## COMPANY PROFILE

**Q1. What experience does your company have with providing online samples for market research?**

Our panel team is dedicatedly working for our clients, to provide them sample for various geographical locations for both B2C and B2B. We have supported many clients as a sample vendor where we have provided them with best quality and reasonable price as per the unique specifications. We combine our extensive experience in the field of online market research with advanced technologies to conduct online field surveys for a large number of market research bureaus and agencies. We will continue to invest in evolving and further developing our online panels. We differ from other panels in the fact that we rather invest in having large panels in fewer countries than in having many tiny panels in several countries.

## SAMPLE SOURCES AND RECRUITMENT

**Q2. 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?**

We have been busy building the most diverse online panel now. Our respondents follow a double opt-in procedure whenever they sign up. We then strengthen the growing relationship with these new members via a retention program, based on attention, trust and honesty. In order to guarantee a well stratified sample, Lavish Research chooses to use a variety of recruitment and contact methodologies (offline, online, targeted & non-targeted). The most frequent recruitment channels are newsletter advertising, banner and pop-up adverts on regular internet sites, e-mail list mailing as well as offline telephone recruitment. We also utilize conventional advertising in specialist press (for low-reach target groups such as specialists or pensioners).

**Q3. 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 ensure an optimal blend if the needed target group occurs in more than one of the available sources. The sample blend is controlled by a number of rules to ensure both source bias and panel usage risks are mitigated. Our platform uses a suite of technologies and controls that ensure that duplicates are not present in any online sample. The platform supports both Relevant ID and True Sample.

**Q4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?**

Panelists are recruited exclusively for Market Research studies. We do not send surveys to people who have not registered into our panel. We never share individual details to clients or any associates.

### Q5. How do you source groups that may be hard-to-reach on the internet?

Lavish Research works with many partners to find hard to reach groups like ethnic minority, teenagers, elderly and business respondents on the internet. With our extended reward program we can recruit these difficult panel members to Lavish Research. When we have to source an audience which is hard to reach on the internet then we recommend an alternative Methodology to our clients like CATI/CLT methodology. We use the CLT methodology only for India based projects; where-in we recruit the respondents' offline and invite them to a central location to take the survey online. In this way the interview is self-administered and there is no interviewer bias, just like in an online survey. But we only use this methodology after receiving an approval on the methodology from our client.

### Q6. 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?

We aim to provide our clients with the best sample flawlessly from our list of approved partners. Partners are selected based on their individual capabilities, feasibility, client specifications and budget. The client is notified and is included in the decision making process with a total transparency, if an event arises where new additional partners are needed.

## SAMPLING AND PROJECT MANAGEMENT

### Q7. What steps do you take to achieve a representative sample of the target population?

Our initial sample selection is inclusive, based on profiling specifications as confirmed by the client. We then exclude respondents based on frequency of participation, total number of surveys completed in a time period, etc. The controlling factor is the actual panel manager, who both selects and excludes potential respondents based on client requirements and his or her professional judgment on what is required to meet the client's needs.

### Q8. Do you employ a survey router?

Yes, our platform has an integrated survey router and dynamic profiler called Optimizer. This Optimizer increases panel reach and sample efficiency by addressing deficiencies in first generation stand-alone router systems, which can often result in poor panelist experience and higher panelist churn.

Benefits include:

- Increased permission-based profiling depth as it can easily store routing qualification data in a panel member's profile. This results in the ability to better target surveys to panel members;
- A superior optimization and routing experience for panel members as it leverages existing panel member profile information when matching a panelist to a survey, minimizing the number of qualifying questions and the time in the optimization and routing process;
- Keeping panel members incentivized, happy and continuing to take surveys.

The router can be controlled on both source and project basis.

**Q9. 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?**

Every respondent get a direct email invitation for a study. If the respondent does not qualify for the intended survey (screened-out, quota full), the platform will attempt to match the respondent to another open study by matching the stored profile of the respondent. If there is a match, there are no qualifying questions asked. If there is a partial match, the panelist will be asked the remaining qualifying questions. The respondent can opt-out at any time during this process. Survey allocation is randomized although the match rate between respondent and open studies is considered.

**Q10. 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 only use this on studies that are not likely to be affected by or likely will not negatively affect the available routed traffic. With high volume and a wide mix of target populations, we mitigate the risk of router bias. Our tool does not utilize routing methods that can create systematic prioritization of certain categories or studies which would create bias. The randomization element used in the routing algorithm is key.

**Q11. If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?**

The top management sets larger and overreaching rules around participation. A carefully selected and limited number of administrators have access to view or change these parameters.

**Q12. 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?**

Basic demographic information and data on the most common topics for online surveys are collected from all members. This includes age, gender, location, family status, occupation, income, education, etc. In addition, panel members are profiled on a range of topics including technology, travel, automotive, health, lifestyle, media and many more. These additional profile surveys are fully optional. 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.

**Q13. 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.**

We set up our own invitations in the platform using the panel management dashboard controls. All items required by ISO 20252 are included in email invitations:

- 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

**Q14. 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?**

It is important for a respondent to be duly incentivized for taking out time to share his/her opinion. We incentivize each respondent who participates in our survey and completes it. The number of points awarded is driven by the length of interview (LOI). On reaching a redemption level set by us, panelists can redeem their rewards in cash sent to their bank accounts (e.g. via PayPal) the number of rewards points awarded depends on the type and complexity of the survey. The exact number of reward points may vary depending on the survey and is clearly stated at the beginning of each survey.

