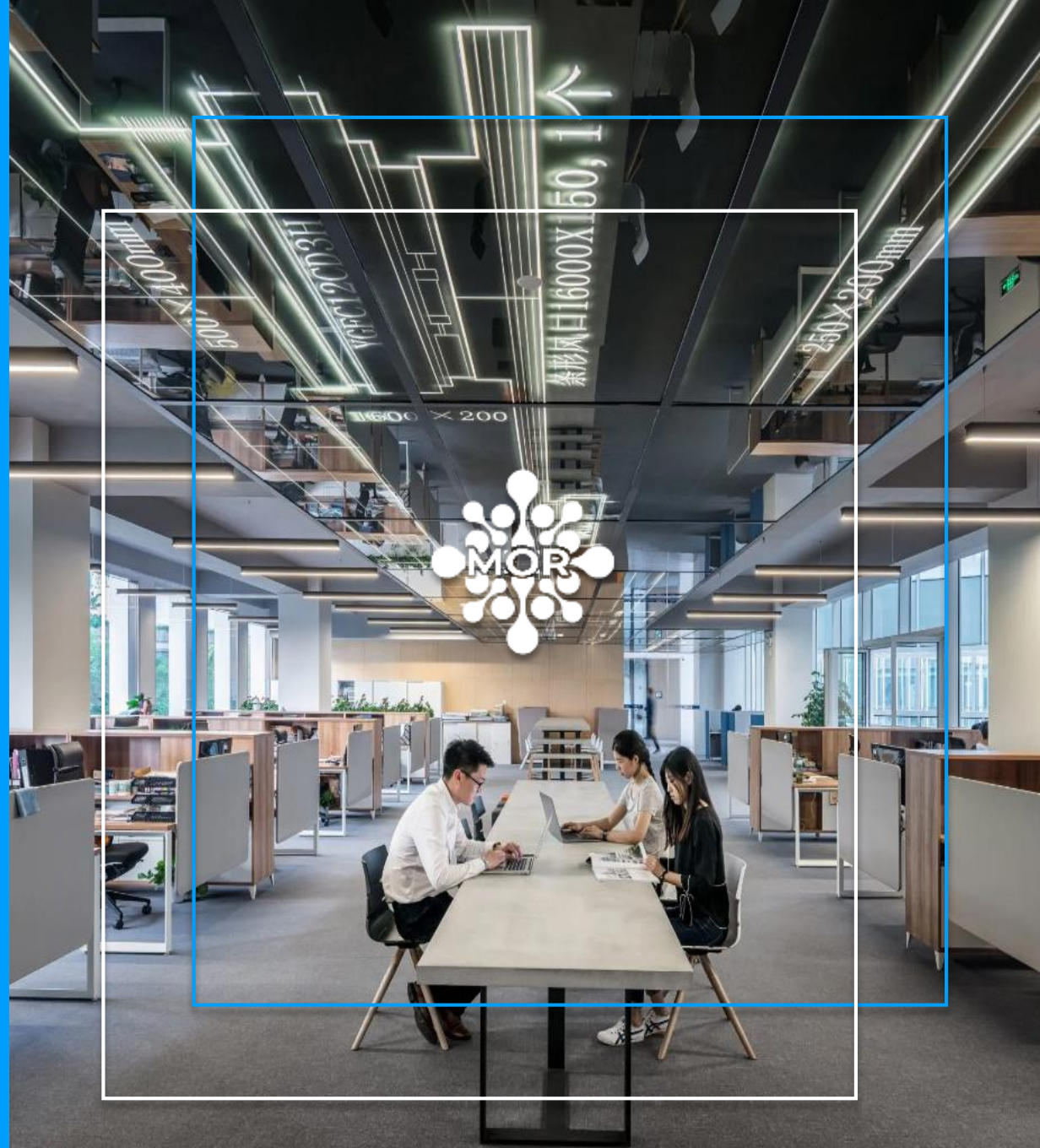




Panel Quality Measures

Everywhere you want to be

www.menaopinionresearch.com



Panel Quality Measures

At Mena Opinion Research, panel quality is guaranteed from the beginning of the hiring process until projects are finished—from the careful selection of panelists to the guarantee that panel responses are accurate.

Our proprietary technology, which is built on an advanced analytics engine, powers all of our panel operations and enables us to comprehend and monitor each panelist's registered behavior.

