

# ESOMAR 37

**37 questions to help research buyers of  
online samples**

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# COMPANY PROFILE

**1.** What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?

**Context:** This answer might help you to form an opinion about the relevant experience of the sample provider as well as potential biases that might result from other uses such as being paid to watch ads or receiving a high volume of marketing messages.

Marketagent.com online research GmbH was established in 2000 and is one of the leading full-service online research institutes in the German-speaking area. With offices in Baden, Zürich and Maribor, Marketagent is carrying out almost one million web interviews and approx. 1.300 online research projects per year. The main competence of Marketagent is its online access proprietary panel including more than 3,200,000 members. The Marketagent online access panel was the first online panel in the German-speaking area to obtain an ISO certificate.

Marketagent.com online research GmbH is working only in the market research field, no direct marketing or similar services. Our trusted clients and partners include leading national and international companies such as Willhaben, Post AG, Coca-Cola, eBay, L'Oréal, Ikea, Bayer, Generali or Samsung. The wide range of research topics covers all areas of market and opinion research.

**2.** Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide to your frontline staff?

**Context:** It is important to know if the provider's offerings have been designed by and are monitored by staff with knowledge of basic principles of sampling. This may be useful at the sample design stage as well as during fulfilment when quotas become difficult to fill or when weighting may be required. Ditto for any frontline staff who may serve as your main point of contact with the sample provider.

Marketagent.com online research GmbH boasts a team of 30 full-time professionals, each with extensive experience in social science and market research. Among them, we have a dedicated team of in-house computer scientists who ensure our proprietary panel management software and sampling tools are continuously updated to meet the latest industry standards. Together, this talented group drives innovation and delivers high-quality insights for our clients.

### **3. What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?**

**Context: Depending on your company's capabilities, you may wish to work with a one-stop shop that can host your survey, produce basic tabulations, code open ends, and so on. There may be time and cost savings with this approach.**

Marketagent.com Online Research GmbH offers a comprehensive range of market research services, covering the entire process from survey design and execution to advanced data analysis and detailed reporting. We provide cutting-edge technology for conducting online research and deliver expert consultation to ensure our clients receive actionable insights tailored to their strategic needs.



# **SAMPLE SOURCES AND RECRUITMENT**

## 4. Using the broad classifications above, from what sources of online sample do you derive participants?

**Context:** Sample providers may deliver sample from a single source, such as their own proprietary panel, or other panels. Or they may leverage a range of technologies and platforms to aggregate/blend participants from a combination of sample sources. Some providers may do both. Clarity about the sources being used will help you to understand what type of sample is being offered. This answer might differ from country to country and from project to project.

Marketagent.com online research GmbH relies exclusively on its own panel capacities.

## 5. Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer? (Assume proprietary to mean that the sample provider owns the asset. Assume exclusive to mean that the sample provider has an exclusive agreement to manage/provide access to sample originally collected by another entity.)

**Context:** This question will help you to understand whether the vendor is 'running' the source or 'marketing' the source. Running the source implies a closer relationship with panelists and a deeper knowledge of recruitment techniques. This may also help you to understand whether the sample is exclusively available from this provider.

Marketagent.com Online Research GmbH is the sole owner and exclusive user of the Marketagent.com online access panels.

## 6. What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?

**Context:** Understanding the method of recruitment and whether the recruitment is by invitation only will help you to understand the quality of the sample and how it may be used.

Marketagent.com online research GmbH relies exclusively on its own panel capacities. To ensure we can reach even the most hard-to-reach target groups, we employ a diverse mix of recruitment channels, spanning online communities, social networks, and various websites.

Our targeted recruitment strategies include banners, website and text ads, affiliate networks, direct email campaigns, and search engine marketing. Additionally, we continuously explore and integrate emerging recruitment sources as they become available. Beyond online channels, we also leverage offline methods such as newspaper articles and call centers to engage audiences less accessible via the internet.

Another key component in maintaining high-quality data for our clients are our member-get-member campaigns, where existing panel members invite friends and family to join.

Since different respondents have different motivations for participating, our bonus points incentive system plays a crucial role in attracting hard-to-reach groups. Its flexibility allows us to tailor incentive programs to specific demographics, such as high-income individuals or mothers with young children.

