Mirats Insights Answers to ESOMAR Questions for Users and Buyers of Online Samples.

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“Mirats Insights is a research and technology company, but we never forget that human minds imagine the research we do; insights are created by human hands and are meant to improve human lives.”

Mayank Patel, Chief Executive Officer
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Company Profile

Mirats Insights is a fast-growing global market research and insights company that’s challenging the status quo of insights. By blending evolving technology with passionate experts, Mirats Insights helps international and local brands to drive more impact and forge partnerships to drive sustainably equitable growth. From creative testing to brand tracking and packaging to e-commerce optimisation, Mirats Insights’ range of solution suites adapt to fit all budgets, timelines, and business needs.
1. 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?

Mirats Insights has worked to perfect the art and science of connecting human answers to business questions through qualitative and quantitative data collection. We are young but experienced with quality, partnerships, technology, and service excellence from the foundation of our global online panels, which comprise thousands of stringently vetted and deeply profiled people in more than 40 countries.

Mirats Insights has premier research offices in Indian markets and provides a global sample for online and offline research projects across multiple methods including, but not limited to, online surveys, online communities, focus groups, in-depth interviews, chat and video sessions, product tests, digital discussions, ethnography, UX User Testing studies, human factors testing, and hybrid projects.

Our extensive market knowledge, technical expertise, proprietary software, personal interaction with respondents, and blended respondent sourcing strategy yield highly validated quality panels. We do sampling for many market sectors, including consumers, clinical research, healthcare (physicians, professionals, and patients), business-to-business, financial services, insurance, technology, media, and others.

We do not provide samples for direct marketing purposes. Mirats Insights employs industry leaders who actively develop our panels, sampling, and data quality. With more than 2,34,000 experience hours, our staff are highly trained and have diverse research experience, including full-service market research, data collection, end-client research, online research, and data science.
2. 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 experienced teams harness technology-led solutions to connect researchers with targeted, hard-to-reach audiences globally. Our data scientists and engineers continuously monitor and update sampling algorithms to ensure clients gain high-quality samples. Powered by advanced data science and automation, our proprietary algorithms use predictive models and multi-layer fraud detection mechanisms to deliver the highest quality sample.

Mirats Insights has a team dedicated to training staff on different sampling processes and the use of efficient algorithms. In addition, they have the expertise to optimise sampling strategy based on project type and objectives. Before deploying the team on live projects, they receive extensive training.

We work closely with each client to understand the research and methodological requirements and begin by defining necessary targets to match the goal. Whether the project requires national representation, census targets, or balancing specific targets within a general population, we create an appropriate sample frame to fit the need. Response rates are taken into consideration to achieve optimal distribution across demographic groups. The specific project objective drives quota management, and random sampling is used to fill each quota, balancing targets and screening criteria. Our proprietary sampling algorithm allows staff to support clients specific sampling needs across thousands of profiling variables while monitoring aspects such as recruitment source, device, and panellist engagement. In addition, it ensures that longitudinal projects are consistent over time.
3. What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?

Mirats Insights provides global end-to-end data collection and analysis solutions for clients, propelled by our technology-led solutions, proprietary global panels, experienced teams, and premier insights, testing, and simulation spaces. We cover a broad range of research methodologies for quantitative and qualitative projects, from traditional to online or hybrid. Our world-class project management teams are laser-focused on data quality and work closely with clients to help them meet their research objectives, timeline, and budget. Critical solutions offered by Mirats Insights include:

**Online Quantitative**
- Online surveys – with advanced programmatic solutions
- Online surveys with integrated qualitative text chats in real-time
- Survey programming and hosting
- Data processing
- Data tabulation and reporting

**Digital Qualitative Methods**
- Digital discussions, diaries, and communities
- Web-enabled, real-time focus groups & IDIs
- Mobile ethnographies and journals
- Integrated qual chats for quant surveys

