Rise2Research

ESOMAR 37

GUIDELINES TO HELP SAMPLE BUYERS!

www.rise2research.com

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Sampling and Project Management

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Q1. 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?

Ans. Rise2Research was established in 2020 by a team of dedicated professionals with extensive experience in market research. Over the years, our journey has been marked by continuous growth, expanding capabilities, and a steadfast commitment to our clients' success.

Rise2Research focuses on offering market research services, such as primary data collection, survey programming, data analytics and insights customized to meet the demands of clients.

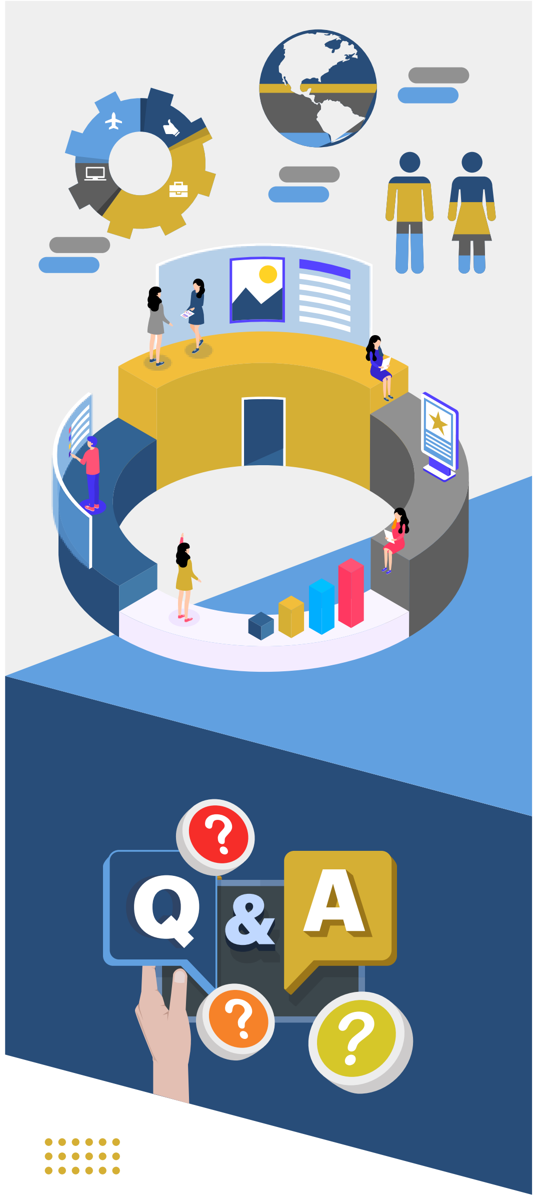
Q2. Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide to your frontline staff?

Ans. Yes, Rise2Research have experienced staff responsible for developing and monitoring the performance of sampling algorithms and automated functions in our market research. They have expertise in advanced sampling techniques and data analytics.

We provide frontline staff with regular training on sampling best practices, data collection methods, and quality control procedures. This ensures they stay updated on industry advancements and can effectively handle challenges. Our training maintains high standards in sampling and market research.

Q3. What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?

Ans. Rise2Research is full scope market research company. Using advanced methodologies and expert insights, we craft actionable strategies that drive informed decision-making and foster growth. Rise2Research services are primary data collection, survey programming, tabulation, reporting, custom insights, CATI and product testing.



Sample Sources and Recruitment

Rise2Research

Q4. **Using the broad classifications above, from what sources of online sample do you derive participants?**

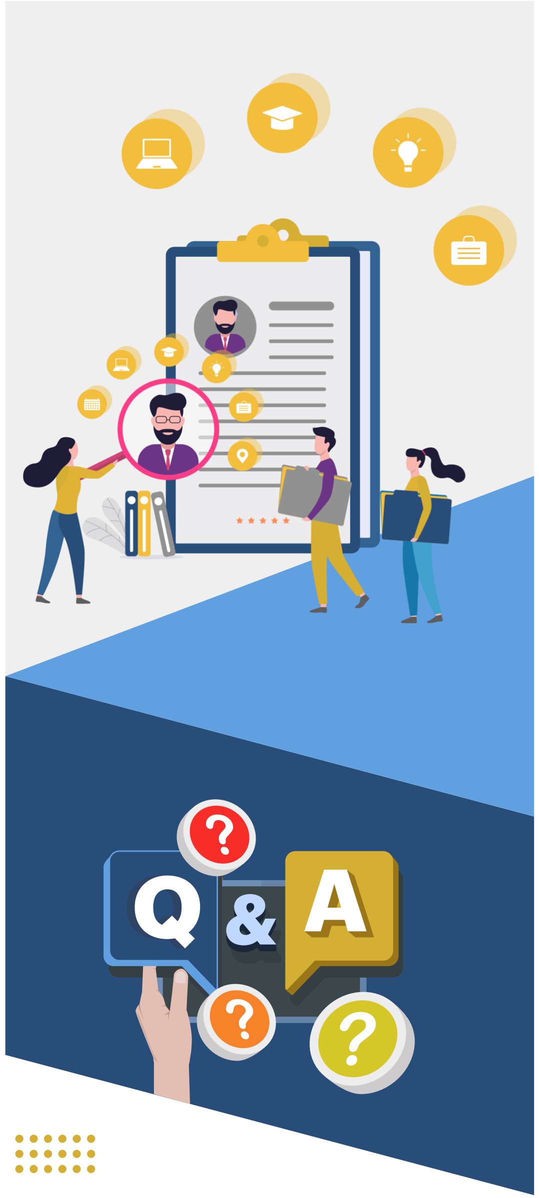
Ans. Participants for Rise2Research are sourced from a variety of online sample sources, such as opt-in databases, traditional access panels, and loyalty programs where participants agree to return in exchange for benefits. Additionally, Rise2Research uses intercepts from social media and affiliate networks, where users are invited to complete surveys while interacting with other online content.

