

ESOMAR 37

Question to help buyers of online Sample

WWW.FORSKERPARTNERS.COM





Company Overviews

Specializing in researching markets. We help our clients achieve their business goals by making smarter decisions driven by insights. A team of highly experienced research experts. Experienced enough for helping all clients across industries.

Our advanced research methodologies, combined with our responsive customer service, give clients the reliable insights they need to make sound decisions, develop plans and move their organizations forward.

Company Profile

Q1. WHAT EXPERIENCE DOES YOUR COMPANY HAVE IN PROVIDING ONLINE SAMPLES FOR MARKET RESEARCH?

A1. Forsker Partners has been supplying high-quality data, and all of our sample is double-opted into an online panel used only for research. We are a free-standing market research company that collects information from all around Europe, the Middle East, the Americas, and Asia-Pacific. We offer online sampling, survey programming, and other field services at our clients' requests. Our team can offer a global reach representing over 25 geographies, including vendor partners, thanks to our exclusive panel of engaged survey respondents and the recruitment sources. Since we began operations, we have already completed more than 900 projects.

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 (ALSOKNOWN AS RIVER) SAMPLES?

A2. Forsker Partners actively administers its own research panel and collaborates with a network of reliable partners. Online survey respondents are obtained from a variety of sources. All panelists are verified and have given their consent to receive email invitations to surveys, including those from the B2C and B2B panels. Through social media, web publishers, panel recruiting firms, telephonic recruitment, and job portals, we find respondents.

Q3. 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?

A3. To achieve the greatest possible coverage of the markets in which we operate, Forsker Partners carefully integrates our own panel assets with those of our partners. We evaluate the panel sources during project setup and use Browser Fingerprinting technology to prevent duplication. We can guarantee that a suitably high-quality sample can be duplicated over time by regularly profiling all sources in the same ways.

In addition to using Relevant ID technology from Imperium, we also add to our overall deduplication and quality governance framework

Sample sources and Recruitment

Q4. ARE YOUR SAMPLE SOURCE(S) USED SOLELY FOR MARKET RESEARCH? IF NOT, WHAT OTHER PURPOSES ARE THEY USED FOR?

A4. Absolutely, yes. Forsker Partners panels are only utilised for market research. This is universally applicable to all of our patented panels.

Q5. HOW DO YOU SOURCE GROUPS THAT MAY BE HARD TO REACH ON THE INTERNET?

A5. By choosing distinctive sources and implementing targeted campaigns, our diverse recruiting approaches campaigns especially target hard-to-reach population categories.

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?

A6. A list of reliable partners maintained by Forsker Partners is used when additional sample is required. By telling our clients if an external panel partner is needed to meet quotas, we ensure transparency for them. If a non-proprietary panel is used, we will always let our clients know.

Q7. WHAT STEPS DO YOU TAKE TO ACHIEVE A REPRESENTATIVE SAMPLE OF THE TARGET POPULATION?

A7. For each individual survey, the sample is chosen depending on the client's demands and the sample's needs. To avoid bias, email invitations are automatically randomized after the sample has been chosen. Our sample team selected the sample at random and distributed it using several techniques, ensuring that we are representative across all demographics including age, gender, and geography

Q8. DO YOU EMPLOY A SURVEY ROUTER?

A8. No, we never employ Router in any of our projects. Instead, we target double opt-in panels and send personalized email invitations to them.

Q9. Which model(s) do you offer to deliver sample? Managed service, self-serve, or API integration?

A9. Sample provision is offered through three main channels: managed service, self-serve, and API (Application Planning Interface) integrations. In a self-serve model, buyers are given access to a platform which they can use to specify the audience they want to access, and manage all the steps of a research project, from sample design to launch to fieldwork management to closing. In a managed service model, sample providers will provide that 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?

A10. It is well documented that different sources can produce different results. Consistency in source blending can be vital for tracking studies or other intersurvey comparisons. The use of a single, narrow source, such as a single supermarket's loyalty scheme, may result in unintended bias.

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

All. By understanding the constraints of the sample being offered, you can understand if the actual sample available from the provider meets your particular research needs and changes any of the answers given previously to this section.

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?