Being an ESOMAR-certified business, it is even more crucial for us to adhere to quality controls and guarantee accurate responses.



Panel Sourcing and recruitment:

Consumer trust must be preserved for market, social, and opinion research to be successful. Mena Opinion Research adheres to the strict international laws, moral principles, and regulations established by ESOMAR for gathering and evaluating online research data.

Our area of expertise is setting up and maintaining online market research panels. Our selection processes guarantee the highest caliber and evoke the desired responses from the audience.



Vetted partner affiliate:

Because the quality of online traffic and mobile traffic only depends on its source, our sources and affiliate partners are carefully chosen.

Placement of banner ads to recruit respondents via major websites:

Mena Opinion Research uses a variety of techniques to find new members, including placing web banners on authoritative job portals and top websites, website referrals, pay-per-click advertising, affiliate marketing, email, and online PR campaigns.

Send profiler surveys via email invitations only:

As we only hire individuals who have been verified and have had their background checks performed on them, we are unable to use professional survey takers.



|| Multi-mode verification

[Double Opt-in]: Following the initial invitation and enrollment, new members are sent a follow-up email to confirm their email addresses and to cross-check the information they had previously submitted. Our technology will flag and eliminate about 25% of the respondents since their responses are inconsistent. It would facilitate our detailed profiling much more.

|| Mobile number verification

An individual panelist must either confirm his phone number or email address in order to activate his account. These two circumstances have now been treated as obligatory. A respondent must first confirm their email address, then their mobile number. During recruiting and redemption, an automatic OTP PIN will be produced and communicated on their mobile devices. Respondents who don't check the pin are eliminated.

|| Filter respondents based on survey responses

A number of dummy surveys will be distributed in order to gauge the reaction of the recently enrolled members. This is a continuous process since we keep eliminating responders based on irregularities in their responses at each stage.

|| Inattentive, unresponsive, bounced and fake email address

A brief feedback poll will be administered to inactive respondents, and if they don't show any interest, they will be removed from the panel.

Panel Maintenance:

According to the panelist's comments, we divided the panelist's profiles into divisions for consumers, businesses-to-business, cars, finance, and health. We filter and randomly send surveys to only targeted respondents in an effort to avoid overburdening our respondents with questionnaires. Any bias that might emerge is being eliminated by improving user experience. Additionally, it helps to maintain evenness and control burn-out problems.

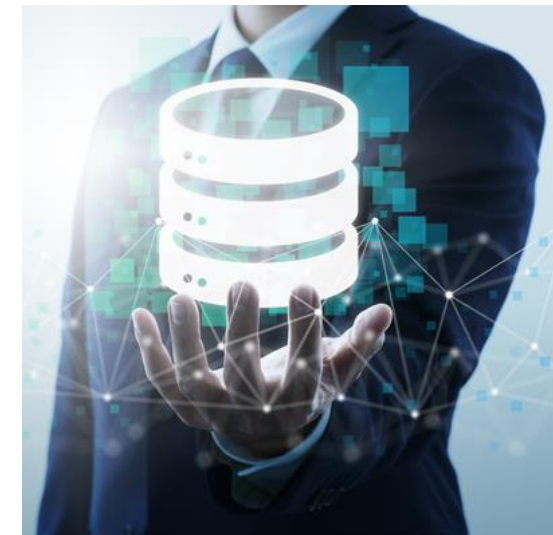
Mena Opinion attempts to engage on a deeper level by sending only bespoke surveys that are especially targeted to each respondent in order to maintain a healthy, active group ready to answer in a moment's notice. Additionally, incentives have been given in part to respondents who screen out and fill their quota.



Inattentive and unresponsive email addresses will be removed from the database, and updating the data is a constant process..



We keep a panel database, which we update and improve each month. Every month, we send our respondents a profile survey to keep us informed of any changes.



