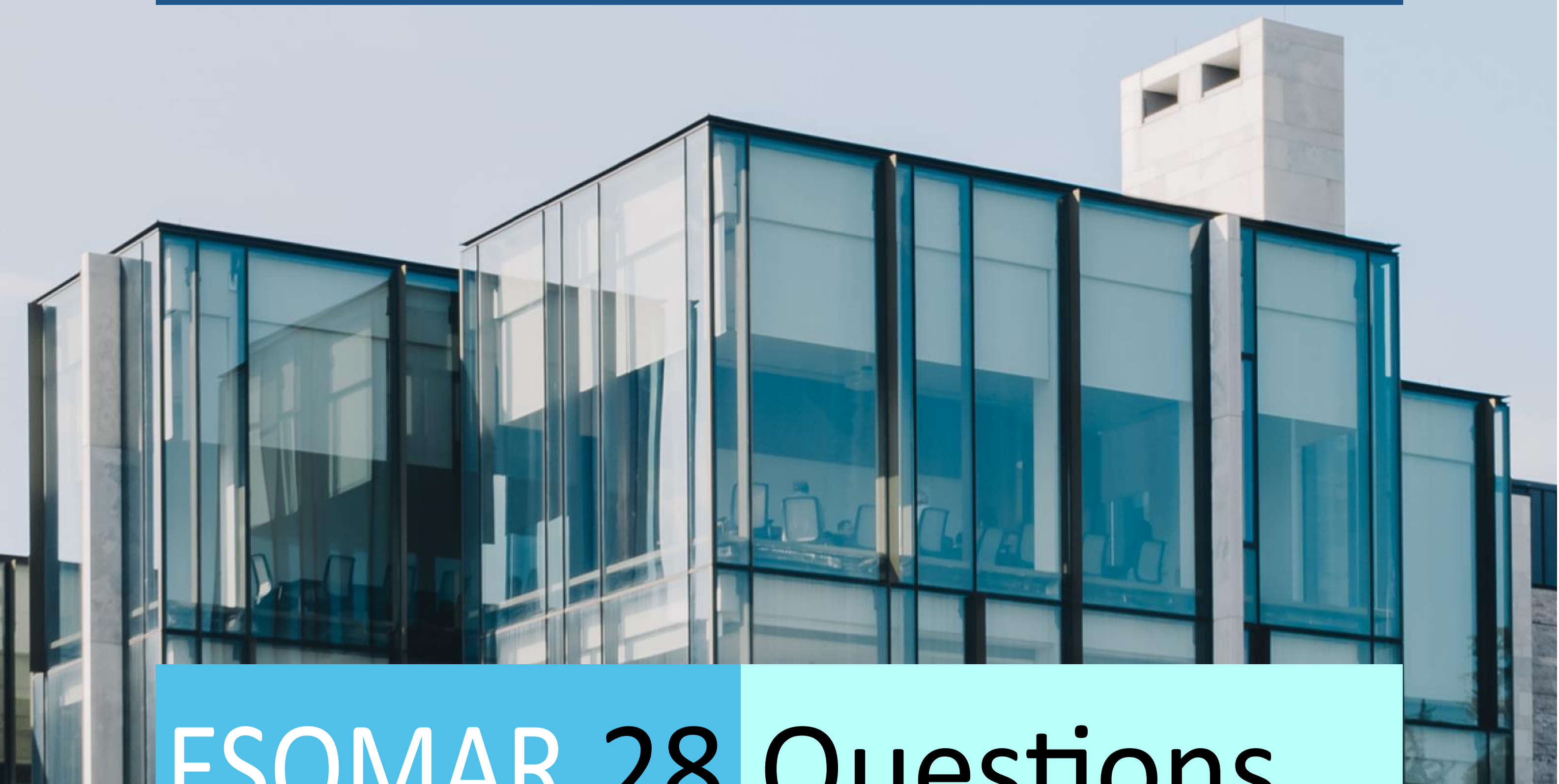
CLIQQUERY



ESOMAR 28 Questions

www.Cliqquery.com

About Our Company

A Brief Story About The Company

Cliqquery is a developing company in the provision of worldwide standard market research solutions. We provide as a one-of-a-kind connection between insights specialists. who wants to hear other people's thoughts and opinions and responders who want to express their views. Every project and its execution is designed to improve value analysis and provision. Our clients will benefit from practical insights. Each study experience is unique. It is critical for any firm to be able to make strategic decisions. As a result, we provide a better success rate and more response rate while maintaining high quality.

