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ESOMAR

(Market Intelligentsia's Answers to ESOMAR Questions for Users and Buyers of Online Samples)

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**MI'S ANSWERS TO ESOMAR
QUESTIONS FOR USERS AND BUYERS
OF ONLINE SAMPLES**

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MI'S ANSWERS TO ESOMAR QUESTIONS FOR USERS AND BUYERS OF ONLINE SAMPLES

COMPANY PROFILE

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

Market Intelligentsia has over five years of dedicated experience in providing online samples for both B2B and B2C research projects. We specialize in respondent recruitment, offering robust sampling solutions for quantitative surveys and expert in-depth interviews (IDIs). Our expertise spans various industries, including healthcare, finance, technology, and more, with a geographical focus on Europe and North America.

Our extensive network of experts and participants allows us to handle a wide range of study requirements, ensuring we meet project objectives efficiently. We adhere to industry-leading standards, including GDPR and HIPAA, guaranteeing data compliance and respondent confidentiality. Our experience, coupled with a global reach, enables us to deliver quality results for even the most complex research demands.

2. **Please describe and explain the types of sources you use for online samples.**

At Market Intelligentsia, we employ a diverse range of sources to gather participants for our online samples. These include our expert networks, industry associations, LinkedIn, paid social media campaigns, and various online research panels. For B2B studies, we rely heavily on professional networks such as LinkedIn, where we can directly engage experts in niche fields, ensuring high-quality participation.

For B2C studies, we recruit from a combination of online ads, social media platforms, and consumer panels. Each participant is carefully screened based on the study's criteria to ensure relevance and authenticity. By leveraging multiple sources, we are able to offer flexible and tailored sampling solutions that meet the specific needs of each project while maintaining the highest standards of data quality.

3. **What do you do to achieve a representative sample of the target population?**

Achieving a representative sample is critical for the accuracy and reliability of any research. At Market Intelligentsia, we employ quota sampling and profiling techniques to ensure the sample aligns with the demographic characteristics of the target population. For consumer

studies, we focus on key factors such as age, gender, income, location, and other relevant demographics.

In B2B research, we take a more specialized approach, using profiling data to match experts based on their professional roles, industry, and company size. This ensures that participants accurately reflect the target population's attributes and that the insights gathered are both reliable and valid. Our process is aligned with industry standards and best practices to ensure we deliver high-quality, representative samples.

SAMPLE SOURCES AND RECRUITMENT

4. Do you employ a survey router?

No, Market Intelligentsia does not use a survey router. Instead, we match participants directly to surveys based on specific study criteria and prescreened qualifications. This approach ensures that each respondent is a good fit for the study, minimizing the risk of irrelevant responses and improving data quality. By avoiding survey routers, we maintain control over the respondent selection process, ensuring transparency and precision.

5. How do you source participants for online surveys?

Our participant sourcing strategy is multifaceted and highly targeted. We recruit participants through our extensive expert networks, online research panels, LinkedIn, and paid social media campaigns. We use direct invitations and targeted advertising to reach both general consumer audiences and specialized experts. Each recruitment channel is chosen based on the needs of the study, ensuring we engage the most appropriate respondents for each project.

6. What recruitment channels are you using? Is the recruitment process 'open to all' or by invitation only?

Market Intelligentsia uses both open and invitation-only recruitment processes, depending on the study's requirements. Open recruitment is conducted through online ads on platforms such as Facebook and LinkedIn, which allow us to reach a broad audience. For more specialized research, especially in B2B and healthcare sectors, we utilize an invitation-

only approach, targeting participants through our expert networks and industry-specific associations.

This dual approach allows us to maintain flexibility in recruitment while ensuring that we engage the right mix of respondents for each project. By tailoring our recruitment process, we can ensure that the sample reflects the desired population while adhering to industry standards and compliance regulations.

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

To ensure the authenticity and uniqueness of our participants, Market Intelligentsia employs several validation methods. These include email verification, LinkedIn profile checks, and cross-referencing industry certifications for expert participants. For consumer respondents, we use CAPTCHA tests, IP checks, and identity verification tools to ensure that each participant is a real and unique individual.

These validation methods help us maintain the integrity of our sample, ensuring that all respondents meet the qualifications necessary for the study. This approach also prevents fraudulent activity and ensures that data collected is of the highest quality.