## **7. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are? Describe this both in terms of the practical steps you take within your own organization and the technologies you are using. Please try to be as specific and quantify as much as you can.**

**Context: Understanding the level of recruitment validation undertaken by the sample provider will help you to mitigate effects of fraud in your projects. Working with providers who have fully developed strategies and are using up to date detection technologies is recommended.**

Marketagent.com online research GmbH employs a comprehensive range of techniques and tools to verify the identity of each respondent. These measures are continuously applied to all respondent activities within our panels to ensure data quality and prevent fraudulent participation.

The first security layer is implemented during the registration process to prevent automated sign-ups—this is the CAPTCHA™ security system. Following this, we use digital fingerprinting, which assigns a unique identifier to each panel member. This fingerprint is cross-checked against existing records to detect and prevent duplicate accounts.

In addition to CAPTCHA™ and digital fingerprinting, we verify the stated country against GeoIP data and validate region, town, and ZIP codes using official lists. Another fraud prevention measure is our speed trap, which flags and excludes potential members who complete the registration process significantly faster than average.

Once registration is completed, we implement a double opt-in process by sending a confirmation email to ensure the provided email address is valid and belongs to the registrant. These measures collectively enhance the integrity and reliability of our panel data.

## **8. What brand (domain) and/or app are you using with proprietary sources? Summarize, by source, the proportion of sample accessing surveys by mobile app, email or other specified means.**

**Context: By understanding the domain/app and method the sample provider is using with members, you will gain an indication of the extent of activity with those members and the quality of their relationship with the sample.**

In all countries where Marketagent.com online research GmbH operates proprietary online panels, they can be accessed via the domain marketagent.com.

Beyond the panel website, Marketagent.com online research GmbH offers a dedicated mobile app, enabling participants to complete surveys conveniently on their mobile devices. All surveys are accessible via both the website and the app across various devices. Surveys that are not optimized for mobile use are automatically excluded from the app and labeled accordingly.

Panelists receive survey invitations through email, push notifications, browser notifications, and our internal offer wall. These surveys can be accessed directly from the invitation via email, the website, or the app. The



distribution of surveys is balanced between email invitations and the app, while the participation rate via browser or app varies depending on the country, panel, and specific project requirements.

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

**Context:** 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. API integrations are the mechanics which allow sample providers, buyers and data collection platforms to automate some aspects of the process.

Marketagent.com online research GmbH offers managed services and API integrations to its clients.

As a service-oriented company, we have a team of experienced and highly qualified project managers based in Austria, Switzerland, and Slovenia. They support our clients throughout the entire project lifecycle, whether as a full-service provider, covering questionnaire development, programming, field management, data cleaning, and reporting, or for sample-only solutions, focusing solely on field management.

Keeping up with the latest industry trends, Marketagent.com online research GmbH also offers sample access via API interfaces, ensuring seamless and efficient integration.

## 10. 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?

**Context:** 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.

Marketagent.com online research GmbH exclusively utilizes its proprietary online access panel and does not source samples from multiple providers.

**11.** Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, is there sample suitable for product testing or other recruit/recall situations where the buyer may need to go back again to the same sample? Is the sample suitable for shorter or longer questionnaires? For mobile-only or desktoponly questionnaires? Is it suitable to recruit for communities? For online focus groups?

**Context:** 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.

We employ a team of experienced panel managers, who are responsible only for the quality and composition of our panels, who monitor all our panels daily. All our proprietary panels are ISO 20252 certified.

We ensure our high-quality standards and sample representative demands by using a widely spread mix of channels to reach our respondents, from online communities and social networks over websites of all kinds to off-line channels as well. Our experiences show that the sample source plays an essential role in providing quality data to our clients, on which they can base their decisions. This is also why all our panels are continuously refreshed with new respondents, who we invite to our panels via banners, website and text ads, affiliate networks, direct email campaigns and search engine marketing.

A further important factor in our efforts to provide high quality data to our clients are our own member-get-member campaigns. With these campaigns, we invite members of our panels to help us reach new members by inviting their friends and families to join our panels.

In addition to the mentioned online channels and techniques, we are also making use of offline recruitment via newspapers articles and by hiring call centers. This way we recruit hard to reach target groups, which are harder to find in the online world.



