



iMAD

RESPONSES TO

ESOMAR 37

37 Questions to help inform buyers of online samples.

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Introduction

iMAD Research is a leading global data collection company operating carefully curated proprietary online panels. Together with our select industry partners we connect with over 8 million respondents in over 35 countries with a focus on B2B Decision Makers, Healthcare Professionals, and Consumers. As experienced industry professionals, we're committed to delivering the highest quality first party data and best in class 24/7 project management experience in the industry. This commitment to quality drives meaningful research and business outcomes for our clients.

Managed by our high performing project teams, we employ state-of-the-art survey technologies and industry best practices that deliver unequaled data quality and client satisfaction. We currently partner with many of the largest global market research firms and Fortune 2000 corporations for online survey research services. Our clients return to us project after project, year after year as we continue to demonstrate that we're one of the most capable online data collection companies in the industry.

Online sample and research insights are readily available from many companies and from a variety of different sources. With so many providers, it can be difficult to discern between solid research partners and traditional commoditized panel sources. But working with iMAD Research gives our client's the comfort and peace of mind that every project will deliver real results. Whether we partner on ad-hoc projects or longer-term engagements, you will receive high-quality data, superior feasibility, and attentive and effective project management.

At iMAD Research, we pride ourselves on being easy to work and with over 50 years of combined market research industry experience, we know what good research looks like!

ESOMAR 37 Questions

01. 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?

Since 2017, iMAD Research has successfully connected hundreds of thousands of B2B professionals, Healthcare professionals and Consumers with ad agencies, market research companies and corporate brands. Our respondents have expressed explicit interest in sharing their opinions via online survey research. iMAD Research never utilizes our proprietary panel for any other reasons, including direct marketing campaigns. We dedicate 100% of our resources towards providing best in class online data collection services for the purposes of market research only.

02. 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?

iMAD does not use algorithms. Instead, all sampling is done in-house by our experienced project management team. iMAD's frontline staff has an average of 6.5 years of sampling and project management experience in the market research industry. When new members join the client services team, there is a two week comprehensive training program followed by another two weeks of "on the job training" where new Project Managers are "shadowed" by an experienced iMAD Project Manager. In addition to the initial training program, the team undergoes frequent re-training and refresher courses to ensure that best practices are maintained and client requests are adhered to.

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

In addition to offering an unparalleled proprietary panel of global respondents, iMAD offers in-house survey programming as well as 24/7 project management and advanced analytics to ensure your research objectives are met on time and within budget.

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

We collect our respondent base through various social networks, email recruitment, web intercepts, affiliate websites, and mobile apps. iMAD Research ensures users are provided with a logical set of profiling questions to better understand their unique demographic and behavioral characteristics.

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

All iMAD panels (kanaka.com) are exclusive, however we understand that our proprietary panels can't fulfill all client sample requests, all the time, so we will reach out to our certified panel network, as necessary, to fill in gaps and/or countries where we do not have coverage. Depending on the country, industry, or role of the research audience, this can range from 0 - 100% of the given sample. We are happy to provide percent share numbers on a project by project basis - by request.

06. 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?

iMAD Research recruits potential respondents through a variety of means, the primary method being our own in-house panel platform, Kanaka Club. The recruitment process is "open to all" and is subject to the individual regulations governing the regions in which we source respondents. We do not use probabilistic methods or referral programs for panel recruiting, however we do utilize vetted and trusted affiliate networks as part of our process.

07. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

By simply completing their personal profile and filling out their information accurately, users are eligible to take part in surveys for market research. All respondents are required to visit a secure registrations page and double opt-in before they are eligible to receive survey invitations.

08. What brand (domain) and/or app are you using with proprietary sources?

Our proprietary sample assets are recruited and managed via our proprietary panel website/app at <https://kanaka.com>.

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

Most of our clients prefer our “managed services”, but we do also offer an API integration. Currently, we do not provide a self-serve platform.

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?

We are happy to share the sample blend with our clients to ensure full transparency. If a situation requires us to supplement our sample, iMAD Research communicates this openly and proactively with our clients. iMAD Research is also a panel source aggregator, so we can leverage numerous sample sources and groups to deliver value to our clients. By fostering partnerships built on mutual trust and understanding with the most reputable online sample providers globally, we have ensured that all of our partners employ continuous quality control checks. We can notify the client in advance of which third party panel providers we may need to use for a particular project.

11. Of the sample sources you have available, how would you describe the suitability of each for different research applications?

Only panel members who have expressed an interest in certain types of studies are invited to participate. We are able to recall respondents for studies where multiple touch-points are necessary, tracking studies, and more. Our panel members take part in a variety of different study types from online quantitative studies to communities and in-depth interviews, and are accustomed to taking surveys of different types and lengths. We maintain panel members in several hard-to-reach niche markets, like healthcare, and are often able to fulfill client needs where other panel providers cannot.

