

MarketTools Approach to Online Panel Management and Quality

MarketTools Answers ESOMAR's 26 Questions to Help Research Buyers of Online Samples

The MarketTools Approach

To promote standards and best practices for online market research, ESOMAR, a worldwide organization dedicated to promoting better research, created a set of 26 questions they believe all online sample providers should be able to answer.

MarketTools strongly supports ESOMAR's mission of advancing high quality research and through our own innovative and

aggressive quality initiatives we have set the standard for panel quality industry-wide.

MarketTools has researched and documented the extent of panel fraud and found that anywhere from 29% to nearly 50% of respondents are fake, duplicate, or unengaged.

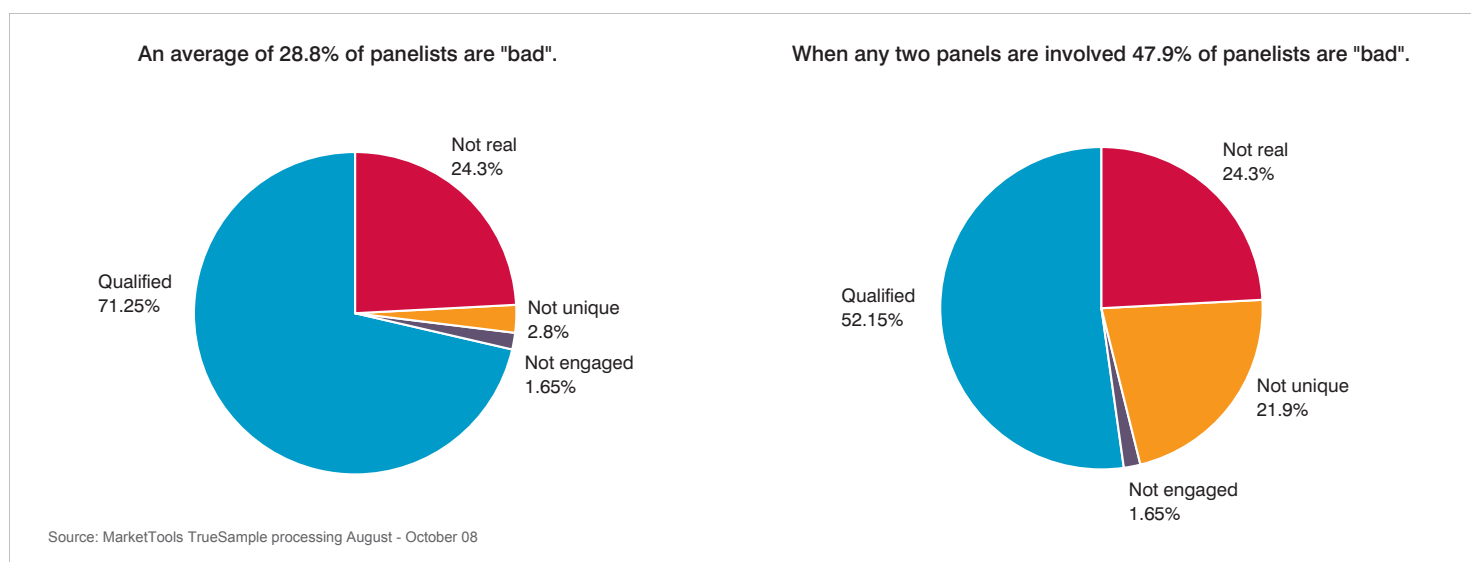


Figure 1. Consumer panel fraud is more rampant than previously thought.

Fraudulent panelists have a serious impact on the validity of research results. Not only does bad sample dramatically increase the risk of making a wrong decision based on incorrect data, but taking anything but a truly holistic approach to eliminating fraudulent respondents can actually compound the problem.