Survey Invitations:

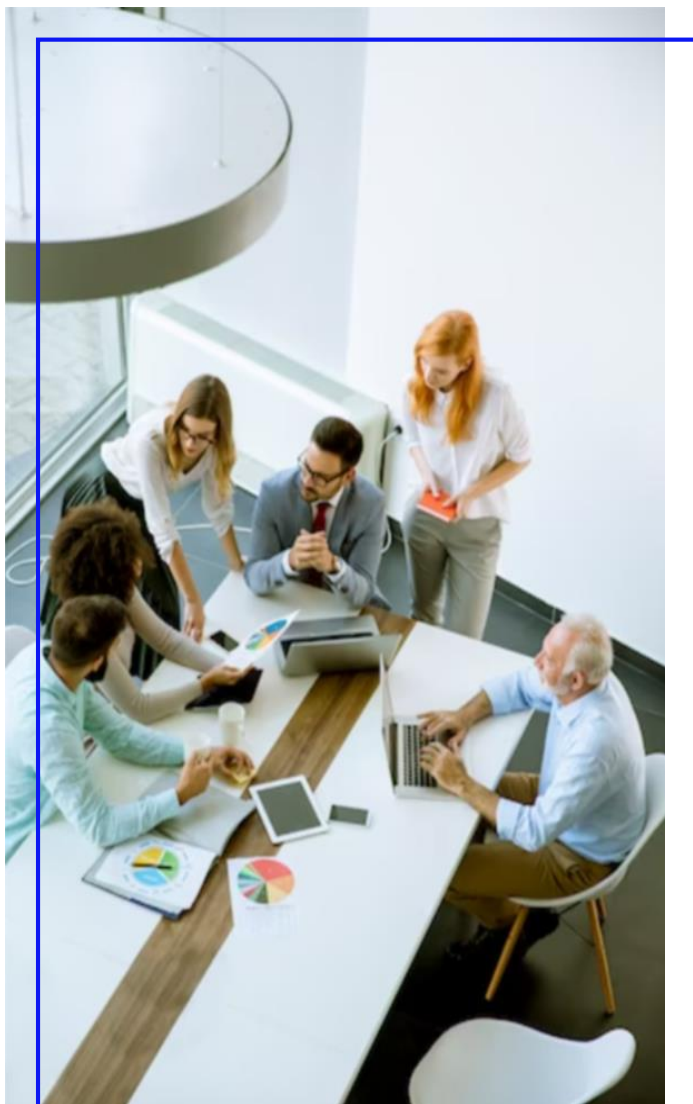
According on their profile, Mena Opinion Research divided up its respondents into groups. Based on the TG/research requirement, a simple/stratified random sample will be selected.

To minimize over-contacting panelists and prevent bias in the results, we additionally take into account the expected response rates by target group and country.

Panelists will receive an email invitation with a link, LOI, and prize points asking them to comment on a good or service.

There are no restrictions on survey invitations based on target audience, however our internal tool recognizes if a particular respondent has previously done four surveys in a given month and prevents them from participating until the next month in order to prevent skewed results.





Sample Management:

- To prevent bias, our internal tool draws samples using a random method.
- Strict policies have been put in place and are being adhered to in order to monitor and track characteristics related to our panel members. These policies include the frequency of surveys sent, participation history, and the length of each interview to check for any speeder activity or other types of fraudulent panelists for ad-hoc studies.
- We have no control over the survey respondent's or OE response's behavior if the survey is hosted at the client's end. Following data collection, we advise our client to incorporate rigorous programming logic/trap questions to eliminate uninterested respondents and survey checks to further thwart any fraudulent behavior.
- Even with the best security precautions, if a respondent hacks or manages to get around any security measures [we expect it to be minimal, as per standard 5% of rejections are allowed in an online methodology if cases are genuine] we will raise a ticket against the panelist, take strict action against him/her, and remove him/her from the panel. We would also be considered to have substituted new respondents for the bogus ones.

If we are in charge of programming and hosting, we use our own proactive measures at the survey level, such as trap questions, straight lining, open-ended response check, IP/ID duplication check, and other survey-level checks. We may assist with back-checking respondents for offline data collection and back-check respondents according to ESOMAR criteria after 48 hours.

Since we are not conducting the surveys ourselves, online approach will face unique quality issues. Our proprietary technology, which is built on an advanced analytics engine, powers all of our panel operations and enables us to comprehend and monitor each panelist's registered behavior.

To prevent duplicate responders, we have a digital finger print tool embedded into the system that can identify the same machine ID and stop the survey from the beginning. There are professional survey takers that would try to assault the system to earn easy money online, which sometimes are uncontrollable, regardless of how safe, solid, and secured a system is. These kinds of bot attacks are common in online environments, so we advise our clients to use strict logics and trap questions to reduce their frequency. Even if they do occur, however, they will be discovered during post-data collection checks, which may account for 5% of the total sample size.

We are happy to replace them with fresh ones in true cases of rejection.





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