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?

Selection of the sample is driven by the individual profile requirements of each project, as well as other considerations like budget and timeline. iMAD Research and our affiliates send survey invitations to potential panelists and respondents via email or text. We believe that a consistent approach to sampling based on market research industry best practices can help provide an accurate representation of the target online or offline population. iMAD Research assesses each respondent sources to ensure each sample is proportional – or as close to the target populations as possible. In cases where it's not, we will do our best to supplement by increasing invitations to underrepresented populations. In some cases, representation is not achievable (specifically in countries with low internet penetration) and this is something we will disclose to our clients up front.

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?

iMAD Research directly collects and utilizes hundreds of profiling points, including: demographics, hobbies, interests, lifestyle, travel habits, purchase and shopping behavior, media consumption, employment status and industry, titles, company size, area of responsibility and more. We capture this information during the initial profiling page our throughout various project screening phases and may utilize it for targeting purposes.

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?

iMAD Research requires the following information to provide an accurate estimate of feasibility:

- Length of survey
- Description of target audience/required demographics
- Incidence among the target audience
- Expected sample size
- Quotas

Based on these project parameters, we provide a cost and timing estimate.

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?

In the rare case that iMAD Research is not able to complete a project based on the original parameters, third-party suppliers may be brought in to supplement completes. If this is necessary, we will proactively communicate this to our clients, and are happy to disclose the names of third-party providers.

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.

Yes, in some cases we may employ a survey router for the purpose of sample efficiency. The routers are already established in the marketplace by one of our certified panel partners and the result is increased panel reach and lower costs for our clients. iMAD Research is able to successfully sample from various sources based on the needs of clients for each project. In some cases, routers give us access to large amounts of sample traffic in a short amount of time. We may also use routers for incidence checks and to quickly determine the viability of reaching certain targets or outcomes.

When we employ a router, it's already established in the marketplace by one of our certified panel partners, so we follow the pre-defined set of rules for these routing systems. In most cases, 50% of the sample is fresh (sent directly to the survey) and 50% of the routed traffic has been re-allocated from a variety of different surveys.

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

The parameters of the routers are set and monitored by the certified panel partner entity who owns and operates the router. They are also closely monitored by our own project management team.

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?

All potential panelists and respondents are provided information on the estimated number of survey questions and length of survey, a statement of closing date for final submissions, our standard disclaimer and privacy policy, information on the incentive they will receive upon completion, and the ability to subscribe or unsubscribe from any future survey invitations. To avoid any biases, iMAD Research does not include any subject matter details regarding the project. Any special instructions or other information necessary for a specific survey would be discussed with the client before being displayed.

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?

No. Our panel members are individually identified and invited to participate in studies based on their eligibility as determined by their profile information. Before opting in, potential panelists are provided with information including the number of questions, length of the study, incentives provided upon completion, and any other project-specific information that is necessary at this point in the recruit process.

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?

We are able to change incentives during the fielding process in instances where we determine that research goals are not being met with the existing offering, and that feasibility would be increased by greater incentives. In the rare cases where this occurs, we are able to track the type or amount of the incentive that an individual was offered and make this information available to our clients during the final reporting process.

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)?

No. At this time, iMAD Research does not measure respondent satisfaction. In the future, we plan to build this as a feature on our redirect landing page where we will host questions after each survey to measure their willingness to take part in future surveys.

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

Based on the client's requirements and expectations, iMAD Research provides a standard data set encompassing various responses and performance metrics such as length of interview, final sample size, participation rate and incidence, and more. We offer a comprehensive summary of the project details, including sample quality, consistency, and efficiency. In the case where a client requires additional information, we may share that upon written request.

23. How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?

In an effort to curb over-solicitation in the industry, we ask that our partners do not send panelists more than two survey invitations in a given time period, typically within one week's time, regardless of sample source. We ensure that the frequency of participation for every respondent is based on the permitted limit (typically one survey and one reminder for each participant). Before the same user gets an invite to participate in a new survey online, we follow a "lockout" period (ranging from weekly to monthly) based on various sources and our panel partners.

24. What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc? Are you able to supply buyers with a project analysis of such individual level data? Are you able to append such data points to your participant records?

Yes. iMAD Research maintains individual and audience level data for all of our survey takers encompassing participation history, date of entry, source, and more. This information is retained for quality assurance and reporting purposes, and we are able to provide this information to our clients upon request.

25. Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.

To protect the integrity of the sample that we provide, respondents are verified through digital fingerprinting, IP tracking, and user profiling to detect and deter fraudulent respondents from taking part in surveys. Our Data QA team follows a strict range of security measures and fraud checks to keep fraudsters and inattentive panelists out of our data sets. In addition, iMAD partners with a third-party anti-fraud technology provider, Research Defender, for an added layer of data security.

