

ESOMAR 37 QUESTIONS



Algorithmic Intel Matrix (AIM)

United States | India



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COMPANY PROFILE



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

At AIM, our proprietary marketplace, Global Exchange, taps into a vast consumer base of ~10 million plus panelists across 50+ countries, perfectly catering to your research needs. Global Exchange seamlessly matches buyers sampling requirements with sellers market research panels and respondent profiling data in real-time. This guarantees high quality samples, rapid deployment, and reliable data collection. By leveraging this platform, AIM effectively addresses industry challenges such as high sample costs, lack of genuine consumer insights, bot activity, and fraudulent responses, ensuring you get accurate and valuable insights effortlessly.

Through Global Exchange, AIM has access to a diverse audience that includes Parents, Travellers, Gamers, Household DMs, People from various regions & ethnicities, HCPs, People with medical condition, B2B professionals etc. AIM has partnered with leading panel companies that are solely dedicated to MR activities and their panel is also sourced for the same and via various channels. Our panel partners employ a variety of recruitment methods to build diverse, representative, and engaged panel communities. Over time, these panels accumulate detailed profiling information on each participant, enabling Global Exchange to match the right active, engaged respondents with the appropriate surveys.

AIM's Global Exchange platform and all the panels we associate and work with, adhere to the highest industry standards, including compliance with accepted codes such as ESOMAR and ICC. This commitment ensures that our operations maintain the utmost integrity and quality, distinguishing AIM as a leader in the market research industry.

At AIM, our experience in providing online samples for market research is extensive and focused on delivering top quality sample across all research methodologies. We excel in curating diverse and representative sample for quantitative surveys, ensuring accuracy and reliability in data collection. Our expertise extends to precise survey programming tailored to client needs, enabling seamless data collection. AIM's commitment to quality, coupled with our technology driven approach, ensures that we consistently deliver high quality samples for impactful market research outcomes.

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

AIM delivers full-service market research solutions, covering online research, survey programming, hosting, and data collection.

3. 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?

Yes, AIM has a dedicated team responsible for developing and monitoring sampling algorithms and automated functions. Our staff possesses extensive knowledge and experience in this area, ensuring the accuracy and efficiency of our sampling processes. We provide comprehensive training in sampling techniques to our frontline staff, equipping them with the skills needed for effective sample management and quality assurance.

SAMPLE SOURCES AND RECRUITMENT



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

At AIM, we derive online participants from reputable sources such as verified panel companies and proprietary marketplace tools. We prioritize partnerships with industry leading panel companies known for their rigorous quality standards, ensuring utmost sample quality. Our commitment to working with the best of the best panel companies reflects our dedication to delivering reliable and actionable insights for our clients, setting a benchmark for excellence in market research sampling practices.

5. 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?

At AIM, we don't recruit participants directly as a panel company would. Instead, we partner with top panel companies globally, leveraging their established recruitment channels. Our selection process for panel partners is stringent, focusing on reputation, quality, and adherence to industry standards. This ensures that our participants are sourced from diverse and reliable channels, enhancing sample quality. The proportions of our channel usage vary based on the panel company's strengths and coverage in specific geographies, allowing us to tailor our approach for optimal results. This partnership based model strengthens AIM's credibility and ensures a robust and diverse participant pool for high quality market research outcomes.

6. 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.)

All of the sample AIM delivers to its clients come from its verified affiliate panel companies and their proprietary panel softwares.

7. 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?

AIM maintains a high level of transparency regarding sample composition by providing detailed information on sample sources and providers included in the blend. Buyers have control over which sources to include in their projects, ensuring flexibility and customization. We offer integration mechanisms with third party sources, facilitating seamless access to diverse sample pools for precise research outcomes.

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

AIM offers sample delivery via both Managed Services and API integration. Our managed services cater to clients seeking personalized assistance and expertise in sample delivery, ensuring a seamless and tailored approach. Additionally, our API integration option enables clients to integrate sample delivery directly into their existing systems, streamlining processes and enhancing efficiency.

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

AIM is not a panel company and does not manage a proprietary panel of its own.

10. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

At AIM, we employ multiple validation methods to ensure participants are real, unique, and authentic. This includes email verification, IP address checks, CAPTCHA verification, and behavior pattern analysis. We also utilize AI technology for identity validation and fraud detection, ensuring the integrity and accuracy of our participant pool.

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 desktop only questionnaires? Is it suitable to recruit for communities? For online focus groups?