A12. We use the same standards to profile our exclusive panel of B2C and B2B users. The gathering and updating of this profile are ensured through a number of methods. Our users always have access to all of their profile and demographic data, which they can update and/or amend as they like. We encourage and reward all users for providing as much demographic and profile data as possible.

Sampling And Project Management

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? YOU SHOULD NOTE THAT NOT ALL INVITATIONS TO PARTICIPATE TAKE THE FORM OF EMAILS

A13. In exchange for a predetermined number of Points, which can be converted into cash, gift cards, donations, or other items, members are invited to take part in studies. New panelists are requested to sign up for an online market research panel at the time of enrollment. It is made clear at this point that this is not a sales procedure and is simply being done for research purposes. The Panel Management adheres to all applicable privacy, data protection, and market research industry norms.

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?

A14. Our panelists are compensated via a points-based system, and they may exchange their points for a \$20 Amazon online gift voucher that can be used online or in stores. Larger point incentives are often offered for longer, more detailed questionnaires.

Q15. WHAT INFORMATION ABOUT A PROJECT DO YOU NEED IN ORDER TO GIVE AN ACCURATE ESTIMATE OF FEASIBILITY USING YOUR OWN RESOURCES?

A15. At the bidding stage, the requirements must be agreed upon in order to demonstrate the project's viability. The following requirements must be met including: –

- 1. Target Group
- 2. Incidence Rate
- 3. Quotas
- 4. Number of completes needed
- 5. Time in field When sharing the feasibility estimates with our clients, we constantly maintain transparency. If we need to add partners to a project, we always let our clients know.

Q16. DO YOU MEASURE RESPONDENT SATISFACTION? IS THIS INFORMATION MADE AVAILABLE TO CLIENTS?

Al6. It is a key priority and the subject of our members' ongoing communications and continuing activities. We are pleased to provide clients with pertinent member feedback. A committed panel support team addresses the suggestions and complaints of panellists directly. All member queries are logged and organised by category

Q17. WHAT INFORMATION DO YOU PROVIDE TO DEBRIEF YOUR CLIENT AFTER THE PROJECT HAS FINISHED?

A17. Upon the client's request, we supply any and all information we are able to, including response rates, open rates, term rates, and demographic data

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 NON-RESPONSE (E.G. "DON'T KNOW") OR (D)SPEEDING (TOO RAPID SURVEY COMPLETION)? PLEASE DESCRIBE THESE PROCEDURES.

A18. We follow stringent security procedures to guarantee the accuracy of our data. At various stages, we have technology in place to spot fake replies. Each respondent has a Quality Score that we keep track of. The complete sample is used to identify responses with completion times that are less than 30% of the median survey duration. We carefully collaborate with our clients to lower survey offence rates, keep tabs on offenders, and address the conduct of respondents who consistently supply low-quality data

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?

A19. We set a cap on the total number of invites that are extended to all of our members as well as the total number of qualified completes. Respondents in a business-to-business relationship are further shielded from abuse. No more than three surveys may be sent to our panelists. These parameters are closely watched and gently adjusted in response to our growth and panel composition.

Data quality and Validation

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?

A20. The previous section covered the participation rules. We are adaptable and can reject respondents depending on overall completion rates and within particular industry categories within a predetermined time frame.

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?

A21. Our solutions are built to record information like the date of registration, the source of recruitment, and survey participation history. Upon request, more details, including demographic statistics, are made available

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?

A22. When using numerous sample sources, we employ a graded digital fingerprint system, which aids in the detection and eradication of possibly fraudulent activities. Double opt-in Process - Each new member must authenticate their email address in addition to cross-checking their previous responses at the time of registration after receiving the initial invitation and enrollment. In order to eliminate unreliable respondents, our system first gives members a fake survey, which is then used to check the responses and block respondents based on their responses.

Q23. PLEASE DESCRIBE THE 'OPT-IN FOR MARKET RESEARCH' PROCESSES FOR ALL YOUR ONLINE SAMPLE SOURCES.

A23. Each recruitment source has a different type of opt-in. Through several means, every respondent has the option to leave a panel at any time. Both single opt-in and double opt-in processes are available.

Q24. Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?