# **SAMPLING AND PROJECT MANAGEMENT**

## 12. Briefly describe your overall process from invitation to survey completion. What steps do you take to achieve a sample that “looks like” the target population? What demographic quota controls, if any, do you recommend?

**Context: The sampling process (i.e., how individuals are selected or allocated from the sample sources) may affect how random the sample is from within the sources proposed. Quota controls are commonly used to make samples look like the target population and, if done without thought, may be less than optimal for your particular project.**

With few exceptions, the majority of surveys conducted by Marketagent.com online research GmbH are not open access. Instead, our team of sampling experts carefully pre-selects the most suitable panelists for each survey. Pre-selected panel members receive direct invitations to participate in surveys. Additionally, they can view a personalized list of available surveys on their member page within the Marketagent website or app. Only surveys for which they were pre-selected are displayed. When necessary, we also utilize banners and targeted messaging on websites and online communities to reach specific audiences.

The foundation of a representative sample begins with defining the target group and setting appropriate quotas. At Marketagent.com online research GmbH, this process is carried out in close collaboration with our clients, following the latest census data whenever available. If no relevant census or external data is accessible to better understand the target audience, we conduct a screener survey. The insights gained from this preliminary survey helps establish precise quotas for the main study.

The next step is respondent selection, ensuring that every eligible panelist has an equal probability of inclusion in the sample. Here, our sampling experts play a crucial role. After defining all demographic and project-specific parameters (such as time-based or thematic exclusions), our Marketagent research platform ensures that respondents meeting the criteria are randomly selected and invited.

To further enhance representativeness, we apply a multi-iterative sampling approach. Instead of sending all invitations at once, we distribute them continuously throughout the entire field period. Our sampling team closely monitors project progress, making real-time adjustments as needed to meet all defined quotas effectively.

## 13. What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact? How does this differ by the sources you offer? How often is each of those data points updated? Can you supply these data points as appends to the data set? Do you collect this profiling information directly or is it supplied by a third party?

**Context: Targeting samples based on pre-existing profiles increases efficiency. Some bias may result depending on the precise questions asked, when they were asked, and to how many people. Appending existing information reduces the burden on the panellists in the survey itself.**

In the registration process we gather basic demographic (e.g. gender, birth date etc.) and contact data (e.g. name, e-mail address etc.) for all our panelists. Along with these, we also gather some basic profiling data. We collect up to 60 attributes for each panel member. Later on, our panelists are asked to take further quick profiling surveys. This process is the same for all new panel members regardless of the sample source.

All our panel members have their own personal member page within the Marketagent website, where they can access their personal data at any time. Within the personal member page, they can change or update their profile data by themselves at any time. Marketagent.com online research GmbH also asks every

member to update their personal and demographic data on an annual basis. Extra incentives are paid out to those members who update their current member profile.

Panel members who repeatedly fail to update their personal data are removed from the panel.

## 14. What information do you need about a project in order to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?

**Context: A sample provider failing to meet your sample requirements may require use of additional sample providers, adding time and complexity to the project. Trackers should be assessed in the light of any exclusion periods you may want to introduce that will reduce the available sample for subsequent waves.**

To accurately assess feasibility using only our proprietary panels, we require the following information:

- Study type description (ad hoc, tracker, conjoint)
- Target group description and other qualification criteria
- Number of required complete interviews (in case of a tracker the required number of complete interviews per wave)
- Estimated incidence level
- Estimated survey length
- Demographics and other quota definitions
- Required over-quotas (boosts)
- Inclusion of multimedia files
- Time in field (we have a minimum field time of 2 working days)

Once all the required information has been provided, we can assess our ability to meet the requested target and determine whether we can complete the survey within the given timeline.

## 15. What do you do if the project proves impossible for you to complete in field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances, how do you maintain and certify third party sources/sub-contractors?

**Context: There may be good reasons why certain sample providers should not be used. For example; the provider may not have experience of operating in the geography relevant to your project.**

If a project proves impossible to complete in the field, we promptly inform the sample buyer and collaborate closely with them to find a solution to the emerging issue, while also evaluating the reasons behind the feasibility gap.

While adding another partner to help complete the project is an option, we leave the choice of which partner to select entirely up to the client.

