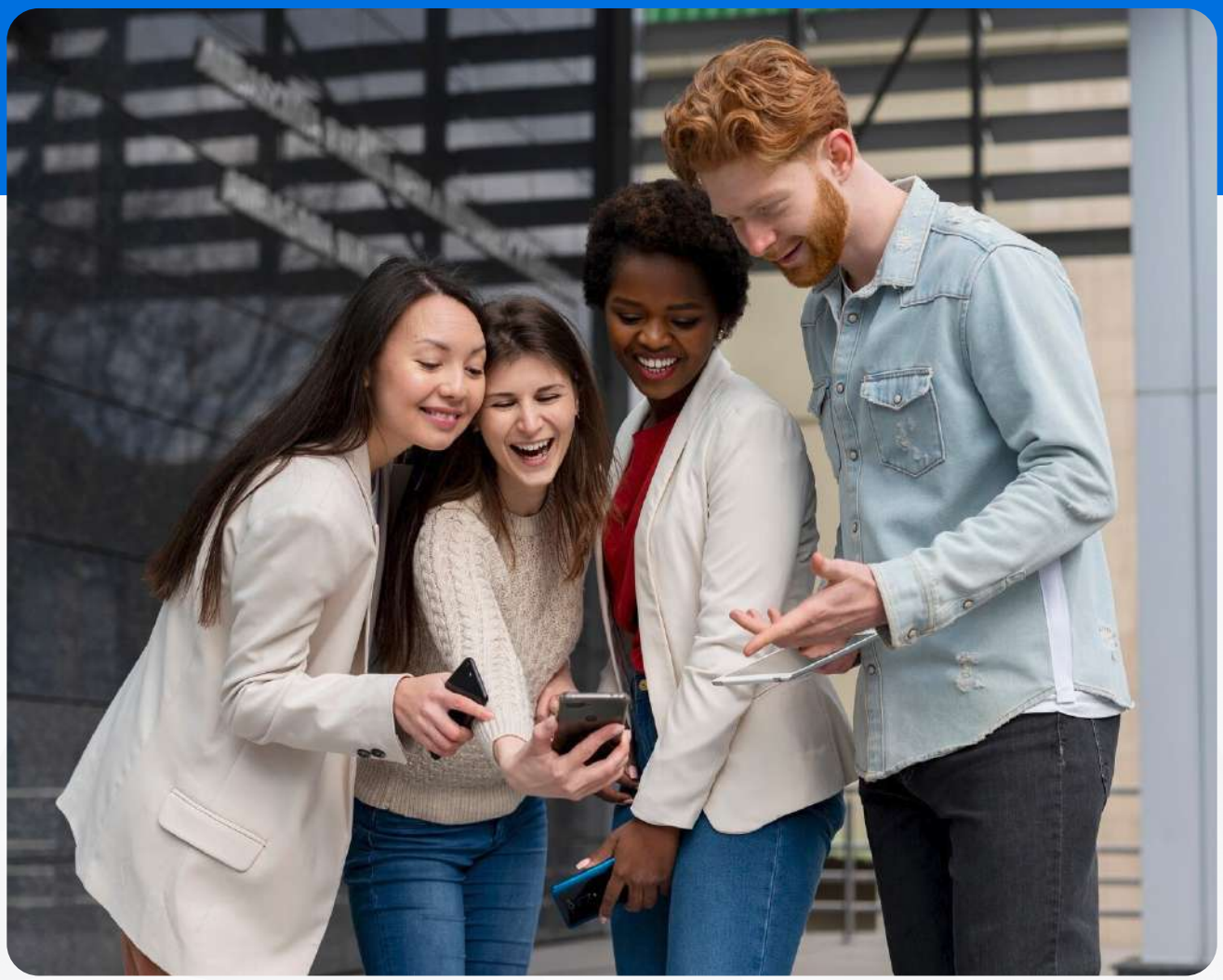
MAKE OPINION

Real People. Honest Answers. Worldwide.