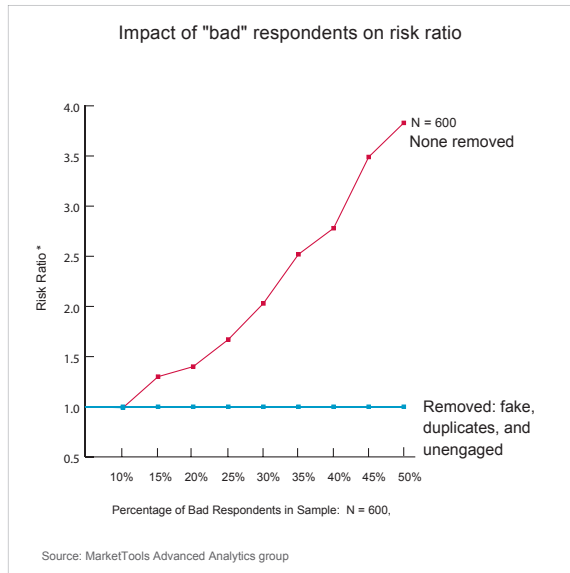


Figure 2. Even a small percentage of "bad" respondents increases risk of making a wrong decision.

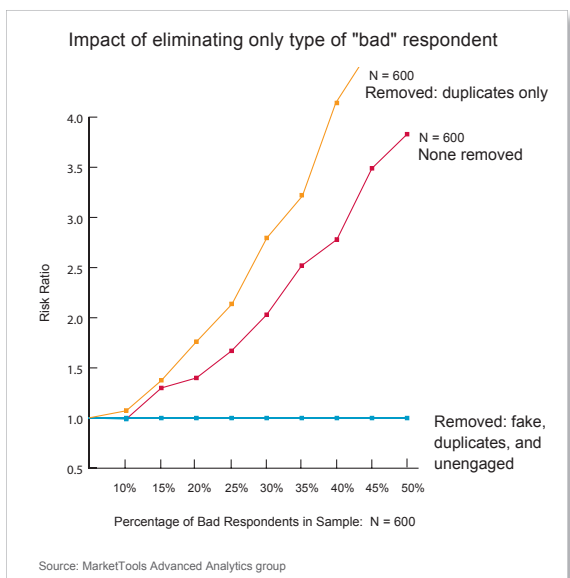


Figure 3. Eliminating only one type of bad respondent actually increases risk more than taking no action at all.

It is for these reasons that panel management alone is no longer a sufficient method for delivering high quality sample. MarketTools asserts that online sample providers must commit to eliminating all fake, duplicate, and unengaged respondents, and only by doing so can they establish trust and confidence in online research findings. This commitment is the driving force behind MarketTools TrueSample,™ the industry's first and most rigorous technological solution that ensures data quality by verifying that each survey respondent is real, unique, and engaged. MarketTools applies TrueSample technology to our own ZoomPanel™ to remove bad respondents. On this critical foundation, we perform close monitoring of panel health metrics, and work with the broadest distribution of panel recruitment partners. Through this aggressive combination of panel quality efforts, we are able to provide the industry's most reliable and high quality online sample. The specifics of MarketTools' approach to online sample quality are outlined in the answers to ESOMAR's 26 Questions.

Company Profile

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

This answer might help you to form an opinion about the relevant experience of the sample provider. How long has the sample provider been providing this service and do they have for example a market research, direct marketing or more technological background? Are the samples solely provided for third party research, or does the company also conduct proprietary work using their panels?

MarketTools is the leading technology and solutions provider of customer insight management capabilities for the world's market leaders through a combination of high-quality global panels, leading survey platforms, and research innovation. MarketTools pioneered online research in the late 1990s with the creation of online survey software products, such as Zoomerang in 1999 and zTelligence in 2000, and we started selling online sample in 1999. MarketTools provides online sample and research services to thousands of customers, including more than 400 of the Fortune 500 in industries such as consumer packaged goods, technology, retail, and healthcare. Customers include Del Monte, Darden Restaurants, General Mills, Procter & Gamble, Target, Microsoft, Frito-Lay, Johnson & Johnson, Verizon, and Tyson. Our proprietary

ZoomPanel powers the research conducted by research suppliers and the research MarketTools does on behalf of such clients as Procter & Gamble, Microsoft, and General Mills.