**Q15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?**

When we receive the initial request form our client, we see for below information from them:

• The demographics details (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)

• Incidence Rate (IR)

• Length of Interview (LOI)

**Q16. Do you measure respondent satisfaction? Is this information made available to clients?**

Yes, we do. Respondents are asked a few questions on their survey participation experience in terms of survey length, logic, language and are also able to give feedback in an open text box. We then compile all this information on our system and analyses it in aggregate as well as individual cases.

**Q17. What information do you provide to debrief your client after the project has finished?**

After completion of a project we can send across a de-brief report to the client if required. If the survey has been programmed on our system then a clean data map is provided. We also send across a feedback survey to our clients so that we can better understand their experience and expectations and if any, to improve our quality of service.

## DATA QUALITY AND VALIDATION

**Q18. Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item nonresponse (e.g. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures.**

If the survey is being programmed at our end then yes, we do take care of all the quality measures within the survey to make sure that no fraudulent is allowed to complete the survey. However, if the programming is done at client end, we encourage clients to 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, our project managers remove these from the survey and also maintains a record of these IDs internally. After a panelist receives "three strikes," they are taken out of the panel.

**Q19. 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?**

We monitor the frequency of participation of all panel members in our platform. Every panelist is also given a score based on their responsiveness. We hold a 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. In general a panelist receives one-two surveys weekly to ensure panelists do not receive too many invitations, depending on his or her profile and the country.

Regardless of sample source, our policy allows for one invite and one reminder to a single survey opportunity.

**Q20. 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?**

Depending on the settings on both the panel and the panelist, this ranges from once a month to three times per week. Panelist may only complete the same survey once. De-duplication, re-use and the lockout period for quota-full 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

**Q21. 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 saves detailed panelist participation data which includes: panelist join date, last participation date, transaction history on all surveys, redemptions, reward points transactions, etc

We have the capability of bringing this information in an individual level to our client, if required. The information is deleted once the panelist terminates his or her account.

**Q22. 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?**

We have a range of features to deal with professional/duplicate respondents. The 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. The 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. Our panel quality team continuously analyzes panel data to identify ‘fraudulent’ or ‘inattentive’ panelists.

Our 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

**Q23. Please describe the 'opt-in for market research' processes for all your online sample sources**

We use a standard double opt-in procedure, to ensure respondents are fully qualified and highly responsive. Lavish Research panelists follow the following panel recruitment process:

- Click on an invitation to join the panel
- Complete a basic background and demographic survey
- Send a follow up email confirmation to double opt-in the panel
- Multimodal verification of details given by panelists
- Complete a first 'dummy/test' survey
- Results of the dummy/test survey are checked and incorrect/fraudulent respondents are identified through this and removed instantly

**Q24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?**

The users can read our Privacy Policy before signing up in our Panel. Also, our privacy policy is included on panelist invites. http://www.buzz-thepanel.com/privacy-policy.html

**Q25. Please describe the measures you take to ensure data protection and data security.**

A brief description of each of the measures is outlined as below. Over-all Security:

- All Server/LAN/Networking equipment is confined to a separate enclosed room and the location accessible only by authorized personnel.
- The team at Lavish Research has restricted access to the actual panel database for security purposes
- To prevent any virus/malware from entering the company infrastructure via electronic route, all machines including email server are monitored in real-time by anti-spyware and other relevant fire-wall applications.

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's top level management.
- Users are automatically logged off after a given period of non-activity.

### Q26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

If the survey contains any sensitive material or content, that is clearly cited in the survey invite and, where appropriate within the survey, giving panelists the opportunity to opt-out. As required, we exercise Non-Disclosure Agreements (NDAs) with clients and panelists, highlighting the sensitivity of the material. These NDAs mandate that all information within the survey must be kept confidential and any breach of proprietary information may be cause for legal action. Lavish Research maintains a detailed inventory of all relevant national privacy law and regulations to ensure up-to-date compliance. If any items in the questionnaire or its fielding are not to compliance with our quality standards, the project manager will promptly communicate with the client making recommendations for any necessary changes. All such interactions are logged.

### Q27. Are you certified to any specific quality system? If so, which one(s)?

We design different techniques and mechanisms to avoid frauds and professional panelists:

- We send unique URLs per study to each panelist.
- We accept only one registration from each computer (We detect this using the IP and cookies).
- We analyze the time that the panelist takes to answer the questionnaire. If the time is shorten then the minimum expected, we delete these respondents.
- We analyze open end answers.
- We do not reveal the target we are looking to our panelist
- Our incentives system do not promote the “professional panelist”
- We compare the information that the panelists provide in their profile vs. the information provided in the surveys we send to the panelist

### Q28. 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?

Yes, in some cases. Children aged under 14 years, may only be reached through explicit permission from a parent who is a panel member and must be present to introduce their child to the survey. Children are never directly targeted. We respect all ESOMAR rules and we follow all the guidelines related with the Online Market Research.

Contact US

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