

ESOMAR 28 – questions & answers

COMPANY PROFILE

01

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

DataDiggers is a technology-driven fieldwork expert who offers proprietary online panels in 9 European countries, as well as various data collection solutions and flawless supporting services to market researchers across the globe:

- ✓ supporting CAWI solutions/methodologies: questionnaire programming, hosting and data processing, online product tests, tracking studies, mobile surveys via mobile apps or in-browser, multi-country studies
- ✓ coding and translation for both questionnaires and verbatims
- ✓ mixed online/offline quantitative and qualitative research methodologies: CATI, CAPI, CLT, online and offline focus groups, online communities, online and offline diaries, IDs, ethnography research, desk research and mystery shopping.

Although the company was founded in early 2015, the managing team is one of the most experienced in the online market research industry, with more than 20 years spent working with or for key players like Ipsos, GfK or TNS.

SAMPLE SOURCE AND RECRUITMENT

02

Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?

All our studies are conducted exclusively on actively managed online panels. We currently own proprietary online panels in 9 European countries and plan to expand to other markets in the near future. The panels we use are recruited and maintained to be representative of the general population in terms of all demographics. Occasionally we may employ panel partners who meet the quality standards set by ESOMAR in terms of panel management.

We do not use databases, email lists, social networks or river sample in our studies, as we do not trust the data quality that results from using those resources.

03

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?

In each survey we always do our best to use only one panel per country, which in most cases it's our proprietary panel. However, for some tough studies (such as very low incidence rate ones or those searching for narrow audiences), we need to employ more than one panel. When that happens we always use automatic de-duplication done based on a combination of identifying factors, such as email address, IP, name and date of birth, to mention just a few. Our data collection system will automatically flag the members suspected to be duplicates during a survey and screen them out.

Apart from the de-duping done in our own data collection system, we always make sure to employ online panels which perform quality digital fingerprinting even from the member's registration stage.

04

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

Yes, our panels are used solely for market research purposes; members are never approached for sales, direct marketing, advertising or any other similar activity.

05

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

DataDiggers' proprietary panels are deeply profiled on diverse consumer and B2B criteria, enabling us to pre-select hard-to-reach audiences such as business decision makers, IT decision makers, C-Level employees, mother of babies, affluent people, frequent travellers, patients and many others. We continuously strive to improve the profiling questions and encourage our panel members to update such information on themselves.

In addition, DataDiggers has close relationships with quality local partners across the world who can supply actively managed audiences of this type, including deep profiling such as specialization, area of authority, company size by number of employees or PCs, company revenue etc.

06 *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?*

Whenever we need to reach out to local panel partners (e.g. when IR is too low to get client's desired numbers), we reach out to companies that are carefully selected based on their:

- adherence to industry quality standards (member of ESOMAR, CASRO and/or MRA)
- transparency in terms of panel policies used to recruit, manage and incentives panel members
- flexibility in daily processes
- references (clients they have been working for in the past).

We always notify clients in the bidding stage and before launching the survey about the usage of panel partners.

SAMPLING AND PROJECT MANAGEMENT

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

Our panels are recruited as close as possible to the national representative profile of the offline population, based on a diverse set of online sources. That also helps in getting samples that are representative in terms of consumption habits and attitudes. Aside from that our online data collection system allows us to set nationally representative quotas in field and also to pre-select target groups according to the required demographic profiles.

08 *Do you employ a survey router?*

We do not employ a survey router.

09 *If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?*

We do not employ a survey router.

10 *If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?*

We do not employ a survey router.

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

We do not employ a survey router.

12 *What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects dealt with?*

There are several data that are held for each respondents – to name a few:

- various demographics (age, gender, region, income, education, occupation, household size etc.)
- consumption behaviour data (different household items owned, purchasing authority within household, Internet frequency usage etc.)
- travelling habits
- financial services or products used
- job related (position, department, company size, industry etc.).