MarketTools developed TrueSample, the market research industry's only comprehensive data quality technology for eliminating inaccuracy and fraud in online market research. Only TrueSample employs six distinct layers of validation—three at the panel level and three at the survey level—to catch false, duplicate, or unengaged respondents. MarketTools has also formed the TrueSample Quality Council, a premier group of executives from leading consumer, marketing and research organizations all dedicated to improving and standardizing the quality of online sample.

Sample Source

2. Please describe and explain the types of source(s) for the online sample that you provide (are these databases, actively managed panels, direct marketing lists, web intercept sampling, river sampling or other)?

The description of the type of source a provider uses for delivering an online sample might provide insight into the quality of the sample. An actively managed panel is one which contains only active panel members - see question 11. Note that not all online samples are based on online access panels.

MarketTools' sample is sourced from our proprietary ZoomPanel, an actively managed online panel community dedicated solely to supporting market research. We connect with our panel members via an interactive Web site, email, online help, and live customer support dedicated specifically to our panelists. We believe that these support mechanisms help foster a sense of community and are essential to managing a high-quality panel.

ZoomPanel is composed only of active panelists, who are defined as panel members who have accessed a survey within the last six months (a much stricter definition than that proposed by the International Organization for Standardization). ZoomPanel's health is monitored daily through a number of metrics, including responsiveness, recruiting quality, frequency of participation, and quality of response. MarketTools has also established a series of behavior-based rules to ensure the prompt removal of non-responsive panelists.

TrueSample, MarketTools' quality technology, is applied to 100% of all sample sourced from ZoomPanel. It uses the same automated, real-time, large scale validation technologies that help prevent credit card fraud and identity theft to validate that members of ZoomPanel are who they say they are and where they say they are. In addition, TrueSample ensures that survey participants are unique within ZoomPanel and that no survey has duplicate survey takers. It ensures that no straight-liners, speeders, or "satisfiers" can ever participate in a client's survey.

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

The answer to this question may simplify the comparison of online sample providers in the market.




MarketTools' TrueSample technology is applied to 100% of sample sourced from ZoomPanel. TrueSample is the only online sample available that ensures survey respondents are real, unique, and engaged to establish a higher level of trust in the quality of online respondents and responses. MarketTools' clients can make more confident decisions and recommendations based on online sample authenticated with TrueSample technology.

TrueSample combines validation, digital fingerprinting, and de-duplicating technologies and applies them to ZoomPanel and the panels of all companies participating in the TrueSample Certification Program, ensuring that each respondent is "real, unique, and engaged."

- > **Real.** TrueSample uses the same automated, real-time, large scale validation technologies that help prevent credit card fraud and identity theft to validate that members of our ZoomPanel are who they say they are and where they say they are.
- > **Unique.** TrueSample verifies that survey participants are unique within ZoomPanel and across our Certified Partner network and that no survey has duplicate survey takers. Because TrueSample is a cross-supplier solution, panels from MarketTools and our participating partners are de-duplicated against one another, so studies that use MarketTools® ZoomPanel and Certified Partner Panels still have only unique survey-takers. And MarketTools goes a step further and uses digital fingerprinting to eliminate and blacklist fraudulent respondents across our TrueSample

Certified Partner network. We can determine whether a given respondent is a duplicate or a professional survey-taker and eliminate undesirable respondents from the database.

> **Engaged.** TrueSample ensures that no straight-liners, speeders, or “satisfiers” can ever participate in a client’s survey. MarketTools has introduced new technologies and practices that make it possible to ensure that surveys are completed only by engaged respondents. For example, with our data validity technology, we can correlate survey-taking time and response patterns to identify fraudulent behavior and remove offenders from the data set and the panel. And with our award-winning SurveyScore technology, we can provide an objective measure of survey quality and engagement.

| | Real  | Unique  | Engaged  |
|---------------------|---|---|--|
| Panel Level | Can consumer name and address be independently verified? | Do multiple panelists IDs share the same name and address? | Do consumers consistently show a lack of engagement? |
| Survey Level | Can panelist geography be independently verified? | Do multiple panelist IDs share the same computer? | Do Consumers lack engagement within a specific survey? |

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

Combining panelists for different types of usage (like direct marketing) might cause survey effects.