**16.** Do you employ a survey router or any yield management techniques? If yes, please describe how you go about allocating participants to surveys. How are potential participants asked to participate in a study? Please specify how this is done for each of the sources you offer.

**Context:** Biases of varying severity may arise from prioritization in the order in which surveys are presented to participants or the methods used to allocate a participant to one of the various surveys for which they may appear to qualify.

Marketagent.com online research GmbH does not employ a survey router.

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

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

Marketagent.com online research GmbH does not employ a survey router.

**18.** What information about a project is given to potential participants before they choose whether to take the survey or not? How does this differ by the sources you offer?

**Context:** The information about the survey (and associated rewards) may influence the type of people who agree to take part, creating the potential for bias.

To avoid self-selection bias, the amount of information disclosed about a project is limited to the following information:

- Unique URL that provides access to the questionnaire
- Guideline about how to access personal member page within Marketagent website
- Survey information (survey theme (without disclosing screener information), survey timelines, estimated duration and incentives)
- Member support and Marketagent.com online research GmbH contact data
- Opt-out information

## 19. Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?

**Context: The level of detail and the nature of the information given about a project may influence who responds, creating the potential for bias.**

Participants can view a personalized list of available surveys on their member page within the Marketagent website or app. Only surveys for which they have been pre-selected are displayed.

For each survey, the following information is provided:

- Survey theme (without disclosing screener information)
- Estimated duration
- Incentives

## 20. What ability do you have to increase (or decrease) incentives being offered to potential participants (or sub-groups of participants) during the course of a survey? If so, can this be flagged at the participant level in the dataset?

**Context: The reward or incentive system may have an impact on the reasons people participate in a specific project and these effects can result in bias in the sample.**

Our panel members receive incentives for nearly every action they take within the Marketagent panel. The number of bonus points awarded depends on several factors including: survey status (completion, quota full, screened out), interview length, survey complexity.

While we technically have the capability to adjust incentives during the course of a survey, we generally avoid making such changes to ensure consistency and fairness.

## 21. Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?

**Context: Participant satisfaction may be an indicator of willingness to take future surveys. Participant reactions to your survey from self-reported feedback or from an analysis of the points where participants drop out of the survey may enhance your understanding of the survey results and lead to improvements in questionnaire design for future surveys.**

Marketagent.com online research GmbH is using different approaches to track and measure our respondents' satisfaction. On the one hand we are reachable to our respondents through various channels like:

- Social networks (Facebook, X, Instagram, Snapchat, TikTok)
- Feedback window (It is available to all our panel members on their personal member page within the Marketagent website. The questions set here are forwarded to our member support team. They frequently reply to all requests)
- Member support email address (Panel members can address a dedicated email address which is regularly answered by our support team)

In addition to the above channels, we are using two quantitative approaches to measure our respondent satisfaction:

- Ad-hoc survey satisfaction: After each completed interview, our respondents receive a short survey with two questions. We ask our respondents to evaluate the survey on a scale from 1 to 5 and they have the possibility to leave a comment. This data is used for internal purposes only.
- Annual Research on Research study: Once a year, we conduct a large motive and satisfaction study on a n=1000 or n=2000 sample. We invite respondents from our entire panel (all countries are included) to take part in the study. The study consists of approx. 40 questions such as: Why did you register with our panel? Which survey themes do you prefer most? What aspects are crucial when deciding whether to participate in a survey or not? What are the most common reasons for terminating a survey? How long can a questionnaire max. last? The data gathered is used to evaluate our respondents' overall satisfaction and motivation to take part in surveys. This data is also available to our clients upon request.

A detailed FAQ is also available to our panel members on our panel member sites.