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

Our proprietary sample sourcing is conducted through the Market Intelligentsia website (market-int.com) and LinkedIn. We also use branded outreach via email campaigns, ensuring a professional and consistent recruitment process that is aligned with our company's identity. These channels allow us to engage directly with both expert and consumer respondents, ensuring transparency and ethical recruitment practices.

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

Market Intelligentsia operates exclusively on a managed service model. In this model, all aspects of sample delivery, recruitment, and fieldwork are handled by our in-house team. This ensures that each project receives a tailored and hands-on approach, from participant recruitment to final data delivery. Our managed service approach provides clients with full

support throughout the research process, ensuring high levels of quality and compliance with industry standards.

10. Do you supplement your samples with third-party sample providers?

Yes, Market Intelligentsia does supplement its samples with third-party providers when necessary, particularly for large-scale consumer studies or in regions where our direct reach is more limited. However, we only partner with vetted and trusted panel providers who meet our rigorous standards for data quality and respondent authenticity.

To ensure consistency, we maintain strict oversight of all third-party recruitment and regularly audit the quality of the samples provided. This ensures that all respondents, regardless of source, meet the same high standards of data quality and compliance with industry guidelines.

11. What profiling data is held on respondents? How is it done?

Market Intelligentsia holds comprehensive profiling data on respondents to ensure we target the most relevant participants for each study. For expert respondents, profiling includes industry, role, company size, and professional experience. For consumer panels, demographic details such as age, gender, income, location, and purchasing behavior are captured.

This data is collected through initial recruitment surveys and is continually updated through regular requalification processes. Our data management practices adhere to GDPR, HIPAA, and other relevant data protection laws, ensuring all information is securely stored and only used for legitimate research purposes.

SAMPLING AND PROJECT MANAGEMENT

12. Please describe your survey invitation process. What steps do you take to achieve a sample that “looks like” the target population?

Survey invitations are sent based on pre-defined criteria, ensuring that the selected respondents meet the demographic, geographic, or industry-specific requirements of the study. We start with broad targeting and refine the respondent pool as responses are collected, using reminders to encourage participation from underrepresented groups.

To ensure the sample "looks like" the target population, we implement quotas for various demographic segments and continuously monitor response rates. This allows us to maintain a balanced and representative sample that meets the study's objectives, while also adhering to ESOMAR's guidelines on accurate sampling practices.

13. How often do you check and update your profiling information?

At Market Intelligentsia, we update profiling data on expert respondents bi-annually, while consumer panel data is refreshed on a quarterly basis. This regular updating ensures that the information remains current and relevant, helping us to target the most appropriate respondents for each study.

By maintaining up-to-date profiling data, we can deliver precise and relevant sample selections, in line with the highest standards of data integrity and ESOMAR's principles for accurate respondent profiling.

14. How do you calculate the incidence rate of the target population?

The incidence rate is calculated using a combination of historical data, prescreening questionnaires, and prior project benchmarks. When necessary, we conduct a test run to gauge real-time incidence within the target population.

By accurately estimating incidence rates, we can ensure that the recruitment process is both efficient and effective, minimizing the risk of delays or unrepresentative samples. This aligns with ESOMAR's emphasis on transparency and accountability in research methodology.

15. If the project proves impossible to complete, how do you inform the buyer, and what actions do you take?

In the rare event that a project proves impossible to complete, Market Intelligentsia promptly informs the client, providing a detailed explanation of the challenges encountered. We offer a range of solutions, including adjusting quotas, extending the fieldwork timeline, or utilizing alternative recruitment channels.

If necessary, we may also collaborate with third-party providers to supplement the sample. Throughout the process, we maintain open communication with the client, ensuring transparency and working collaboratively to achieve the desired research outcomes.

16. Do you employ a survey router or yield management techniques?

No, Market Intelligentsia does not use survey routers or yield management techniques. All participants are matched to surveys based on specific study criteria, ensuring that each respondent is highly qualified and relevant to the research.

This direct matching approach improves the quality of data collected and aligns with ESOMAR's standards on ethical research practices by ensuring transparency and participant protection throughout the survey process.

17. Do you set limits on the time a participant can be in the router?

As Market Intelligentsia does not use a survey router, this question is not applicable. Participants are directly invited to surveys where they meet the necessary qualifications, ensuring that they are the best fit for the study from the outset.