Q5. **Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer? (Assume proprietary to mean that the sample provider owns the asset. Assume exclusive to mean that the sample provider has an exclusive agreement to manage/provide access to a sample originally collected by another entity.)**

Ans. Rise2Research's has proprietary panel sources which constitutes to 60%, along with website traffic of about 20% and external panels which is about 20%. Rise2Research employs cookie-based methods to make sure respondents don't take part in multiple surveys.

Q6. **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?**

Ans. Rise2Research's direct panel recruitment is open to all respondents who are 16+ year olds. Our panel team oversees recruiting and managing participants via various means. The channels include display campaigns, social media ads, email campaigns, search engine advertising, and partnerships. For specific - hard to reach participants our panel team runs different targeted campaigns. These participants are monitored regularly for quality through our internal process.



Q7. **What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are? Describe this both in terms of the practical steps you take within your own organisation and the technologies you are using. Please try to be as specific and quantify as much as you can.**

Ans. We use a multi-layered validation process to ensure participants are real, unique, and truthful.

Recruitment:

1. **Registration Verification:** Participants are required to provide verifiable contact information, such as email addresses, which are validated through confirmation links.
2. **Geo-IP Checks:** We perform Geo-IP validation to ensure participants are from the correct location for the survey.
3. **Unique Identifiers:** Each participant is assigned a unique ID to track their activity and avoid duplicate entries.
4. **Profile Review:** We regularly review panelist profiles to ensure accuracy and consistency.

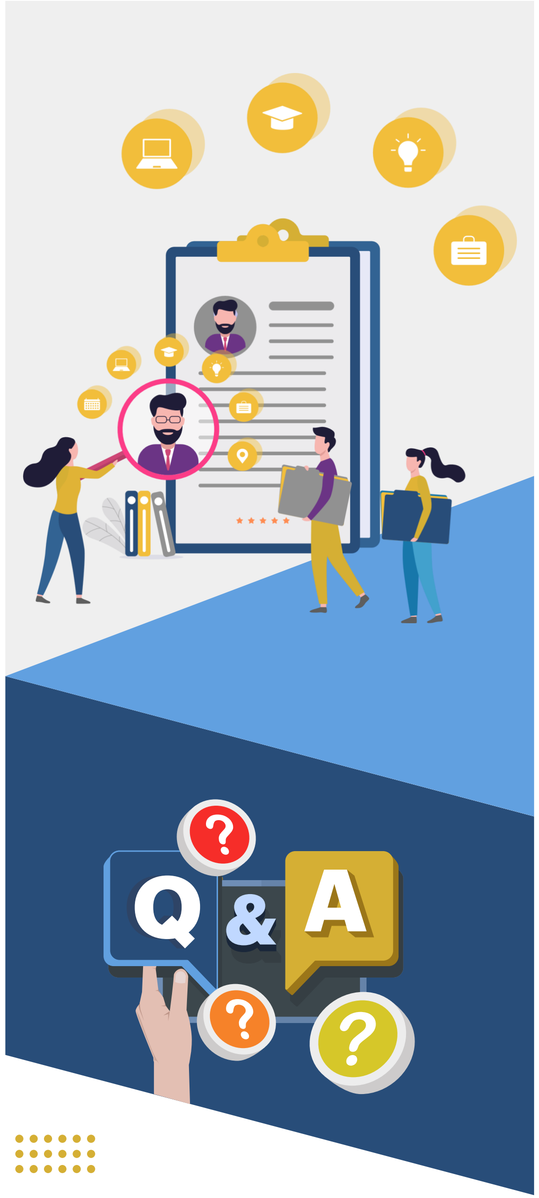
Technologies Used – Survey Participation:

1. **Captcha:** To prevent bots from participating, we use CAPTCHA tests during survey entry.
2. **T-Sign:** T-Sign helps deliver an accurate and complete view of the research project by linking device identifiers, personal data and online behaviors of the respondents. Our strong technology and global network of fraud reporting helps researchers assess risk, identify the duplicates, and confidently select the right respondents. With T-sign, we ensure effective results at every step of your survey project.

By combining these practices and technologies, we can confidently ensure that participants in our market research studies are genuine, unique, and provide reliable data.

Q8. **What brand (domain) and/or app are you using with proprietary sources? Summarise, by source, the proportion of sample accessing surveys by mobile app, email or other specified means.**

Ans. We use Rise2Opinion [https://rise2opinion.com/]



Q9. **Which model(s) do you offer to deliver sample? Managed service, self-serve, or API integration?**

