
SOLUGO
ANSWERS 28 QUESTIONS TO
HELP ONLINE RESEARCH BUYERS


COMPANY
PROFILE

SOLUGO

1. What experience does your company have in providing online Sample for Market Research?

Solugo, established in 2018 began doing B2B projects for its parent company, specifically in the Technology sector. Since then, Solugo has grown into an innovative, full-service technology and online market research company, offering multiple research technologies, online sample, programming, and hosting of respondent engagement options. We support quantitative online studies and focus groups, omnibus, diary studies, I Huts, panel recruitment and a few qualitative solutions.

Our in house developed quote platform SurveySensex enables reliable feasibility estimates. We offer highly competitive costs and our SurveySensex considers when outside sample is needed and merges all cost factors enabling us to provide the best possible costs. We sample via several sophisticated quality platforms and offer quick turnaround project management.

Our team is comprised of experienced market research professionals in online research, surveys and data collection.


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?

Solugo maintains a highly engaged panel (http://www.surveysensex.com) of respondents who have specifically double opted in to participate in online research activities. The Survey Sensex panel was built and is actively managed by experienced panel managers, to ensure quality and activeness of each member. When needed we can deploy real time recruitment techniques to invite respondents. We have a network of partnerships like everyone else in the industry, where in we strive to blend as much unique sample as possible to meet your project needs. For some hard-to-find sample, our expert panel managers can target sample in great detail, using a combination of display, ad, exchanges, and search engine marketing and social media.

3. If you provide sample 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?

Our sampling and project management teams embrace technology, using the most advanced methods to ensure validity and uniqueness of each respondent. We use Research Defender and DEDUPE within our own system, based on a combination of identifying factors, such as email address, IP, name and date of birth, to mention a few. Apart from our own de-duping, when needed we always make sure to employ online panel partners who also use fingerprinting technology. Even when using partner sample our data collection system will flag as, suspicious, possible duplicates, speeders and using our text analyzer we will test to legitimize partner sample, prior to allowing their participation in a client's project.

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

Yes, all members of SurveySensex Panels and partner samples are used solely for market research purposes. We will not allow our members to be approached for any telemarketing or direct marketing activities under any circumstances. Furthermore, members are assured of this upon registration.

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

Solugo operates our own proprietary online panel SurveySensex, employing various recruiting methodologies to attract hard to reach B2B groups, focusing on “in-demand” and difficult to reach respondents. Premium panel members include, IT decision Makers (ITDMs), Travelers, finance, automotive, C-Suite and many other difficult to reach B2B Audiences. We source our panels from partnership portals that are not biased towards any demographic but can be biased to a specific industry allowing us to grow B2B segments that clients want, and many times are hard to find.

We will also allow access to our panel for Ailment and sometimes consumer studies. We regularly review our partnerships with these sources to maintain the high level of quality we demand as covered in the BLENDED sample reply above.

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?

Delivering the qualified sample, we promised to our client is our top priority. For difficult surveys (e.g. those with low IRs), we keep the option of using partner panels in tandem with ours. Partner selection is based on past capabilities, feasibility and project specifications. Our team works closely with the client to make sure that the selected partners meet all requirements. If partners are needed, the client is notified and is included in the decision-making process. Transparency is the key.


SAMPLE PROJECT
AND MANAGEMENT

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

Our SurveySensex pre-identified panel and its' sampling system enables us to pre-select target groups according to client's specified profiles. We apply randomized deployment within the target population by geographies, time zone and other considerations when needed to assure the representativeness of the client's sample. We will also perform custom prescreening when using partner sample to further assure representative sample for a client's project.

8. Do you employ a survey router?

Solugo does have router capabilities and deploys its' use when appropriate for fresher and increased sample abilities.

9. If you use a router, please describe the allocation process within your router. How do you decide which survey might be considered for a respondent? On which priority basis are respondents allocated to a survey?

We have strict guidelines and closely monitor any sample activity traversing our router, tweaking its functionality based on multiple project needs. Our vast experience working with various kinds of studies and sampling requirements have given us detailed insights to produce the best sample quality and panel experience. Panel burnout is not good for any client or any project, and our router helps provide a more positive experience, increased sampling pool and the opportunity for some higher quality respondents.