**Qualitative Labs/Emotional Measures**
- Integrated behavioral & emotional measures
- Eye tracking—In-person, online, & mobile device
- Usability testing
- Biometrics
- Facial coding—In-person & online

**Traditional Qualitative: In-person/By phone**
- Focus groups & in-depth interviews (IDIs)
- Tele-depth interviews
- Global panel access (via high API connectivity)
Company Profile

Quantitative
- Clinical/human factors testing
- Central location tests
- Executive/medical interviewing
- Telephone
- In-store intercept interviews
- Product and taste tests
- Store audits and mystery shopping programs

Product Reviews
- Online Product Rating & Reviews
Sample Sources And Recruitment

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

With our vast and diverse proprietary panels, Mirats Insights is one of the leading sample providers globally. We harness a wide range of online and offline channels and recruitment methodologies to continuously grow and update our panels. We use offline methods such as phone and in-person recruitment to yield validated panellists with a genuine interest in research participation. In addition, we utilise online channels, including email campaigns, social media campaigns, mobile apps, direct marketing, and web banners. However, we do not directly recruit for online projects using web intercepts. Instead, we work closely with internal and externally sourced partner networks and highly targeted strategic partnerships to identify hard-to-reach sample targets to round out recruitment efforts. Partners quality levels are consistent with our high standards.

We carefully monitor panel conversion, attrition, and demographic makeup in all cases to ensure we meet stringent quality specifications. We may utilise our rigorously vetted partnerships for low-incidence projects to augment our panels. We conduct an initial and periodic review process for all associations to ensure partners quality levels are consistent with our high standards.
5. Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?

The demand for respondents is defined by multiple criteria, such as sample size, response rate, target audience, incidence rate, dropout rate, and exclusion rules. Mirats Quanto is prioritised as the first source to be used since Mirats Insights owns this asset and has full visibility of the quality and panellist information. When the demand exceeds what can be achieved within our panels, we seek samples from approved partners.

We use a variety of sample partners across the world: large global providers, local market providers, and special population providers. All our sample partners pass a rigorous, multistage vetting process before we allow them to contribute to Mirats Insights studies; they continue to be monitored and assessed over time.
6. 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? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?

The recruitment process is open to all. Most of the volume is recruited through affiliate networks, media agencies, social media, and referral programmes. In the USA, 46% of the volume is recruited through social media, 51% through affiliate networks and media agencies, and 3% through self-recruitment and referral. In APAC, 72% of the volume is recruited through affiliate networks, 5% via direct bloggers or influencers, and 23% is self-recruitment through in-house social media campaigns, direct web sign-ups, and referrals. In MENA, 32% of the volume is recruited through social media, 16% through self-recruitment and referral, and 41% through affiliate networks and media agencies. In Latin America, 65% of the volume is recruited through external suppliers (affiliate networks and media agencies), and 35% is self-recruitment via in-house social media campaigns, website sign-ups, and referrals. In Canada, 60% of the volume is recruited through social media, 36% through affiliate networks and media agencies, and 4% through self-recruitment and referral. In Europe, 38% of the volume is recruited through social media, 26% through self-recruitment and referral, and 36% through affiliate networks and media.
7. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are? Describe this both in terms of the practical steps you take within your own organisation and the technologies you are using. Please try to be as specific and quantify as much as you can.

Mirats Insights leverages proprietary AI-based techniques and technologies supplemented by selected tools, including duplicate prevention, to target, identify and limit fraudulent participation and duplication. Mirats Insights applies these tools to all partners, ensuring consistent quality checks for sample buyers.

For opt-in panels, recruitment typically takes place through a link to a registration page hosted on Mirats Insights platform or a website hosted by a Mirats Insights panel partner. After a participant/panellist joins, they complete an email-based, double opt-in process. For Mirats Insights other sample sources, registration takes place via the sample source provider application website.