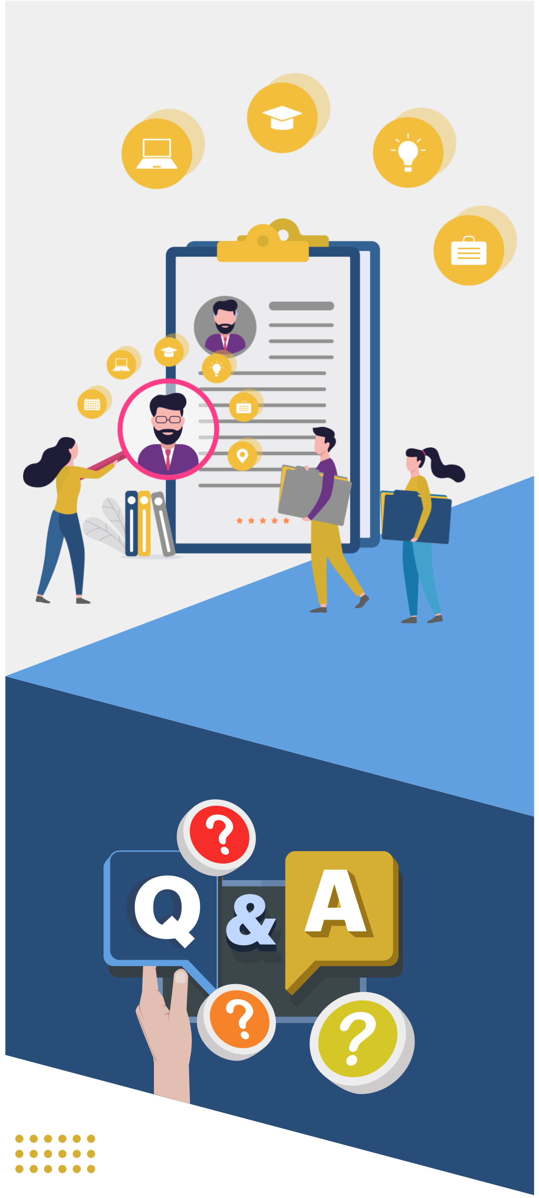
Ans. We have skilled project management and sample management teams which monitors the delivery of sample through Managed services. We are in process of API integration with a few, however, haven't started.

Q10. **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?**

Ans. We provide complete transparency to our clients. The initial feasibility is provided with our proprietary panel only. If we deploy partners at our end we inform our clients in advance.

Q11. **Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, Is there sample suitable for product testing or other recruit/recall situations where the buyer may need to go back again to the same sample? Is the sample suitable for shorter or longer questionnaires? For mobile-only or desktop-only questionnaires? Is it suitable to recruit for communities? For online focus groups?**

Ans. Panelists have the option to participate in a survey since all of the surveys are accessible on their dashboard. Our seasoned project management team uses profiled samples and targeted approaches to determine sample utilization. We gather respondent data for product testing and recontact surveys on our end and then share it with our clients; hence, we verify the profiles on our end before sending them to the client. Although, most of our surveys are device agnostic however, based on the preference of the participant we can select the device in which respondent is comfortable to give answer.



Sampling and Project Management

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Q12. **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?**

Ans. The sample for the study is selected from our panel based on the qualification criteria. We use direct invitations only, sending emails to respondents, and the survey is also available on panelist dashboard. Our project management tool enables random sampling within quota groups, ensuring higher accuracy. Additionally, our team will supplement the sample with custom recruitment efforts to reach hard-to-access audiences.

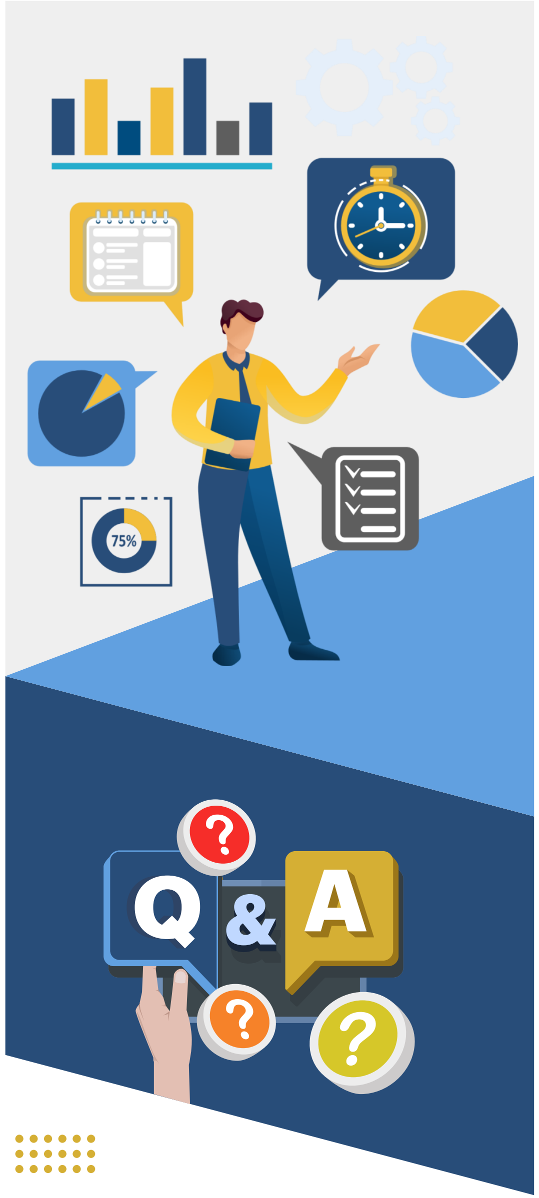
Q13. **What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact? How does this differ by the sources you offer? How often is each of those data points updated? Can you supply these data points as appends to the data set? Do you collect this profiling information directly or is it supplied by a third party?**

Ans. Our participants provide multi-demographic information when registering (age, gender, education, employment, income, family status, household size, number of children). We use more than 100 criteria to meet even specific target requirements. Those criteria are regularly based on special background variables. Our members are regularly invited to fill in and update their profiles.

Q14. **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?**

Ans. To estimate a feasibility for a project, we require the below information:

- ✓ **Target Audience:** Detailed description of the demographic or specific group to be surveyed.
- ✓ **Sample Size:** The number of respondents required.
- ✓ **Survey Length:** Estimated duration (in mins) or number of questions in the survey.
- ✓ **Incidence Rate:** In case, client doesn't have this we provide based on our past experience.



