RnR Labs

ESOMAR-28

What experience does your company has in providing online Sample for Market Research?

Context: The answer might help you to form an opinion about the relevant experience of the sample provider. How long has the sample provider been providing this service and do they have for example have a market Research, Direct Marketing or more technological background? Are the sample solely provided for third party research of does the company also conduct proprietary work using their panel?

RnR Labs is an innovative, technology oriented online market research company, offering research technologies and online sample.

Our technology platform enables reliable feasibility estimates, highly competitive costs, sophisticated quality enforcements and quick turnaround project management.

Our team is comprised of industry's experienced market research professionals, with over a decade of combined experience in online research, surveys and data collection.

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?

Context: the description of the types of sources a provider uses for delivering an online sample will provide insight into the quality of the sample.

RnR Labs maintains a highly engaged database of respondents who have specifically opted in to participate in online research activities. This database/panel has been built and actively managed by experience panel managers, to ensure quality and responsiveness of each member.We also deploy real time recruitment techniques to invite respondents. This is through our network partnership with hundreds of partnerships, and our expert

panel managers can target sample to very detail by using a combination of display, ad, exchanges, and search engine marketing and social media.
We have also formed trusted partnerships with many sample providers, wherein we can provide a blend of unique sample set to meet your project needs.

If you provide sample 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?

Context: The variation in data coming from different sources has been well documented. Overlap between different panel providers can be significant in some cases and de-duplication removes this source of error, and frustration of respondents.

Our sampling and project management tools embrace technology, and we use the most advance methods to ensure validity and uniqueness of each respondent. We always use relevant ID/Sample chain checks. We dedupe within our own system, which is 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 flag as, suspicious those members suspected as being duplicates. Apart from the de-duping done based on our data collection system, we always make sure to employ only those online panel who do quality data fingerprinting even from member's registration stage.

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

Context: Combining respondents from sources set up primarily for different purposes (like marketing for example) may cause undesirable survey effects.

Yes, all our members and our partner samples are used solely for market research purposes. Members will not be approached for any telemarketing or direct marketing activities under any circumstances. Furthermore, they are assured of this upon registration.

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

Context: Ensuring the inclusion of hard-to-reach groups on the internet (like ethnic minority groups, young people, seniors etc.) may increase population coverage and improve the quality of the sample provided.

RnR Labs operates proprietary online panel, employing various recruiting methodologies to attract hard to reach demographic groups, in addition to consumer panels, we offer panel focusing on “in-demand” and difficult to reach respondents. Premium panel include Ethnicity, IT decision Makers (ITDMs), B2B, Travelers, kids, finance, automotive and other difficult to reach audience. In addition, we maintain partnerships with high-quality panel providers in countries that are often difficult to sample.

We source our panels from portals that are not biased towards any particular demographic and thus reflective in general market opinion. We regularly review our partnerships with these sources to maintain the high level of quality we demand.

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?

Context: Many providers work with third parties. This means that the quality of sample providers that the buyers did not select. Transparency is essential in this situation. Overlap between different providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents. Providers who observe process standards like the ISO standards are required to give you this information.

Delivering the sample that we promised to our client is our top priority. For difficult surveys (e.g. those with low IRs), we keep the option of using partner panels in tandem with ours. Partner selection is based on capabilities, feasibility, client specifications and budget. Our team works closely with the client to make sure that the selected partners meet all requirements. In the event that new additional partners are needed, the client is notified and is included in the decision-making process. Transparency is the key.

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

Context: The sampling processes (i.e. how individuals are selected or allocated from the sample sources) used are the main factor in sample provision. A systematic approach based on market research fundamentals may increase sample quality.

Our panel and mailing out systems enables us to pre-select target groups according to the specified demographic profiles and apply randomized deployment within the target population to assure the representativeness of sampling operation.This ensures representation over the key demographics. We also deploy custom pre-screening to validate demographics and targeting. Our technologically advanced tools also enable us to send batches or send sample at a schedule time to ensure distribution, geographies, relevant time zone and also keeping any holidays or local events into consideration.

Do you employ a survey router?

Context: A survey router is a software system that allocates willing respondents to surveys for which they are likely to qualify. Respondents will have been directed to the router for different reasons, perhaps after not qualifying for another survey in which they had been directly invited to participate, or maybe as a result of a general invitation from the router itself. There is no consensus at present about whether and how the use of a router affects the responses that individuals give to survey questions.

Yes, we do have router capabilities and will approach that when it is appropriate.

If you use a router, please describe the allocation process within your router. How do you decide which survey might be considered for a respondent? On which priority basis are respondents allocated to a survey?