## 22. Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?

**Context: You should expect a full sample debrief report. Sample providers should be able to list the standard reports and metrics that they make available.**

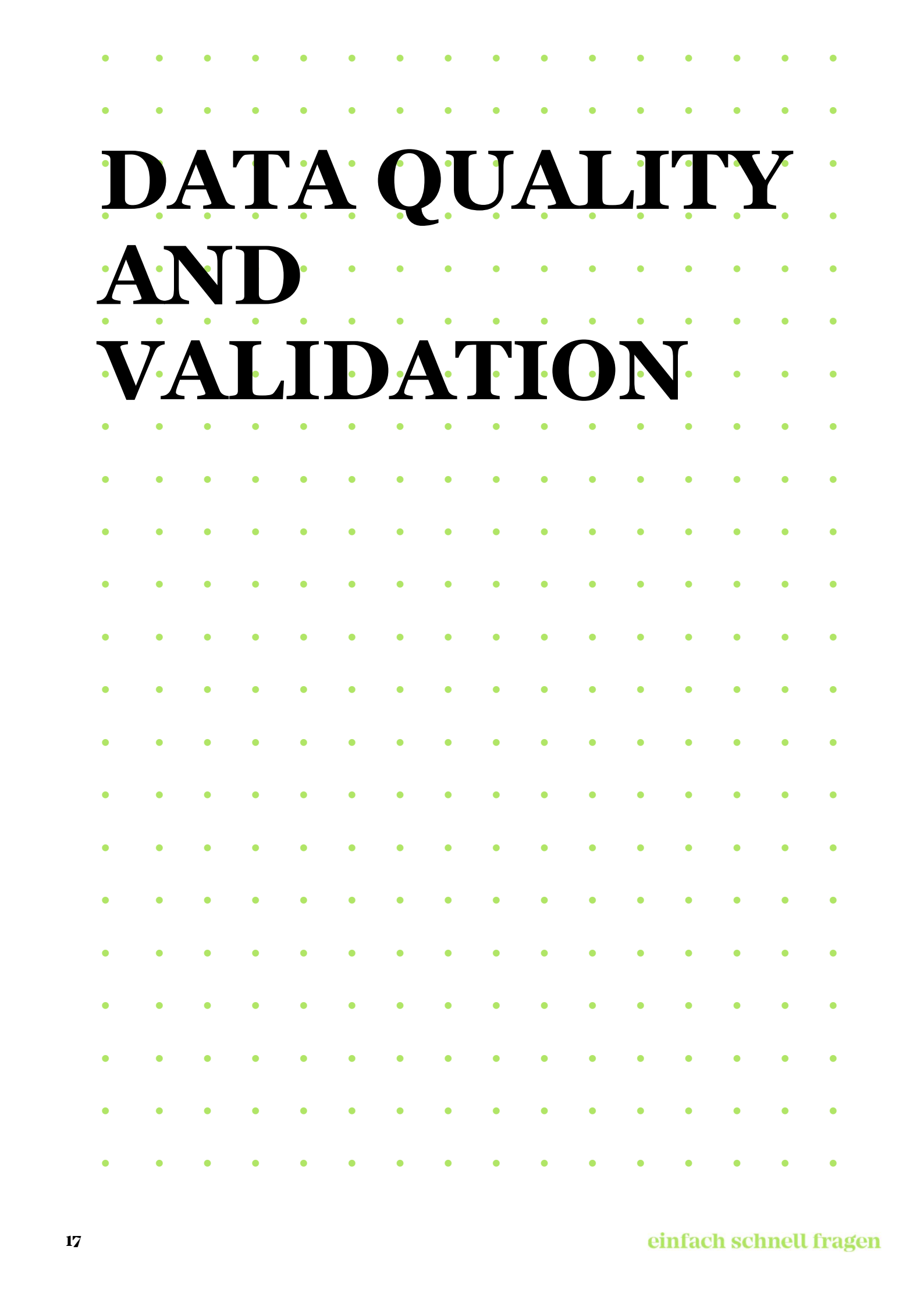
After field work on a project is finished, Marketagent.com online research GmbH can provide the following data upon request:

- Date of study set-up, launch and completion
- Number of invitations sent
- Number of complete, quota full and screen-out interviews
- Response and drop-out rate
- Incidence rate
- Average and median survey length

Since we always try to meet our clients' demands, we are also open to prepare other reports if needed and requested by the client.

Upon the conclusion of every project, we send a quick survey to our clients in order to receive their feedback on project management satisfaction.





# DATA QUALITY AND VALIDATION

**23.** **How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?**

**Context: Answers to this question may alert you to about the potential for bias due to the participation of professional participants, simply survey fatigue, or category bias.**

Marketagent.com online research GmbH maintains regular contact with all respondents while ensuring they are not overwhelmed. By tracking individual participation history, we effectively balance optimal engagement, avoiding both over- and under-contacting respondents. Additionally, if a client requests exclusions based on recent invitations, our Marketagent research platform allows for precise adjustments, whether by time parameters or specific themes.