The sample sources available at AIM offer versatility and suitability for various research applications. For product testing or recruit/recall situations, we ensure that our sample is robust and reliable, allowing buyers to engage with the same participants as needed. Our sample is suitable for both shorter and longer questionnaires, accommodating diverse research needs. They are compatible with both mobile only and desktop only questionnaires, providing flexibility in survey deployment. Additionally, our sample sources are adept at recruiting for communities and online focus groups, facilitating comprehensive and insightful research outcomes.

SAMPLING & 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?

At AIM, our process begins with carefully selecting sample sources from reputable global panel companies based on their demographic diversity and quality standards. We then invite participants through targeted invitations aligned with the survey's objectives. Our rigorous screening criteria ensure that participants closely match the target population in terms of demographics, behaviors, and preferences. We recommend implementing demographic quota controls to further enhance sample representativeness, ensuring balanced representation across key variables such as age, gender, income, and geographic location. This meticulous approach helps us achieve a sample that closely resembles the target population, enhancing the accuracy and reliability of research outcomes.

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?

At AIM, we prioritize data integrity and transparency. While we do not hold extensive profiling information on our respondents as we are not a panel company, we ensure that basic demographic details are available. We can supply additional data points or append information as needed by our clients, leveraging our panel partner for surveys. These data points are supplied by the panel partner, ensuring accuracy and reliability. Our approach focuses on collaboration and flexibility, empowering clients to access the information they require for insightful research outcomes. All respondents at our partner panel companies are required to keep their profiles updated periodically.

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?

To provide an estimate of feasibility, we require project specific details such as Incidence rate, target demographics, survey length, complexity, and geographic reach. Additionally, information on the desired sample size and timeline is crucial. We analyze these factors to determine the project's scope and potential challenges, giving upper and lower boundaries to our estimates based on historical data, industry benchmarks, and our experience with similar projects. This approach ensures realistic and accurate feasibility assessments, allowing us to deliver reliable estimates to our clients.

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?

If a project becomes impossible for AIM to complete in the field, we communicate promptly with the sample buyer to discuss alternative solutions like adjusting the scope of the survey. This may involve recommending trusted third party sources or sub contractors who specialize in the required field. Our certification procedures include evaluating their track record, adherence to ethical standards, data protection measures, and reliability in delivering accurate and reliable data. This rigorous approach helps maintain the integrity of our data sources and ensures that our clients receive high-quality and trustworthy research outcomes.

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.

AIM does not utilize a survey router. However, we collaborate with several panel providers who route surveys using various methods. We maintain full transparency with our clients regarding these processes.

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

Since we are not using any router, our respondents are invited into the survey directly via emails/websites/personal accounts by our partner panel companies.

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?

Potential participants are provided with essential information about the project before opting to take the survey. This includes details such as the estimated duration, incentive information (if applicable), confidentiality assurances, and contact information for inquiries. The level of detail may vary slightly based on the sources we offer, with some sources providing additional context or specific instructions tailored to their participant base. Overall, our goal is to ensure transparency, clarity, and informed consent from participants, regardless of the source used for recruitment.

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?

Since AIM is not a panel company but a Marketplace, we do not provide the participants with an option to choose from multiple surveys. However, the participants are shown the following details when they receive the survey invite from the panel companies - Survey Name, Survey URL, Incentive detail & the LOI of the survey.

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?

AIM has the flexibility to adjust incentives offered to potential participants during the course of a survey to enhance participation rates or achieve specific demographic quotas. These adjustments can be targeted to sub groups of participants based on their response rates or specific survey needs. Such incentive modifications are thoroughly documented and can be flagged at the participant level in the dataset, ensuring complete transparency and traceability. This process allows for strategic incentive management, helping to maintain participant engagement and representativeness throughout the survey process.

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)?

At AIM, our partner panel companies, conduct periodic assessments of participant satisfaction. These assessments help ensure continuous improvement and high quality participant engagement across projects. While specific CSAT data for individual surveys are not available, our partners provide normative data that reflects overall participant satisfaction trends based on survey length, type, subject, and target group. This aggregated data allows us to monitor and uphold satisfaction standards consistently. We also gather feedback through our website, actively engage with our respondents to address and resolve any issues they may encounter.