Validation takes place using the personal and profiling information held by Mirats Insights panel partners and other sample source partners. Panellists and participants are continually validated using personal and profile data at the time when the individual is invited to surveys or other market research opportunities. In addition, invitation links are encrypted to limit participation to a validated panellist/participant.

Mirats Insights works with clients to help them deploy appropriate validation checks, including but not limited to analysis of questionnaire completion time, data outliers, unanswered questions, and patterned responses.
Mirats Insights takes data quality seriously. From panellist candidate onboarding to verification and in-survey behaviour monitoring, we follow rigorous practices to ensure our panels comprise only authentic and verified people. Some validation techniques we use at the onboarding stage include double opt in, CAPTCHA, physical address verification, digital fingerprinting, IP verification, and proxy server detection to identify and eliminate fraudsters.

We further verify every panellist using Mirats Insights Quality Survey to eliminate potential wrong respondents. Our advanced data science-based proprietary solution, Mirats QScore, ranks respondents over time based on their in-survey behaviours to ensure that our clients get only honest and motivated respondents. We supplement our in-house solutions at the project level with internal security solutions like Mirats Security to protect our clients against any form of survey fraud and maintain the highest response quality. For specific audience segments, we take additional steps to verify respondent profiles. For example, we use LinkedIn profile verification for business professionals and HCP matching to NPI and AMA databases for healthcare professionals. For surveys, we use controls to monitor cross panel duplication, redirect frauds, speeding, straight-lining, and other satisficing or questionable survey-taking practices.
8. 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.

We offer an omnichannel experience, meaning that panellists have a similar experience regardless of what channels they use to interact with our brand at any given time. Specifically, we offer 3 points of entry into a survey: Mirats Quanto website and Quanto App, Email survey invitations. About 69% of our surveys start from an email invite, 30% from our website and 1% from the mobile app. Please note that these percentages can vary by the panellist demographic group (i.e., age) and market.

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

Mirats Insights offers both managed-service and self-service sampling options. Our standard offer uses a managed services approach where we handle set-up, launch, and field management. When we do use external sources, some are integrated via API with our systems. The self-service platform is available for a selection of Mirats Insights solutions. This platform is a complete end-to-end application that provides the speed and flexibility of DIY without sacrificing quality. We have Mirats Insights One and Mirats Insights API to help you with the sampling without sacrificing quality.
Sample Sources And Recruitment

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). Do you let buyers control which sources of sample to include in their projects, and if so, how? Do you have any integration mechanisms with third-party sources offered?

When necessary, Mirats Insights will utilise multiple sample sources to support client needs. Consistent and controlled blending across multiple sample sources is a proven research practice. By blending across a defined combination of panels or sources, we can ensure access to a larger pool of quality samples and maintain consistency across studies or waves. The decision on what kind of sample sources to use for a study is based on the nature of the study and what is important to the research quality of that study.

11. Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, is there sample suitable for product testing or other recruit/recall situations where the buyer may need to go back again to the same sample? Is the sample suitable for shorter or longer questionnaires? For mobile-only or desktop only questionnaires? Is it suitable to recruit for communities? For online focus groups?

The selection of sample sources for a study is made considering the nature of the project requirements and if there are any specialised operational or respondent needs. For product testing or other recruiting or recall situations, our internal double opt-in panels and another 3rd party double opt-in panels are recommended. Our over-the-counter (OTC) solution is better suited for shorter studies since this channel provides untargeted access to respondents while they are engaged online through social media platforms.
Sampling And Project Management

Mirats Insights is a fast-growing global market research and insights company that’s challenging the status quo of insights. By blending evolving technology with passionate experts, Mirats Insights helps international and local brands to drive more impact and forge partnerships to drive sustainably equitable growth. From creative testing to brand tracking and packaging to e-commerce optimisation, Mirats Insights’ range of solution suites adapt to fit all budgets, timelines, and business needs.
12. Briefly describe your overall process from invitation to survey completion. What steps do you take to achieve a sample that “looks like” the target population? What demographic quota controls, if any, do you recommend?