The source for MarketTools’ sample, our proprietary ZoomPanel online panel community, is recruited and used only for market research purposes.

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

The inclusion of hard-to-reach groups on the internet (like ethnic minority groups, young people, seniors etc.) might improve the quality of the sample provided.

MarketTools employs targeted strategies to ensure that our proprietary panel, ZoomPanel, has a sufficient number of hard-to-reach people (young people, minorities) to deliver the high-volume of national representative samples to clients as well as samples targeted at these audiences. We assign volume goals for a number of strategic sub-segments, use highly targeted sources to reach them, and refine our recruitment messaging and incentive merchandising for each sub-segment.

6. What are people told when they are recruited?

The type of rewards and proposition could influence the type of people who agree to answer a questionnaire or join a specific panel and can therefore influence sample quality.

All prospective members of MarketTools’ proprietary ZoomPanel are asked to share their opinions about new or existing products and services through online surveys, online focus groups and moderated community interactions in exchange for points redeemable for goods such as electronics, music, cookware, and more. We do not offer cash as a redemption option. We ensure that panelists understand that their opinions will be used for market-research purposes only, that they will not be solicited or marketed to, and that the information they provide will never be shared with a third party without their specific consent.

Please visit our ZoomPanel recruiting site www.zoompanel.com to learn more.

Panel Recruitment

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

The panel attrition rate may be an indicator of panelists’ satisfaction and (therefore) panel management, but a high turnover could also be a result of placing surveys which are too long with poor question

design. The method of calculation is important because it can have a significant impact on the rate quoted.

MarketTools aggressively cleans ZoomPanel on a monthly basis to ensure that only valid, active panelists comprise our panel. We remove panelists based on five criteria:

- > They fail any of our TrueSample validation criteria which validate the authenticity of panelists' identity, eliminate professional survey-takers, and fraudulent responders
- > They are inactive, which we define as someone who has not responded to a survey in the last six months
- > They unsubscribe from the panel
- > They no longer have a valid email
- > They do not adhere to ZoomPanel Terms and Conditions

The result is a 30%-35% annual attrition rate, determined by dividing the number of panelists removed by the total panel size. In addition, MarketTools rejects an average of 29% of panelist applicants due to failure of one of our TrueSample tests. These panelists are never presented with research surveys.

8. Please describe the opt-in process.

The opt-in process might indicate the respondents' relationship with the panel provider. The market generally makes a distinction between single and double opt-in. Double opt-in describes the process by which a check is made to confirm that the person joining the panel wishes to be a member and understands what to expect.

All prospective members of MarketTools' proprietary panel are required to opt-in specifically to ZoomPanel. Prospective members are asked to share their opinions about new or existing products and services through online surveys, online focus groups and moderated community interactions in exchange for points redeemable for goods such as electronics, music, cookware, and more. A significant proportion of our panelists have double opted-in; that is, they agree to join ZoomPanel and then additionally confirm their desire to join through an immediate follow-up email communication. Under either approach, all panelists explicitly agree to join ZoomPanel. Even if panelists do

not double opt-in immediately after joining, they are provided other communication touch points to indicate their interest in participating in the panel. Moreover, we continually clean out ZoomPanel to ensure that we include only active and engaged panelists; anyone who has not participated in a survey within the last six months is no longer sent surveys.

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.

Confirmation of identity might increase quality by decreasing multiple entries, fraudulent panelists, etc.

Yes. MarketTools uses industry-leading technologies to confirm prospective panelists' identities against objective databases and to detect fraudulent respondents at the time of registration. All prospective members of our ZoomPanel must pass our TrueSample validation process, which provides objective assurance that panelists are real and unique.

The TrueSample confirmation of identity procedure uses the same automated, real-time, large scale validation technologies that help prevent credit card fraud and identity theft to validate that members of our ZoomPanel are who they say they are and where they say they are. MarketTools verifies the information panelists provide against extensive databases with objectively validated consumer demographics. These databases have been built for specific industries such as consumer financial services. MarketTools applies this validation process to all prospective panelists—and to those of our partners. As a result of this process, an average of 29% are turned away.