Context: Biases of varying severity may arise from the participation in choices of surveys to present to respondents and the method of allocation.

We have complete control over sample activity on our router, and constantly monitor and tweak its functionality based on the requirements. Our vast experience working with various kinds of studies and sampling requirements have given us detailed insights to produce best sample quality and panel experience. We express disapproval of panel burnout, and ensure router provides a positive experience for our members.

In case a respondent is sent to the router, they are assigned a survey based on a combination of factors such as demographics, survey topics, time sensitive projects and other profiling information.

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?

Context: If Person A is allocated to survey X on the basis of some characteristic then they may not be allowed to also do Survey Y. The sample for survey Y is potentially biased by the absence of people like person A.

Standard sampling methodology is used for router as well, and all allocation happens randomly to disable any bias in the system. We constantly monitor router activity as well as overall representation across all surveys to ensure no bias has been introduced in the system.

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

Context: It may be necessary to try to replicate your project in the future with as many of the parameters as possible set to the same values. How difficult or easy will this be?

Our routing system allows us to set some parameters of the router at the system level, while survey level parameters are typically set by the project managers. In all cases, senior managers monitor the routing parameters and make any necessary adjustments based on our client needs.

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?

Context: The usefulness of your project of pre-profiled information will depend on the precise question asked and may also depend on when it was asked. If real time profiling is used, what control do you have over what question is actually asked?

Across all panel resources we use there are several data that are held for each respondents – such as: Various demographics (age, gender, region, income, education, occupation, household size etc.), consumption behaviour data (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.) and many more.

All data is collected at registration stage and members are required to update their profile at least once every year, although they can voluntarily do that whenever they wish during the 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.

Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about project itself is given in this process? Apart from direct invitations to specific surveys (or to a router) what other means of invitation to surveys are respondents exposed to?

Context: The type of proposition (and associated rewards) could influence the type of people who agree to take part in specific projects and can therefore influence sample quality. The level of detail given about the project may also influence response

Panelists receive an email invitation that includes the length of the interview/survey, payment information, reference number, and a generally stated reference to the topic. The intent is to draw the panelist's interest, without disclosing the precise nature of the study. Mindful of the panelist's experience, every survey invitation contains instructions on how to claim incentive payment, an easy opt-out link, and an email link for questions (usually addressed within the same day). Email invitations are branded with a consistent subject line and graphics, to promote familiarity.

In addition to emailed invitations, we also utilize social media platforms, such as Facebook and Twitter to promote participation in our studies.

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 characteristic?

Context: The reward or inventive system may impact on the reason why people participate in a specific project and these effects can cause bias to the sample.

We believe the reward system should treat respondents fairly, and incentivize them generously for their time and opinion, and make the entire survey taking experience fun, enriching and rewarding. We are keenly focused on panel satisfaction and providing them a great experience through our platform. We offer a mixture of cash based as well as point-based incentives to all respondents. Reward amount usually depends on the length of the survey and the complexity of the survey.Respondents can request cash out any time as soon as they reach a low minimum threshold.

Longer surveys or surveys which are targeted to groups with typically lower response rates are rewarded higher amounts to ensure sufficient participation.

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

Context: The “size” of any panel or source may not necessarily be an accurate indicator that your specific project can be completed or completed within your desired time frame.

When the client asks for the feasibility of sample, we need the following data:

- Study specification: To determine the purpose of the study, find best methodology to be applied, and fieldwork timing.
- Target Criteria/IR (incidence rate) & sample definition (Sample size and quota): to estimate the numbers of samples available and time of fieldwork.
- Length of Interview (LOI): To calculate the dropout rate and awards for respondents.

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

Context: Respondent satisfaction may be an indicator or willingness to take further surveys. Respondent reactions to your survey from self-reported feedback or from an analysis of suspended points might be very valuable to help understand survey results.

Yes, we regularly measure the satisfaction of our respondents. Specifically, we believe that respondent satisfaction is in correlation with quality data. Hence, we are always exploring ways to deliver an increasingly pleasing respondent experience. This information is available to our clients upon request.

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

Context: One should expect a full sample provider debrief report, including gross sample, start rate, participation rate, dropout rate, the invitation/contact text, a description of field work process, and so on. Sample providers should be able to list the standard reports and metrics that they make available.

In addition to regular updates and statistics throughout the duration of the project, we make all data available upon request including the number of completes, number of survey starts, DQs, OQs and incompletes.

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.

Context: The use of such procedures may increase the reliability and validity of the survey data.