Sampling begins by developing targets to match official census statistics or profiles as requested by the client for any given country. For certain target populations, such as mobile phone owners, pet owners, etc., we can generate representative quotas based on a sub-sample of the panel, and then use these quotas to obtain a balanced sample of the target population. Sampling is carried out via an application that allows us to construct complex samples using proprietary algorithms based on the target and screening requirements. The software selects potential respondents that match according to the targets (ex. selected to be representative of the general population, internet population or other specific demographic profiles required).

The software uses an interactive selection algorithm that balances all variables at once, as follows:

- The first step is to calculate the sample demand on marginal quotas (e.g., number of Males, number of Females, number of panellists aged 18-24, number of panellists living in a certain region, etc.)
- Then it looks at the eligible number of panellists on crossed cells (Males 18-24 from Region A, Females 18-24 from Region A, etc.)
- The algorithm then determines the sample demand on crossed quotas, using as input both the marginal demand and the crossed eligibility, and a RIM weighting approach.
Finally, if the sample needs to be distributed among more than one group so that different treatments or surveys may be fielded in equally balanced groups or cells, this is done in real-time as respondents arrive at the survey.

- **Exclusion procedures**: Panelists will be eliminated from participating in surveys for specific periods. Mirats Insights applies its own exclusion rules which take into account the type of study, the category researched, how recently the respondent was last invited to take a survey, etc. These rules are based on our panel management expertise and are aimed at eliminating the bias resulting from overusing the same respondents while maintaining panellist engagement.

- **Deployment**: Panelists receive an invitation to a router, rather than direct invitations to a specific survey. The invitation process is controlled by an email delivery service used in the management of mail-outs. The application allows automatic mailing at predefined time/day and in batches. Direct invitations can be sent for specific surveys where a group of pre-screened/pre-recruited people are needed to complete a task, such as product tests and diaries.

We can also control the number of completes for any specific cell by setting desired end quotas on any specified criteria (ex. gender, age ...) Once a target quota is achieved, the survey will close for respondents within that target.
**Sampling And Project Management**

13. What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact? How does this by the sources you offer? How often is each of those data points updated? Can you supply these data points as appends to the data set? Do you collect this profiling information directly or is it supplied by a third party?

Mirats Insights profiling depth varies in each of the areas that it provides. Clients are asked to contact the Mirats Insights team with questions on the specific profiling information for a project needs and audience.

To join the Mirats Insights panel, all panellists must provide the following information at registration; hence, all of the below questions are 100% profiled.

- Name
- Email address
- Gender
- Year and month of birth
- Zip / postal code (from which various regional variables are derived)
- Household size
- Age and gender of children under legal minimum age, living in the household
- Education
- Household income
- Device they use

Beyond demographics, we collect additional profiling information on panellists (e.g., pets, beverages, finances, electronics, and vehicles), including questions that are most relevant to our clients' sample targets. Each respondent has the option to answer the profiling questions by accessing the panel member website. As these questions are not mandatory to be answered by the panellists, the profiling rate differs from question to question.
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?

We provide feasibility estimates for a client’s study based on the following information:

- Overall sample definition: who is being targeted for the study.
- Demographics: specific variables and quotas that must be achieved.
- Any other qualification criteria, and whether:
  - We have pre-screened our panel on those factors;
  - We need to pre-screen prior to launching the study; or
  - We can qualify incoming respondents in the survey itself.
- Incidence level: can usually be estimated from sample target if client has no prior research.
- Several completes are required.
- Are any over-quotas/boosts required, and what definition of groups if so?
- Estimated survey length.
- Exclusion rules to be applied (including participation in a past wave(s) of a tracking study).
- Any special stimuli involved (e.g., image files, audio, videos).
- Time in the field.