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?

Consistent management and particular attention to overall representation are critical for our quality and results. While standard sampling methodology is the base design for our router, we have strict guidelines (rules) in place for how the router platform is to function. All sample allocation ultimately happens randomly disabling any bias within our system.

11. If you use a router: who in your company sets parameters of the router? Is it a dedicated team or individual project managers?

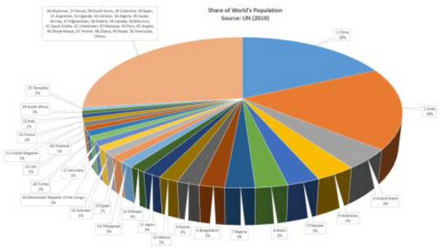
As mentioned, we have strict guidelines (rules) in place for how the router platform is to function. While we do have parameters in place for our router at the system level, project managers will set parameters at the survey level. In all cases, senior managers review and monitor all aspects of the routing parameters making any adjustments based on our client needs and the best sample possible.

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?

Across all panel resources we capture many profiling data points for each respondent – such as: Various demographics (age, gender, region, income, education, occupation, household size etc.), consumption behavior data (household items owned, purchasing authority within household, internet frequency usage etc.), travelling habits, financial services or products used, job related (position, department, company size, industry etc.) and many more.

As many data points are collected at registration as possible and members are required to update their profile at least two times a year.

In case of low incidence rate projects when no relevant profile is available, we, on the client's behalf, will be as creative as possible and pre-select the closest profile for the required audience and again with the client's permission we may recommend unique sample sources. Again, using our validation platform for non-proprietary sample, we can, as best as the industry bring in more potential qualified sample than most. Or alternatively, we can run a short pre-screen survey in advance to offer client a better idea of feasibility.

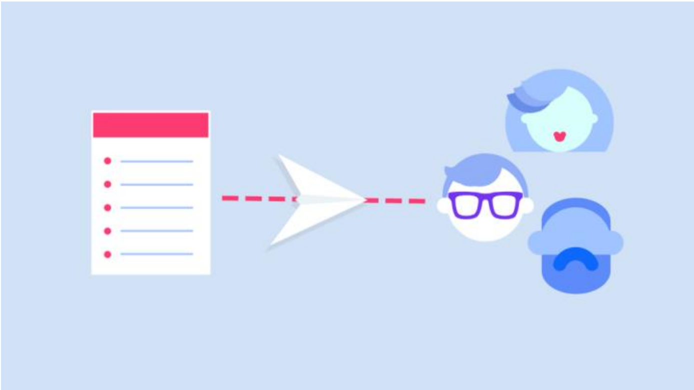


13. Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about project itself is given in this process? Apart from direct invitations to specific surveys (or to a router) what other means of invitation to surveys are respondents exposed to?

Our email invitation includes the length of the interview/survey, survey value, reference number and a very generally stated reference to the topic. Our intent is to draw the panelists' interest, without disclosing the precise nature of the study. Mindful of the panelist's experience, every survey invitation contains instructions on how to receive their incentive, an easy opt-out link, and an email link for questions. Email invitations are branded with a consistent subject line and graphics, to promote familiarity and trust.

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 characteristic?

We believe the reward system should treat respondents fairly, and incentivize them generously for their time and opinion, and make the entire survey taking experience fun, enriching, and rewarding. We are keenly focused on panel satisfaction and providing panelists with the best experience we can via our platform. SurveySensex offers a mixture of cash based as well as point-based incentives to all respondents. Incentives are monitored and molded by SurveySensex in order to assure the project closes on time and within the budget. Respondents can cash out any time after obtaining a low, minimum threshold.



