ESOMAR 28

COX RESEARCH

Company Profile: Cox Research

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

Cox Research has its own proprietary panel since the year 2008. We have our panel across the Asia Pacific Regions, Middle East, Europe and the US. We are known in the market for providing quality and cost effective work with studies ranging from 100 to 200 projects per month.

We have our own API and IT team which manage the quality of our panel. We have our Healthcare , Consumer and B2B Panels which is headed by more than 30+ local senior researchers.

Our software specializes in segregating our panelists in the best responsive and active members pool.

Sample Resource 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?

Cox research has most of its data from locally recruited respondents. Snow balling, CLT , Field recruiting by our interviewers are also responsible for most of the panel recruiting.

However over the past two years Cox has seen a tremendous change in recruiting panelist via online websites such as social networking websites, professional websites and also online advertisements .

Double Opt in method is used for verifying our panelist via emails. We refresh our panel every three months asking users to change their passwords and eliminate any inactive panelist and also prepare and segment active panelist.

3) If you use more than one resource for recruitment: how are different sample resources blended together for to ensure validity? How can this be replaced over time to provide reliability ? How do you deal with possibility of duplication of respondents across resources

- As mentioned in answer No2, we have our double Opt in method. We verify our users via email. We take strict measures to ensure and duplication of panel member. Hence each user is registered with us and has an account with their specific information.
- This information has to be updated and is cross checked every three months and if any information of user profile doesn’t match with our database profile for the panelist then the user will be blocked and has to be unlocked the user
- Other measures for controls are single account bank transfer for incentives, call back check, and use of anti spam software's.

4) Are your samples used for Market Research Purposes only? If not what other purposes are they used for?

- Our Samples are used only for Market Research purposes.

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

- Due to its strategic location in the Middle East , Cox Research is able to reach war zone countries, under developed countries where the proximity of internet is low.
- We have successfully carried our research projects in such areas for various companies. We usually prefer the method of CLT in this case as our field is present in these regions and get the most out of the panel that we have and also if our panel is not present in that particular region
- Our lucrative rewarding system allows panelist to generate incentives and also remain active and provide valid responses, which is measured in our system.

6) If on a particular project , you need to supplement your sample with samples from other providers , how do you select those partners? Is it your policy to notify the client in advance when using a third party provider?

- We will first notify the client about the use of a third party in case the project sample has a requirement.
- Only after the approval of the client we will move ahead with the use of a third party for completing the study.
- Cox will also notify the client prior to the commencement of the project if there is a requirement in change on methodology from single log in to CLT if the country has less internet penetration and/or there are less number of active panelist.

Sampling and Project Management

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

- As Cox Research has its own API, the complete segregation of the panel takes place within the system
- The program has input data of the

1) Country < drill down> state< drill down> city
2) Specification of the study (consumer, medical professionals, businesses)
3) Target Sample , age , gender mix, etc
4) Further sample can be segregated depending upon the requirements of the client

8) Do you employ a survey Router?

- Yes, we have our own survey routing code

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 the respondents allocated to surveys.

- Yes, use of routing helps generate more responses in lesser time and with much more success in data validity.
- This is two step in which the active panelist has to answer the screener through which they are then redirected to their unique URL for the study if they qualify.

10) If you use a router: What measures do you take to guard against it or any bias arising from employing a router? How do you measure or report any Bias?

- Cox will only use the router incase of specific target audience and if the client requirement is for a given particular sample .
- No Bias is observed in such cases.

11) Who in your company sets the parameters for the router? Is there a dedicated team or individual project managers?

- This being a very confidential and crucial information only the project manager and the IT department assigned . Also if the a researcher involved he/ she also help in setting the parameters for sampling

12) What profiling data is held of the respondents? How is this done how does this differ across sample resources? How is it kept up to date? If no profiling is kept how are low incidence projects dealt with?

- General information such as name, age , gender, occupation , SES Class etc is kept in the database for the respondent.
- This data is refreshed every three months and after the first verification. Most of the data is scrutinized at this time.
- Our general profiling questions help us in sampling better the target audience for a particular project

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

- We use the double Opt in method for recruiting out respondents.
- A respondent is received via direct recruiting , database, online methods
- They are then given link sent to their email that is provided by the panelist
- The respondent will click the link and register with us with a use ne and password
- The new link with registered link is sent via email
- This user name and password is now set for the respondent where they will update their general information and mode of incentives

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?

- For each survey the respondent is given points for participating. After reaching a certain number of points depending upon the number survey taken and the Length of Interview etc
- Only rewards more than $100 can be redeemed. How ever initial 3 Surveys the respondent is provided with the incentive amount. Which he may store or redeem

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

- Respondent target group
- Sample Size
- Gender Mix, nationality
- LOI

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

- Yes, after each survey the respondent will on will answer questions about the surbey, which can be then shared with the client if requested.

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

- Yes a debrief session is held with the client after the project is completed.
- This helps to address any questions form the clients side helping them understand the generated responses
- Any queries that need to addressed are taken care of there after

DATA QUALITY AND DATA 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 behaviors, 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

- Yes the quality check is done by us. We ensure that the survey is done by invite only method.
- Any discrepancy in data is immediately handle and cause of the discrepancy is also mentioned to the client
- Any changes to be made in the parameters are done in the initial stage toget the best possible results

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?

- Each respondent participates once in 2 months for two different projects. Once in B2B/ Consumer or in Healthcare

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?

- Each respondent participates once in 2 months for two different projects. Once in B2B/ Consumer or in Healthcare

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 the general details but not the complete results of the surveys. This can be only done if requested by the client

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?

- Yes, as mentioned in question # 2, we have a double Opt in method which helps get rid of fraudulent and duplicate responses.
- Yes, we provide B2B Samples as well and use the same process for their registeration

POLICIES AND COMPLIANCE

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

- We use the double Opt in method for recruiting out respondents.
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- The respondent will click the link and register with us with a use ne and password
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24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

http://www.esomar.org/knowledge-and-standards/codes-and-guidelines/guideline-for-online-research.php

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

- Use of a strong API which protects user data
- Access permission, limited viewing and restriction status set for each study.
- Each User Single IP / Single URL use. Once hit URL cannot be reused
- Project IDs and Unique IDs given to respondents

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?

- Use of a strong API which protects user data
- Each User Single IP / Single URL use. Once hit URL cannot be reused

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

- We follow double opt in method for registration of the user
- Data base is validated every three months
- User is asked to change credetnials every month
- Pop up is added to ensure that user is updating the profile on timely basis to avoid spams

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 allow children and Young people participation. Our surveys can be conducted from 14yrs +
- We ask them to sign an agreement where in their surveys are an agreement between us and their parents and guardian