Q15. **What do you do if the project proves impossible for you to complete in the 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?**

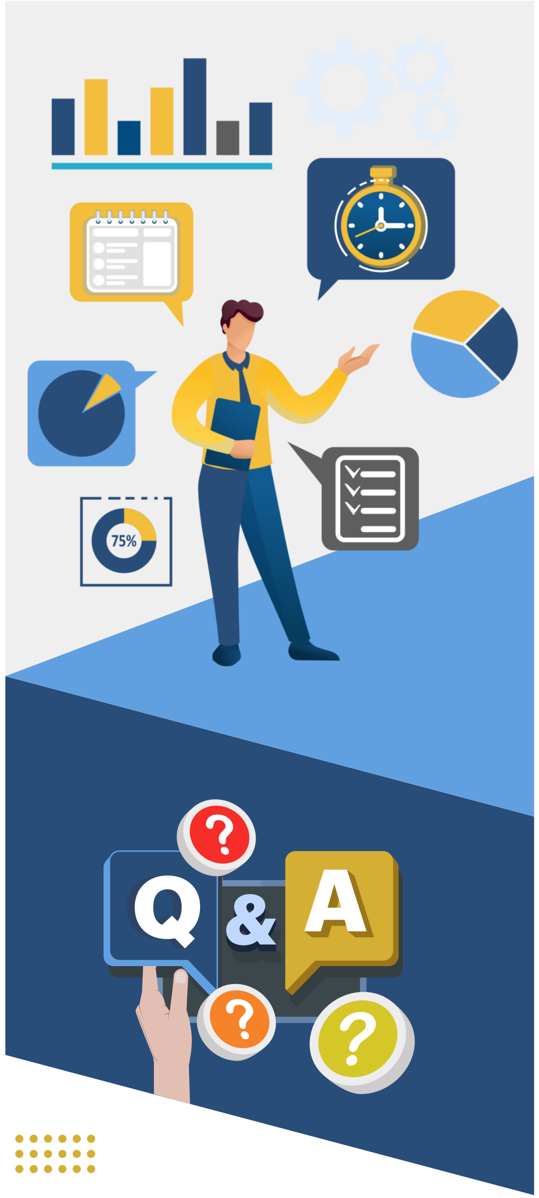
Ans. If a project can't be completed with our internal resources, we communicate transparently with the client and may use external resources if needed. We ensure the client is fully informed about any third-party collaborators and respect privacy agreements. We carefully select third-party sources based on their experience, track record, and adherence to quality and ethical standards. Once chosen, we closely monitor their work, verifying data and ensuring compliance with agreed procedures.

Q16. **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.**

Ans. We invite the participants only through direct invites to the survey, enabling us to keep complete control over who is invited. We do not employ survey router.

Q17. **Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?**

Ans. We do not use a router, we have only direct invites for our panelists.



Q18. **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?**

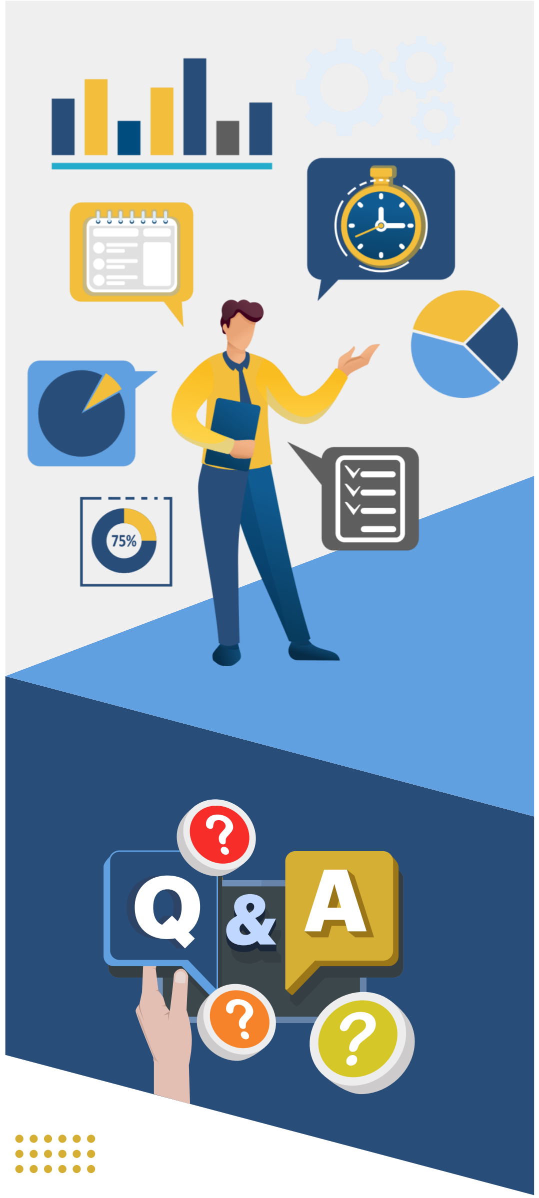
Ans. We let respondents know how long the survey will take and how many points they'll earn. We don't disclose the survey topic rather we provide a generic subject line.

Q19. **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?**

Ans. Yes, respondents are able to choose from a variety of surveys. On a panelist dashboard participants can view details in their accounts, including survey length, incentives, end date, and compatible devices.

Q20. **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?**

Ans. The incentives usually changes if the length of interview increases or decreases. The incentive system we have helps us utilize the correct incentive for specific profile (e.g Consumer, B2B or Patients). By using the optimal system, we offer higher incentives to the harder-to-reach respondents. The adjustments can only be made if it is client specific.