37 Questions to help buyers of online samples

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01 **What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?**

Make Opinion GmbH has been a reliable provider of online sample solutions for over ten years, utilizing its extensive panel assets and industry knowledge. Our proprietary panels ensure high-quality samples tailored to the diverse requirements of the market research sector. Besides market research, we offer various data collection and analysis services, showcasing our versatility in catering to different client needs.

02 **Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide to your frontline staff?**

Our team at Make Opinion GmbH is dedicated to the development and monitoring of sampling algorithms to maintain optimal performance and data quality. We offer thorough training to our staff, equipping them with the necessary skills and expertise in sampling techniques and industry best practices.

03 **What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?**

Beyond our online sample solutions through proprietary panel assets, Make Opinion GmbH offers a wide array of services, including DIY platforms, API connections, Survey Scripting, and other Research Solutions. These services cater to diverse research needs, providing clients with comprehensive data collection and analysis options.

04 **Using the broad classifications above, from what sources of online sample do you derive participants?**

Make Opinion GmbH utilizes a variety of recruitment channels to ensure a unique, representative and balanced sample composition. We recruit participants through social media, online advertising, member referrals, and collaborations with reputable organizations, maintaining a robust and proprietary panel to meet client needs.

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05 **Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?**

Make Opinion GmbH primarily relies on its proprietary panel assets to deliver high-quality samples to clients. All the survey completions we provide are sourced from our proprietary panels, ensuring consistency and reliability in data collection.

06 **What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or by invitation only?**

Make Opinion GmbH uses a diverse array of recruitment channels, including social media, online and offline advertising, and member referrals. Our recruitment process is open to all, allowing a wide range of individuals to participate through various marketing channels. For recontacts we have various options in order to choose selected panellists that show a higher likelihood of being reached (not only via email, but also SMS opt-in).

07 **What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?**

Make Opinion GmbH employs rigorous validation measures, such as email or SMS opt-in, industry-standard fraud prevention tools, proprietary anti-fraud solutions, and digital fingerprinting, to verify participant authenticity.
Our quality assurance team actively monitors respondent activity with automated flagging for any suspicious behavior or inconsistencies.

08 **What brand (domain) and/or app are you using with proprietary sources? Summarise, by source, the proportion of sample accessing surveys by mobile app, email or other specified means.**

Make Opinion GmbH operates leading proprietary panels for survey access, available through email, desktop, mobile web & app across all brands. The distribution of sample access via different channels varies by country, though there is a slight preference for mobile entry.

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09 **Which model(s) do you offer to deliver sample? Managed service, self-serve, or API integration?**

Make Opinion GmbH provides sample delivery through our DIY platform, Direct Managed Services team, and API integrations, offering clients flexible and convenient access to high-quality samples in real-time.

10 **If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample (sample sources, sample providers included in the blend)?**

Make Opinion GmbH employs a hybrid recruitment methodology, with all respondents directly enrolled in our database. Clients can customize the sample composition by specifying the target audience for their projects.

11 **Of the sample sources you have available, how would you describe the suitability of each for different research applications?**

Make Opinion GmbH's varied recruitment methods ensure our proprietary panel's suitability for a wide range of research applications, including quantitative, qualitative, and mixed-method approaches.

12 **Briefly describe your overall process from invitation to survey completion.**

Make Opinion GmbH manages survey invitations through our internal yield management algorithms. Panelists receive notifications via the panel app or website, SMS, and email.

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13 **What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact?**

Make Opinion GmbH collects and maintains demographic and behavioral data for most of our panel members. This information is regularly updated to ensure accuracy and relevance, providing clients with detailed profiling data. Panelist profiles are updated regularly and participants are given the ability to reanswer time-based behavioural questions routinely.

14 **What information do you need about a project in order to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?**

To provide feasibility estimates, Make Opinion GmbH requires specific project details to determine sample size and field time. Relevant information includes survey length, field duration, number of completed interviews, demographic criteria, behavioral criteria, survey quotas, census balancing requirements, and projected incidence rates.