The mandatory data collected at registration stage includes email address, gender, age and location (zip code). Members are required to update their profile after completing every survey, although they can voluntarily do that whenever they wish during their membership.

In case of low incidence rate projects where there is no relevant profile to use, we always try to be as creative as possible and pre-select the closest profile for the required audience; then we agree on an incidence rate with the client. Or, alternatively, we can run a short pre-screen survey in advance to offer client a better idea of feasibility.

13 *Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.*

DataDiggers uses mainly email invitations; online panelists are invited to provide their honest opinions for market research and business purposes only and the standard invitation includes:

- the estimated length of interview
- the amount of money the member can win if he/she completes the survey successfully
- a link to the privacy policy page
- a link to the frequently asked questions page
- a link to the survey participation regulations page
- an „Unsubscribe“ button
- a specific contact for support in case of any inquiry.

For mixed quantitative/qualitative projects we may as well use SMS or phone call to invite, remind or confirm participation, however this will be employed only for those members who have previously agreed to be contacted that way.

14 *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?*

We offer money rewards in exchange for survey completion and the amount varies with the length of interview. After reaching a certain level in their DataDiggers account members can either:

- Redeem them via PayPal in all countries except Turkey
- Exchange them into online vouchers in Turkey.
- Redeem them for cash, online vouchers or ask them to be wired to their personal bank accounts in Romania.

We will implement other types of incentives payment methods in the near future across all countries where we own proprietary panels.

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

There are several specifications we need to have in order to estimate feasibility:

- Target definition including every qualification criteria (age, gender, region etc.)
- Quotas and/or sub-quotas required
- Length of interview
- Fieldwork duration.

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

Yes, we conduct respondent satisfaction surveys on a regular basis to finetune our approach at every stage. This is a very important aspect to ensure a high data quality for our customers at all times. We are very interested that the respondents have a pleasant experience filling out our surveys, because that reflects into the quality of the data collected.

The information can be made available to clients on request.

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

DataDiggers provides a standard set of information on every project:

- Final status of respondents (completes, screenouts, quotafulls)
- Incidence rate
- Median length of interview.

Aside from this we can offer other parameters like drop out rate, response rate or access rate. If required, we can also offer demographic data after field completion. This is conditioned on respecting our privacy policy.

DATA QUALITY AND VALIDATION

18

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

For the projects where we provide sample only, we work closely with our clients to define the criteria that would flag someone as a fraudulent respondent, including (but not limited to): time spent on the survey, straight-lining, inadequate responses etc. We also encourage clients to insert trap questions in the survey. The respondents that are flagged as fraudulent will be moved into a quarantine stage and they won't be considered viable completes, therefore client will not be charged for them and the members will not receive an incentive for that particular study.

Alternatively, within the full-service projects we have our own standard definitions of what makes up a fraudulent respondent, which are passed on to clients (and panel suppliers in case we need to use any) so that we are on the same page when eliminating their answers from the database. On the other hand, as much as possible when we program a survey we try to use interactive grid type questions, such as drag and drops, grid bars etc., so that we help respondents pay more attention during completion and thus ensure getting high quality results.

19

How often can the same individual be contacted to take part in a survey within a specified period whether they respond to the contact or not? How does this vary across your sample sources?

As a general rule, a respondent is sent only one invite and one reminder within a particular survey. The same rule applies to the panel suppliers we use.

20

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?

By default, a panel member can receive maximum 3 invitations in a week. However, each member can manually adjust this period to his own preference within his/her own account. In addition, we can always set quarantine or elimination rules upon clients' requests that can refer to a specific time frame, a certain survey topic or particular projects. For example, in tracking surveys it is an often requirement to eliminate either past 3 months or past 6 months completed interviews; we are fully able to do that whenever required.

21 *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?*

All data about our panel members' participation in past surveys is recorded, including but not limited to: first survey joining date, last participation, incentives won and redeemed etc. Information is available upon request to our clients.