TrueSample also ensures that no respondents can take a survey twice—no matter which panels they've joined. Because TrueSample is a cross-supplier solution, panels from MarketTools and our participating partners are de-duplicated against one another, so clients who wish to have studies that use MarketTools ZoomPanel and Certified Partner panels still have only unique survey-takers.

MarketTools goes a step further and uses digital fingerprinting to eliminate and blacklist fraudulent respondents. Specifically,

MarketTools takes advantage of a powerful filtering technology that determines whether a given respondent is a duplicate or professional survey-taker and eliminates such undesirable respondents from the database. The technology is similar in concept to the fraud-detection mechanisms employed by credit card companies to authenticate individuals. With digital fingerprinting each computer is tracked anytime it tries to take a survey, building a survey history. Multiple e-mail accounts that are used to take surveys on the same computer are identified, and panel accounts from multiple research firms on the same computer are identified and blocked.

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

Extended and up-to-date profile data increases the effectiveness of low incidence sampling and reduces pre-screening of panelists.

MarketTools collects profiling data on over 500 attributes to provide quick access to even low-incidence groups. For the most common sample requests involving basic demographic information, we have data on 100% of our panelists.

Profiling information is continuously collected and updated for every panelist, using proprietary profiling technology. We monitor the extent of profiling information available on the most requested attributes on a regular basis, and launch targeted profiling surveys when we observe the need to increase representation of any attributes.

Those attributes that are updated on a continuous basis include key demographic attributes and a number of regularly requested categories:

- > Annual household income
- > Children in household
- > Date of birth of children in household
- > Child(ren)'s gender
- > Race
- > Hispanic origin

- > Hispanic acculturation
- > SEL (UK)
- > Ailments
- > Retail, including shoppers at 136 stores
- > Consumer electronics, such as cell phone, Blackberry, plasma TV, MP3 ownership
- > Products, including use or consumption of 45 products
- > Food and Beverage, including consumption of 68 products
- > Restaurants, including patrons of 27 restaurants
- > B-to-B, including functional work area, title, industry, and company size
- > Lifestyle and interests, including 28 health concerns and hobbies
- > Vehicles

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

The size of the panel might give an indication of the capacity of a panel. In general terms, a panel's capacity is a function of the availability of specific target groups and the actual completion rate. There is no agreed definition of an active panel member, so it is important to establish how this is defined. It is likely that the new ISO for access panels which is being discussed will propose that an active panel member is defined as a member that has participated in at least one survey, or updated his/her profile data, or registered to join the panel, within the last 12 months. The type and number of sources might be an indicator of source effects and source effects might influence the data quality. For example, if the sample is sourced from a loyalty programme (travel, shopping, etc.) respondents may be unrepresentatively high users of certain services or products.

The International Organization for Standardization (ISO) has proposed a definition of an active panelist as someone who has participated in at least one survey, updated profile data, or registered to join the panel within the last 12 months. MarketTools

abides by much tighter criteria than the ISO in defining an active panelist, which we consider as someone who accessed a survey within the last six months. While we would be able to report a much higher number of panelists using the ISO standard (approximately 3.4 million), MarketTools believes that our stricter definition results in having a pool of panelists who have the highest likelihood of responding to surveys and thereby increasing our access rates. According to our definition of an active panelist, our panel size is 2.3 million. The size of the panel, however, varies slightly from month to month.

We believe a broad recruiting reach provides access to a greater diversity of panelists. The ZoomPanel acquisition program recruits panelists using the following sources:

- > Third party lead generation
- > ZoomPanel website
- > Revenue share partnerships
- > Offline partnerships

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 this controlled?

The sampling processes for the sample sources used are a main factor in sample provision. A systematic approach based on market research fundamentals may increase sample quality.