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

When the client asks for the feasibility of sample, we need the following data:

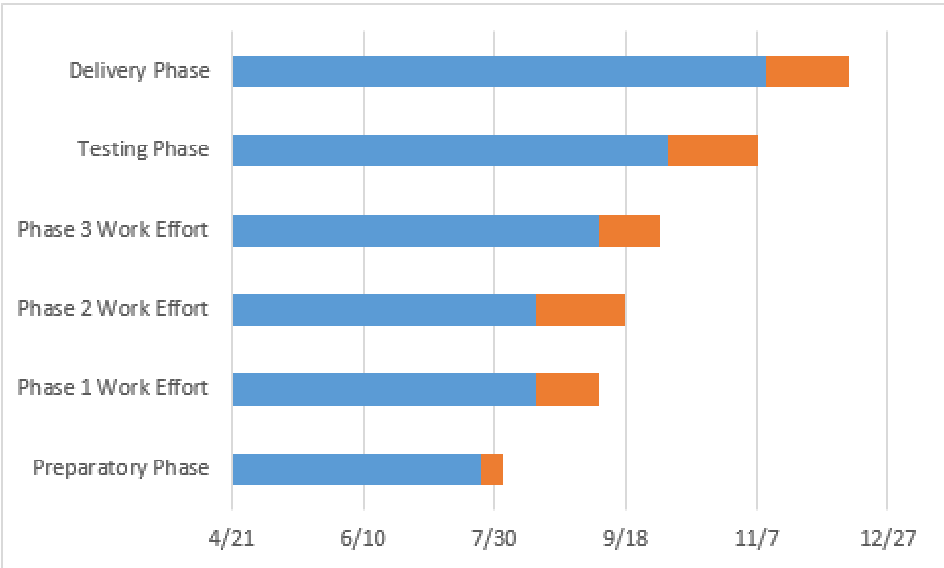
- Methodology to be applied.
- Quota Specs: Respondent Type, Title, Demographics etc..
- Sub Quota Specs: Usage, Number, Products etc.
- Target Criteria/IR (incidence rate) & sample definition
- Length of Interview (LOI):
- If possible, fieldwork timing.
- Country for Sampling

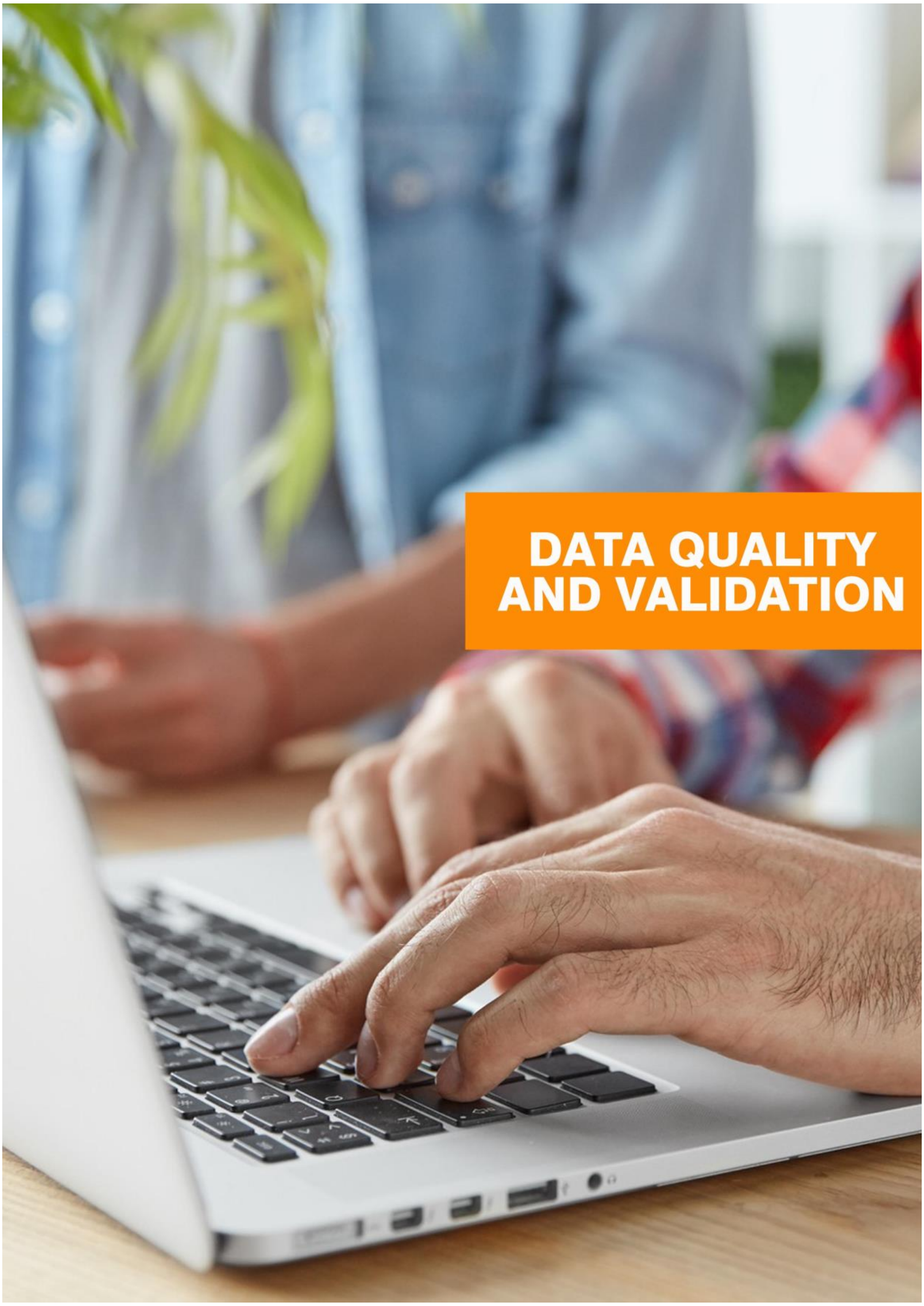
16. Do you measure respondent satisfaction? Is this information made available to clients?