COMPANY PROFILE

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

Our panel staff is devoted to providing samples for diverse geographical regions for both B2C and B2B clients. We have assisted numerous clients as a sample vendor, providing them with high-quality products at a fair price based on their individual needs.

To perform online field surveys for a large number of market research bureaus and organizations, we combine our considerable expertise in the field of online market research with innovative technology.

We will continue to invest in improving and expanding our online panels. We vary from other panels in that we would rather invest in huge panels in fewer countries than in numerous small panels in multiple nations.

SAMPLE SOURCES AND RECRUITMENT

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?

We've been working hard to create the most diverse online panel possible. When our respondents join up, they use a two-step process. We then use a retention programme based on attention, trust, and honesty to strengthen the growing relationship with these new members. Cliqquery employs a number of recruiting and contact strategies to provide a well-stratified sample (offline, online, targeted & non-targeted). Newsletter advertising, banner and pop-up ads on ordinary internet sites, e-mail list mailing, and offline telephone recruiting are the most common recruitment channels. We also use traditional advertising in specialized publications (for hard-to-reach target groups like specialists or seniors).

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?

If the required target group appears in more than one of the accessible sources, we assure an appropriate mix.
A set of guidelines govern the sample mix, ensuring that both source bias and panel utilization hazards are minimized. Our platform employs a set of technologies and controls to verify that no duplicates exist in any online sample. Relevant ID and True Sample are both supported by the platform.

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

Panelists are only selected for Market Research research. We do not mail surveys to those who have not registered for our panel. We never give out personal information to clients or associates.

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

Cliqquery collaborates with a number of partners to identify hard-to-reach demographics such as ethnic minorities, youth, the elderly, and corporate responders on the internet. With our enhanced incentive scheme, we can get these challenging panel members to join Cliqquery.
When we need to reach an audience that is difficult to reach over the internet, we offer CATI/CLT approach to our customers.
We exclusively employ the CLT approach for projects in India, where we recruit respondents offline and invite them to a central place to do the survey online. As with an online survey, the interview is self-administered in this manner, and there is no interviewer bias. However, we only apply this practice after gaining consent from our customer.

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?

We attempt to give our clients with the best sample possible from our certified partner list. Individual capabilities, feasibility, customer criteria, and budget are used to pick partners. If an event occurs that implies the addition of new partners, the client is notified and included in the decision-making process in complete transparency.

SAMPLING AND PROJECT MANAGEMENT

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

Our first sample selection is comprehensive, depending on the client's validated profiling parameters. Then we reject respondents based on their frequency of involvement, total number of surveys completed in a certain time period, and so on.
The real panel manager is the controlling factor, since he or she picks and rejects possible responders based on client criteria and professional judgement on what is necessary to satisfy the client's demands.

Q8. Do you employ a survey router?

Yes, our platform, Optimizer, includes an integrated survey router and dynamic profiler. This Optimizer improves panel reach and sample efficiency by solving flaws in first-generation stand-alone router systems, which can lead to poor panelist experience and greater panelist attrition.

Benefits include:

1. It may simply save routing qualification data in a panel member's profile, which increases the depth of permission-based profiling. As a result, it is possible to better focus surveys to panel members.
2. It provides a superior optimization and routing experience for panel members by leveraging current panel member profile information when matching a panelist to a survey, reducing the amount of qualifying questions and time spent in the optimization and routing process.
3. Keeping panel members motivated, pleased, and interested in taking surveys. The router can be configured to control both sources and projects.

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?

Every responder receives a direct email invitation to participate in a research. If the respondent does not qualify for the intended survey (screened out, quota filled), the platform will try to match the respondent to another open research using the respondent's saved profile. If there is a match, no qualifying questions are asked. If there is just a partial match, the remaining qualifying questions will be asked to the panelist. The respondent has the option to drop out at any stage during the procedure.

