



COGENTIX RESEARCH

COMPANY PROFILE

~ ESOMAR-28

 cogentixresearch.com

Q1. What experience does your company have with providing online samples for market research?

Our panel team provides samples for various geographical locations for both B2C and B2B clients. As a sample vendor, we have helped many clients by providing them with high-quality data samples at a reasonable price based on their specific needs. We combine our extensive experience in online market research with cutting-edge technologies to conduct online field surveys for many market research agencies and bureaus. We will continue to invest in improving and expanding our online panels. We are distinct from other panels in the sense we focus on the data quality by keeping check on various loops.





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SAMPLE SOURCES AND RECRUITMENT



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Q2. 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?

Cogentix Research actively manages Consumer panels. Our panels consist of people who consciously chose to participate in online surveys via a double opt-in registration process. In an actively managed panel, the panelist's life is closely monitored to ensure effectiveness and usability. Cogentix Research recruits' panelists for its panels using a variety of methods, including opt-in email, co-registration, e-newsletter campaigns, and both internal and external affiliate networks. Through our recruiting partners, we include social media. To create a high-quality panel and eliminate the inherent bias that could result from using just one or a few recruiting sources.

We believe, it is critical to work with multiple panels recruiting partners. Cogentix Research tracks both activity and engagement by demographic group, which contributes to the quality of data from our panelists.

Q3. If you provide samples from more than one source: How are the different sample sources blended 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?

The panel for sample surveys is carefully curated to ensure that only relevant respondents are included. This panel is professionally managed by a dedicated team that follows global quality assurance best practices to maintain response and data integrity. Cogentix Research's in-depth knowledge of the local market is also a big advantage.

Q4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

Panelists are recruited exclusively for Market Research studies. We do not send surveys to people who have not registered into our panel. We never share individual details to clients or any associates.

Q5. How do you source groups that may be hard-to-reach on the internet?

Cogentix Research actively recruits hard-to-reach respondents (eg- younger people and ethnic minorities) through a network of partners with access to a wide range of online resources for these groups. These sources have expertise in recruiting these audiences for online activities. These recruiting programs include search engine optimization (SEO), affiliate networks, specialized websites, and referral programs. All recruiting sources, for hard-to-reach audiences or anyone else, are monitored to ensure that respondents are profiled, responsive, and answer the survey. engaged in the survey-taking experience.

Q6. 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?

As mentioned above, we rarely need to add that from other sources to our sample. In cases where external sampling is required, we always advise the customer so that he can decide when and how to proceed with another supplier. The external partners in the sample are selected based on their ability to address hard-to-reach target groups and the quality and timeliness of their work. Our technology allows us to recognize users who take the same survey with other providers, thus avoiding duplicate responses.



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SAMPLING AND PROJECT MANAGEMENT



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Q7. What steps do you take to achieve a representative sample of the target population?

Cogentix Research panel and mailing system allows us to pre-select target groups based on defined demographic profiles and apply a random distribution within the target population to ensure representativeness of the sampling operation. This ensures representation on key demographics. We also implement custom pre-screening to validate demographics and targeting. Our technologically advanced tools also allow us to ship batches or deliver samples at scheduled times to ensure the relevant distribution, geographic area, time zone and also taking into account local holidays or events.

Q8. Do you employ a survey router?

Yes, our platform has an integrated survey router and dynamic profiler called Optimizer. This Optimizer increases panel reach and sample efficiency by addressing deficiencies in first generation stand-alone router systems, which can often result in poor panelist experience and higher panelist churn. Benefits include:

- Increased permission-based profiling depth as it can easily store routing qualification data in a panel member's profile. This results in the ability to better target surveys to panel members;
- A superior optimization and routing experience for panel members as it leverages existing panel member profile information when matching a panelist to a survey, minimizing the number of qualifying questions and the time in the optimization and routing process;
- Yes, all members of Cogentix Research 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.

Q9. 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?

Panel members receive an invitation email containing a link to the survey. The link is sent according to the profile requirement of the surveys in real time which is assigned to eligible panelist. We can manually control priorities (for example to ensure that very urgent customer surveys meet quotas on time), but allocations are primarily determined by the quotas defined in the framework for each survey. If, after more detailed screening, a respondent does not qualify for the survey they were assigned to, they will be returned to the router and assigned to another survey.

Q10. 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 only use it on studies that are likely to be unaffected or likely to have a negative impact on the available redirected traffic. With high volume and large mix of target populations, we reduce the risk of router bias. Our tool does not use a routing method that can systematically prioritize certain categories or studies that would create bias. The randomization element used in routing algorithms is the key.

Q11. If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?

Our routing system allows us to set some router parameters at the system level, whereas parameters at the detection level are usually set by the project manager. In all cases, senior managers monitor routing parameters and make necessary changes based on our Client's requirements.