MarketTools sampling process includes technology for randomization, exclusion, and deployment procedures. Our sample is randomized at the time it is pulled from the panel database to eliminate any bias based on a panelist's "position." The sample is randomized again prior to upload and deployment to prevent bias in case the list needs to be batched for deployment. Our automated sample pull software allows for exclusions based on a number of criteria, including frequency of past survey invitations, past participation in a particular category, or custom criteria requested by the client. For deployment, our technology allows scheduling and deployment in batches based on time or geography.

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

Survey results can sometimes be influenced by the wording used in subject lines or in the body of an invitation.

Members of our actively managed ZoomPanel are invited to participate in surveys via email. Our survey invitations are designed by our marketing research professionals to prevent bias in who participates and how they respond to surveys, while optimizing response rates. We use a limited number of standard subject lines and email copy, which do not divulge the content of the survey nor specify the exact amount of the incentive (a points program). Our panel management team has done extensive testing on subject lines and email content, and we have found that revealing the survey topic resulted in both self-selection bias and response bias.

Every email contains opt-out information in compliance with CAN-SPAM, access to information about ZoomPanel including contact information, an FAQ, our privacy policy, and how to prevent ZoomPanel survey invitations from being blocked by SPAM filters.

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

The reward or incentive system might impact on the reasons why people participate in a specific panel and these effects can cause bias to the sample.

To build a mutually-beneficial online community, it is vital that all parties find value in the exchange of information. Our clients find value in our panelists' ideas and opinions. In return for that value, our panelists earn points through a rewards program. The MarketTools Analytics team has done years of research to determine which incentive results in the best business decisions for our clients, and we have found the points system to be optimal to meet the goal of rewarding panelists for their time, rather than for misinformation. Our internal research has shown that cash rewards produce biased results.

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

Frequency of survey participation might increase conditioning effects whereas a controlled survey load environment can lead to higher data quality.

At MarketTools, we focus on applying technological innovation to market research challenges. We have built sophisticated sample tools that apply complex business rules to prevent panelists from receiving too many invitations, to meet clients' research objectives to exclude panelists based on past survey participation, and to account for the varying access rates among different demographic groups. Meeting these myriad objectives requires keeping a great deal of data about panelists, well beyond just participation history, and there is no single, panel-wide rule about frequency of contact. The end result of our business rules, which we know results in a panel that is engaged and interested in participating in market research, is that the typical panelist takes an average of two surveys per month.

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 Harbour, 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.?

Not complying with local and international privacy laws might mean the sample provider is operating illegally.

MarketTools takes privacy and confidentiality very seriously. Of course, there is a prominently placed privacy policy on our ZoomPanel Web site and in all of our email correspondence with panelists. To read our privacy policy, please visit <http://join.zoompanel.com/zoompanel/index.php?menu=Privacy+Policy>. Our ZoomPanel is compliant with EU Safe Harbour, COPPA, and CAN-SPAM laws and it is TRUSTe certified. Additionally, ZoomPanel complies with CASRO, MRA, and ESOMAR guidelines for market research.

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

The sample provider usually stores sensitive and confidential information on panellists and clients in databases. These need to be properly secured and backed-up, as does any confidential information provided by the client.

As a pioneer in online market research since the late 1990s, MarketTools understands the significance of data protection and security. Our data centers have state of the art power systems including ten generators, full closed-circuit television monitoring, 24x7 security, security card access at all entry points, and redundant HVAC equipment.

All panelist and survey respondent information is maintained on redundant, password-protected database servers that are secured by two layers of firewalls. We store backup data offsite at a similar Backup Data Center facility and transmit data securely on an hourly schedule. Access to the databases and any personally identifiable information is strictly controlled. We do not disclose any personally identifiable information to third parties unless panelists provide their express consent.

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

A quality management system is a system by which processes in a company are described and employees are accountable. The system should be based on continuous improvement. Certification of these processes can be independently done by auditing organizations, based for instance, on ISO norms.

