INTRODUCTION

Intro to TapResearch

TapResearch connects mobile, tablet and pc users interested in completing surveys with market researchers who need their opinions. Through our partnerships with dozens of leading mobile apps, ad networks and websites, we're able to reach an audience exceeding 100 million people in the United States.

We are focused on being a top-quality partner for ad hoc survey sampling, panel recruitment, and router integrations. Our technology platform enables reliable feasibility estimates, highly competitive costs, sophisticated quality enforcement, and quick-turnaround project management.

Intro to ESOMAR

ESOMAR (European Society for Opinion and Market Research) is the essential organization for encouraging, advancing and elevating market research worldwide. Since 1948, ESOMAR's aim has been to promote the value of market and opinion research in effective decision-making. The ICC/ESOMAR Code on Market and Social Research, which was developed jointly with the International Chamber of Commerce, sets out global guidelines for
self-regulation for researchers and has been undersigned by all ESOMAR members and adopted or endorsed by more than 60 national market research associations worldwide.

COMPANY PROFILE

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

TapResearch connects mobile, tablet and pc users interested in completing surveys with market researchers who need their opinions. Through our partnerships with dozens of leading mobile apps, ad networks and websites, we're able to reach an audience exceeding 100 million people in the United States - we're currently adding about 30,000 panelists/day and this rate is increasing.

We are focused on being a top-quality partner for ad hoc survey sampling, panel recruitment, and router integrations. Our technology platform enables reliable feasibility estimates, highly competitive costs, sophisticated quality enforcement, and quick-turnaround project management. We also conduct proprietary work focused on short format surveys to our mobile respondents.

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?

TapResearch's panel is comprised of respondents recruited from a combination of mobile and tablet apps and games, and websites and social networks. Respondents opt-in to join the panel before completing a profiling survey. Upon completion, they are eligible to complete surveys in our inventory.

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?

TapResearch sources its panelists via a variety of traffic sources and offer networks on multiple devices. Each study is fulfilled across as many channels as possible to maximize diversity. All respondents are profiled and deduped by IP address and browser cookie.

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

TapResearch sample is only used for market research purposes, including survey sampling, polling and recruitment. We do not run affiliate marketing, direct marketing or other types of offers. The apps and websites where TapResearch surveys are present may contain non-market research offers but they are clearly demarcated and never intermingled.

SAMPLE SOURCES AND RECRUITMENT

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

By leveraging thousands of different app and web properties, we are able to reach a broad and diverse set of panelists. By storing the data of all of our panelists, we're able to provide highly accurate feasibility estimates for nearly any hard to reach audience.

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?

TapResearch does not subcontract 3rd party suppliers so this is not relevant.

SAMPLING AND PROJECT MANAGEMENT

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

TapResearch has the ability to enforce detailed quotas depending on our clients' needs. We use census data to define a representative sample as needed, or program our system to enforce any custom sample requirement.

8) Do you employ a survey router?

Yes. TapResearch profiles each respondent and routes them to an appropriate survey. And, if they are disqualified/terminated, we route them to additional survey opportunities. Based on the preferences of various clients, we will ensure that re-directed respondents are not able to complete particular surveys.

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?

TapResearch respondents are comprehensively profiled and screened prior to being invited to enter a client survey. Upon completion of profiling and screening, they are routed to the best match as defined by the demographic, psychographic and other characteristics.

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?

Respondents are only allowed to enter surveys where they meet all of the survey qualification criteria. The router is dynamic and the order of surveys that a respondent encounters is constantly changing.

SAMPLING AND PROJECT MANAGEMENT

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?

Router parameters are set by a team at TapResearch. The system is highly configurable so changes are quick and easy to implement.

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?

TapResearch respondents are required to complete a profiling survey that always includes 10 standard profiling questions in addition to questions specific to various survey qualifications. All of this data is stored so it can 1) be compared with future data to measure consistency 2) used for better estimating feasibility for low incidence projects and 3) improving the respondent experience in subsequent survey sessions.

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.

TapResearch survey invitations are very generic so as to not bias the respondent population in any way. Our panelists opt to take a survey in exchange for a virtual reward (points, etc) within websites and apps. We do not send email invitations to surveys.

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?

TapResearch respondents earn virtual currency and rewards for completing surveys. The respondent incentives vary by app and website, and by the length of survey.

SAMPLING AND PROJECT MANAGEMENT

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

To provide accurate feasibility, we ask for length of interview (LOI), incidence rate (IR), time in field, and specific qualification criteria including age, gender, location, etc.

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

We solicit feedback through our website and from our partner websites and apps and proactively engage our respondents to resolve any issues.

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

In addition to regular updates and statistics throughout the duration of a project, we make all data available upon request including # of completes, number of survey starts, DQs, OQs and incompletes.

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.

TapResearch is responsible for the data quality of the panelists we send into surveys. In order to ensure our panelists are real and attentive, we employ several quality control mechanisms. These include eliminating suspicious IP addresses, proxy traffic, and users who fail trap questions. We keep track of potentially fraudulent users and blacklist them from ever entering any surveys.

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?

TapResearch does not send invitations to users. Surveys are made available to users within apps and websites. We only allow panelists to enter a particular survey once and actively control for duplicates.

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?

TapResearch generally does not allow the same individual to take part in a survey multiple times. In the case of a tracker or wave study that allows repeat entry, our project managers have the ability to select custom re-entry exclusion intervals that meet the client's needs.

DATA QUALITY AND VALIDATION

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 maintain a complete record of each respondent including when they attempt, qualify for and complete surveys. In addition, we know where each of them originates. Upon client request, we make any of this data available.

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?

In addition to the mechanisms outlined in Question 18, TapResearch continually monitors completion rates by respondent source through the life of a project and automatically halts the project if any unusual patterns are detected. Also, all traffic sources are continuously compared on key quality metrics to eliminate any source of unusual behavior.

POLICIES AND COMPLIANCE

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

TapResearch uses a double opt-in process in for all respondents. In this process, a prospective panelists first elects to complete a survey and, subsequently, is asked to complete a set of profiling and security screening questions, including an acknowledgement of our Terms and Privacy Policy.

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

The TapResearch Privacy Policy is available at:
https://www.tapresearch.com/user/privacy

Each respondent is presented with this link in conjunction with the first demographic question (age verification) and is asked to agree with the terms or terminate their session.

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

Respondent information gathered through our website is always SSL encrypted. All user data is stored in firewalled datacenters in the continental USA, and backed up on an hourly basis. Access to this data is only allowed through SSH secured connections by a restricted set of employees.

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?

As a sample provider, the contents of our surveys are managed by our clients. We work with them in cases where confidentiality is important to provide the necessary agreements or messaging to our respondents.

POLICIES AND COMPLIANCE

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

TapResearch has developed its own suite of quality measures to detect fraudulent users, bots and other malicious and negligent activity and behavior.

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 are COPPA-compliant and, as such, do not permit panelists younger than 13 to join and take surveys.

Responses to ESOMAR 28 Questions

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