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

At AIM, we are committed to keeping our clients well informed throughout the course of each project. Upon completion, if requested, we provide a comprehensive debrief report that outlines all key actions taken and decisions implemented during the field time. This report includes detailed insights into the project's execution, data collection methodologies, any challenges encountered and the solutions applied, as well as overall performance metrics. By furnishing this detailed information, we ensure transparency and provide our clients with a thorough understanding of the project's outcomes and the value delivered, facilitating informed decision-making for future initiatives.

DATA QUALITY & 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?

Through Global Exchange, AIM is able to control the frequency of individual participation in surveys. We effectively manage participation metrics through our collaboration with the panel companies we associate with. Our partners have established protocols to determine how often an individual can participate, which varies across different sample sources and survey types (B2C, B2B etc). They monitor the mean and maximum durations that individuals have been active in taking surveys, ensuring a balanced approach to prevent respondent fatigue and maintain data integrity. Through our panel partners, we can specify and adhere to participation limits as required for each project, ensuring quality and representativeness in the data collected. Via Global Exchange, we are in control of the participation metrics. This platform allows us to quarantine respondents for specific time periods if needed, also, through the IP and browser fingerprinting we are ensuring that we are not allowing any duplicate entries into the survey.

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?

Global Exchange, AIM's proprietary software, maintains a record of respondent's participation history tied to its originating panel along with other data points like the in and out times, source of origin, survey completion status etc. Since it is a DIY Platform & has integrated panels, it does not hold direct access to an extensive panelist information. We are able to provide an analysis of the data on project level as needed and requested. Also, we can append the data points 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.

At AIM, we have multiple advanced quality measures at our disposal that enables us to analyze respondents before they are allowed into the survey. With the help of Geo-IP, Proxy & Device fingerprinting we are able to locate a respondent accurately to avoid frauds. Also, while we do not directly manage participant panels, we ensure that our panel partners employ rigorous procedures for confirming participant identity at the project level. Our partners implement these verification processes at the point of entry to a survey to maintain the integrity and reliability of data collection. These procedures typically involve multiple steps: First, participants undergo a verification check when they register on the panel platform, which may include SMS verification, email confirmation, or even ID checks for higher sensitivity studies. At the project level, re-verification may occur through captcha systems, re-authentication prompts, or consistency checks against previously provided information. Furthermore, advanced algorithms are used to detect and prevent duplicate entries or fraudulent activities. These systems are designed to flag any discrepancies in participant data, ensuring that only genuine, qualified respondents are allowed into the survey, thus maintaining the quality and accuracy of the insights gathered.

26. How do you manage source consistency and blend at the project level? With regards 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?

At AIM, we manage source consistency and blend at the project level by working closely with our panel partners to maintain a standardized approach. For tracker surveys, we ensure source consistency over time by monitoring and verifying the nature and composition of sample sources. Reports on blends and sources can be provided to buyers, detailing the sources utilized and their contributions to the sample blend. Additionally, source information can be appended to participant data records, allowing for comprehensive analysis and ensuring transparency in sample composition for research purposes.

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?

As AIM collaborates with panel partners for participant recruitment, we rely on their quality tracking and health metrics systems. These metrics include response rates, completion rates, and consistency in survey responses over time. Our panel partners employ sophisticated algorithms to invite, track, quarantine, and, if necessary, block individuals based on these metrics. They compare profiled and known data with in-survey responses to detect inconsistencies or fraudulent behavior, ensuring data accuracy and participant integrity. Continuous monitoring and automated checks are in place to maintain high-quality data and uphold the standards required for reliable market research outcomes.

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 behaviours, 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?

AIM prioritizes data integrity and has invested significant effort to minimize potential biases in survey data. Even for projects programmed and hosted by clients, we proactively offer consultancy on questionnaire design and respondent experience to ensure high data quality. For projects programmed and hosted by AIM, we apply best practices and thorough due diligence throughout the project lifecycle. Our live quality assessment model is built on four key principles:

1. **Red Herring Questions:** We measure respondent attentiveness by including questions with obvious answers. Incorrect answers to these questions typically indicate a lack of engagement and attention, which raises concerns about the effort put into answering other survey questions. Respondents who repeatedly fail these questions are screened out for inattentiveness.
2. **Speeding:** Completing a survey much faster than the average respondent is a strong indicator of poor-quality responses. Therefore, we carefully analyze this data before concluding that a respondent has rushed through the survey.
3. **CAPTCHA Tests:** To prevent random responses, we implement CAPTCHA tests at strategic points during the survey.
4. **Logic Checks and Quality Controls:** We use logic checks to identify and address inconsistent or illogical responses, set limits on item nonresponse, and employ quality control measures to detect inaccurate or incomplete answers. Additionally, we monitor survey completion times to prevent excessively rapid completions, ensuring data quality and reliability.