This will tell us whether we can complete the study on time and spec using our sample sources, or if external sources are required. If there is a feasibility issue, we work with the client to decide on the best course of action (e.g., reducing the number of completes, increasing time in the field, loosening qualification criteria, or adding external respondent sources). Our feasibility model and algorithms are updated over time to allow us to provide an accurate estimation of the number of completes that can be delivered.
15. What do you do if the project proves impossible for you to complete in 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/subcontractors?

Due to the dynamic nature of the online market research business, at times we must rely on third-party online sample providers to complete client-sponsored market research studies.

We have a tightly controlled supplier vetting process through which we identify companies who adhere to a quality and respondent management process which closely mirror our own. Companies selected as preferred partners adhere to stringent guidelines on each project commissioned. Additionally, we have a Supplier Quality/Satisfaction program through which we capture qualitative and quantitative measures of supplier performance which are then reviewed monthly by management.
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.

Yes, when fielding, we may choose to employ our Survey Management Platform to link studies to the full spectrum of available sample sources: our panels, social networking sites, partner panels, online communities, affiliate networks, and more. Routing and reallocation offer multiple benefits during the survey process - from field management to respondent engagement, to the precision of survey results. Two key benefits include higher quality and increased sample capacity.

Higher quality (respondents and data)

- Increased respondent satisfaction: respondents have a higher likelihood of finding a survey to take when they want to take one.

- Increased data quality: achieved through more rigorous quotas and comprehensive elimination rules. Nested / Interlocked quotas deliver greater precision which allows for a better match to sample targets and reduces the need for data weighting.

- Elimination rules are managed within the entire system, allowing for eliminations to be managed across all sample sources.
Increased sample capacity

- Increased capacity: extended reach provides expanded access to the target population.

- Easier to fill quotas: more efficient use of samples increases sample flow and helps fill quotas more easily.

- Easier to reach hard to get demographics: more efficient use of in-demand, low response demographics (such as ages 18-34) enables more studies to be fielded using these demographics.
17. Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?

If the screening process takes longer than usual, respondents are asked whether they wish to continue or opt out (we solicit their informed consent to continue).

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?

This differs depending on the sample supply source. Panellists from hosted panels receive a customised email invitation that uses the “brand” of the specific panel of which they are a member.

The email invitation components include:

- The estimated length of the interview
- Access to full disclosure of incentive terms and conditions applying to the project
- An explanation if the invitation is sent out on behalf of another research service provider
- For panel members, the opportunity to unsubscribe or opt out of future research and an appropriate privacy policy
- Panellists or participants can also be invited through other means, including offers on panel partner websites or applications.
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?

A panellist can access surveys through the panellist website or the app dashboard. The panellist can select a survey from all the survey opportunities open to them. The information provided on the website and the app dashboard includes:

- Survey information (survey number and number of incentive points)
- Device compatibility (only surveys compatible with the device used are shown)
- A unique URL that provides access to the questionnaire
- Member support email address or link
- Link to the privacy policy

To limit bias, we do not provide the topic of the survey.

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?

Incentive levels will vary by incidence, length of interview and other factors. In the case of hosted panels, Mirats Insights uses incentive levels that are agreed upon by Mirats Insights and the specific sample supply partners. For other sample supply sources, incentive levels are determined by the specific sample supply partner using similar factors. Incentive levels can be customised to specific studies in specific situations, in consultation with the sample buyer.
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)?

Mirats Insights has multiple approaches to monitoring respondent satisfaction.

**Survey Satisfaction**: Upon completion of every survey, panellists are invited to respond to a few questions about the survey they just completed. The questions are optional, and clients can access the results either directly from the deliveries or by request. Threshold values to check against are also provided and significantly high or low scores are outlined.

**Panel Satisfaction Survey**: We periodically field a standard survey that measures our panellists’ satisfaction towards panel membership activities (panellists’ website, surveys, rewards, communication channels, support etc.). Scores are monitored and translated into engagement actions and improvements.

These results focus more on the experience of being a panellist and are not directly relevant to clients.