On average, Marketagent panel members complete 9.7 surveys throughout their participation, with an annual average of 4 to 5 completed surveys per panelist. Respondents are allowed to attempt to qualify for all surveys they are invited to, as we have tools in place to manage invitation frequency.

Furthermore, we acknowledge that not all respondents will qualify for every survey due to screening criteria, quota restrictions, and other factors. Our Marketagent.com research platform also enables targeted exclusions, ensuring respondents are filtered out based on recent study participation, thematic exclusions, and other relevant criteria.

**24.** **What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc? Are you able to supply buyers with a project analysis of such individual level data? Are you able to append such data points to your participant records?**

**Context: You may wish to append data that enables you to analyse and trend data to look for potential biases based on participation levels, sources, tenure, and other data the provider may hold.**

The Marketagent research platform records and stores a respondent's whole history of interactions and participations. All data is recorded automatically. We record date and time of each interaction, status of interaction, received incentives etc. This data can be made available upon request.

## **25.** Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.

**Context:** Given the widely acknowledged risk of fraud in online research, buyers should understand identity and fraud controls, not just at recruitment, but at the point of survey entry. It is essential that there be measures in place to ensure that participants are who they say they are and that the member or email account has not been hacked, is not a duplicate with other accounts from other channels or panels, and whether or not the account is shared by other members of the household.

Marketagent.com online research GmbH utilizes a comprehensive set of techniques and tools to verify the identity of each respondent, starting from the registration process. For a detailed explanation of these methods, please refer to question 7.

While the mentioned data quality measures are continuously applied to all respondent activities within our panels to prevent fraudulent participation, we also implement additional security layers at the project level. These include tools such as the industry-standard Imperium RelevantID® and our proprietary five-stage flagging system. If a respondent receives a red flag (indicating the highest risk level) at the project level, a manual review is conducted by our dedicated data quality team to ensure accuracy and maintain data integrity.

We also utilize trap questions to verify response consistency and demographic accuracy.

## **26.** How do you manage source consistency and blend at the project level? With regard to trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?

**Context:** Participant source is a known contributor to data representativeness. Knowing all the sources used for the project, especially for tracking and longitudinal research, and that the proportions from each source are known and reportable over time, will allow you to understand any population biases that might exist.

Marketagent.com online research GmbH exclusively utilizes its proprietary online access panel and does not source samples from multiple providers.

**27.** Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or a survey. What processes do you have in place to compare profiled and known data to in-survey responses?

**Context:** Buyers and providers often work together to track individual survey response quality, so buyers should understand what data the provider uses to confirm survey answers, block or remove a member, and how to enable that information exchange.

At Marketagent.com online research GmbH, a dedicated team of experts is responsible for conducting data quality checks. They utilize a comprehensive set of tools and techniques to monitor and identify fraudulent respondents.

We implement a five-stage flagging system to assess respondent behavior. If a panelist receives a red flag (the highest risk level), they are immediately deactivated from the panel and added to our internal fraud list. This ensures that:

- Re-registration attempts are blocked
- Deactivated users no longer receive survey invitations

By applying these strict measures, we maintain the integrity and reliability of our research data.

**28.** For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey behaviors, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item nonresponse (e.g., “Don’t Know”) (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

**Context:** Data cleansing methods are often built into survey programs and platforms. Some of those methods are set up to automatically remove responses, while others are optional or manual. Understanding what tools will be used will aid buyers in understanding how much cleaning they should plan to do once they receive the final dataset, and what biases might be introduced by automated cleaning practices.

The Marketagent.com research platform employs a variety of advanced techniques to detect and prevent fraudulent respondents. Our platform is developed in-house by our dedicated programming team, ensuring that the latest fraud detection methods are continuously implemented and updated.

At the core of our quality control process is the digital fingerprint, which is created for each panelist during registration. This serves as our first line of defense, effectively blocking most fraudulent attempts before they can join the panel. Beyond registration, we utilize additional techniques to identify low engagement behavior among respondents during surveys:

- Duplicate Detection: Digital fingerprinting prevents duplicate respondents from entering live surveys.
- Straight-lining: Algorithms identify respondents who select the same scale point repeatedly or create patterns in grid questions.
- Speeding: Respondents who complete surveys significantly faster than the average are flagged and excluded.



