ESOMAR26

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This document aims to answer ESOMAR's questions in relation to Panel4All approach to managing its branded online access panels, designed and managed to support its research. Panel4all recognizes the necessity to develop standards and best practices when managing online sampling.

COMPANY PROFILE

> **1. What experience does your company have with providing online samples for marketing research?**

Panel4All commenced activities in 2006. We developed eNquera – a unique panels management system based on three elements:

1. Panelists recruiting and maintenance mechanism.
2. A sophisticated questionnaire generator containing all the requisite features.
3. A Nested Sampling engine enabling us to use any detail we have on the panelist as a sampling variable.

Since our establishment we have been operating one of the largest internet panel in Israel, which allows our clients to gather information from various sectors of the multi-faceted Israeli society in marketing, social and political issues. As our system is "homemade" we are always able to innovate – meeting our clients' most desirable and creative demands.

Our team is comprised of experienced people in the fields of marketing and social research, direct marketing and computerized systems development. This unique mixture enables us to provide our clients with the best on-demand solution for almost every need.

Most of our activity is providing for third party research; however, considerable efforts and resources are invested in conducting proprietary research on our panel, primarily on topics such as better understanding the behavior of an internet panel, and R&D work for new features.

SAMPLE SOURCE

> **2. Please describe and explain the types and sources for the online sample you provide (are these databases, actively managed panels, direct marketing lists, web intercept sampling or other?).**

a. Our general panel – Panel4All – is an actively-managed panel of individuals who voluntarily choose to participate in such activity, and their participation is continually monitored. A Panel manager is responsible for the ongoing bond between the panelist and Panel4All

A panelist responding pattern is monitored regularly and if anyone fails to meet our standards, it can result in dropout. On the other hand, Panel4All manages a rewarding mechanism for active members, who are able to monitor their level of benefit at any time; this creates a positive environment that will derive more genuine responses, on the one hand, as well as fulfilling our strict research quality standards, on the other.

b. Database or Hosted surveys: in some situations – mainly intra-organizational or customer surveys – Panel4All conducts the survey based on a list of individuals (the target population) provided by the client. Our eNquera survey system combines that data with our questionnaires generator and delivers the survey in accordance with the specific set of subjects. The system then manages the responding processes; including reminders, 2nd phase delivery, etc.

c. Internal or Sectarian panels: Panel4all has unique expertise with which to build and manage groups of all kinds and from a large variety of sources, 'transforming' them into a viable panel. We are thus able to give an enterprise or a professional sector the ability to operate and utilize a panel of respondents for various types of data collection needed to achieve better insight into their business or profession. We usually embed such a panel within the website of the organization / profession to provide the panelist with a sense of familiarity.

d. Web intercept method is used for needs such as the evaluation of a website or, more specifically – customer satisfaction. In such case a link is placed within the desired site – on the Home Page as well as on specific internal pages, and surfers are invited to take part in a dedicated survey. The sample may be totally random, or directed towards specific sample requirements – all according to the client's needs or research questions.

3. What do you consider to be the primary advantage of your sample over other sample sources in the marketplace?

Panel4all is the first online active survey panel in Israel. Our advantage is based mainly on the magnitude of the panel, and the strict and dedicated management of its members by our professional staff. Our total commitment to ongoing quality control throughout the panelist's lifecycle led us to create a system which monitors all aspects of each and every member – from multi-stage recruitment process with a variety of inherent validations, to other measures aimed at ensuring the quality of panelist's answers.

We, at Panel4all, realize that the panelist is our primary asset; reliable and valid answers are the cornerstone of every research project. To achieve that, we established a comprehensive procedure that ranges from questionnaire design, to survey administration, and panelists' reward – all aimed at giving each member of our 'community' of panelists a positive and warm feeling that will deliver authenticity.

The size of our panel, combined with the eNquera sophisticated sampling engine, permits us to give our customers the highest quality sample available.

The scope of our panel enables us to derive various types of representative samples which meet the demands of almost every customer in the fields of marketing research, as well as political & social research.

