APTZION

ESOMAR's "28 Questions to help Research Buyers of Online Samples"

Target

Speed

Trust

Control

Audit

ESOMAR 28

The primary aim of these 28 Questions is to increase transparency and raise awareness of the key issues for researchers to consider when deciding whether an online sampling approach is fit for theirpurpose.

COMPANY PROFILE

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

AZ: AptZion started its operations in year 2024, and has been serving some of the leading research & consulting firms globally.

We aid our clients gather opinions from a varied set of target audiences globally. Our experience combined with innovative thinking provides actionable insights to our clients.

High-end quality is on our DNA; hence our rich profiled & judiciously managed research-only online panels keep our clients stay ahead of competition.

Our experienced team brings decades of collective experience in online panel development, sample management and quality control.

Please describe and explain the type(s) of online sample sources from which you get respondents?

AZ: We actively manage and source samples from multi-source methods. All the sources are monitored closely by a separate team who ensure composition and quality of our research panels.

We use diversified online and offline sources to recruit our panelists, for B2B, we work with hundreds of partners globally who use internet banners, news-letters and search engine optimization methods.

We also work with publishers and affiliates who help us generate prescreened and permission-based traffic.

Sources like social media, mass-mailing and member-get-member programs are run internally.

SAMPLE SOURCES & RECRUITMENT

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?

AZ: Most validation for B2B comes through our telephonic center, etc. Others we use email verification and random linked-in validation.

Our proprietary digital finger printing technology aids in ensuring the reliability of sample coming from different sources - double opt-in's also play a vital role here.

We often use one partner for one geography which ensures there is minimal duplication, our proprietary authentication scripts identify and filter overlap between sources if any.

Our periodical health scrubs add another layer of check to keep our database free of fraudulent respondents.

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

AZ: All sources and our panelists are only used for market and opinion research purposes only.

We do not involve in sales, direct marketing, advertising or any sort of activities that do not involve research.

How do you source groups that may be hard to reach on the internet?

AZ: We leverage licensed databases and reach out to an audience which is hard to approach online.

We also use offline methods of recruitment in especially developing countries involving our partners where the internet penetration isn't strong, this assist's us in reaching out to right target.

Last but not the least, we use third-party verified databases and make them go through our quality control process to authenticate the respondents, before they're allowed to join our panel.

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?

AZ: We involve our clients in our decision-making process when there is a need to source samples from other providers, this ensures transparency.

We use stringent testing methods before we partner with any provider. This includes giving them pilot studies and testing them out, as well as understand their quality control processes and map them against our parameters. In addition, our quality control team and our proprietary de-dupe tools help us to create a graded matrix of top partners whom we reach out time and again when we have a shortfall.

We often work with providers with whom we've had good overall experience with and have long term relationships.

SAMPLING & PROJECT MANAGEMENT

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

AZ: *We make use of quotas in the invitation process, making us reach nearly a perfect representative sample with almost minimal need for post weighting.*

For most of our studies we use a random sample on behalf of the criteria or quotas defined by the client.

We exclude panelists from a study in a variety of ways including but not limited to; subject matter, time of period, and past participation depending on the specific quotas suggested by our clients to ensure there is even representative of sample.

What do you consider as primary advantage of your sample over other sample sources in market place?

AZ: *One of the biggest advantages we have for our B2B panel is that it's not a subset of our B2C panel, it's purely a targeted recruit. Since most of the panelists are telephonically recruited, we manage everything in-house.*

Our panel sits on Confirmit's panel management software, who are industries leading panel management software company. Having them not only gives us flexibility & scalability but also assures our clients that we use best-in-class technology with added information security.

Our robust quality control processes, active panel development & panel management skills combined with our relationship with some of the world's leading incentive partners give us edge over many our sample sources in market place.

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What are people told when they are recruited?

AZ: All people are requested to join AptZion so they could be invited to participate in relative surveys, which are sponsored by our clients to get their honest opinion and feedbacks. These topics could be broadly ranging and depending upon the study requirements, they'd be pre-qualified for an invite to participate in these studies.

They are requested to register themselves on panel engage, and they're informed about points they'd receive for participation in a survey. Our panelists can redeem these points against cash, gift coupons or purchase products & services online and physically, supported via our incentive partners.

Panelists are aware that their participation allows companies to best meet market needs and make informed decisions. Our panelists are made aware that Panel Engage-IT (one of our specialists B2B panel), has panelists in a variety of roles from many functions across a broad range of industries.