MarketTools believes that research quality must be an objective measure delivered across the entire research spectrum, encompassing panel management, best practices, and online technologies. To support that belief, we developed TrueSample, the market research industry's only comprehensive data quality technology for eliminating inaccuracy and fraud in online market research. Only TrueSample employs six distinct layers of validation—three at the panel level and three at the survey level—to catch false, duplicate, or unengaged respondents. These six layers of fraud prevention and data cleansing remove 29% of potential survey respondents to date.

Recent studies by MarketTools quantifying the connection between bad respondents (those rejected by TrueSample processes) and the risk of drawing the wrong conclusion from survey data revealed that:

- > Even a small proportion of bad respondents caused the risk of making the wrong decision to increase exponentially.
- > As sample size increased, the risk increased even more.
- > Eliminating only one type of bad respondent actually compounded the risk.

For example, MarketTools found that if your sample has 30% invalidated people, you have 2.03 times the risk of making the wrong decision—your risk is 100% higher. Increasing the sample size actually increases the risk of a wrong decision because the small differences in how bad respondents answer questions is magnified as the sample size grows. For more information, visit MarketTools' white paper on respondent quality:

<http://www.markettools.com/truesample/>.

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

The ICC/ESOMAR International Code requires special permissions for interviewing children.

As a policy, we do not communicate directly with minors under any circumstances – we do not allow people under age 18 to join ZoomPanel or receive survey invitations. Clients may request parents' feedback about their children's interests, and we communicate with the parents directly in those cases. Occasionally a client requests that we use a parental consent form in a survey to request the parent's permission to allow a minor in the household to participate in a survey. In those cases, survey invitations are sent to the parent and the parent must agree to the parental consent form before allowing the minor proceed with the survey.

Partners and Multiple Panel Partnership

20. Do you supplement your samples with 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?

Many providers work with third parties. This means that the quality of the sample is also dependent on the quality of sample providers that the buyer did not select. Transparency is a key issue in this situation. Overlap between different panel providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents.

The primary source of sample is our proprietary panel, ZoomPanel. For categories that may be challenging to fulfill using only our sample, our clients may request us to work with our TrueSample Certified Partner network. TrueSample is a cross-supplier solution – our panel and those of our participating partners are de-duplicated against one another, so studies that use MarketTools ZoomPanel and Certified Partner Panels still have only unique survey-takers. Additionally, our TrueSample process uses digital fingerprinting to eliminate and blacklist fraudulent respondents across our TrueSample Certified Partner network.

21. Do you have a policy regarding multi-panel membership?

What efforts do you undertake to ensure that survey results are unbiased given that some individuals belong to multiple panels?

It is not that uncommon for a panelist to be a member of more than one panel nowadays. The effects of multi-panel membership by country, survey topic, etc., are not yet fully known. Proactive and clear policies on how any potential negative effects are minimized by recruitment, sampling, and weighting practices is important.

MarketTools' TrueSample process, the industry's only comprehensive data quality technology for eliminating inaccuracy and fraud, verifies that survey participants are unique within ZoomPanel and across our Certified Partner network and that no survey has duplicate survey takers. Because TrueSample is a cross-supplier solution, panels from MarketTools and our participating partners are de-duplicated against one another, so studies that use MarketTools ZoomPanel and Certified Partner Panels still have only unique survey-takers. We have found that there is an average of 19.1% overlap between any two panels, and we have found that duplicate survey takers do skew business results. That is why MarketTools goes a step further and uses digital fingerprinting to eliminate and blacklist fraudulent respondents across our TrueSample Certified Partner network. We can determine whether a given respondent is a duplicate or a

professional survey-taker and eliminate undesirable respondents from the database.

Data Quality and Validation

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

Panel response might be a function of factors like invitation frequency, panel management (cleaning) policies, incentive systems and so on. Although not a quality measure by itself these rates can provide an indication of the way a panel is managed. A high start rate might indicate a strong relationship between the panel member and the panel. A high drop-out rate might be a result of poor questionnaire design, questionnaire length, survey topic or incentive scheme as well as an effect of panel management. The new ISO for access panels will likely propose that participation rate is defined as the number of panel members who have provided a usable response divided by the total number of initial personal invitations requesting members to participate.