We connect with our panelists not just by sending them survey links, but rather via a dedicated website (to which the links refer). In addition to the relevant survey links for each panelists this website also contains relevant content, announcements and other research activities such as mystery shopper, business intelligence, consumer's log etc.

4. If the sample source is a panel or database, is the panel or database used solely for market research? If not, please explain.

Panel4all's panel is used mainly for marketing research, but also for social and political surveys such as public opinion and election polls. Panelists are by no means used for purposes other than participating in surveys. Panel4all does not perform any kind of sales activities on the panel. Among the research activities the panelists participate in: virtual focus groups, mystery shopper, business intelligence, etc.

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

The internet usage rate in Israel exceeds 71% of total households (Census, 2012) and is growing fast. That is why, for most purposes, the panel is more than adequate. When dealing with hard-to-reach groups, we apply sophisticated recruiting methods in web environments which relate directly to these groups. This expertise permits us to form not only a leading and innovative panel, but to include in such panel a variety of targeted groups. Among our tools of recruitment are:
- Google campaigns;
- Face book campaigns;
- Referral programs.

The 'anti-spam' act, conducted in Israel as of 2008, prevents us from using techniques such as outgoing emails or even permission-based mailing lists.
In instances when it is necessary to increase a particular sector, we might establish business cooperation with networks, social networks or portals related directly to the desired segment, and use this cooperation as a tool for recruitment.
Our recruitment activity is closely monitored to ensure optimal quality and diversity.

6. What are people told when they are recruited?

Our recruitment and membership regulations are presented to a newcomer during his recruitment and he/she must acknowledge it for approval.

The essence of this document is to establish a 'contract' between us and the panelist, making him/her aware of some primary conditions:

- They are to be members of a panel, for the sole purpose of participating in various types of research.
- Their personal, socio-economic and demographic details are requested and stored for that purpose alone.
- Confidentiality of details is ensured.
- Participation in specific survey is voluntary.
- Cookies and other overt software are used only to collect information.
- Regulations regarding realization of their benefits.
- They are at liberty to leave the panel whenever they may wish to.

Panel's policy regarding the recruitment process is based on best-practice and aims to achieve enthusiastic and long lasting partnership between us and the panelists, while meeting our strict quality standards.

SAMPLE RECRUITMENT

7. If the sample comes from a panel, what is your annual panel turnover / attrition / retention rate and how is it calculated?

Our panel's fluctuation is regularly monitored on monthly basis and, at times – such as during a recruitment campaign – weekly.

It is considered to be one of our major indicators of performance – not just a business objective.

Panelists who have dropped out are comprised of those who actively resigned; ceased to respond to surveys invitations for a period of 12 months; and those who were dropped by us due to misconduct on their part. The aforesaid are not included in sample ratio calculations and sample size.

If a panelist does not respond to our appeals we take steps to re-engage him/her before removing them from the panel's records.

We have about 30,000 active panelists per year

On an average month our panel has 1,000 new registrations.

About 30% of active panelists in one year, stop their activity in the following year.

8. Please describe the opt-in process.

Upon landing on the panels' Home Page they are asked to join our panel; by clicking the 'join now' link, panelists-to-be receive a detailed description of the panel, its goals, what it means to be a panel member, detailed privacy regulations and some basic facts about Panel4All It is only then that they are requested to fill in some basic demographic details — the first step of our three-stage 'opt-in process'. Clicking 'sign me in' and 'I've read the regulations' leads to an internal process of panelist verification. Our panel system sends a verification email to the new panelist in order to validate his/her email address. Once the email has been validated the new panelist logs in using his username and password. At this stage he is asked to answer another set of socio-economic questions which are recorded by our sampling generator. Finishing this second opt-in stage, he is asked to respond to the first 'welcome survey' — a lifestyle inventory relating to many aspects of everyday life. For that survey he receives his first incentive as an active panel member.

The three-stage opt-in process is designed to screen unreliable members who might negatively affect the integrity of the panels. That way only credible individuals with valid email and mail addresses, on the one hand, and full profile details, on the other, will be recruited.

9. Do you have a confirmation of identity procedure? Do you have procedures to detect fraudulent respondents at the time of registration with the panel? If so, please describe.