- Open-ended Responses: While open-ended questions are generally optional (unless required by clients), we monitor response behavior. Panelists who consistently leave open-ended questions blank or provide meaningless answers may be removed from the panel.
- Trap questions: These are used to verify response consistency and demographic accuracy. For example, if a respondent claims in a survey that they do not use the internet, they are immediately disqualified and removed from both the survey and our panel.

All mentioned techniques and tools are fully automated and applied in real-time to ensure continuous data quality. In addition to these automated systems, our team of experts performs daily manual quality checks on newly registered panelists and active survey respondents, further enhancing data integrity and reliability.



# **POLICIES AND COMPLIANCE**

**29.** Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses. (Note: If your company uses different privacy notices for different products or services, please provide an example relevant to the products or services covered in your response to this question).

**Context:** A privacy notice is required by various data protection laws and regulations as well as other laws and regulations as well some market research industry codes. A privacy notice discloses information about the personal data that a sample provider collects and processes and the way that that personal data is used, disclosed, and managed. A review of a sample provider's privacy notice can help you understand their procedures and practices related to personal data and the degree to which they comply with applicable laws, regulations, and industry codes.

Our privacy policy can be viewed and downloaded from the link below:  
<https://panel.marketagent.com/About/Privacy/>

Prospective panelists can view our privacy policy at any time in the registration process. It is also available within their member profile pages.

The Marketagent Privacy Policy complies with all established industry guidelines set by ESOMAR, VMÖ, DGOF, VSMS, BVM and DMS. It also complies with the demands of the ISO 20252 certificate. We assure our panelists that their personal identifiable information will never be handed over to third parties.

**30.** How do you comply with key data protection laws and regulations that apply in the various jurisdictions in which you operate? How do you address requirements regarding consent or other legal bases for the processing personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

**Context:** As noted above, buyers and sample providers are subject to data protection and related information security requirements imposed by data protection laws and regulations, other laws and regulations as well as clients. Understanding a sample provider's compliance position with these laws and regulations is essential.

Marketagent.com online research GmbH applies the GDPR as a global standard, while adhering to local data protection laws and legislation in every present country. Marketagent.com online research GmbH is also making use of all the latest industry security standards available.

**31. How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants? In your response, please address the sample sources you wholly own, as well as those owned by other parties to whom you provide access.**

**Context: Consent for the collection and processing of personal data has long been required by market research industry codes. It is also explicitly required by some data protection laws and regulations. Some data protection laws and regulations, including EU-GDPR and CCPA as examples, also provide for access rights for participants to correct, update, or delete their data. Implementation of a participant support channel is also required by ISO 20252 (ISO 20252:2019: Market, Opinion and Social Research, Including Insights and Data Analytics - Vocabulary and Service Requirements).**

All our panel members have their own personal member page within the Marketagent website, where they can access their personal data at any time. Within the personal member page, they can change or update their profile data by themselves at any time.

We offer different support channels for our panel members, from social networks (Facebook, Instagram, Snapchat, TikTok, X), to a feedback window (available to all our panel members on their personal member page) and a member support email address.

Our designated Data Protection Officer is available to address any concerns regarding the processing of personal information in compliance with data protection regulations.

**32. How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?**

**Context: As stated above, buyers and sample providers are subject to laws and regulations such as those that may impact incentives paid to participants.**

Our dedicated legal team is continuously monitoring all applicable laws and regulations relevant to our business, including, but not limited to, those governing incentive payments.



**33.** What is your approach to collecting and processing the personal data of children and young people? Do you adhere to standards and guidelines provided by ESOMAR or GRBN member associations? How do you comply with applicable data protection laws and regulations?

**Context:** Some data protection laws and regulations (for example COPPA and EU-GDPR) impose specific requirements with the respect to the collection and processing of the personal data of children and young people. These requirements include specific age definitions as well as a requirement for verifiable parental consent. See the ESOMAR & GRBN Guideline on Research and Data Analytics with Children, Young People, and Other Vulnerable Individuals for further discussion.

