# PROBE PARTNERS ESOMAR 37

## Company Profile

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?

Probe Partners was founded in 2021 as an online public opinion research company. We have more than 2 years of experience in market research. We are collecting human responses on qualitative and quantitative data. We help our customers manage their online sample needs, project management and sampling mixing, and we build sampling strategies for our valuable customers.

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 for your frontline staff?

Yes, we 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. Our Panel team works closely with Probe Partners methodologists to develop and optimize sampling strategies, which are then automated using machine learning. We provide training in sampling techniques for our frontline staff, it depends upon the study or Project.

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?

There are several services offered by Probe Partners like Data collection, Survey design, market research planning, trend analysis, qualitative and quantitative data etc.

Now, we offer a broad range of data collection and analysis services like Trends analysis, industry report, market segmentation, brand, and product positioning etc.

## Sample sources and Recruitment

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

Probe Partners panel is available for derive participant for the online sample and have the consumer panel for many participants.

The panel is drawn from multiple sources and recruitment involves the use of a broad array of techniques to select unique and responsive members. Recruitment is designed to meet the demographic needs of a panel that is closely representative of the online population of the market.

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?

100% of sample from the Probe Partners Opinion Panel is proprietary and exclusive to Probe Partners. All recruited Probe Partners Opinion Panelists are wholly owned by Probe Partners.

Q6. What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or is it 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?

Our recruitment channels include affiliate networks, leading vertical portals/sites including top ranked sites, global job portals, search and referral program content networks referrals, email campaigns and social networking sites.

Our recruitment process is based on quotas/filters and targeting but we do run specific campaigns that are via invitation only (Decision makers in specific industries).

Q7. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

We use Email verification, captcha and bot detection, survey logic & consistency check, data analytics and pattern recognition which are forms we use for validation in the recruitment to ensure that participants are real, unique, and who they are.

**Email Verification:** One common step in participant validation is verifying the email addresses provided by participants. This can be done by sending a confirmation email to the address provided and requiring participants to click a link to confirm their participation.

**CAPTCHA and Bot Detection:** Online forms often include CAPTCHA challenges to distinguish between human participants and automated bots. Additionally, organizations may employ bot detection algorithms to filter out suspicious or automated responses.

**Survey Logic and Consistency Checks:** Within the survey or research instrument itself, logic checks, and consistency checks can be implemented to identify and flag responses that appear inconsistent or suspicious.

**Data Analytics and Pattern Recognition:** Advanced data analytics and pattern recognition techniques can be used to identify anomalies in response patterns that may suggest fraudulent or duplicate responses.

Q8. What brand (domain) and/or app are you using with proprietary sources?

Our sample sources use a variety of methods, applications, and domains to provide respondents with access to surveys. The proportion of respondents accessing the survey via each method varies depending on many factors, including country, sample target, LOI, whether the survey is designed to be mobile-first, and the survey population. The design is based on these factors.

Q9. Which model(s) do you offer to deliver samples? Managed service, SelfServe, or API integration?

Probe Partners Panel only provides samples as a managed service.

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?

The Probe Partners Panel does not offer intercepts. The SSRS Opinion Panel consists entirely of sample recruits based on probabilistic methods.

Q11. Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, is there a 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?

Our panel management platform allows for all of the conditions involving management of specific audiences for sample delivery, sample locking scenarios for specific buyers/projects, product/qualitative research, and repeat testing. We design a variety of programs to engage with our audiences to ensure a high participation rate.

# Sampling And Project Management

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?

The overall process from invitation to survey completion depends upon the client's requirements. The shortlisted group of Panelists is sent direct invites at their validated email addresses with project details and a timeline for completion.

Panelists are given points per survey. Points are calculated as per the length of the interview, target audience and complexity of the study.

Lower points are given for "screen-outs" and "quote-full;" higher points are given for completing the survey. The point value associated with each survey/interview is calculated to ensure that Panelists are satisfied with their incentives.

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?