Panel4All applies a sophisticated checkout mechanism that operates during the registration and recruitment stage, as well as later — in fact the process does not cease throughout the partnership with the panelist. When the first opt-in stage is complete, an automatic checkup is run to detect duplications. The panel's management team also manually scans the panelist's details to detect any 'sophisticated' attempts to 'hide' duplicates. During that inspection, invalid details such as unknown address, 'peculiar combinations' of personal data, and other suggestions of possible lack of reliability are checked while the panelist is placed in 'hold' position, and is unable to take surveys until legitimacy is confirmed. At that time contact is made with the panelist to clarify details. If it is impossible to reach him initially, further attempts are made; but after a period of two months without success he is dropped from the panel's database.
The panel management team is continually running check-up procedures, including email bounce detection, activity patterns (like late night or weekend respondents), etc.
The reward procedure is also a substantial means of verification. In order to receive the entitled reward, the panelist must send a copy of his ID card — which, in Israel, includes the most essential details such as a photograph, gender, nationality, birth date, detailed address and even details of the spouse — all data that was provided during the recruitment stage is now verified. The reward is given only after collecting a reasonable number of points — this is an incentive for the panelist to remain an active member for a substantial time period. The money awarded after all that effort is merely a token of gratitude, and certainly not a wage: this way we exclude anyone from joining us for the money alone.

10. What profile data is kept on panel members? For how many members is this data collected? How often is it updated?

The basic panel's membership records contain the following data:
- Personal demographics;
- Household demographics;
- Socio-economic details;
- Lifestyle details.

The data is gathered during the recruitment stage and is kept for every panel member. To date over 120,000 panelists are registered with Panel4All (the total population aged 13+ in the State of Israel is approximately 4.5 million), all of whom have provided the above information.

Some basic details are 'locked' and cannot be changed (birth date, gender, name, etc.). Panelists are requested to update their details if these change, and we run a periodic inspection to identify irregularities in the database.
Every six months Panel4all conducts a global data refresh project, during which every panelist is required to update their personal information, if this is relevant.

11. What is the size and/or capacity of the panel, based on active panel members and on given data? Can you provide an overview of the active panelists by type or source?

Panel4All's panel is comprised only of active and responding members. All our panelists are recruited either by active links to our landing page, or by visiting our web site www.panel4all.co.il. An active panel member is someone who completed our multi-stage recruitment procedure.
Our members represent the diversity of Israeli society – native Israelis & new immigrants, secular & orthodox, Jews & Arabs, men & women, young & old. We have them all.
The panel's size and its diversity enable us to draw almost any sampling composition. Prior to the outset of each research study we discuss with the client the required sample size and composition, making sure that our panel will deliver.

Panel4All has about 30,000 active panelists who have been active during the past 6 months.

PANEL AND SAMPLE MANAGEMENT

> **12. Please describe your sampling process, including your exclusion procedures if applicable. Can samples be deployed as batches/replicates, by time zones, geography, etc? If so, how is it controlled?**

We assemble a survey sample according to the definitions specified by the client with regard to the relevant target population. Each variable or fact about our panelists can serve as a sampling variable. The exact mixture or ratio of each variable in the sampling pattern is derived from matching the desired target population.

After combining the sampling variables and their ratios , our sampling generator constructs a multi-dimensional and nested 'matrix' that is comprised of multiple cells. Each cell is allocated a maximum quota of respondents.

Now the generator selects relevant panelists from the 'active pool', who fulfill the general outlines of the specific sample (such as: age, gender, location, etc.). Furthermore, we apply another restriction – a minimum time interval since the panelist's last survey, or a maximum number of surveys in which the panelist has participated within a specified time period: this is to prevent 'professional panelists'. Only suitable panelists receive an invitation to take part in the specific survey. Once the survey is running, full sampling cells are closed, preventing panelists belonging to these sub-groups from participating. Our experience with on-line surveys and panelists' compliance results in only small numbers of panelists being rejected due to over-quota.

Our exclusion procedure rejects panelists that:
· Did not respond to our appeals for at least three months;
· Took part in surveys regarding similar or comparable subjects during the last 3 months;

During the survey itself, panelists that do not finish the survey within a given timeframe are excluded from the sample quota, allowing a matching substitute to take their place.