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

AZ: Within projects, panel members have the opportunity to leave comments about the survey completed. This information is shared with clients when asked/appropriate.

AptZion closely monitors panel behavior by reviewing attrition rates and response rates.

We have a 24/7 online chat facility wherein panelists can voice their opinions and concerns directly to the panel management team.

A dedicated panel support team deals directly with panelists comments and complaints through emails and calls if necessary.

If the sample comes from a panel, what is your annual panel turnover/attrition/retention rate and how is it calculated?

AZ: We project an annual attrition rate of 5 -10%. We take attrition seriously whether it is voluntary or involuntary. We at AptZion calculate this as number of people leaving by total panel size at the start of new calendar year.

An involuntary method involves our team removing panelists because of various reasons including but not limited to fraudulent activities, invalid email addresses, duplicate registrations or IP's.

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

AZ: Single opt in – Panel members recruited through various sources complete a registration form and submit the information.

Double opt in – Panel members then receive a registration form via email to confirm their panel registration. The registration email id is also verified once panelists click on the confirmation link.

Panel members are then sent a detailed profiling link to complete and submit. Once the profiling survey is completed panelists are selectively invited to research projects.

What profiling data is held on respondents? How is it done? How is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects dealt with?

AZ: We collect profiling data in two stages, one at pre-recruitment and other at post-recruitment stage, and post-recruitment is mostly a periodical process.

At pre-recruitment stage we collect data points which are mostly demographic like name, gender, DOB, state/province/region, zip/postal code, email, education level, employment status, occupation, sector of activity, annual household income, household size, internet usage, age & gender of other household members.

At post-recruitment stage we collect various information on products and shopping pattern, holiday and transportation, economy and insurances, telephone and internet, company info., specialization in case of B2B and many more. We encourage them to update their profiling information at any time, but we also incentivize them to do so periodically as panelists are shared with login details where they can update the information.

If a certain profiling data is not held, we'd generally go for a pilot test and inform our clients accordingly to arrive at an incidence or go with client suggested incidence and validate them against the actuals.

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Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? 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

AZ: *Our invites generally include information like survey topic, survey length, reward level (no. of points) and a link to participate in the survey.*

B2B studies range from simple to complex, and the rewards are decided based on the complexity & duration of survey.

We prequalify panelists based on survey demographics and defined quotas. We send invites to a certain pool of panelists based on a known or agreed incidence rate. Initially we test a pilot and invite a small universe, once we have a go ahead from our quality team and the client, we release the rest of the samples for a particular survey.

We also invite people to participate in surveys via their mobile, depending upon the client needs and they are not more than 2 - 3 per week.

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?

AZ: *Upon registration, panelists earn between 300 and 500 engagement points and as soon as they complete the short profiling survey.*

When panelists get an opportunity for live surveys, they collect between 500 and 2,000 engagement points, depending on the survey duration and complexity.

Once their points balance has reached a redemption threshold (varies by country) the panelists are sent a personalized redemption card with the topped-up amount. Panelists can browse and purchase with the reward emailed or shipped to their address. They can also choose to get paid cash to their PayPal accounts.

For B2B, 30 minutes+ interview lengths and complex respondent demographics the engagement points are generally higher, and it depends upon the complexity and the agreed incidence rate.

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

AZ: *At the basic we provide feasibility estimates based on the following information,*

• *Total Sample*
• *Geography (with quota's)*
• *Qualification criteria*
• *Incidence Rate*
• *Sample size*
• *LOI*
• *Expected field time*

The above information is enough for us get started and prepare the costs, we always encourage our clients to share any additional information they may have to aid us in preparing an accurate cost.

DATA QUALITY & VALIDATION

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.

AZ: Often, we work on client scripted surveys wherein we are asked to use our sample-only services. In scenarios like these we are limited with the information that is available with us like 'speedsters'. We check this on a real time basis and inform clients to remove the particular ID's, so they could be replaced immediately.

In addition to this before sending the interim and final data we have a separate data quality team who checks the data thoroughly for inconsistent behaviors and make sure the quality of output is as per client's expectations.

On scenarios wherein we script the data we ensure all quality check parameters like speedster, random response, over use of 'Don't Know', blind response, straight liner are evaluated closely and data is sanitized to ensure utmost quality.

Repeat offenders are thrown out of the panel and replaced with a fresh recruit.