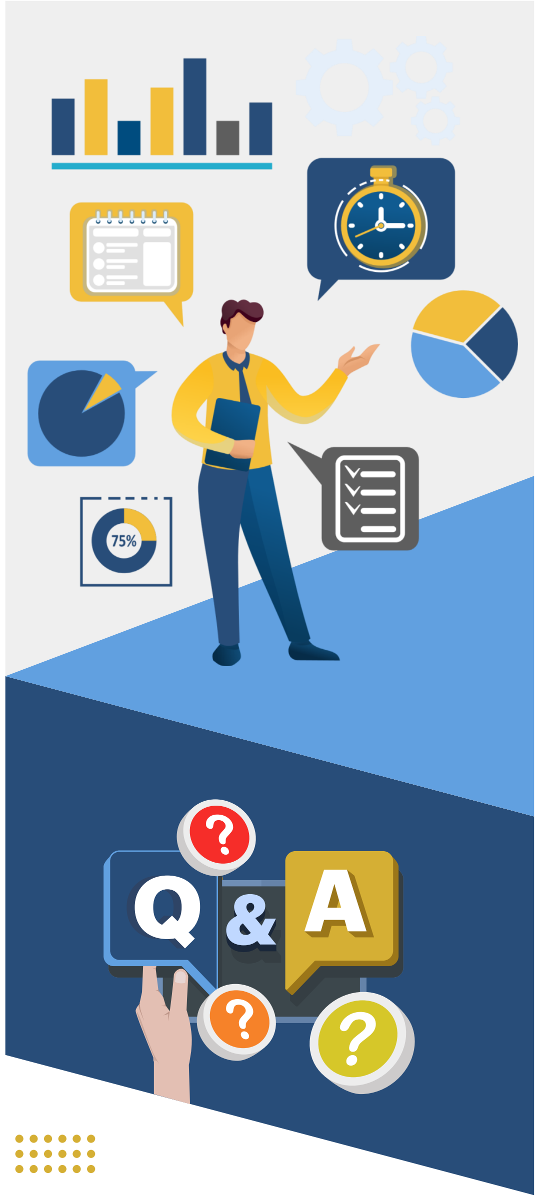


Q21. **Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?**

Ans. For certain panels, we measure respondents' satisfaction with each questionnaire so that participants can check their scores in advance. We also conduct monthly satisfaction surveys of respondents to determine their level of satisfaction. Our panel support team ensures that all inquiries or complaints from our respondents are promptly answered and solved.

Q22. **Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?**

Ans. No special reports are provided. If asked we can check.



Data Quality and Validation

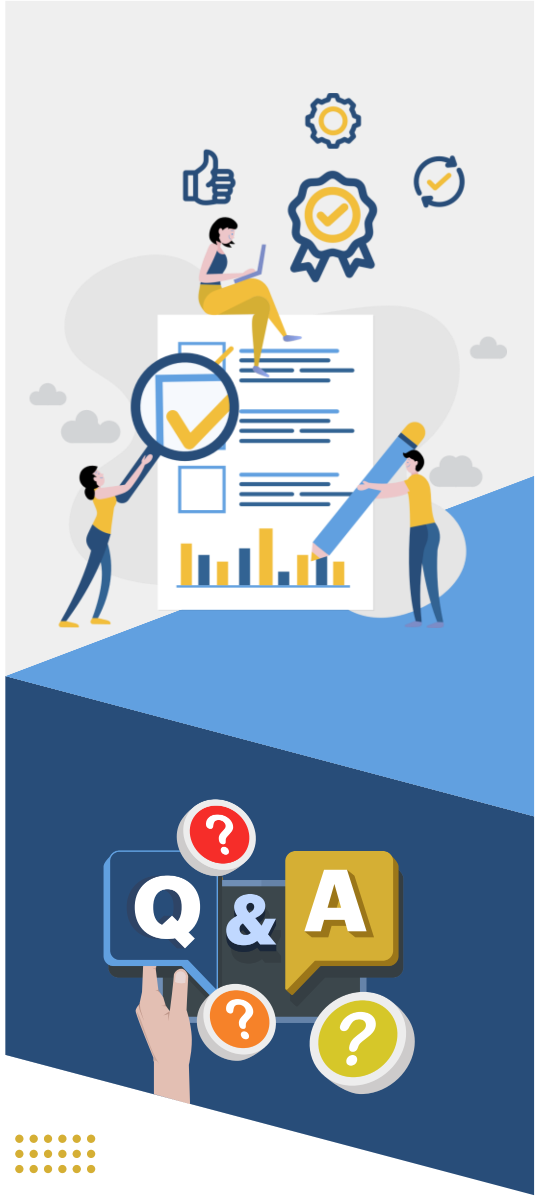
Rise2Research

Q23. **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?**

Ans. We store detailed records of participant response rates and activity in our database. This allows us to monitor and manage their engagement effectively. We are committed to maintaining an appropriate balance in communication, ensuring that participants are not overwhelmed with excessive contact nor left without sufficient engagement. Our approach is designed to respect participants' time and preferences while optimizing the quality of data collected for market research purposes.

Q24. **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?**

Ans. We maintain detailed records of each panel member's survey participation, including emails sent, click-throughs, survey entries and exits, and the source of each panelist. This data is used for quality assurance and reporting purposes. While we track this information internally, it is not typically shared with our service buyers.