We also communicate with our panellists through our Member Services team and social media and are quick to resolve any issues they may raise. In addition, the Member Services team shares relevant respondents feedback with business stakeholders to trigger improvements where the case is and maintain a constant focus on a quality experience.

An indirect measure of respondents satisfaction is the abandonment rate. Abandon rates are reported for each survey at individual question levels; high abandon rates could imply respondent dissatisfaction with the questions presented to them and can lead to data quality concerns around non-response bias. High abandon rates for given questions can trigger the rethinking and re-designing of questions to become more user-friendly to respondents. Abandon rates are also reported and monitored monthly at the macro level to monitor evolution over time and identify potential issues, and patterns.
22. Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?

Mirats Insights provides a full fieldwork report, including:

- Date of study launch
- Incidence rate
- Information on the average survey length
- Other reports are available upon request
Data Quality And Validation

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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?

Exclusion rules are applied to minimise respondent fatigue and reduce the potential for bias caused by recent experience with similar surveys or subjects. Mirats Insights global elimination policy includes the following types of exclusions applied either at the system or survey level:

- General rest period eliminations (exclude panellists who were invited recently)

- Category eliminations (excluding respondents who recently participated in a study about the same category of products, services, or behaviours)

- Same study or research type eliminations (excluding respondents who participated in a previous wave of the same study)

Eliminations are applied at the sample extraction stage and the survey level for all panellists. Checks for category and same study or research type participation are applied for all external sample sources in real-time, in a fully automated and standardised way, when the respondent reaches the Mirats Insights sampling platform.
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 datapoints to your participant records?

Yes, we do maintain data related to contact and participation histories. We maintain databases that record all aspects of a panellist survey history and experience on our panel: their recruitment date and tenure on the panel, their complete demographic profile, their survey invites and response history, and their technical configuration (operating system, browser, Java, Flash settings, IP address, etc.) at the time they entered the survey.

We can supply many of these variables to clients, such as sample reports that contain the target definition and sample profile versus panel profile versus eligible part profile on as many dimensions as apply to the study. Other individual-level variables are available either within the respondent data file itself or upon request.

Note, however, that Mirats Insights follows GDPR and other local or country privacy regulations, so certain requests that pertain to personal identifying information are not feasible or may require additional privacy compliance research or survey set-up to ensure adequate data collection and processing. This allows respondents or data subjects to have full control over their personal data use.
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.

**Mirats Insights** has implemented a variety of quality measures that are applied to panellists and participants before they are offered surveys. These include email validation, comparison against “blacklist databases” browser fingerprints, geographic location, and participant behaviour.

Mirats Insights is particularly diligent and proactive concerning the detection of fraudulent and inattentive behaviour, including speeding and straight-lining. Mirats Insights assigns each participant an internal quality score based on survey response quality and other user behavioural data. With this information, we make every effort to identify and minimise fraud wherever possible. When fraud is detected, Mirats Insights temporarily locks accounts, bans or blocks participants or panellists from all survey activity, and prevents reward redemption until an internal review can be completed by Mirats Insights internal quality administrators.

Mirats Insights has also implemented advanced geo-IP and proxy detection and device fingerprinting that detect the user actual location and device type used for a survey.
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?

Mirats Insights creates an optimal sample blend for every project based on project requirements. For studies that require consistency (to compare survey results to a previous study or database norms), careful attention is given to managing the blend to be consistent over time since changes in the sources used or in the contribution from the sources can have data implications.

When setting a blend for a tracking project, the objective is to deliver a sample blended consistently throughout the agreed period and to avoid unexpected changes in the sample composition which can drive data differences. We follow the best practice of managing quotas by the supplier to ensure a consistent sample frame from each source in the blend. The feasibility of the blend is checked for the lifecycle of a tracker, being sure to factor in any exclusion periods to safeguard the sustainability of the project.
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 insurvey responses?

Our panellists are actively monitored from registration onward. We monitor three different dimensions:

- Hyperactivity (respondents that are too active are considered suspicious, even if nothing in their response data is particularly odd).