26. How do you manage source consistency and blend at the project level? With regard to trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?

If a third-party provider is used, they are sourced from our existing list of trusted partners who adhere to the same strict ethical codes as we do here at iMAD, and are subject to the same quality control systems. We are able to identify the original source of each respondent and strictly enforce quotas to maintain a representative sample composition. We are always happy to disclose the names and reporting of third-party providers to our clients upon request and accommodate our client's wishes if they choose not to utilize a specific provider.

27. Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or a survey. What processes do you have in place to compare profiled and known data to in-survey responses?

iMAD Research strives to maintain the highest quality panel in the industry and as such, we consistently track and maintain the profiles of all of our panel members and utilize aggregated information on member behavior to monitor the quality of responses. Participants whom we've identified as having too many inconsistencies or issues will be permanently removed from our panel.

28. For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey behaviours, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item nonresponse (e.g., "Don't Know") (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

iMAD Research is committed to provide the highest data quality and consistency to our clients by eliminating undesirable survey behaviors. In order to achieve this, we've implemented numerous quality measures and procedures including –

- Digital fingerprinting
- Geo restrictions
- Quality checks at different survey intervals
- Timing metrics to avoid sending consistent speeders to surveys
- Providing break points to improve respondent experience
- Survey logic
- Review of open-end responses

By utilizing the above-mentioned security techniques, we ensure poor quality or redundant respondents are prevented from impacting the overall data quality by blacklisting them permanently from our survey platform. In addition, iMAD works with a third-party anti-fraud technology partner, Research Defender, to provide an added layer of data security.

29. Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses.

iMAD Research fully and completely complies and adheres to local and international regulatory policies, bodies and institutions to ensure fair use and business practices. To obtain a copy of our Privacy Policy, please click here:

<https://imadresearch.com/privacy-policy/>.

30. How do you comply with key data protection laws and regulations that apply in the various jurisdictions in which you operate? How do you address requirements regarding consent or other legal bases for the processing personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

iMAD Research employs a Data Protection Officer (DPO) whose contact information is made available to all panel members via our proprietary panel website at <https://www.kanaka.com>. All information regarding regional and international data transfer compliance is available as well in our Privacy Policy. The role of our DPO is to inform and advise iMAD Research of changes to the data protection regulations in all global markets where we conduct business, ensure that our policies are kept up to date and that we abide by industry best practices regarding data protection.

31. How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants?

All iMAD panelists are able to manage their personal data via the profile section on our panel website. In addition, they can connect with our member support team via email for any additional assistance.

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

iMAD Research is an active member of ESOMAR. To ensure compliance with the latest laws and regulations, we stay up to date on all recommendations that ESOMAR and MRSI make, as well as subscribing to other industry publications and quality system notifications.

33. What is your approach to collecting and processing the personal data of children and young people? Do you adhere to standards and guidelines provided by ESOMAR or GRBN member associations? How do you comply with applicable data protection laws and regulations?

Although iMAD Research conducts most of their surveys across adults, we have and may occasionally still conduct online surveys with children in accordance with country specific laws as well as all related ESOMAR guidelines. We ensure children are allowed to participate in market research surveys only after approval from their parent(s) or guardian(s) if applicable, and under their supervision. In the US, COPPA restricts iMAD from executing survey research with anyone under the age of 13 without parental consent.

34. Do you implement “data protection by design (sometimes referred to as “privacy by design”) in your systems and processes? If so, please describe how.

Privacy by design is implemented across all of iMAD's systems and all are compliant with the latest regional and international data and privacy protection laws. Member ID's are masked both internally and externally, and iMAD employees have access only to the information that is required in the performance of their job functions.

35. What are the key elements of your information security compliance program? Please specify the framework(s) or auditing procedure(s) you comply with or certify to. Does your program include an asset-based risk assessment and internal audit process?

iMAD is a ISO 27001:2013 certified organization and follows both the digital and physical security recommendations laid out in the certification. All of the data provided by iMAD members and clients are stored on secure servers to which only authorized personnel have access, and only for the purpose of administering iMAD member accounts and surveys. All data submitted by members via iMAD's official website or panel website is done using SSL technology, which encrypts the contents of the browser session and ensures integrity of the data transaction between their internet browser and our systems. iMAD servers are cloud based and secured from public or unauthorised access both physically and electronically using the latest technologies and security systems, including but not limited to; firewalls, data encryption, IP-based permissions, CCTV, and swipe entry access control. Data back-ups are subject to the same levels of security and authorized access.

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

iMAD Research is certified and complies with MRSI, GDPR & ISO Standards.

37. Which of the following are you able to provide to buyers, in aggregate and by country and source?

Please reference our Panelbook for this information, which is available for download: <https://imadresearch.com/downloadables/#panelbook>