Q25. **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.**

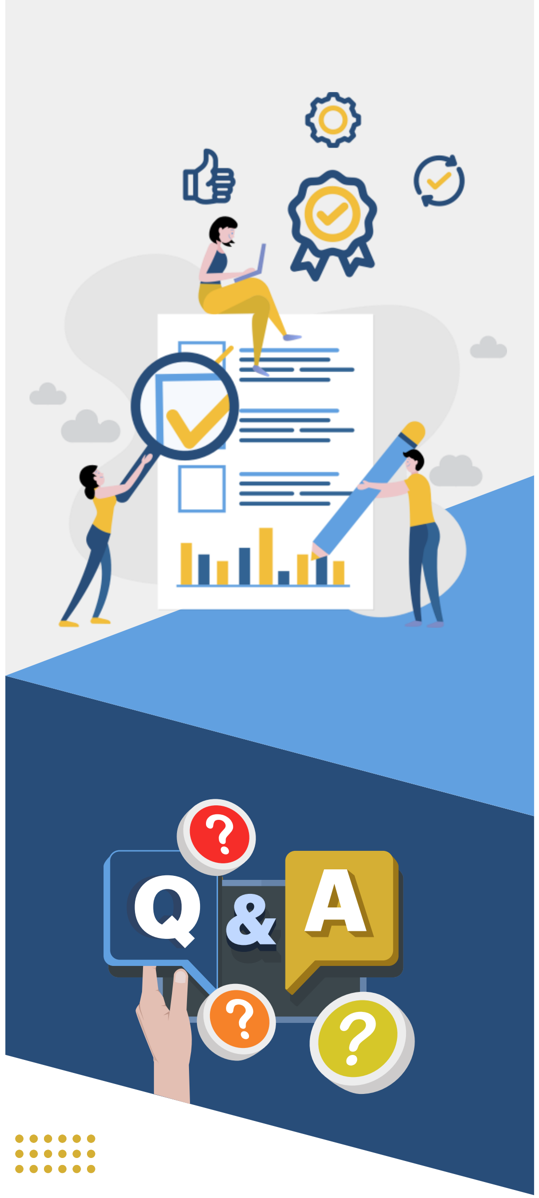
Ans. Rise2Research implements rigorous quality checks from the registration stage, through the survey process, and throughout the panelist's lifecycle to ensure that respondents are both unique and legitimate.

At the survey entry stage, we perform the following checks:

- **Geo IP Check:** We verify that the panelist is located in the correct country for the survey.
- **Captcha:** This security measure ensures that responses are being submitted by real people, not automated bots.
- **Unique ID:** Each panelist is assigned a unique ID to help identify and track their participation, ensuring data integrity and avoiding duplicate responses.
- **T-Sign:** T-Sign helps deliver an accurate and complete view of the research project by linking device identifiers, personal data and online behaviors of the respondents. Our strong technology and global network of fraud reporting helps researchers assess risk, identify the duplicates, and confidently select the right respondents. With T-sign, we ensure effective results at every step of your survey project.

Q26. **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?**

Ans. When conducting tracking studies, we ensure a consistent panel distribution from wave to wave. The sample is sourced either through our panel, partners, or affiliates, and is distributed according to regular followed sample blend and strictly adhered to during the fieldwork. Rise2Research minimizes the number of panels involved in each survey to maintain data quality. Additionally, the source of each participant is carefully recorded in our database to ensure transparency and traceability.

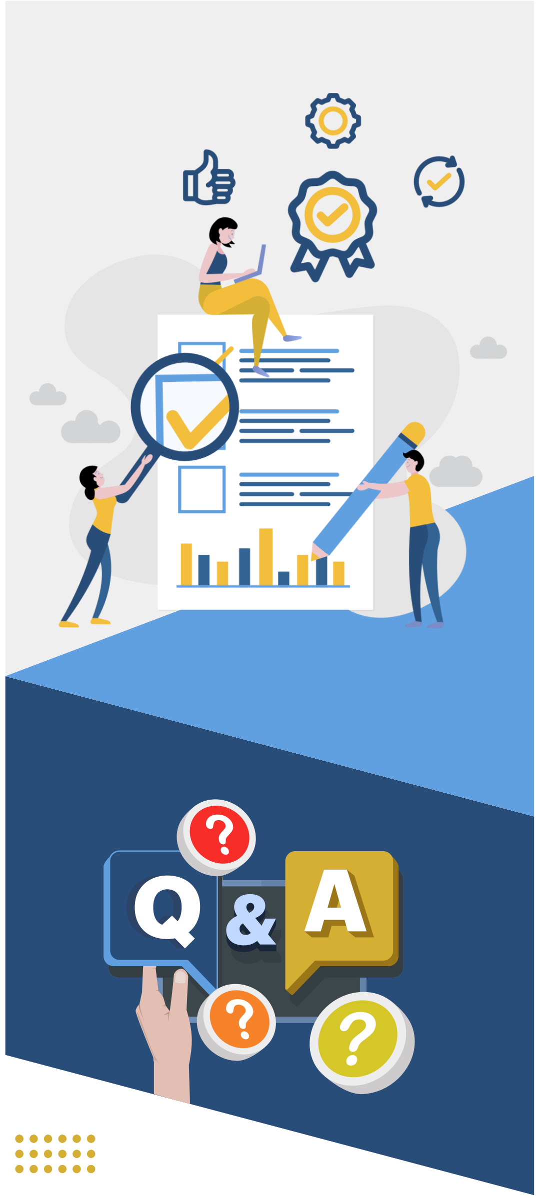


Q27. **Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or a survey. What processes do you have in place to compare profiled and known data to in-survey responses?**

Ans. We have a policy in place for panel members who consistently provide poor-quality survey responses. Client feedback is essential in helping us identify panelists who may need to improve the logical consistency of their data. By actively removing such panelists, we safeguard the integrity of our data and prevent their participation in future surveys.

Q28. **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 behaviors, 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?**

Ans. To reduce undesired in-survey behaviors in market research surveys, we implement several quality control measures, including validation checks and logic filters. These helps identify and eliminate random, illogical, or inconsistent responses, overuse of "Don't Know“ answers, and rapid survey completion.



Policies and Compliance

Q29. 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. (Note: If your company uses different privacy notices for different products or services, please provide an example relevant to the products or services covered in your response to this question).