By implementing these measures, AIM ensures the collection of high-quality, reliable data, and maintains the integrity of survey results.

POLICIES & COMPLIANCES



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).

For comprehensive details on data processing, breach response, data retention, and data transfer practices, please visit the below link. This resource provides in-depth information on how we handle data, our protocols for responding to data breaches, our policies on data retention, and the procedures we follow for data transfers.

<https://algorithmicintelmatrix.com/privacy-policy/>

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?

As AIM operates globally, we comply with key data protection laws and regulations by partnering with panel companies that uphold strict data protection standards in the jurisdictions they operate in. Our partner companies ensure compliance with requirements regarding consent, legal bases for data processing, data breach response, cross-border transfers, and data retention. While AIM itself has not appointed a Data Protection Officer, our partners have dedicated personnel for data protection oversight.

31. How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants?

Participants can manage and revise consent for their personal data processing through the support channels provided by our partner panel companies. These channels include dedicated customer support teams, online portals, and communication channels where participants can access, update, or withdraw their consent as needed. AIM facilitates these support channels by ensuring clear communication and guidance on data processing consent management for participants.

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

AIM does not directly handle or manage incentives paid to participants. Instead, incentives are managed by the panel company we partner with. These companies ensure adherence to all applicable laws and regulations regarding incentive payments, including tax requirements, privacy policies, and any other legal considerations. This ensures that incentives are provided to participants in compliance with relevant regulations and policies.

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?

AIM does not collect or process the personal data of children or young people directly. When conducting surveys dedicated to individuals below 18 years old, we ensure parental supervision and consent are obtained in accordance with applicable data protection laws and regulations by the clients. Our approach aligns with standards and guidelines provided by associations such as ESOMAR and GRBN to uphold ethical practices in market research involving minors. We prioritize data protection, privacy, and compliance with legal requirements when conducting surveys involving individuals below 18 years old.

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

Yes, AIM implements "data protection by design" in our systems and processes. This includes incorporating privacy measures into the design of our technology and processes from the outset. We prioritize data security, encryption, access controls, and anonymization techniques to ensure that privacy and data protection are integral to every aspect of our operations.

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?

AIM's information security compliance program includes key elements such as ISO 27001:2022 & ISO 9001:2015 certifications. Our program integrates asset-based risk assessments and internal audits to maintain high standards of information security/ compliance and Quality Management.

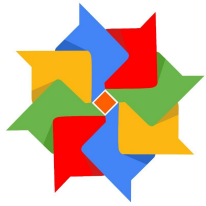
36. Do you certify to or comply with a quality framework such as ISO 20252?

While AIM is not currently certified for ISO 20252, we adhere to its regulations. Certification for ISO 20252:2019 is in our pipeline for the near future, demonstrating our commitment to quality standards in market research operations.

37. Which of the following are you able to provide to buyers, in aggregate and by country and source? Please include a link or attach a file of a sample report for each of the metrics you use?

- Average qualifying or completion rate trended by month.
- Percent of paid completes rejected per month/project, trended by month.
- Percent of members/accounts removed/quarantined, trended by month.
- Percent of paid completes from 0-3 months tenure, trended by month.
- Percent of paid completes from smartphones, trended by month.
- Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month.
- Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort).
- Average number of paid completes per member, trended by month (potentially by cohort).
- Active unique participants in the last 30 days.
- Active unique 18-24 male participants in the last 30 day.
- Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview.
- Percent of quotas that reached full quota at time of delivery, trended by month.

The above details can be provided to the clients upon request within a stipulated time frame.



ALGORITHMIC
INTEL
MATRIX



Thank you for taking the time to explore Algorithmic Intel Matrix (AIM)

Our extensive global reach and advanced AI-driven technologies enable us to harness true intelligence from data, providing our partners with unparalleled insights. This allows businesses like yours to excel by making informed decisions that drive success across various markets. We are committed to continuously advancing our capabilities to keep you at the forefront of industry innovation.

We greatly appreciate your interest in our services and capabilities. If you have any questions or wish to discuss how our insights can specifically benefit your organization, please do not hesitate to reach out at

sales@algorithmicintelmatrix.com

We are eager to assist you in leveraging the true potential of precise data to achieve your business objectives.

BE FUTURE READY

Office : United States | India

<https://www.algorithmicintelmatrix.com>