Our deep profiling Probe Partners panel captures thousands of data points each month, all of which are stored on our secure server. The primary profiled data that can be shared with clients either as a data set or attached to the link include, but are not limited to, names, ages, genders, ethnicities, education, postal codes, years of birth, educational levels, occupations, states, income, employment, etc. As a result of our in-depth profiling, we can provide a wide range of standard data about the respondents to our clients.

Profile exercises are conducted on a monthly basis to generate new data points and to update existing ones. Respondents are regularly reminded to update their profile data so that relevant surveys relevant to their profile can be sent to them. Profiling information is gathered directly from respondents.

Q14. What information do you need about a project to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?

To provide accurate costs and feasibility, it is helpful to receive the following information at the proposal stage: Target population(s), disease prevalence, sample size, survey duration and complexity, research topic, Spanish language requirements, project timeline, and any other requirements any special request? Or deliverables such as including videos and graphics, open coding, data tabulation, questionnaire design help, and data analysis help.
The panel can use a combination of projected rates, historical response rates, and panel composition to determine feasibility.

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-contracts?

There may be good reasons why certain sample providers should not be used. For example, the provider may not have experience of operating in the geography relevant to your project. Due to the dynamic nature of the online market research business, at times we must rely on third-party online sample providers to complete client-sponsored market research studies. We have a tightly controlled supplier vetting process through which we identify companies who adhere to a quality and respondent management process which closely mirrors our own. Companies selected as preferred partners adhere to stringent guidelines on each project commissioned. Additionally, we have a Supplier Quality / Satisfaction program through which we capture qualitative and quantitative measures on supplier performance which are then reviewed monthly by management.

Q16. 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?

No, we don't 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?

No, we don't employ survey router.

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?

In general, we don't give our participants any advanced knowledge of a project. Each Questionnaires are given out at random in accordance with the number of target respondents and available quotas. We only mention publicly available information about a project, like Name, to avoid response bias.

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?

Our sample management platform picks panelists for a survey based on their profiling attribute match. The survey dashboard of the panelist allows the panelists to pick from a variety of surveys he/she has qualified for. To avoid survey bias, we only reveal the topic of the survey, the length of the interview and the incentives associated with the survey as part of the dashboard detail.

Q20. What ability do you have to increase (or decrease) incentives offered to potential participants (or sub-groups of participants) during a survey? If so, can this be flagged at the participant level in the dataset?

When a participant has entered the survey or complete the survey through our panel that time, they will get some electronic gift or points which they can redeem the points and they will receive through the email or via gift voucher etc. They have the option of redeeming their rewards as a cash equivalent gift card (such as a Visa gift card) or as a gift card for one of many online or in-store retailers. All respondents who complete the survey via telephone are offered post-participation compensation via a mailed check.

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)?

Survey names, number of questions and the number of reward points to be earned are clearly mentioned. If the survey requires special notes for the respondents to know, it will be clearly mentioned on the survey's cover page.

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

Yes, we provide a debrief report about a project after it has been completed. The debrief measures the project's success on expectations related to bidding, timing, project management, budgeting, client service, and meeting the project objective(s), and subsequent improvements/changes are made based upon their feedback. We also provide project details such as click rate, incidence rate, completion rate, and other project information upon request.

## Data Quality and Validation

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?

Depends on survey characteristics and client's requirements. As for us, we don't put limit of any kind on our participants whatsoever.

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?

Probe Partners maintain the high data of every individual participant of our panel. We record the data of a participant completing a survey and their participation rate in our daily surveys. We also use this data to analysis the public participation on our panel. This data is not a part of our standard deliverables. We can provide aggregated data as a custom service.

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.

We provide login access for every participant based on details they provide during filling our Probe Partners panel form. Then we provide a unique code for access. And their dashboard shows only that project they will be eligible for project level according to their knowledge. We also check at the point of entry into the panel we have some security system like; Duplicate Email, VPN block, Re-captcha, Duplicate IP prevention etc.

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 the source be appended to the participant data records?