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 utilize this on studies that are unlikely to be influenced by or negatively impact available routed traffic. We reduce the possibility of router bias by having a high volume and diverse target population mix. Our tool does not employ routing strategies that might result in systematic prioritizing of specific categories or research, resulting in bias. The randomization element in the routing method is critical.

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?

The senior management establishes broad and far-reaching norms for involvement. These settings can only be seen or changed by a carefully selected and restricted number of administrators.

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?

All users are asked to provide basic demographic information as well as data on the most popular topics for online surveys. This contains information such as age, gender, location, family status, employment, income, education, and so on.

Furthermore, panel members are highlighted on a variety of themes such as technology, travel, automobile, health, lifestyle, media, and many others. These additional profile questionnaires are entirely optional. In addition, after responding to a survey (as a complete, quota-full, or screened-out participant), panelists are given the option to answer additional questions from the global questions list in order to keep their profile 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? You should note that not all invitations to participate take the form of emails.

Using the panel administration dashboard settings, we created our own invites in the platform. Email invites include all of the components required by ISO 20252:

1. A broad summary of the project's goal.
2. The anticipated length of the interview.

3. A declaration stating that each respondent's comments are secret and anonymous.
4. The deadline for completed answers (if applicable).
5. Access to full disclosure of the project's incentive terms and conditions.6. If the invitation is extended on behalf of another research service provider, offer an explanation.
7. The ability for panel members to unsubscribe or opt out of future research.
8. A suitable privacy policy or statement.

There are also explicit instructions in the invitation if the respondent is required to complete a certain job or has a specific programme or capability on their PC, laptop, mobile, or other device.
If you do not want to participate in the survey, there is a 'decline' option in the email. The invitation also contains a support email address for any survey-related questions.

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 critical that a respondent be appropriately rewarded for taking the time to offer his or her thoughts. We reward each responder who participates in and completes our survey. The length of the interview determines the number of points granted (LOI). Panelists can redeem their prizes in cash delivered to their bank accounts after they achieve a redemption level determined by us (e.g. via PayPal)
The quantity of points granted is determined by the nature and difficulty of the survey. The actual quantity of reward points varies each question and is explicitly indicated at the start 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 from our customer, we look for the following information:

1. The demographic information (age, gender, regions, etc.)
2. Any non-demographic targeting or behavioral factors required for qualification.
3. Any quotas or sub-quotas that must be met.
4. Additional sampling (deployment) requirements (e.g., census representative deployment or balanced send-outs to begin the survey) if appropriate.
5. Incidence Rate (IR).
6. Length of Interview (LOI).

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

We do, indeed. Respondents are asked a few questions about their survey participation experience, such as survey length, logic, and language, and they are also given the option to provide comments in an open text box. We then combine all of this data on our system and analyze it both in aggregate and in individual circumstances.

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

If a project is completed, we can provide the customer with a de-brief report. A clean data map is given if the survey has been coded on our system. We also send out a feedback survey to our clients in order to better understand their experience and expectations, and, if necessary, to enhance our service quality.

SAMPLING AND PROJECT MANAGEMENT

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.

Yes, if the survey is programmed at our end, we do take care of all the quality controls inside the survey to ensure that no fake people finish it. If the programming is done at the client's end, we urge them to use suitable validation checks, such as analysis of questionnaire completion time, data outliers, unaddressed questions, and patterned replies. We also advise our clients to include straight-line, red herring, and other data quality checks in their surveys. Respondents who do not pass these checks are not considered completes and are not eligible for an incentive.

If a client reports cheaters in a survey, our project managers remove them from the survey and keep a note of the IDs. A panelist is removed from the panel if they obtain "three strikes."

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?

We track the frequency with which all panel members use our platform. Every panelist is also graded on their response. We save thorough data on each panelist's participation in each survey; hence, a panelist may simply be included or removed in another survey. In average, a panelist will receive one to two surveys every week to guarantee that he or she does not receive too many invites, depending on his or her profile and country. Our policy allows for one invite and one reminder to a single survey opportunity, regardless of sample source.