Yes, we regularly measure the satisfaction of our respondents with a quarterly feedback survey. Specifically, we believe that respondent satisfaction is in correlation with quality data. Hence, we are always exploring ways to deliver an increasingly pleasing respondent experience. This information is available to our clients upon request.

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

Throughout the duration of the project, we provide regular updates and statistics. We make all possible data available including the number of completes number of survey starts, DQs, OQs and incompletes. Additionally, if we are hosting a project, we will provide top line reporting as well.




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 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, we do apply validation techniques to maintain the quality of our panelist therefore our clients' data. We use Research Defender, to detect fraudulent respondents: (a) Filtration process at the time of registration, (b) Geo IP Check, (c) duplicate respondent detection etc.. We also use Research Defender for each project. To decrease those who would rush, non-caringly through a survey, as part of our platform we use an anti-speeder algorithm removing those types prior to completion of a survey and creating data issues for our clients.

We consider a complete qualified, only if it has been approved by our client. Panelists whose data was accepted by the client will be paid as promised.

We also maintain individual data history for each of our panel members. This helps us identify BAD panelists, based on past survey behavior and removing them from sample selection for some time. If, when reactivated their behavior continues and are found as a fraud or cheater, they are permanently removed from our panel a two strike policy.

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?

We have no limitations on how many survey invitations we will send to a panelist unless dictated by the panel member. Members can choose how often they prefer us to send them invitations, and in most cases, this ranges from one survey per day to one per week. As mentioned, we track all member activity and if a B2B member reaches 4 completes in a month, they are not given another survey for another month. This limits over activity and creating a super responder with a maximum of 24 completes per year. This helps us with sample selection, promoting activity and selecting underutilized members that may be considered fresher sample.

20. How often can the same individual take part in the survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

As mentioned, we track all member activity and if a B2B member reaches 4 completes in a month, they are not given another survey for another month. This limits over activity and creating a super responder with a maximum of 24 completes. When a panellist qualifies for a non B2B survey, such as Ailment, we allow them an additional 2 completes per month. We exclude respondent completed counts involved in trackers or a wave study that requires repeat entries.

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 clients with a project analysis of such individual level data?

Yes, we maintain a complete record of each respondent including when they joined, attempted survey participation, or qualified for a completed survey and IP location. We make any of the non PII data available, upon a client's request.

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 and/or at the point of entry to a survey or router. If you offer B2B sample what are procedures there, if any?