22 *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?*

Yes, and it applies to both the registration stage as well as for each particular survey.

DataDiggers uses digital fingerprinting technology in the registration stage and applies various techniques of preventing fraudulent respondents joining surveys – here are just a few:

- Screening against IP location inaccuracies (e.g. person living in the UK that wants to register as member in our Romanian panel – such person is unable to even access the registration form)
- Continuously checking for email, address or name similarity in order to spot potential same persons
- Running trap surveys to flag dishonest panel members
- Purging the inactive and invalid email addresses.

Standard definition of a fraudulent respondent is used to flag speedsters, straight-liners and those who provide inaccurate answers on a regular basis. Those flagged as fraudulent will not be considered completes, client will not be charged for them and the member will not win an incentive for that particular survey. Repeated fraudulents are purged from panels on a regular basis.

The same procedures apply for consumer and B2B target groups.

POLICIES AND COMPLIANCE

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

Our online panels are all double opt-in and members are recruited via different affiliate marketing channels, ensuring a variety of resources to avoid any bias. Future panel member clicks on banners while navigating the web or is web-intercepted by the affiliate marketing company and redirected to our panel registration pages listed below. There they have to fill out a valid email address, an unique password, their gender, date of birth and zip code. Then, a link is sent to the given email address and the person is asked to click on it to confirm

their email address and membership. After this they reach a page where they are thanked for joining the panel and at this points they become double opt-in members.

Here is the list of current panel registration pages:

- Czech Republic: <http://czpanel.datadiggers.ro/registrovat/>
- Greece: <http://grpanel.datadiggers.ro/%CE%B5%CE%B3%CE%B3%CF%81%CE%B1%CF%86%CE%AE/>
- Hungary: <http://hupanel.datadiggers.ro/regisztracio/>
- Poland: <http://plpanel.datadiggers.ro/rejestracja/>
- Romania: <http://ropanel.datadiggers.ro/inregistrare/>
- Serbia: <http://rspanel.datadiggers.ro/registracija/>
- Slovakia: <http://skpanel.datadiggers.ro/registrovat/>
- Turkey: <http://trpanel.datadiggers.ro/kayit-ol/>

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

Our privacy policy is located at this address: <http://www.datadiggers.ro/privacy-policy/>. Members have access to this policy in their own language.

DataDiggers complies with all national and international laws in place regarding privacy and confidentiality. We are also fully compliant with all industry rules, including CASRO and ICC/Esomar Code.

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

DataDiggers uses strict data security and protection actions to secure every piece of information related to respondents. We always act in accordance with national and international data protection laws and regulations.

The main security measures we take include:

- Our software uses SSL to secure all operations: sampling, panel management and information provided by panel members
- All users who access this data can only do it using a personal username and password
- After logging in non-active users will be logged off
- Servers are based in the EU and monitored 24/7
- Employees handling or getting in touch with panel members' personal data are required to sign a non-disclosure agreement with DataDiggers.

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

DataDiggers uses local insight from native speakers to provide our clients with accurate feedback regarding what it is sensitive information to respondents in each country we cover. Our specialists will make necessary suggestions to ensure the survey makes sense to local

respondents and that they accurately understand the meaning of the questions or the information required. That always translates into higher data quality and reliability.

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

DataDiggers is an ESOMAR member and operates under ESOMAR's code of conduct every step of the way: in terms of sampling, panel management, data protection, confidentiality etc.

At the same time we are members of Marketing Research Association (MRA), strictly respecting the quality rules set by this organization.

At the moment we are not ISO-certified, however we plan to phase-in such system in the near future.

28 *Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?*

Yes, we do. Across our online panels children can be directly recruited and contacted as long as they are aged 15 or above. If client wishes to survey younger children, we always do that via parent (or legal guardian) referral. In the invitation parent/legal guardian is asked to have their child answer our survey under their direct supervision.

For any questions, please contact us using the details below:

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