The invitations are sent to the panelists by email, advising them that a survey has been uploaded to the panel website.
The link in the invitation takes them to the panel website – which the panelists need to enter with a user name and password.
The invitation system ensures that, first of all, those people who responded to the 'oldest' survey will receive an invitation; only in the event that the quotas are not filled, additional invitations will be sent to panelists who responded to the 'newest' surveys.
If the survey has been defined in the survey group, an invitation will not be sent to anyone who has already responded to another survey in the same group.

13. Explain how people are invited to take part in a survey. What does a typical invitation look like?

Only panelists relevant to the sample's frame receive an email invitation. The email contains basic information regarding the relevant survey:

· The topic;
· An email request to answer the survey;
· How long is required to respond to the survey;
· The amount of reward points.

Clicking an active link to the website enables panelists to log in to the specific survey, using their user name and password.

Panel4all developed a unique application which was downloaded by a substantial portion of the active panel. This application allows them to receive short advanced notice about an upcoming survey, even if their email application is turned off. The survey's administrator can decide to activate this application regarding a specific survey. The purpose is solely to shorten the time of data gathering. This is only utilized during instances such as 'disaster check' or other unique circumstances. Otherwise we let the emails do their job.

14. Please describe the nature of your incentive system. How does this vary by length of interview, respondents' characteristics or other factors you may consider?

In exchange for answering a complete survey, the panelists receive 'points' that accumulate in their 'account'.

The number of points received is based on the number of questions in a specified questionnaire. For complicated or extensive surveys, an additional bonus is also given.

After collecting a certain amount of points the panelist can submit a request to cash in the points. In that case he will receive an online voucher, but only after submitting a copy of his ID card which, in Israel, contains vital data (birth date, gender, nationality and address) used for verification.

15. How often are individual members contacted for online surveys within a given time period? Do you keep data on panelists' participation history and are limits placed on the frequency that members are contacted and asked to participate in a survey?

Frequency of invitations to participate in a survey depends mainly on the panelist's characteristics and responsiveness profile. We seek to address a panelist no more than once a month in order to prevent professional panelists. If the panelist belongs to a relatively over-represented segment of our panel, the rate of invitations might be lower than average. We keep records of all the panelists' activities — compliance and non-compliance to our appeals, so we can avoid cases in which a 'positive' panelist will be 'neglected' for an extended time period.

POLICIES AND COMPLIANCE

16. Is there a privacy policy in place? If so, what does it state? Is the panel compliant with all regional, national and local laws with respect to privacy, data protection and children, e.g. EU Safe Harbor, and COPPA in the US? What other research industry standards do you comply with, e.g. ICC/ESOMAR International Code on Market and Social Research, CASRO guidelines, etc.?

Panel4All privacy policy ensures that all personal information will be used for research purposes only and no personal data will be transferred to any third party. These restrictions are made known to the panelist during the recruitment process and must be acknowledged.
Panel4All activity is fully compliant with Israeli law in all related aspects. Our panel is predetermined to meet international standards such as ICC/ESOMAR International Code on Market and Social Research and CASRO guidelines.

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17. What data protection/security measures do you have in place?

Panel4All eNquera system and our entire database are hosted behind firewalls.
The panelist receives an email invitation to participate in a survey. Clicking the active link lands them in our routine panel's website www.panel4all.co.il. Only invited panelists can then enter the specified survey by using their personal user name and password. A panelist can participate in only one survey, and there is no way to forward the survey to any third party.
We use a 128-bit encryption in all our systems.

18. Do you apply a quality management system? Please describe it.

Panel4All conducts a strict quality management policy regarding every aspect of our activity.
We have a dedicated quality management team that tracks and keep records of all activities and incidents. In cases of mishaps, a corrective action is instigated ASAP and records are kept so that conclusions may be drawn. Panels' performance is measured continuously in accordance with basic Key Performance Indicators, and statistics are maintained and updated.