15 **What do you do if the project proves impossible for you to complete in the field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances, how do you maintain and certify third party sources/sub-contractors?**

Make Opinion GmbH provides proprietary panelists to clients, ensuring accurate feasibility estimates and successful project completion due to our direct control over the data.

16 **Do you employ a survey router or any yield management techniques? If yes, please describe how you go about allocating participants to surveys. How are potential participants asked to participate in a study? Please specify how this is done for each of the sources you offer.**

Make Opinion GmbH does not use an internal survey router and has its own developed yield management technology. All field times shared by Make Opinion (in manual or automated DIY fashion) are fully considering the yield management systems decisions, as long as the survey metrics (LOI, IR/CR, CPI) are close to upfront estimated values (+/- 20%). Otherwise those metrics need to be revisited for an updated offer.

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17 **Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?**

Make Opinion GmbH does not use an internal survey router.

18 **What information about a project is given to potential participants before they choose whether to take the survey or not? How does this differ by the sources you offer?**

We inform potential participants about the estimated survey duration and incentive amount and a rating value (1 to 5 stars) from other survey participants, we highlight surveys that have a high in-field CR (70%+) with an icon e.g. a burning flame, to attract users to interact with high converting work. Withholding additional details like subject matter or target audience to avoid bias.

19 **Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?**

Participants are informed about the survey length, incentive amount and a star rating (1 to 5 stars) of other participants that already took the same survey to help them decide whether to participate.

20 **What ability do you have to increase (or decrease) incentives being offered to potential participants (or sub-groups of participants) during the course of a survey? If so, can this be flagged at the participant level in the dataset?**

Make Opinion GmbH can adjust incentives for different participant sub-groups during a survey.

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21 **Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?**

We actively measure participant satisfaction through various methods, including quantitative metrics and qualitative feedback, and can provide this data to clients on request.

22 **Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?**

Make Opinion GmbH offers project status updates and debrief reports upon request. These reports include metrics such as sample sent, start rate, incidence rate, conversion rate, dropout rate, and a fieldwork process description. Additionally, we provide summary reports, cross-tabulations, online reporting metrics, and other deliverables based on project needs.

23 **How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?**

Make Opinion GmbH manages the frequency of survey invitations for each panel member, implementing business rules and exclusions based on client preferences to regulate participation and comply with best practices.

24 **What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc.? Are you able to supply buyers with a project analysis of such individual level data? Are you able to append such data points to your participant records?**

Our proprietary panel management system maintains extensive individual respondent-level data, including join date, email engagement, survey activity, profiling data, and incentives earned. Make Opinion GmbH may provide project analyses of individual-level data upon client request and append select data points to participant records as needed.

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25 **Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.**

Make Opinion GmbH uses various methods to confirm participant identity and prevent fraud. We partner with industry-standard data quality solutions to authenticate our panel members and have a quality assurance team that continuously monitors for fraudulent activity, taking actions like banning or throttling participation when necessary.

26 **How do you manage source consistency and blend at the project level? With regard to trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?**

Make Opinion GmbH uses proprietary panel assets to provide a balanced sample blend across various demographic and sociographic variables. We blend samples based on past participation frequency, recruitment source, and device platform to tailor the sample to the target audience.

27 **Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or a survey. What processes do you have in place to compare profiled and known data to in-survey responses?**

Make Opinion diligently monitors member quality using proprietary technical metrics and human-led audits. We gather behavioral data and responses to Quality Audit Algorithms, taking action to restrict or block members based on these findings. We score respondents based on various automated and proprietary anti-fraud measures, which can trigger further investigation or automatic restrictions on participation.

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28 **For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey behaviors, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item non-response (e.g., "Don't Know"), (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?**

At Make Opinion, we prioritize data quality by employing a dedicated compliance team to identify and remove fraudulent responses. Using both industry-standard and proprietary data quality methods, we maintain high standards for our panel. We also implement various traps and detection techniques in surveys to identify and exclude respondents exhibiting undesirable behaviors (random/unengaged responses, inconsistencies, speeding, hasty answers and more). Sample quality has always been and will continue to be one of our top priorities.