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?

This can range from once a month to three times each week, depending on the settings on both the panel and the panelist. Each panelist may only take the same survey once. De-duplication, re-use, and the lockout duration for quota-full or terminated projects are set per-project based on client desire. Once an official status (complete, terminate, etc.) is attained, no re-entry is permitted.

For tracking surveys, the de-duplication, re-use, or lock-out duration for following waves is determined by the customer.

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?

We store detailed panelist participation data such as: panelist join date, final participation date, survey transaction history, redemptions, reward points transactions, and so on.

If necessary, we can provide this information to our customer on an individual basis. When a panelist's account is terminated, the information is destroyed.

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?

To cope with professional/duplicate replies, we offer a number of features. The technique employs stratified sampling to obtain a variety of respondents, including active and inactive panelists. The duration of the survey is assessed and compared to individual responses. The system recognizes and rejects multiple panel respondents by email address and name. If the payment method allows it, the postal address and bank information are also inspected. Our panel quality team examines panel data on a regular basis to identify 'fraudulent' or 'inattentive' panelists. Our project managers give customers with input on any potential difficulties that may impede fieldwork, both before project start and after project completion.

SAMPLING AND PROJECT MANAGEMENT

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

To guarantee that responses are completely qualified and responsive, we adopt a conventional double opt-in approach. Cliqquery panelists are chosen by the following process:

1. To join the panel, click on an invitation.
2. Complete a simple history and demographic questionnaire.
3. Send a confirmation email to double-opt-in the panel.
4. Multimodal verification of panelists' information.
5. Complete a preliminary 'dummy/test' survey.
6. The results of the dummy/test survey are reviewed, and any incorrect/fraudulent respondents are found and eliminated immediately.

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.

https://Cliqquery.com/terms-conditions/ https://Cliqquery.com/privacy-policy/

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

A summary of each of the metrics is provided below.

Over-all Security:

1. All server/LAN/Networking equipment is kept in a separate enclosed area that is only accessible to authorized individuals.
2. For security reasons, the Cliqquery team has restricted access to the real panel database.

3. All devices, including the email server, are monitored in real-time by anti-spyware and other appropriate fire-wall software to prevent viruses/malware from infiltrating the firm infrastructure via electronic means.

Sampling security:

1. Only the individual who creates each project has access to project details.
2. After a specified time of inactivity, users are automatically logged out.
3. Users must log in with their username and password.
4. Respondents reach their surveys by GUIDS (globally unique identifiers).

Panel management security:

1. Only the company's top management has access to panel and panelist information.
2. After a certain amount of inactivity, users are automatically logged out.

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?

If the survey involves any sensitive material or content, it is clearly stated in the survey invitation and, if applicable, inside the survey, respondents are given the option to opt-out. We use Non-Disclosure Agreements (NDAs) with customers and panelists as needed, emphasizing the sensitivity of the subject. These NDAs require that all survey information be kept secret, and any breach of proprietary information may result in legal action. Cliqquery has a complete inventory of all applicable country privacy laws and regulations to guarantee compliance. If any items in the questionnaire or its administration do not meet our quality standards, the project manager will swiftly contact with the customer and provide recommendations for any required revisions. All of these exchanges are recorded.

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

We develop many strategies and processes to prevent fraud and professional panelists:

1. Each panelist receives a unique URL for each research.
2. We only allow one registration per machine (We detect this using the IP and cookies).
3. We examine how long it takes the panelist to complete the questionnaire. We remove these replies if the time is less than the minimum intended.

4. We examine open-ended responses.
5. We do not disclose the target to our panelists.
6. Our reward mechanism does not encourage "professional panelists."
7. We match the information supplied in the panelists' profiles to the information provided in the surveys we send to the panelists.

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?

In some circumstances, yes. Children under the age of 14 may be contacted only with the specific approval of a parent who is a panel member and must be present to introduce their kid to the survey. Never are children specifically targeted.

We adhere to all ESOMAR standards and recommendations pertaining to online market research.

Thank You

Email
info@Cliqquery.com

Website
www.Cliqquery.com