Using the most advanced methods to ensure validity and uniqueness of each respondent. We use Research Defender within our own system, based on a combination of identifying factors, such as email address, IP, name, and date of birth, to mention a few. We use these same data points to validate respondents on each complete. Apart from our own sample, when needed we always make sure to employ online panel partners who also use fingerprinting technology. Even when using partner sample our data collection system will flag as, suspicious, possible duplicates, speeders and using our text analyzer we will test to legitimize partner sample, prior to allowing their participation in a client's project. We also deploy quality checks at the survey level so that an already completed respondent cannot enter the same survey irrespective of sources.

This means if a respondent has participated through email invitation, they will not be routed to the same survey. They would have been rejected if coming from OSBT or any partners. We primarily supply B2B sample and use the same quality checks for all our panelists.


POLICIES AND
COMPLIANCE

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

All Solugo, SurveySensex, members are required to perform a double opt-in to receive survey invitations. After completing an online registration form at our SurveySensex website they become a single opt in. We follow up with a confirmation email with a link where they confirm their desire of participation and are then registered as a double opt in.

24. Please provide a link to your privacy policy. How is your privacy policy provided to your respondents?

The SurveySensex policies are available at http://SurveySensex.com/Home/PrivacyPolicy. 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. While we are not yet certified for the EU-USA Privacy Shield we are applying many of the rules and guidelines towards that goal!

Q25. Please describe the measures you take to ensure data protection and data security.

Our data centers and networks are architected to protect all information, identities, applications, and devices. We improve our ability to meet core security and compliance requirements, with data locality, protection, and confidentiality within our comprehensive security.

We control where your data is stored, who can access it.

Fine-grain identity and access controls combined with continuous monitoring allow us near real-time security. Ensuring approved resources always have the proper access.

Our security automation and activity monitoring services decrease risk by detecting suspicious security events, like configuration changes, across our ecosystem.

We can also automate infrastructure and application security checks to continually enforce our security and compliance controls to help ensure confidentiality, integrity, and availability always.

We have a back-up, world-class team of security experts monitoring our systems 24x7 to protect your/our content. All data flowing across our network that interconnects our datacenter and is automatically encrypted at the physical layer.

Additional encryption layers exist as well; for example, all VPC cross-region peering traffic, and service-to-service TLS connections.

We can easily encrypt our data in transit and at rest to help ensure that only authorized users can access it, using keys managed by our Key Management System. We also have the control and visibility we need to comply with regional and local data privacy laws and regulations. Our infrastructure allows us to retain complete control over the regions in which our data is physically located, helping meet data residency requirements.

To aid our compliance efforts, our platform team regularly achieves third-party validation for thousands of global compliance requirements that they help us continually monitor to help meet security and compliance standards for finance, retail, healthcare, government, and beyond.

We have the latest security controls, strengthening our compliance and certification programs and can run our own specific security assurance requirements.

We have 24/7 logging and monitoring services.

We define user permissions and identities along with infrastructure protection and data protection.

We have Automated incident response and recovery.

We receive provider Security Bulletin RSS Feed's and continually monitor the evolving privacy regulatory and legislative landscape to identify changes.

We also implement responsible and sophisticated technical and physical controls that are designed to prevent unauthorized access to or disclosure of your content. We use an advanced set of access, encryption, and logging features with strong encryption for your content in transit and at rest.

We have a security assurance program that uses best practices for global privacy and data protection to help us operate securely and to make the best use of our security control environment. These security protections and control processes are independently validated by multiple third-party independent assessments.

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?

When applicable, clients are advised that, even with the best security measures, information presented online is not always able to be as protected as they want. If the client is willing to accept the potential risk, we will employ several measures to reduce the risk such as respondents agreeing to confidentiality and non-disclosure. We also include terms in our member term & Conditions to enforce members understand that information shared through surveys and our systems are proprietary and protected.

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

Solugo applies strict security & quality control protocols ensuring the integrity of our panelist and client data. We adhere to strict in-house security measures as it relates to our servers and databases and our entire platform are secured by AWS Cloud Security and a mirrored backup system.

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?

Our methods for interviewing children and young people are in strict compliance with industry standards. All panel members must meet the legal age required for whatever country they are in to participate in surveys via SurveySensex panels. For any survey requiring children under the acceptable legal age, participants will be recruited via their parents and interviewed only with parental permission. In the U.S. we adhere to all COPPA rules and globally to ESOMAR guidelines.