29 **Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses.**

Make Opinion's privacy policy is accessible to all panellists and includes key concepts such as the use of cookies and tracking technologies, data sharing practices, options for opting in or out, children's privacy, security measures, processing location, and compliance with applicable laws. The privacy policy can be viewed at:

https://www.heypiggy.com/index.php?page=privacy
https://cpx-research.com/main/en/privacy.php

30 **How do you comply with key data protection laws and regulations that apply in the various jurisdictions in which you operate? How do you address requirements regarding consent or other legal bases for the processing of personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?**

Make Opinion is committed to data privacy and adheres to all relevant data protection laws and regulations. We have implemented comprehensive data protection policies, including obtaining consent for data processing, managing data breaches, facilitating cross-border data transfers, and establishing clear data retention policies. Furthermore, we have appointed a Data Protection Officer to oversee compliance and continuously enhance our security protocols.

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31 **How can participants provide, manage, and revise consent for the processing of their personal data? What support channels do you provide for participants? In your response, please address the sample sources you wholly own, as well as those owned by other parties to whom you provide access. How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?**

Participants at Make Opinion can easily provide, manage, and update their consent for personal data processing. We offer multiple support channels to assist participants and ensure compliance with all relevant regulations, including those related to participant incentives. Our compliance framework covers both our proprietary sample sources and those owned by third-party partners.

32 **How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?**

Make Opinion ensures compliance with applicable laws and regulations, including those impacting participant incentives, through continuous monitoring and research, robust internal policies, regular training for employees, and collaboration with legal experts. This comprehensive approach allows us to stay informed and adapt to any regulatory changes, ensuring that our practices remain lawful and up-to-date..

33 **What is your approach to collecting and processing the personal data of children and young people? Do you adhere to standards and guidelines provided by ESOMAR or GRBN member associations? How do you comply with applicable data protection laws and regulations?**

Make Opinion's approach to collecting and processing the personal data of children and young people prioritizes ethical standards, legal compliance, and transparency. We obtain explicit parental or guardian consent, along with the assent of the children where appropriate, using age-appropriate communication to ensure understanding. We adhere to the principle of data minimization, collecting only the data necessary for our research purposes.

We strictly follow the guidelines set by ESOMAR and GRBN, ensuring ethical practices and safeguarding the privacy and well-being of young participants. Compliance with applicable data protection laws, such as GDPR, is paramount. We implement robust measures to protect data and ensure transparency, consent, and security throughout our research processes.

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34 **Do you implement "data protection by design" (sometimes referred to as "privacy by design") in your systems and processes? If so, please describe how.**

Yes, Make Opinion integrates "data protection by design" principles throughout our systems and processes. Our team of certified security and privacy experts ensures that privacy considerations are embedded at every stage, from initial design and development to deployment and ongoing monitoring. We adhere to best practices, such as the NIST Cybersecurity Framework Guidelines, and implement measures like least privilege and zero trust to prioritize data security.

35 **What are the key elements of your information security compliance program? Please specify the framework(s) or auditing procedure(s) you comply with or certify to. Does your program include an asset-based risk assessment and internal audit process?**

We ensure the highest level of data security by utilizing advanced, certified data centers. Adhering to recognized cybersecurity standards, we implement continuous network monitoring with third-party oversight. Our security measures, including systems, tools, and policies, are consistently evaluated and enhanced to maintain peak performance in efficiency, detection, and response.

36 **Do you certify to or comply with a quality framework such as ISO 20252?**

While Make Opinion is not currently certified to ISO 20252, we maintain rigorous standards for security and privacy compliance. Our commitment to data quality and integrity is reflected in our adherence to industry best practices and regulatory requirements. By prioritizing excellence and continuous improvement, we ensure our operations meet high standards of quality and reliability.

