in to the panel. The email contains a link within it, as well as a user name and password. The link will direct them back to the panelist site, hosted on our servers where the panelist signs in with their username and password.

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

Dr. Grieger's Privacy Policy or the panel owner's privacy policy is included on panelist invites. Dr. Grieger provides direction to its panel owners on privacy policy creation when require.

Dr. Grieger Panelist Privacy Policy: http://mobrog.com/us/about-us/privacypolicy.html

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

Sampling security:
- Access to project information is only granted to the user who creates each project.
- Users are automatically logged off after a given period of non-activity.
- Users must sign in using a username and password.
- Respondents reach their surveys by GUIDS (globally unique identifiers).

Panel management security:
- Access panel and panelist information is only granted to the company who owns the panel. This does not include any personally identifiable data.
- Users are automatically logged off after a given period of non-activity.

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?

Surveys containing commercially - sensitive content typically require respondents to agree that they will not discuss, copy, or sell any information gained as a result of their participation in the survey. Ultimately, we leave the decision as to how to protect sensitive information up to the client.

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

At this time, we do not hold any particular quality certifications; however, we are in compliance with the major marketing and opinion research organizations' quality standards and ethics.

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?

Dr. Grieger follows all applicable national law and regulation for conducting surveys with children, only performing online surveys with children and young people after receiving parental consent.

All surveys with children are addressed to parents who are asked to grant permission and make the survey available to their child. Survey invites inform the panelist (parent) of the length of interview, survey topic and encourages parents to sit with their child as they fill-out the survey.