We use the following control mechanisms:
1. Identification of 'speeders' — respondents who answer the survey within a substantially shorter time than the average time required for response.
2. Identification of 'one liners' — respondents who provide the same response for a number of questions.
3. Verification question with regard to registration characteristics.

Verification questions such as birth date and other personal data are embedded randomly in our surveys and then matched with similar details provided by the panelist during his recruitment process:
1. Verification of the panelist's identification details at the time of use — the user is required to present an ID.
2. Dual identification registration mechanism for panelists — checking IP, passwords and user names in order to to identify duplicate registrations.

19. Do you conduct online surveys with children and young people? If so, please describe the process for obtaining permission.

Membership in our panel is permitted from the age of 10. According to Israeli law, anyone who is under a certain age is required to receive parental / guardian consent prior to receiving monetary incentives. The consent process is conducted via email; in special circumstances only a telephone call is made.

PARTNERSHIP AND MULTIPLE
PANEL MEMBERSHIP

20. Do you supplement your samples from other providers? How do you select these partners? Is it your policy to notify a client in advance when using a third party provider? Do you de-duplicate the sample when using multiple sample providers?

Our Panel4All panel is proprietary to us and is sufficient for most of our needs regarding all areas of research. We currently have no need to use other providers.
In cases when we conduct research in foreign countries, we enter into association with well-established internet research panels. Our preference is to work with one provider in multiple locations.

21. Do you have a policy regarding multi-panel membership? What efforts do you invest to ensure that survey results are unbiased, given that some individuals belong to multiple panels?

Since there is no central database containing the details of all panels' members in Israel, there is no way to avoid multiple memberships. Fortunately there are at present very few internet panels in this country, so redundancy is not a major problem.
We run benchmark tests for our surveys compared with publications of other research institutes in an effort to identify possible biases due to duplicate membership or, which is more likely – 'professional' panelists.

DATA QUALITY AND VALIDATION

22. What are probable survey start rates, drop-out and participation rates in connection with provided sample? How are these computed?

The surveys start rates are approximately 40%-60% during the first 4 hours.
Drop-out rates vary from 1% to 5% depending on the length of the survey.
Participation rates vary from 20%-30%, depending on the required target population and the sampling window.

23. Do you maintain individual level data such as recent participation history, date of entry, source, etc., for your panelists? Are you able to supply your client with a per job analysis of such individual data?

We keep records for each panel member, including:
- Date of recruitment;
- Number of surveys a panelist has completed;
- Number of invitations;
- Number of clicks into surveys;
- Total number of credit points;
- All surveys taken by panelists. Surveys in which they participated, including:
  - Date of participation.
  - Time length of response.
  - Status of survey – completed / did not complete the survey.

24. Do you use data quality analysis and validation techniques to identify inattentive and fraudulent respondents? If so, what techniques are used and at what point in the process are they applied?

Ensuring data quality is our prime mission. The procedures we use during the recruitment stages are described in Q9 and Q18.

Additionally, our panel manager is constantly monitoring for unreliable respondents or shortcomings in the design of the questionnaire. This monitoring is conducted following the completion of a survey. Each time an unreliable response pattern is detected, a note is made in respect of the specific panelist. A panelist who has accrued a predetermined number of 'notes' is called for clarification, and this may lead to exclusion from the panel.

25. Do you measure respondent satisfaction?

We look at respondent satisfaction from various aspects. Following each survey we monitor performance measures such as average response time, response rate, pause statistics, etc. We believe that such measures reflect the level of satisfaction. Apart from that, our panelists are able to communicate with us via email or the dedicated forum, and convey their impressions in real time. Above all, we run an annual satisfaction survey among our panelists in order to maximize their unique experience. Highlights of the results for 2014 are:

- 82% percent are satisfied to be active members of Panel4All.
- 85% were happy to see survey results published in various media sources.
- 75% are willing to recommend to their friends to join Panel4All.

26. What information do you provide to debrief your client after the project has been completed?

Prior to project onset, a general description of the data-gathering process is introduced to the client. Our final report includes facts regarding survey progress and milestones: gross sample composition, response rate, dropout rate, time period, etc.

All of the above data and more is preserved in our archive for 5 years.

For more information, please contact us:
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or visit www.panel4all.com