A24. An excessive amount of time spent in a router answering screening questions may cause a participant to be become fatigued, potentially impacting data quality

Q25. PLEASE DESCRIBE THE MEASURES YOU TAKE TO ENSURE DATA PROTECTION AND DATA SECURITY

A25. To guarantee the integrity of its panels, we have strong security procedures. Users must first log into our system to gain access, and we employ encrypted passwords. Sessions and log entries are also captured. Our data is kept in an encrypted format on safe servers. Access to our data is strictly controlled by our data security procedures, and only authorized people are allowed access

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?

A26. Our panelists certify upon sign-up that they will hold the information provided to them in the utmost confidence. Users promise not to share, reproduce, or commercially exploit any information they learn from taking the survey. In the end, confidentiality safeguards for survey content are the client's responsibility.

Q27. ARE YOU CERTIFIED TO ANY SPECIFIC QUALITY SYSTEM? IF SO, WHICH ONE(S)?

A27. We follow all applicable local legal and regulatory obligations, including COPPA in the US, as well as ESOMAR standards.

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?

A28. While adults make up the vast majority of the respondents to our surveys, we have also provided responses from kids and/or teenagers. In these situations, we abide by both the Children's Online Privacy Act and the ICC/ESOMAR International Code (COPPA).

Q29. Privacy policy link and key summary

A29. See our Privacy Policy at: https://forskerpartners.com/ Covers:

- Data collection
- Participant rights
- GDPR/CCPA compliance

Q30. How do you comply with data protection laws?

A30.

- Appointed external Data Protection Officer (DPO)
- Adhere to GDPR, CCPA, and other local laws
- Privacy audits and breach response protocols in place

Q31. How can participants manage consent?

A31. Via dashboard account and by contacting Email / Phone

Q32. How do you ensure incentive compliance with laws?

A32 We consult and check with to ensure global compliance. legal advisors partner panels

Q33. Privacy policy link and key summary

A33. We do not knowingly collect data from children under 18. Any attempts are screened out and removed to ensure compliance with COPPA/GDPR-K and industry standards

Q34. Do you follow "privacy by design"?

A34. Yes, we follow "privacy by design" by integrating data protection principles into every stage of our systems and research processes, ensuring compliance with GDPR and industry best practices.

Q35. What information security standards do you follow?

A35. Internal audits and compliance with Risk management is part of internal operations.

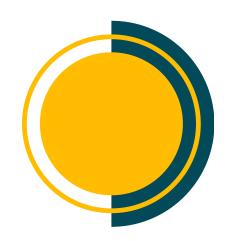
Q36. Are you ISO 20252 certified?

A36. Not yet, but our internal systems align with and standards. ISO 20252, ISO 9001 ESOMAR

Q37. How do you manage consistency in sample blends?

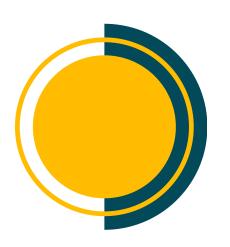
A37. We maintain for tracker studies and blend proprietary/partner samples consistently. Reports are not shared by default. replicable quotas

Why Choose Forsker Partners



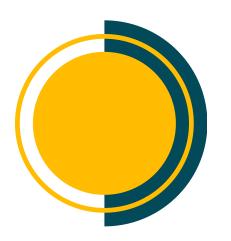
• 24/7 TRACKING

Get instant assistance anytime, anywhere. Our dedicated team is available around the clock to resolve your queries and ensure smooth, uninterrupted service.



DATA YOU CAN TRUST

Rely on accurate, verified insights delivered with precision. Our robust data practices ensure every decision is backed by integrity and transparency.



RIGHT AUDIENCE

Reach the people who matter most. Our advanced targeting ensures your message connects with the ideal audience for maximum impact and relevance.



QUALITY INSIGHTS

Unlock meaningful, actionable findings. Our expert analysis transforms raw data into valuable insights that drive smarter business decisions.

Contact Us

We're here to help! Reach out anytime with your questions or project needs — our team is ready to support you every step of the way.



sales@forskerpartners.com

240, Mamta Enclave, Dhakoli, Mohali, Punjab, India, 140603





Thank You

For Attention