Q12. 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?

Basic demographic information and data on the most common topics for online surveys are collected from all members. This includes age, gender, location, family status, occupation, income, education, etc. In addition, panel members are profiled on a range of topics including technology, travel, automotive, health, lifestyle, media and many more. These additional profile surveys are fully optional. Also, after responding to a survey (as a complete, quota-full, or screened-out participant), panelists are presented with the opportunity to complete additional questions from the global questions list, to ensure their profile is kept up to date.

Q13. 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 from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to?

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.

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

Q14. 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?

It is important that respondents are properly incentivized to take the time to express their opinions. We encourage each respondent to take our survey and complete it. The number of points awarded is determined by the duration of the interview (LOI). Upon reaching the redemption level we set, panel members can exchange their rewards for Amazon gift cards. The number of reward points awarded depends on the type and complexity of the survey. The exact number of reward points may vary by survey and is clearly stated at the beginning of each survey.

Q15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources? When we receive the initial request form our client, we see for below information from them:

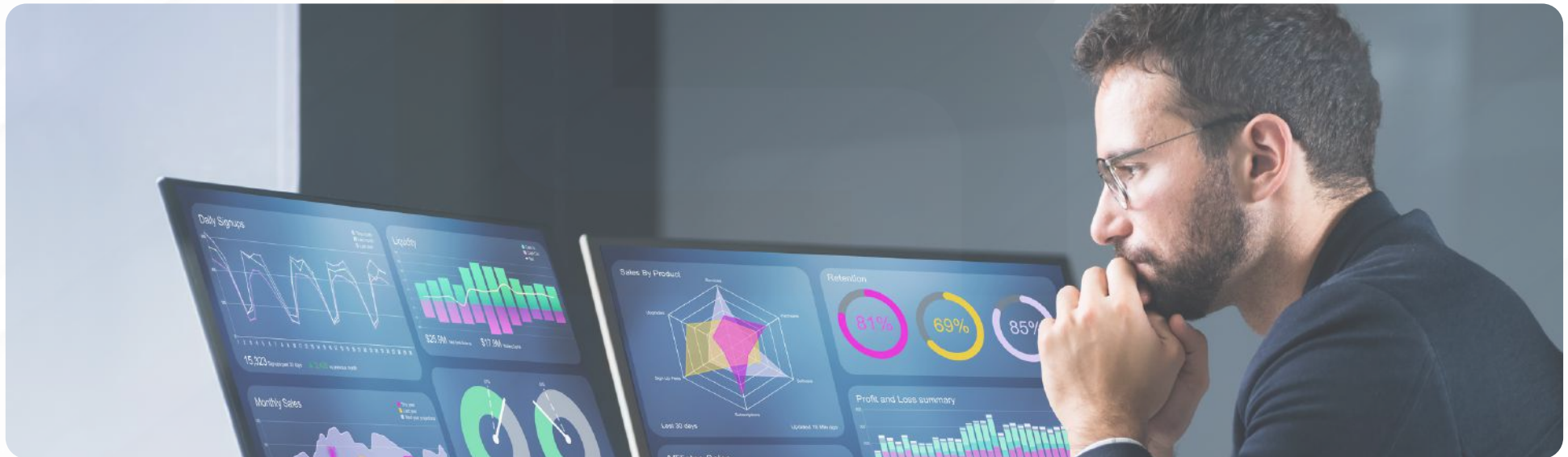
- The demographics details (age, gender, regions, etc.)
- Any non-demographic targeting or behavioral criteria necessary to qualify
- Any quotas or sub-quotas which need to be achieved
- Additional sampling (deployment) criteria if applicable (i.e. census representative deployment or balanced send-outs to initiate the survey)
- Incidence Rate (IR)
- Length of Interview (LOI)

Q16. Do you measure respondent satisfaction? Is this information made available to clients?

Yes, we do. Respondents are asked a few questions on their survey participation experience in terms of survey length, logic, language and are also able to give feedback in an open text box. We then compile all this information on our system and analyze it in aggregate as well as individual cases.

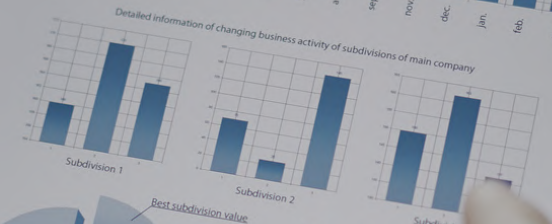
Q17. What information do you provide to debrief your client after the project has finished?

In addition to regular updates and statistics throughout the life of the project, we provide all data upon request, including number of completions, number of surveys initiated and incomplete.