18. What information is provided to participants before they participate in a survey?

Before participants begin a survey, they are provided with detailed information about the survey's length, topic, potential incentives, and any technical or device requirements. This ensures that participants are fully informed and can make a considered decision about whether to participate.

Providing this information up front helps us to maintain high levels of respondent engagement and data quality, in line with ESOMAR's guidelines on transparency and ethical treatment of participants.

19. Do you measure the performance of individual participants?

Yes, participant performance is tracked throughout the survey process using various metrics, including response rates, completion times, and data quality indicators. We also monitor for potential issues such as straight-lining, inconsistent answers, or speed through the survey, all of which could indicate lower-quality responses.

By measuring these factors, we ensure that we only include high-quality data in the final analysis. Poor-performing respondents are flagged for review and may be excluded from future participation, in line with ESOMAR's focus on maintaining data integrity.

20. What data quality control checks are in place?

At Market Intelligentsia, we implement multiple layers of quality control to ensure data integrity. These include real-time monitoring for duplicate entries, attention checks within

the survey, and reviews of open-ended responses. We also employ automated systems to check for abnormal response patterns, such as speeders or straight-liners.

These quality control measures help us to identify and eliminate low-quality data, ensuring that the final dataset is reliable, accurate, and suitable for meaningful analysis. This commitment to quality aligns with ESOMAR's emphasis on data integrity and transparency.

21. How often are data quality checks performed?

Data quality checks are performed continuously throughout the data collection process, with real-time monitoring to catch potential issues as they arise. After fieldwork is completed, a final review of the data is conducted to ensure consistency and accuracy before delivery to the client.

This ongoing commitment to data quality ensures that we meet the highest standards of accuracy and reliability, as set forth by ESOMAR's code of conduct.

22. How are participants who fail data quality checks handled?

Participants who fail our data quality checks are immediately removed from the sample. If needed, they are replaced with new respondents who meet the required quality standards. Additionally, their profiles are flagged to prevent their participation in future studies, ensuring the integrity of our sample pool.

This process is part of our commitment to delivering high-quality research and is consistent with ESOMAR's guidelines on maintaining data validity.

DATA QUALITY AND VALIDATION

23. What other measures, if any, do you take to ensure survey data integrity?

In addition to the standard quality control checks, we use CAPTCHA to prevent bot participation and digital fingerprinting to block duplicate responses. For expert respondents, we cross-check their credentials via LinkedIn or other professional platforms to ensure that they are qualified to participate in the research.

These additional measures enhance the integrity of the data collected, ensuring that only genuine, high-quality responses are included in the final analysis. Our adherence to these best practices aligns with ESOMAR's standards for high-quality research.

24. How do you handle and report fraudulent responses?

Fraudulent responses are identified through our data quality checks and flagged for removal. Once detected, we report the number of fraudulent entries to the client and provide details of the steps taken to replace them. This ensures transparency and maintains the overall quality of the data.

Our handling of fraudulent responses is consistent with ESOMAR's guidelines on ethical research practices and transparency with clients.

25. Please describe your data protection and privacy policies.

Market Intelligentsia is fully compliant with GDPR, HIPAA, and other relevant data protection regulations. All respondent data is anonymized, securely stored, and only used for research purposes. Participants are informed about their rights under these laws, including their right to withdraw consent at any time.

By adhering to these strict data protection and privacy policies, we ensure that all respondent information is handled ethically and responsibly, in line with ESOMAR's standards for participant protection.

26. How do you comply with data protection laws, such as GDPR?

Compliance with data protection regulations is a top priority at Market Intelligentsia. We implement secure data storage protocols, anonymization techniques, and strict consent processes. Participants are fully informed of how their data will be used and are given the option to withdraw at any time.

We regularly review our data protection processes to ensure full compliance with GDPR, HIPAA, CCPA, and other applicable regulations, following ESOMAR's best practices for data privacy and participant rights.

27. Do you provide incentives to survey participants?

Yes, we offer incentives to survey participants as part of our commitment to fair compensation for their time and effort. Incentives vary depending on the length and complexity of the survey, as well as the type of participant (consumer or expert). These may include monetary rewards, gift cards, or honoraria for experts.

Our incentive policies are designed to align with ESOMAR's principles on fair compensation, ensuring that all participants are appropriately rewarded for their contributions.