MarketTools guarantees all of their clients the desired number of completed interviews to meet their research objectives. Survey start rates, or access rates, vary by demographic profile, with age and gender being the largest contributors to variance in those rates versus the average. We use our sampling technology to predict access rates, and pull the sample accordingly to deliver the number of completed interviews desired by the client.

Our sample is extremely high quality as a result of our continuous database cleansing, our TrueSample quality process, and our dedicated focus on email deliverability. The access rates for our proprietary ZoomPanel, which are based on the number of survey starts as a percentage of the total surveys sent, have increased 20% from 2007 to 2008.

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

This type of data per respondent increases the possibility of analysis for data quality, as described in ESOMAR's Guideline on Access Panels.

MarketTools continuously monitors the health of our panel, and our TrueSample validation process rejects an average of 29% of panelists. In order to be able to maintain high levels of quality, it is essential that we maintain individual level data such as recent participation history, date of entry, source, etc. We can make such data available to clients upon request, so long as the personally identifiable information of the panelists are protected.

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

When the sample provider is also hosting the online survey, preliminary data quality analysis and validation is usually preferable.

A key component of MarketTools' TrueSample quality process is to ensure that only engaged respondents participate in surveys. However, MarketTools maintains that reducing the impact of poor-quality data requires a holistic approach to identifying and eliminating bad respondents. That is why we ensure that each survey respondent is not only engaged and providing honest, thoughtful answers, but also is real and unique. Prospective panelists who are not real – whose identity cannot be verified against databases with objectively validated consumer demographics – are never allowed to join our panel. Our proprietary ZoomPanel and all companies participating in the TrueSample Certification Program are de-duplicated against one another. MarketTools goes a step further and uses digital fingerprinting to eliminate and blacklist fraudulent respondents across the TrueSample Certified Partner network. Finally, at the time a survey is actually completed, we ensure our respondents are engaged. With our data validity technology, we can correlate survey-taking time and response patterns to identify fraudulent behavior and remove offenders from the data set and the panel. Further, with our SurveyScore patent-pending process, we can provide an objective measure of survey quality and engagement. It was developed specifically to increase data quality by measuring and predicting the impact of elements of survey design on respondents. (See next question for more information.)

25. Do you measure respondent satisfaction?

Respondent satisfaction may be an indicator of willingness to take future surveys. Respondent reactions to your survey from self-reported feedback or from an analysis of suspend points might be very valuable to help understand survey results.

At MarketTools, we use our patent-pending SurveyScore process to help us not only understand the respondent experience but provide guidance in how to improve survey design. SurveyScore provides an objective measure of survey quality and engagement. It quantifies the panelist experience by providing benchmarks of perception and engagement behavior. We measure perception in each survey distributed to panelists by asking, "How does this survey-taking experience compare with other online surveys you have taken?" Behavior is measured by survey dropouts as a percentage of survey accesses. The data are then aggregated and presented in a quadrant map. Surveys that are well perceived are reviewed, and best practices can be developed based on unique characteristics. Similarly, those that are not well perceived are reviewed and used as the basis for building a database of discouraged practices.

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

One might expect a full sample provider debrief report, including gross sample, start rate, participation rate, drop-out rate, the invitation text, a description of the field work process, and so on.

MarketTools will provide any metrics required by the client, as long as the personally identifiable information of our panelists is protected. Subscribers to our TrueSample reporting software, in addition, will have real-time reporting on the sample quality performance of their individual projects and across multiple projects. Many of our clients have access to our proprietary Survey Manager online survey software, which automatically displays participation, screen out, and dropout rates automatically.

About MarketTools

MarketTools is the leading provider of Customer Insight Management solutions for the world's market leaders. Through a unique combination of best-in-class insight and feedback platforms, quality-assured global panels, and research innovation, MarketTools enables companies to innovate and identify new opportunities, optimize product success, and build customer loyalty. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate, and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes MarketTools.com,[™] Zoomerang,[™] CustomerSat,[™] TrueSample,[™] and ZoomPanel.[™]

MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information please visit www.markettools.com.



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