- Unengaged or suspect behaviour (respondents who speed or straight line multiple times are automatically purged once they reach a certain threshold of misbehaviour while respondents who are caught giving what we believe to be outright fraudulent answers will be purged immediately).

- Observing Sleeper Accounts (while low-active users are not technically creating an issue, we prefer to purge low-active users because they should not count towards our active pool, but also because we prefer to avoid the risk of sleeper accounts—accounts created specifically to infiltrate a panel, where activity is kept very low to avoid detection until they are ready for action.

Panellists who are hyper-active, unengaged (or suspected of fraud), or have gone dormant are purged from the panel altogether, so they can no longer access surveys.
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 behaviours, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item nonresponse (e.g., “Don’t Know”), (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

To guarantee respondents are engaged (i.e., they complete surveys seriously), each respondents survey-taking behaviour is evaluated in real-time, through standard self-adjusting algorithms. The worst offenders are automatically removed from the data deliverables; they are not counted against quotas.

- **Speeding detection**: to identify someone who displays inattentive survey-taking behaviour by completing a survey too quickly, we measure the time spent in the survey overall and the number of answers provided. This allows us to calculate the completion speed for each respondent as the number of answers provided per minute.

- **Straight-lining detection**: to identify someone who displays inattentive survey-taking behaviour by providing identical answers across multiple questions within and across multiple grids, we measure straight-lining response patterns.

- **Open-ends evaluation**: Mirats Insights utilises technology to identify a series of behaviours that suggest the respondent was not human (unrealistic reaction or typing speed, signs of copying and pasting or text insertion, etc.). It also includes a built-in honey pot (i.e., a question that humans should not be able to interact with, but that a bot would attempt to answer), as well as a lookup vs. a list of known suspect open-ends (these are open-ends that have been associated with known fraudulent respondents), and a gibberish check.
Policies And Compliance

Mirats Insights is a fast-growing global market research and insights company that’s challenging the status quo of insights. By blending evolving technology with passionate experts, Mirats Insights helps international and local brands to drive more impact and forge partnerships to drive sustainably equitable growth. From creative testing to brand tracking and packaging to e-commerce optimisation, Mirats Insights’ range of solution suites adapt to fit all budgets, timelines, and business needs.
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. (Note: If your company uses different privacy notices for different products or services, please provide an example relevant to the products or services covered in your response to this question).

Mirats Insights may own and/or manage various access communities (offline and online), such as proprietary online panels (for conducting research), custom panels (owned and/or branded for a client and managed by Mirats Insights), specialised panels (built for specific target groups or audiences), online communities (to conduct special research), etc.

Each type of Mirats access community operates under customised and dedicated T&Cs (contractual agreements between Mirats Insights and its members) and privacy policies. Both are available and displayed to the individuals before their onboarding into each community to allow them to express their acceptance.

Individuals can view our extensive privacy policy at the time of online panel registration. The privacy policy is posted on our Mirats dedicated website:
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 personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

Mirats Insights has developed a data protection compliance program designed to meet the requirements of applicable data protection laws and regulations. These include: the EU (EU-GDPR), and the US (CCPA as well as other federal and state laws and regulations). Mirats Insights uses consent as the primary legal basis for processing and in limited situations will use other legal bases, including the performance of a contract and legitimate interest.

Mirats Insights data protection compliance program includes policies and processes to address:

- Data breach response (including required notification times, data subject notification and supervisory authority notification requirements)
- Cross-border transfer (Standard Contractual Clauses with supplemental measures)
- Data retention (by law and regulation)

Yes, Mirats Insights has appointed a data protection manager.
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.

Panellists and participants can provide, manage, and revise consent (including the retraction of the consent) for the processing of their data. Panellists and participants can use the Mirats Insights support desk.