Ans. Our privacy policy at - https://rise2opinion.com/Legal/PrivacyPolicy

Q30. 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 of personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

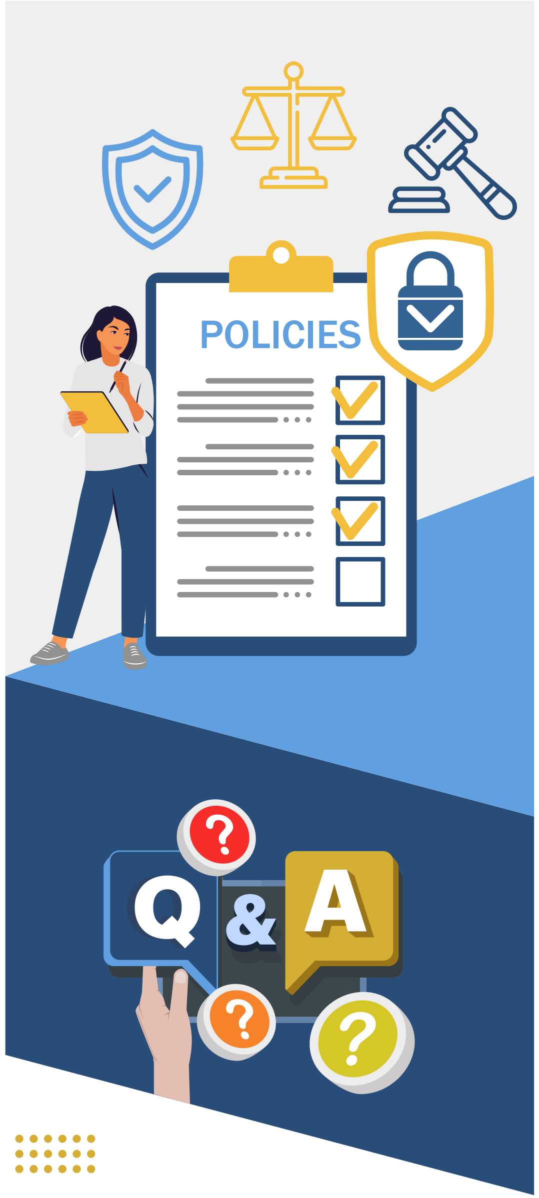
Ans. At Rise2Research, our guiding principle is to build trust with both our clients and panel members. To ensure privacy, we prioritize obtaining explicit consent from our panelists before processing their personal data. We comply with all relevant data protection laws and regulations across the jurisdictions in which we operate, addressing consent, breach response, data retention, and cross-border transfers with the utmost care.

For more details on our data processing practices, breach response, retention, and transfers, please visit:

[https://rise2opinion.com/Legal/PrivacyPolicy]

Our appointed Data Protection Officer can be reached at:

info@rise2opinion.com



Q31. How can participants provide, manage and revise consent for the processing of their data? What support channels do you provide for participants?

Ans. Rise2Research panelists can manage their consent and data directly through their dashboard. Additionally, they can contact our support team via email for any assistance related to their participation in market research studies.

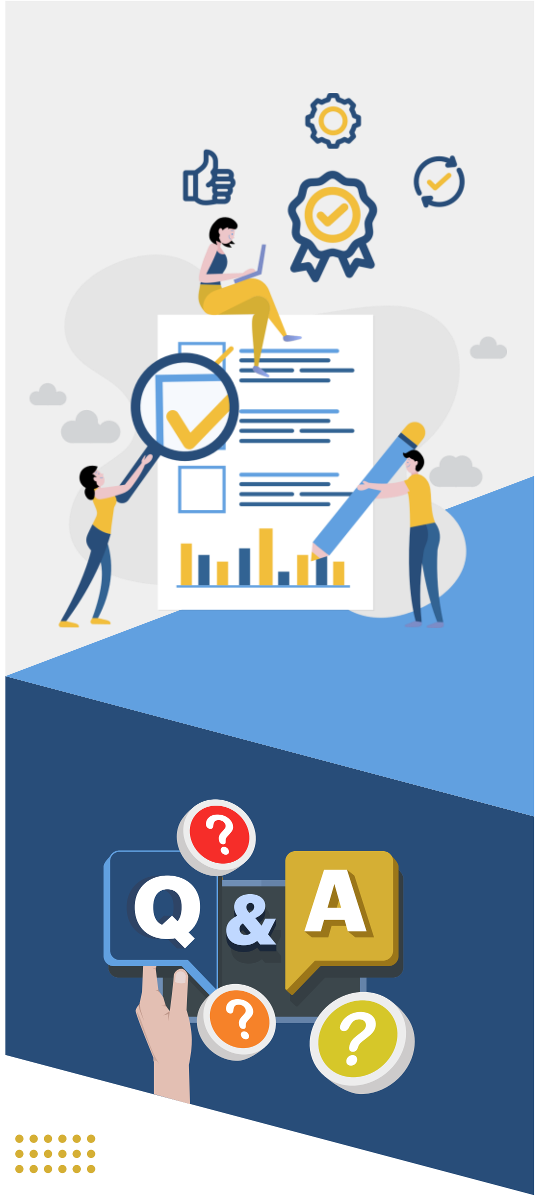
info@rise2opinion.com

Q32. How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?

Ans. Rise2Research complies with all relevant laws and regulations, including those governing participant incentives. We structure incentives according to the legal requirements of each region where our panel members are located.

Q33. 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?

Ans. Rise2Research does not conduct surveys or register minors below the legal age limit specified in the relevant country. For market research involving children under the legal age, we ensure that parental consent is obtained through email, and parents are asked to oversee the child during the survey. This approach fully aligns with the applicable ESOMAR guidelines for ethical and responsible research practices involving minors.