Marketagent.com online research GmbH complies with the Children's Online Privacy Protection Act (COPPA) and ESOMAR association guidelines when interviewing children and young people aged 14 and above. However, Marketagent.com online research GmbH does not conduct online surveys with children under the age of 14 years. We also do not conduct interviews with children under the age of 14 even if consent from their parents or other legal representatives would have been collected.

**34.** Do you implement “data protection by design” (sometimes referred to as “privacy by design”) in your systems and processes? If so, please describe how.

**Context:** “Data protection by design” (which may also be referred to as “privacy by design”) is an approach that requires the consideration of privacy and data protection issues at the design phase of any system, service, product or process and then throughout the lifecycle. Understanding a sample providers use or lack of use of “data protection by design” can help you understand its data protection compliance posture.

Marketagent.com has implemented data protection by design into our product development lifecycle, ensuring that personal data collection and usage are carefully assessed as an integral part of the products and services we provide.

**35.** What are the key elements of your information security compliance program? Please specify the framework(s) or auditing procedure(s) you comply with or certify to. Does your program include an asset-based risk assessment and internal audit process?

**Context:** Information security frameworks such as ISO 27001 or SOC 2 are accepted and recognized frameworks for information security compliance. Understanding which framework(s) a sample provider uses or if a sample provider doesn't use such a framework can help you understand the sample provider's information security compliance posture.

Our entire IT infrastructure (servers, switches, routers etc.) is located in a secure and 24/7 monitored data center outside our company's headquarters, which complies with ISO 27001 certificate. This ensures a 24/7 monitored access to our IT infrastructure and an almost 100% uptime rate. All collected data is also secured using standard industry network protocols and infrastructure protocols such as SSL, firewalls, encryptions etc. Access is limited to secure VPN networks and is restricted by passwords and our employees' position in

the company. Only our IT staff can access our IT infrastructure. All connections to the database are logged and monitored.

All personally identifiable information is stored using one-way encrypting techniques. Passwords are stored using password keys. Panelists' personal data is not stored together with one's survey data. The link between panelists' personal data and survey data can be established only by using a generic panelist ID. Access to systems that can link personal identification with survey data is limited only to a small number of employees and is based on their position within the company

All Marketagent.com online research GmbH employees are required to sign a confidentiality agreement when hired, which gives them strict guidelines to prevent sharing any kind of panel member or clients' confidential information.

## **36.** Do you certify to or comply with a quality framework such as ISO 20252?

**Context: ISO 20252 is an international quality standard recognised by many market research industry associations. In addition to requirement for a system to manage research processes, it explicitly addresses requirements for data protection and information security compliance.**

Marketagent.com online research GmbH received the ISO 26362 certificate in the year 2010 and has been recertified in accordance with the latest ISO norm 20252 in January 2024. The certification basis was developed by DGOF (Deutschen Gesellschaft für Online-Forschung), ADM (Arbeitskreis Deutscher Markt- und Sozialforschungsinstitute) and Austrian Standards Plus GmbH. Marketagent.com online research GmbH was the first online research institute in the German speaking area to receive an ISO certificate for all its panels.



# METRICS

## 37. Which of the following are you able to provide to buyers, in aggregate and by country and source?

**Context: Please include a link or attach a file of a sample report for each of the metrics you use.**

While Marketagent.com online research GmbH is tracking all listed data, we cannot disclose all of it to buyers.

The following metrics are available without any restrictions:

- 05. Percent of paid completes from smartphones, trended by month
- 09. Active unique participants in the last 30 days
- 10. Active unique 18-24 male participants in the last 30 days
- 11. Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview

The following metrics are available at the project level exclusively for the client's own studies:

- 01. Average qualifying or completion rate, trended by month
- 02. Percent of paid completes rejected per month/project, trended by month

The following metrics cannot be shared, as Marketagent.com online research GmbH does not disclose them externally:

- 03. Percent of members/accounts removed/quarantined, trended by month
- 04. Percent of paid completes from 0-3 months tenure, trended by month
- 06. Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month
- 07. Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort)
- 08. Average number of paid completes per member, trended by month (potentially by cohort)
- 12. Percent of quotas that reached full quota at time of delivery, trended by month

# Contact us

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