What is likely survey start, drop-out and participation rates in connection with a provided sample? How are these computed?

AZ: The panel is developing quickly and initial projects have delivered response rates of 50%+. Variables such as respondent type, length of survey, subject of the survey and survey content greatly affect survey metrics.

The calculation of our response rate is based on the total number of accessed interviews over the total number of invited respondents. AptZion drop-out rates are very low, and are greatly influenced by study type, content of the survey, and length of the study.

What data protection/security measures do you have in place?

AZ: We carry multitier data protection measures for all our data. Our data sits behind a firewall and have user-level authorized access to folders and information with periodical change in passwords.

Our security and privacy policies are periodically reviewed and enhanced as necessary. All our project completes get into a completed folder whose access is only permission based.

In terms of panelists, we use a proprietary digital finger printing tool to help identify and flag duplicate respondents.

Duplicates: Respondents who have already completed the registration survey and try to register again. If a respondent was screened out or attempts to register again.

Repeat offenders: People who try to participate in the registration survey more than once.

Geo IP: We allow registration of people from specific geography only, and people trying to register from other geographies are denied.

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

AZ: We share a real-time reporting link with clients which includes updates on completes screened and quota full.

We also have information on response rates, incidence rates and outcomes by question or country, we can share them based upon request.

Outputs vary from client to client; some ask us for a cross-tabs while others just want raw data. We provide charting, presentation and data visualization services and offer our clients to pick them as per their needs.

We encourage our client to get on a debrief call to discuss about the study and get their feedback.

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?

AZ: We monitor historical track of all our panel members and all their individual actions as a panel member over time.

Thus, we upon request can provide our client with a per-job analysis of individual level data such as participation history, date of entry, recruitment source or any non-personally identifiable information.

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?

AZ: We currently do not have any strict limits on general survey participation, although we are able to apply such limits as needed on a per-project basis and age group and gender but not according to sample source.

We are able to exclude panelists who have participated in previous surveys for the same company or in surveys conducted for companies.

Especially, when doing tracking studies, we are excluding panelists for 6 months for the same study as default or as advised by client.

POLICIES & COMPLIANCE

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?

AZ: Screening respondents: Our suppliers conduct screening exercises and route eligible respondents to the recruitment questionnaire hosted by Panel Engage. We capture the relevant PII information such as name, email address, city, postal code, etc., for all qualified respondents.
Panel Quality: Validation checks are conducted periodically on the respondents' email address, telephone & mobile to identify outliers and ensure valid responses.
Validation checks are conducted for new panelists (random selection about 20-30%) via: phone calls, profile checks in LinkedIn, & directory checks,
Digital finger printing tool: We use a customized digital finger printing tool to help identify and flag duplicate respondents. Duplicates:

Respondents who have already completed the registration survey and try to register again if screened out.
Repeat offenders: More than once participants are thrown out.

Do you have policy regarding multi-panel membership? What efforts do you undertake to ensure that survey results are unbiased given that some individuals belong to multiple panels?

AZ: Every individual who fits our recruiting criteria is free to join AptZion and any other panel as we cannot control this. However, we have put data quality checks and sample rules in place to help prevent multi-panel membership from affecting results.

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

AZ: Individuals can view our extensive Privacy Policy at the time of panel registration. The invitation to our surveys includes a link to the policy, and reminds panelists that we hold all information provided in the strictest of confidence.

Please visit our [Privacy Policy](#)

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

AZ: Audio, video, still images, or concept descriptions are not suitable for online surveys as a panelist with various technology solutions will be able to copy and share these on social media etc.

Surveys containing commercially-sensitive content typically require respondents to agree that they will not discuss, copy, or sell any information gained as a result of their participation in the survey.

If a new product or idea is introduced the chances are high that this information might be shared, so we ask panelists to formally agree to confidentiality when participating in sensitive surveys. Ultimately, we leave the decision as to how to protect sensitive information up to the client.

Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides?

AZ: We do not have panel members registered under age 18 and hence we do not store personal information from children. Surveying panelists' children is only done through advocacy and adhere to in these cases, we adhere to both the ICC/ESOMAR

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

AZ: AptZion is owned and operated under the name AptZion International Code and the Children's Online Privacy Act (COPPA). which has earned the internationally-recognized ISO 20252:2006 certification for provision of Primary Research, Data Processing, Survey Programming via CATI and CAWI.

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