Q34. **Do you implement “data protection by design” (sometimes referred to as “privacy by design”) in your systems and processes? If so, please describe how.**

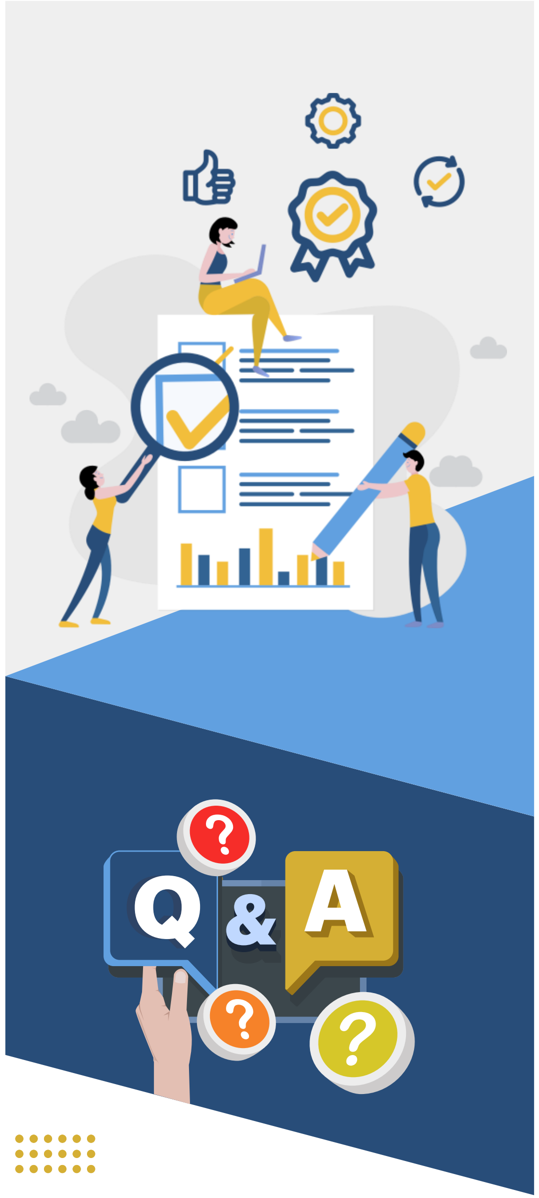
Ans. We implement "data protection by design" in our systems and processes to ensure the highest level of security and privacy for the personal data of our panelists. Our IT infrastructure and systems are meticulously designed to safeguard sensitive data at every stage of the market research process. Additionally, all employee computer systems are protected with the latest antivirus software, and access is restricted to authorized team members, ensuring that market research data remains secure at all times.

Q35. **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?**

Ans. Our information security compliance program adheres to the ISO 27001:2022 framework, ensuring both physical and digital security measures are in place. This framework governs the protection of sensitive market research data, ensuring confidentiality, integrity, and availability. Our program includes an asset-based risk assessment and an internal audit process to regularly evaluate and address potential risks. This structured approach guarantees that our market research practices comply with the highest standards of information security.

Q36. **Do you certify to or comply with a quality framework such as ISO 20252?**

Ans. Yes, we comply with ISO 20252, which is a standard for market, opinion, and social research. This certification ensures that we adhere to internationally recognized best practices and maintain high-quality standards in all aspects of our research processes, from data collection to analysis and reporting. Our commitment to ISO 20252 demonstrates our dedication to delivering reliable, accurate, and ethical market research services.

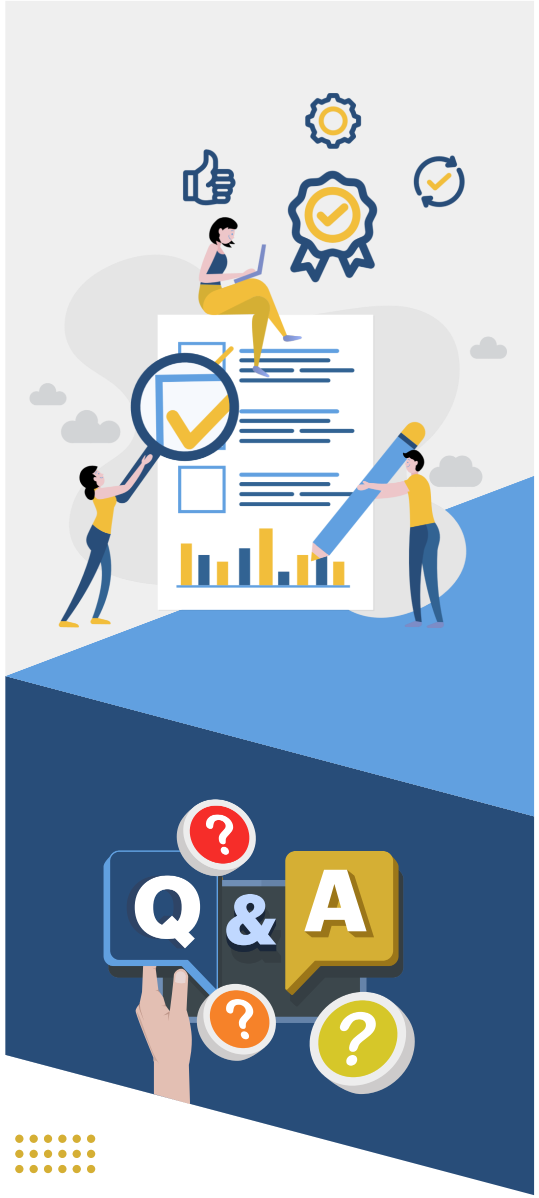


Q37. **Which of the following are you able to provide to buyers, in aggregate and by country and source? Please include a link or attach a file of a sample report for each of the metrics you use.**

Ans.

1. Average qualifying or completion rate, trended by month
2. Percent of paid completes rejected per month/project
3. Percent of members/accounts removed/quarantined
4. Percent of paid completes from 0-3 months tenure
5. Percent of paid completes from smartphones
6. Average number of paid completes per member, trended by month (potentially by cohort)
7. Active unique participants in the last 30 days
8. Active unique 18-24 male participants in the last 30 days
9. Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview

Since these indicators are dynamic in nature, we can supply them upon request.



Rise2Research

THANK YOU