We randomly select participants from our panel so that we can manage consistency and limit response bias. For trackers we normally consider the dropout rate based on past performance data.

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?

Probe Partners maintains a comprehensive record of individual participation data, which includes the participation rate. Our Panel diligently monitors the health of the panel and conducts an annual review of the panel database to identify chronic non-responders. These individuals are panel members who have joined but have never completed a survey, despite receiving multiple invitations. To address this issue, chronic non-responders are provided with a final chance to confirm their membership through an engagement survey. If they fail to respond to this survey, they are excluded from future sampling. Additionally, to compensate for panel attrition over time, the panel is systematically replenished.

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?

Our Panel Building and Panel Engagement teams keep a check on panel data quality at all stages of the survey.

Our validation checks measure inattentive respondents, overuse of non-response and speedsters and remove them from our database. Few of these validation checks are:

A) Every project (full-service or ad-hoc) goes through a randomized attentiveness pre-screener to ensure that random responders are removed even before they enter the survey.

B) For ad-hoc studies, we recommend that our clients add quality checks within their surveys so that bad respondents can be screened out during the survey participation stage itself.

C) Our proprietary digital fingerprinting tool screens out professional respondents from taking the survey. It also blocks multiple responses from the same computer.

Our data cleaning process uses multiple techniques of applying software/algorithms and human review to identify bad responders. Behaviors evaluated to identify inadequate quality data include but are not limited to:

- Survey Response Consistency

- Pattern or Clickthrough behavior

- Duplicate Response Identifications

- Inattentiveness

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?

Privacy policy and Opinion panel both are available on our official websites.

**https://probepartners.com/**

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?

Probe Partners uses consent as the primary legal basis for processing and in limited situations will use other legal bases, including the performance of a contract and legitimate interest.

Probe Partners comply with key data protection laws and regulations, and address requirements such as consent, data breach response, cross-border transfer, and data retention:

- Compliance with Data Protection Laws and Regulations:

- Data Breach Response

- Cross-Border Data Transfers

- Data Retention

Yes, we appointed a data protection manager officer.

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

For information regarding data processing, breach response, retention, and transfer, please read this link: https://probepartners.com/privacy-policy

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

Probe Partners Panel complies with all applicable laws and regulations. Our incentives are structured according to the governing rules in each area where we have panel members.

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?

Probe Partners conduct surveys with children and young people, and we ensure compliance with data protection laws and regulations. When we are collecting the of young people and children, we ensure their legal age consent with the guardian and their legal parents.

To comply with data protection laws and regulations when collecting and processing personal data of children and young people, organizations typically:

- Identify the specific legal requirements applicable to the collection and processing of data of minors in different jurisdictions.

- Implement measures to obtain proper consent or parental consent when required.

- Ensure data is stored securely and that access to this data is restricted to authorized personnel.

- Provide clear mechanisms for data subjects to exercise their rights, such as the right to be forgotten, data access, and data portability.

- Regularly review and update privacy policies and data protection practices to align with changing legal requirements.

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.

Yes, we have designed our IT infrastructure, systems, processes in such a manner that gives utmost security and privacy to the personal data of our panelists. Our servers are fully encapsulated with firewall and DMZ only accessible to authorized persons only. All the computer systems of employees are protected with the latest antivirus and allowed to only authorized team members.

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?


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


Q37. Which of the following are you able to provide to buyers, in aggregate and by country and source?

01.     Average qualifying or completion rate, trended by month



02.      Percent of paid completes rejected per month/project, trended by month

03.      Percent of members/accounts removed/quarantined, trended by month



04.      Percent of paid completes from 0-3 months tenure, trended by month

05.     Percent of paid completes from smartphones, trended by month

06.     Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month

07.     Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort)

08.     Average number of paid completes per member, trended by month (potentially by cohort)

09.     Active unique participants in the last 30 days

10.     Active unique 18-24 male participants in the last 30 days

11.     Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview

12.     Percent of quotas that reached full quota at time of delivery, trended by month