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37 **Which of the following are you able to provide to buyers, in aggregate and by country and source? Please include a link or attach a file of a sample report for each of the metrics you use.**

1. Average qualifying or completion rate, trended by month

2. Percent of paid completes rejected per month/project, trended by month

3. Percent of members/accounts removed /quarantined, trended by month

4. Percent of paid completes from 0-3 months tenure, trended by month

5. Percent of paid completes from smartphones, trended by month

6. Percent of paid completes from owned /branded member relationships versus intercept participants, trended by month

7. Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort)

8. Average number of paid completes per member, trended by month (potentially by cohort)

9. Active unique participants in the last 30 days

10. Active unique 18-24 male participants in the last 30 days

11. Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview

12. Percent of quotas that reached full quota at time of delivery, trended by month

13. Answer: This information and more is available to clients on request.

Any of the above data is available to clients on request.

Glossary

Affiliate partner (or Affiliate network) — A network of communities with which a sample provider has a relationship to direct intercept traffic to their surveys.

API (Application Programming Interface) — A set of definitions and protocols for building software applications capable of accessing and exchanging data.

Blending — The practice of combining multiple, heterogeneous sample sources with the aim of achieving a more consistent or representative sample.

Children — Individuals for whom permission to participate in research must be obtained from a parent, legal guardian, or responsible adult. Definitions of the age of a child vary substantially and are set by national laws and self-regulatory codes. In the absence of a national definition, a child is defined as being 12 and under and a "young person" as aged 13 to 17.

Completion Rate — The number of participants who fully complete the survey divided by the number of participants who start the survey.

Consent — Freely given and informed indication of agreement by a person to the collection and processing of his/her personal data. Note that the specific requirements for consent will vary by jurisdiction.

Exclusion — Excluding a potential participant from a research project based on their previous participation in a research project involving the same or similar product/service category and/or methodology.

Fraudulent Participant — A participant who deliberately misrepresents their identity, profiling information, or responses, including organizations that use bots to impersonate participants.

Health Metrics — Measures of quantitative assessment commonly used for comparing and tracking performance or production over time. In this context, health metrics refer to quantitative data used to track stability or changes in the sample a provider offers, based on data known to impact quality over time.

Loyalty Programme — An arrangement in which customers of a company (or group of companies) are rewarded for purchases made with these companies. Rewards are normally given in a currency that can be spent at those companies (or their chosen partners).

Paid Completes — Interviews/surveys that are delivered and accepted by a client, included in the final dataset, and for which the sample provider receives payment.

Panel Member (or simply member) — An individual recruited from a documented source who has provided profile data and appropriate information for validation of identity, given explicit consent to participate in research according to the terms and conditions of panel membership, and has not opted out.

Participant — A person or organization from whom or about whom data is collected for research. Sometimes referred to as a data subject.

Glossary

Personal Data — Any information relating to a natural living person that can be used to identify an individual, either directly (such as a name, specific geographic location, telephone number, picture, sound, or video recording) or indirectly by reference to an individual's physical, physiological, mental, economic, cultural, or social characteristics.

Profiling Information — Descriptive characteristics of a panel member.

Quarantined Members — Individuals who have violated quality assessment protocols, resulting in temporary or permanent suspension from participating in future research activities with the company that quarantines them.

Referral Program — A process whereby a panel offers its existing panellists the opportunity to gain rewards by referring family, friends, and colleagues (or visitors of their site) to join the panel.

Representativeness — The degree to which a sample reflects the target population being studied. A representative sample is one in which the distribution of important characteristics is approximately the same as in the target population.

Rewards community (within Get Paid To (or GPT) sites) — Databases or panels of individuals who may undertake non-research activities (watch ads, download an app, complete marketing offers, etc.) usually in exchange for a reward, but who also agree to take part in research projects.

Router — An online software application that screens incoming research participants and then uses those results to assign participants to one of multiple available research projects. A router can also offer participants additional screeners and surveys after screener qualification failure or survey completion.

Sample Provider — A service provider responsible for the provision and management of online samples from relevant sources, including panels, intercepts, email lists, etc.

Survey Attempts — The number of times the same individual clicked a link or entered into a survey environment in an attempt to complete a survey.

Third Party Sources — Sources that the sample provider does not directly run or control.

Yield Management — A variable allocation strategy through which outcomes are maximized by matching supply with demand.

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