28. Please describe the nature of incentives used.

For consumer studies, we typically offer gift cards or PayPal transfers as incentives. Expert participants are compensated with honoraria, reflecting the value of their professional insights and the time they contribute. Incentives are determined based on the survey's length, complexity, and the target audience.

By tailoring incentives to the specific requirements of each project, we ensure that participants remain motivated while maintaining fairness and equity, as per ESOMAR's guidelines on participant compensation.

POLICIES AND COMPLIANCES

29. Are incentives used consistently across all projects?

Incentives are applied consistently within each project to ensure fairness. However, they may vary between projects based on the target audience, the length of the survey, and the complexity of the study. For example, expert respondents typically receive higher-value incentives than consumer participants due to the specialized nature of their input.

This approach allows us to maintain flexibility while ensuring that all participants are appropriately compensated, in line with ESOMAR's principles of fairness and transparency.

30. How do you handle participant complaints, inquiries, or feedback?

Participant complaints, inquiries, and feedback are handled by our dedicated support team, which responds within 48 hours. We take all feedback seriously, using it to improve our recruitment and fieldwork processes. Any issues raised are addressed promptly and professionally, ensuring that participants feel heard and respected.

This approach aligns with ESOMAR's guidelines on participant care, ensuring that we maintain a positive and professional relationship with our respondent pool.

31. What are your sampling practices with regard to children and young people?

When conducting research involving children or young people, Market Intelligentsia follows strict legal and ethical guidelines. Parental consent is obtained where required, and the

research topics are always age-appropriate. We also ensure that all recruitment and data collection processes comply with local laws regarding minors.

By adhering to these practices, we ensure that our research with children and young people is conducted ethically and responsibly, in line with ESOMAR's guidelines for vulnerable populations.

32. Are there any specific industries or topics where your sample is especially strong or weak?

Market Intelligentsia's sample pool is particularly strong in the healthcare, finance, and technology sectors, thanks to our extensive network of experts and high-quality consumer panels. We have robust access to both general and niche segments in Europe and North America.

While our consumer samples are strong across most sectors, access to rural or highly specialized demographic groups may require longer recruitment timelines. We always communicate any potential challenges to clients upfront, in line with ESOMAR's standards for transparency.

33. Are your samples device agnostic?

Yes, all of our surveys are designed to be device-agnostic, allowing participants to complete them on mobile devices, desktops, or tablets. This ensures that respondents can participate in surveys regardless of the device they are using, maximizing accessibility and participation rates.

By offering device-agnostic survey designs, we align with ESOMAR's best practices for inclusive research, ensuring that all respondents have the opportunity to participate comfortably.

34. Do you offer mobile-optimized survey designs?

Absolutely, all surveys conducted by Market Intelligentsia are fully optimized for mobile use. This includes adjusting layouts, input fields, and navigation to ensure a seamless experience for respondents on smartphones and tablets.

Mobile optimization is essential to ensuring high participation rates and data quality, especially for consumer studies, where many respondents complete surveys on mobile devices. This approach is consistent with ESOMAR's best practices for mobile research.

35. What percentage of surveys are taken on mobile devices?

Approximately 60-70% of our consumer surveys are completed on mobile devices, while expert studies tend to see higher participation via desktop computers. This is due to the nature of expert surveys, which often involve more detailed and technical responses, making desktop usage more practical for participants.

We continuously monitor device usage to ensure that our surveys are accessible and user-friendly across all platforms, in line with ESOMAR's focus on optimizing respondent experience.

36. Do you conduct research in multiple countries?

Yes, Market Intelligentsia regularly conducts research across multiple countries, with a particular focus on Europe and North America. We manage logistics by leveraging local expertise, panels, and partnerships, ensuring that we comply with all relevant cultural and legal requirements.

For each multi-country study, we tailor recruitment and fieldwork processes to the specific region, adhering to both ESOMAR's standards and local regulations on data protection and participant consent.

METRICS

37. What is your policy regarding multi-country studies?

In multi-country studies, we take a tailored approach to ensure both cultural sensitivity and regulatory compliance. This includes adapting recruitment methods, survey design, and communication to fit the local context. We also ensure that all data protection laws, such as GDPR in Europe, are strictly adhered to, and that participant consent is obtained in accordance with local regulations.

By following ESOMAR's best practices for international research, we ensure that multi-country studies are conducted ethically and effectively, delivering reliable and compliant results.