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

Mirats Insights' compliance team continually monitors applicable national, regional, and state laws and regulatory developments. Monitoring is done primarily via legal and regulatory information sources, industry association participation, and the engagement of external expertise (as required).

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?

Mirats Insights complies with applicable national, regional, and state laws and regulations, including EU-GDPR (and member-state derogations) and COPPA, as well as standards and guidelines provided by ESOMAR, ESOMAR GRBN, GRBN member organisations, and other national organisations.
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.

Mirats Insights has implemented data protection by design by:

- putting in place technical and organisational measures designed to implement applicable data protection principles
- Integrating safeguards into data processing to meet applicable regulatory requirements

Data protection is built into processing activities and business practises and is included in:

- The development of new IT systems, services, and processes that involve the processing of personal data
- The development of organisational policies, processes, business practises, and strategies that have privacy implications
- Physical design
- Initiating data-sharing initiatives
- Using personal data for new

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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?

Mirats Insights designed, documented, and implemented an information security framework based on industry standards and global best practices, including but not limited to the ISO 27001:2013 standard. Each Mirats entity follows the global management framework documented in policies issued according to information security and data privacy requirements.

The global information security management system includes a set of thoroughly documented and formalised policies and processes, cascading to all Mirats Insights entities and ensured within the IT infrastructure, such as the Information Management Policy, Information Security Policy, Access Management Policy, Risk Management Process, Incident Management Policy, Change Management Policy, Vendor Management Policy, Vulnerability Management Policy, Patch Management Policy, etc.

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

No, Mirats Insights is currently working to comply with quality frameworks such as ISO 20252. We plan to implement ISO 20252 successfully in all our organisations by next year i.e. 2023.
Metrics

Mirats Insights is a fast-growing global market research and insights company that’s challenging the status quo of insights. By blending evolving technology with passionate experts, Mirats Insights helps international and local brands to drive more impact and forge partnerships to drive sustainably equitable growth. From creative testing to brand tracking and packaging to e-commerce optimization, Mirats Insights’ range of solution suites adapt to fit all budgets, timelines, and business needs.
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
   Mirat's Answers: Data can be made available to sample buyers upon request. We are also planning to provide it every month to all our sample buyers.

2. Per cent of paid completions rejected per month or project, trended by month
   Mirat's Answers: Data can be made available to sample buyers upon request. We are also planning to provide it every month to all our sample buyers.

3. Per cent of members or accounts removed or quarantined, trended by month
   Mirat's Answers: Data can be made available to sample buyers upon request. We are also planning to provide it every month to all our sample buyers.

4. Per cent of paid completions from 0–3 months of tenure, trended by month
   Mirat's Answers: Data can be made available to sample buyers upon request. We are also planning to provide it every month to all our sample buyers.

5. Per cent of paid completions from smartphones, trended by month
   Mirat's Answers: Data can be made available to sample buyers upon request. We are also planning to provide it every month to all our sample buyers.
6. Per cent of paid completes from owned or branded member relationships versus intercept participants, trended by month
   Mirats Answers: Data can be made available to sample buyers upon request. We are also planning to provide it every month to all our sample buyers.

7. The average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort)
   Mirats Answers: Data can be made available to sample buyers upon request. We are also planning to provide it every month to all our sample buyers.

8. The average number of paid completions per member, trended by month (potentially by cohort)
   Mirats Answers: Data can be made available to sample buyers upon request. We are also planning to provide it every month to all our sample buyers.

9. Active unique participants in the last 30 days
   Mirats Answers: Data can be made available to sample buyers upon request. We are also planning to provide it every month to all our sample buyers.

10. Active, unique 18–244 male participants in the last 30 days
    Mirats Answers: Data can be made available to sample buyers upon request. We are also planning to provide it every month to all our sample buyers.
Thank you!

We will be glad if we can be of your service. Please connect with us to learn more about our pricing and how we can serve you.

Share your project with us at
bids@miratsinsights.com

To know more about us please visit — www.miratsinsights.com

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