Yes, we do apply validation techniques in order to maintain the quality of our panel. Some techniques which we use to detect fraudulent respondents are: (a) Filtration process at the time of registration, (b) Geo IP Check, (c) Time stamp (1/3rd of the length of the interview) (d) duplicate respondent detection.

We also maintain individual level data of our panel members and their survey history. This helps us identifying the panelist’s and their behavior in surveys and removing them from panel in a certain time period if they are found fraud or cheater.

We consider qualified completes only if this has been approved by client. So, we expect to receive final number of completes and any rejections on quality so that we can reward right panelists who completed the survey and can remove those who were rejected on quality checks. We maintain the list of rejected IDs on survey level and if we see repeated cases rejections for any members, we set their status as "fraud" in our database so that they are not contacted in future surveys.

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?

Context: Over solicitation may have an impact on respondent engagement or on self-selection and non-response bias?

All members can choose how often they want to be reached, and in most cases, this ranges from one survey per day to one per week. This largely depends on number of active surveys, target profiles and past member activity to ensure that we do not allow over activity, as well as under engagement.

How often can the same individual take part in the survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

Context: Frequency of survey participation may increase the risk of undesirable conditioning effects or other potential biases.

We generally do not allow same individuals to take part in a surveymultiple time. In the case of tracker or wave study that allows repeat entry, ourproject managers can select custom re-entry exclusion intervals that meet the client's needs.

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 clients with a project analysis of such individual level data?

Context: This type of data per respondent including how the total population is defined and how the sample was selected and drawn, may increase the possibilities of analysis of data quality.

Yes, we maintain a complete record of each respondent including when they attempt, qualify for completes surveys. In addition, we know where each of them originates. Upon client request, we make any of the data available.

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 and/or at the point of entry to a survey or router. If you offer B2B sample what are procedures there, if any?

Context: Confirmation of identity can increase quality by decreasing multiple entries, fraudulent panellists etc.

At the time of registration itself we ensure that same members are not joining our panel multiple times. We have developed our technology in such a way that same respondents can be identified using standard quality checks and algorithm of their answers at registration page.

We also maintain their answers on survey level and answer behavior at pre-screening questions and check if there and any variances in their answers. Using this method, we are able to identify the duplicate or fraud respondents in order to block them from surveys. We have also deployed all quality checks at survey level so that same respondent cannot enter the same survey irrespective of sources.

This means if a respondent has participated through email invitation, he will not be routed to the same survey or he will see the same survey in survey portal. He would have been rejected if he is coming from OSBT or any partners.

We do supply B2B sample and we have similar quality checks in place for all our panelists since we do not have a separate panel for B2B panelists. We identify them using our profiling.

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

Context: The Opt-in process indicates the respondent's relationship with the sample source provider. The market generally makes a distinction between single and double opt-in. Double opt-in refers to the process by which a check is made to confirm that the person joining a panel or database wishes to be a member and understands what to expect (in advance of participating in an actual survey for a paying client).

We are a double opt-in panel company. Our members need to double opt-in to become active members of our panel. They need to fill an online registration form at our website after which they become single opt in. Then, we send them a confirmation e-mail with a link. After clicking on that link, they get registered as double opt in.

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

Context: There are no fool proof methods for protecting audio, video, still images or concept descriptions in online surveys. In today's social media world, clients should be aware that the combination of technology solutions and respondent confidentiality agreements are "speed bumps" that mitigate but cannot guarantee that a client's stimuli will not be shared or described in social media.

All of our clients are advised that, even with the best security measures, information presented online is not always secure. As long as the client is willing to accept the potential risk, we employ a number of measures to reduce the risk. We also include terms in our member term & Conditions to make secure members understand that information shared through surveys and our systems are proprietary and protected.

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

Context: Being certified may require the supplier to perform tasks in a pre-determined manner and document procedure that should be followed.

We apply strict security protocols to ensure the integrity of its panels and provide best in-breed security to our panelists' data. More specific information that outlines all our quality control measures can be delivered upon request. From an enterprise level, we adhere to strict security measures as it relates to our servers anddatabases and our entire platform.

Do you conduct online surveys with children and young? 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?

Context: The ICC/ESOMAR international code requires special permissions for interviewing children. These are described in the ESOMAR online research guideline. In the USA researchers must adhere to the requirements of the Children's online privacy act (COPPA). Further information on legislation and codes of practice can be found in section 6 of ESOMAR's guideline for online research.

Our methods for interviewing children and young people are in strict compliance with industry standards. All panel members must be at least 13 years of age before they can register for our panels or participate in surveys. Forany survey requiring children under 13, participants will be recruited via their parents and interviewed only with parental permission. In the U.S. we adhere to all COPPA rules and globally to ESOMAR guidelines.