DATA QUALITY AND VALIDATION



Product placement in different regions

Subdivisions

Main company

Competitors

given analytical report allows to estimate...
 relation both in all company, and in its div...
 allow to predict more precisely...
 movement of the company at the acc...
 of investments of growth...
 level, increase incomes of div...
 operations, strengthen sale divisi...

7	16346	13	24	227
8	16346	13	24	227
9	8175	46	25	
10	1834	56		
11	1056			
12	2946			
13	1813			
14	7467			
15	1527			
16	1489			
17	7623			
18	6587			
19	114			

Q18. 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.

We have several techniques available to ensure that customers receive the highest quality data on which their analysis is based. We have mechanisms in place to identify and remove:

- Speeders
- Those who do not answer questions
- Those who do not normally answer

The set of quality controls will be determined with the client at the start of the project to ensure that they are in line with existing quality standards. In addition to removing fraudulent responses from survey data, panel members who fail this test are flagged in the database and eventually removed from the panel if they are found to be consistent offenders.

Q19. 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?

On average, panel members complete surveys no more than once a week, a threshold that ensures continued engagement without burdening panelists with too many surveys. We monitor and control the number and frequency of invites and completions both at the general level and within subject areas

Q20. 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?

Controls are set on study-by-study basis. We can control who the invitations are sent based on the previous studies they have completed and within a set period.

Q21. 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?

Yes, we maintain a complete record of each respondent, including attempts to qualify for surveys. We also know where each of them originated. We can provide all data on request.

Q22. 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?

We have a range of features to deal with professional / duplicate respondents. The system uses stratified samples to obtain different types of respondents, including active and less active panelists. The duration of the survey is evaluated and compared with the individual responses. The system identifies and excludes multiple panelists by both email address and name. Our panel quality team continually analyzes panel data to identify "fraudulent" or "neglected" panel participants. Our project managers provide feedback to clients on any potential issues that may affect fieldwork, both before the project begins and after it is completed.



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POLICIES AND COMPLIANCE



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Q23. Please describe the 'opt-in for market research' processes for all your online sample sources.

We use a standard double opt-in process to ensure that respondents are fully qualified and highly responsive. Cogentix Research panelists follow the following panel selection process:

- Click on an invitation to join the panel
- Complete a basic background and demographic survey
- Send a follow up email confirmation to double opt-in the panel
- Multimodal verification of details given by panelists
- Complete a first 'dummy/test' survey
- Results of the dummy/test survey are checked, and incorrect/fraudulent respondents are identified through this and removed instantly

We are a double opt-in panel company. Our members need to double opt-in to become active members of our panel. Panelists must complete an online registration form on our website, after which they will become a unique participant. We will then send them a confirmation email with a link. Once they have clicked on this link, they will be registered as a double opt-in.

Q24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

The users can read our Privacy Policy before signing up in our Panel. Also, our privacy policy is included on panelist invites. <http://www.surveyfieldwork.com/survey/terms.html>:

privacy-policy and covers key topics including:

- Use of personally identifiable information
- Disclosure of information
- Data security

Q25. Please describe the measures you take to ensure data protection and data security.

A brief description of each of the measures is outlined as below. Over-all Security:

- All Server/LAN/Networking equipment is confined to a separate enclosed room and the location accessible only by authorized personnel.
- The team at Cogentix Research has restricted access to the actual panel database for security purposes
- To prevent any virus/malware from entering the company infrastructure via electronic route, all machines including email server are monitored in real-time by anti-spyware and other relevant fire-wall applications.

Sampling security:

- Access to project information is only granted to the user who creates each project.
- Users are automatically logged off after a given period of non-activity.
- Users must sign in using a username and password.
- Respondents reach their surveys by GUIDS (globally unique identifiers). Panel management security:
- Access panel and panelist information is only granted to the company's top level management.
- Users are automatically logged off after a given period of non-activity.

Q26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

All our clients are cautioned 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 take a series of measures to reduce the risk. We are also including terms in our member terms to help make it clear to secure members that information shared through surveys and our systems is proprietary and protected.

Q27. Are you certified to any specific quality system? If so, which one(s)?

We design different techniques and mechanisms to avoid frauds and professional panelists:

- We send unique URLs per study to each panelist.
- We accept only one registration from each computer (We detect this using the IP and cookies).
- We analyze the time that the panelist takes to answer the questionnaire. If the time is shortened then the minimum expected, we delete these respondents.
- We analyze open end answers.
- We do not reveal the target we are looking to our panelist
- Our incentives system does not promote the “professional panelist”
- We compare the information that the panelists provide in their profile vs. the information provided in the surveys we send to the panelist

Q28. 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, in some cases. Children under the age of 14 can only be contacted with the express permission of a parent who is a member of the panel and must be present to present their child to the survey. Children never address directly. We respect all ESOMAR rules and follow all guidelines related to online market research.

