COMPANY PROFILE

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

Conclave Research started its online sample operations in 2014. It has executed surveys various field of market research since. We are focused on being a top quality partner for survey sampling.

SAMPLE SOURCES AND RECRUITMENT

2. 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?

We own our own proprietary managed panel, Pollhunt. The community is been developed and actively managed by highly efficient and experienced panel managers, to ensure quality and responsiveness of each member. In addition, we have access to network of social media and affiliate traffic. Moreover, in order to inculcate our sample further and provide unique sample blend as per the market need we have collaboration with many other panel companies and sample providers as well.

3. 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?

With our state-of-the- art security management mechanism we ensure validity and uniqueness of every respondent. Our quality system utilizes rigorous checks like IP subnet monitoring, Cheater Score, Geo IP Check, Relevant ID and Digital Fingerprinting etc. for identifying and eliminating fraudulent respondents.

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

Yes, our sample source(s) are used solely for market research purpose only.

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

Although our proprietary panel has been built up using variegated recruiting techniques in order to reach niche audience group. However, in case where our panel and even our other online sample sources, cannot meet a desired set of audience, we than use partners who recruit members via phone, email campaigns etc.

6. 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?

Quality and brand reputation is the prime parameter which we keep in mind while selecting any partners based on our past experience with them. All our partners abide industry standards and policies. Yes, we notify our clients whenever third parties are utilized.

SAMPLING AND PROJECT MANAGEMENT

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

Our system has the capability to send out balance invitations as we have the quota mechanism in place that ensures the defined sample supply.

8. Do you employ a survey router?

No we do not employ any kind of survey router currently.

9. 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?

No we do not employ any kind of survey router currently.

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

No we do not employ any kind of survey router currently.

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

No we do not employ any kind of survey router currently.

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

The Profiling at our end is done based on data points like demographics, employment status, ailments, decision making, product ownership, beverage consumption etc. Panellists can update their profiling information anytime they want by accessing the panellist dashboard. At the same time, if we need any additional details from the panellists, we can implement that profiling question to our system and the next time a panellist will login, he will be asked to answer the same.

13. Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart 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.

We include information about the length of survey and the rewards associated with completing that survey, a generic subject line for the Invitation like ("Short Consumer Survey", "New survey for you" etc.). Panellists can also take survey through their panellist log in to our community.

14. Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Our reward system is based on the point mechanism which members can redeem & convert to cash via PayPal. The main genetic of points for a given survey is the length of interview. We offer higher points for B2B and low-converting surveys.

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

We need information about Target population, incidence rate, length of interview, number of completes & if any quotas/sub quotas to get the accurate estimate of feasibility.

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

Yes, in order to maintain the pool of quality sample we measure respondent satisfaction on specific surveys. Whenever the clients demands for it, we are open to share this information.

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

It depends from client to client that what information they need post the survey completion. Our standard report has all the basic stats like number of invitations sent, response rate, actual incidence rates and length of interview. .

DATA QUALITY AND VALIDATION

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

Since we do not have any insight after the respondent enters the client surveys, we agree to what client cascades to us. We are able to monitor how long a respondent spends taking the survey in real-time. Based on the length of interview the respondents who are flagged as "speeders" are removed.

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

On an average, a panellist receives 4-5 invites in a week.

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

Though we have a mechanism in place to apply a fixed limit for participation, we normally do not have any strict limits on general survey participation.

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21. **Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual level data?**

Yes, we do have such data for all of our panellists. We typically have Panel joining date, date of entry in the survey and incentive records. All such request can be shared on demand.

22. **Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?**

All our panellists undergo double opt-in verification. We have multi-phase verification checks like IP monitoring, Cheater Score, Expiring cookie check Geo IP Check, Profile Validation etc. for identifying fraudulent respondents. At the survey level, we utilize Relevant ID and Digital Fingerprinting technology to identify potentially fraudulent respondents based on their real-time information.

POLICIES AND COMPLIANCE

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

All our panellists are double opt in. After registration, user receives a confirmation email with a link to ensure the authenticity. A panellist can opt out of our panel at any time.

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

Our privacy policy is available on our community website and below is the link to it:-

http://www.pollhunt.com/index.php?pagename=Privacy%20Policy

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

Respondent's information collected through our website is SSL encrypted.

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

All our panelists are well informed prior to entering a survey that they may be presented with confidential and sensitive data. And they are required to agree to non disclosure before participating in that particular survey.

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

All our processes and operations are compliant to ESOMAR and MRA regulations.

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

We fully adhere to guidelines set by ESOMAR & COPPA. Hence we do not permit panellists younger than 13 years to join and take surveys. In case, if we need sample for such targeted groups we conduct survey after getting parental consent and under their supervision.