TeamVisory
ESOMAR 37 Questions

Ensuring Data Integrity and Compliance in Global Market Research

Prepared by TeamVisory Consultancy Ltd

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

TeamVisory has extensive experience providing reliable, high-quality online sample services for market research projects globally since 2021. Our expertise covers B2B, B2C, healthcare, and general consumer research across industries like FMCG, technology, finance, and healthcare. Our team members bring over 20 years of combined industry experience managing online panels, designing sample methodologies, and executing studies in more than 100 countries.

2. Do you have staff responsible for developing and monitoring the performance of sampling algorithms and related automation?

Yes. Our dedicated operations team continually monitors and optimizes sampling algorithms, fraud detection tools, and automation processes to ensure feasibility, quality, and efficiency. We conduct regular reviews and updates to our routing engines and respondent allocation systems.

3. What other services do you offer? Do you cover sample-only, or offer broader services?

We offer both sample-only and full-service market research. Our full-service offerings include survey design consulting, programming & hosting, fieldwork management, data processing & analytics, and strategic reporting. Clients can engage us for stand-alone sampling or end-to-end project management.

4. From what sources of online sample do you derive participants?

Our primary source is our proprietary online panel. We also supplement with pre-approved, vetted partner panels, social media recruitment campaigns, API integrations, and affiliate networks, ensuring robust, diverse, and representative samples.

5. Which of these sources are proprietary or exclusive, and what percentage do they represent?

Approximately 65% of our respondents come from our proprietary panel. The remaining 35% are sourced from carefully vetted and monitored partner networks.

6. What recruitment channels do you use?

We recruit via digital advertisements, email marketing campaigns, LinkedIn and social media outreach, WhatsApp engagement, referral programs, and partnerships with relevant online communities.

7. What validation do you use to ensure participants are real and unique?

We use multi-layered validation including email and mobile verification, IP and geo-location checks, CAPTCHA, digital fingerprinting, and AI-driven fraud detection scoring. Our system identifies duplicate and suspicious behaviors in real time.

8. What brand (domain) or app do you use with proprietary sources?

Our respondents are recruited through our platform at www.teamvizory.com, under the TeamVisory branding.

9. Which models do you offer to deliver sample?

We offer managed sample delivery, real-time programmatic sample via API integration, and custom blended sample solutions tailored to project needs.

10. If using multiple sources, what level of transparency do you offer?

We maintain full transparency, providing clients with detailed source-level breakdowns, feasibility tracking, and panel IDs upon request.

11. Suitability of each source for different research applications?

Our samples are suitable for a wide range of methodologies including product and concept testing, UX research, diary and tracker studies, healthcare HCP/patient studies, qualitative online focus groups, and mobile/web surveys.

12. Describe your invitation-to-completion process.

Respondents are invited via targeted messages aligned to their profiles, screened for eligibility, complete the survey under monitoring, and receive rewards after passing quality checks. Throughout, quotas and quality metrics are actively managed.

13. What profiling info do you hold on at least 80% of your panelists?

We maintain up-to-date demographic information, employment status, purchase behaviors, psychographics, health conditions (when relevant), and device/browser preferences, refreshed on a quarterly basis.

14. What do you need to assess feasibility?

To assess feasibility, we require clear information on the target audience, geography, quotas, incidence rate (IR), length of interview (LOI), and desired number of completes.

15. What do you do if the project becomes infeasible?

We inform clients immediately if feasibility issues arise and suggest alternate targeting options, timelines, or recruitment strategies.

16. Do you use survey routers or yield management?

Yes, our proprietary router dynamically assigns respondents to surveys matching their profiles and project requirements.

17. Do you limit time in the router before survey allocation?

Yes, respondents are not held in routing queues beyond a reasonable duration to maintain engagement and reduce drop-off rates.

18. What project info is shown to participants before entry?

Before participation, respondents are shown the survey topic, estimated LOI, purpose of the study, and the incentive structure.

19. Do participants get to choose among surveys?

Where applicable, respondents can opt into surveys most aligned to their interests and profiles.

20. Can you adjust incentives mid-survey?

Yes, we implement dynamic incentive adjustments for hard-to-reach segments or when quotas are difficult to fill.

21. Do you measure participant satisfaction per project?

We actively monitor respondent satisfaction via feedback surveys and NPS scores to maintain a positive panel experience.

22. Do you provide a debrief report after project completion?

Yes, we can deliver post-fieldwork reports, including dashboards, source-level data breakdowns, and quality insights.

23. How often can someone participate?

We enforce participation cooldown periods depending on study type to reduce bias and panel fatigue.

24. What participant data do you maintain?

We track participation history, source, response patterns, completion and dropout behavior, and profiling data over time.

25. How do you confirm participant identity per project?

Identity is verified at the project level through digital fingerprinting, device consistency checks, IP/geolocation matching, and CAPTCHA.

26. How do you manage blend consistency?

We monitor and balance sample sources to maintain consistency in longitudinal and tracking studies.

27. Describe your quality tracking.

We continuously monitor engagement levels, detect straight-lining, speeders, and fraudulent activity, and blacklist suspicious respondents.

28. How do you reduce undesired behavior during surveys?

We include red herrings, logic traps, minimum timer thresholds, and analyze open-ended responses to catch low-quality respondents.

29. Privacy policy link:

https://teamvizory.com/privacy

30. How do you comply with data protection laws?

We comply fully with GDPR, CCPA, and other relevant privacy laws. Data is encrypted, stored securely, and access-controlled.

31. How can participants revise consent?

Respondents can update or withdraw consent at any time via their panel profiles or by contacting support.

32. How do you track laws affecting incentives?

Our compliance team monitors evolving tax and incentive regulations across all active markets.

33. How do you handle data from minors?

We adhere to COPPA, GDPR-K, and require verified parental/guardian consent for respondents under legal age.

34. Do you implement "data protection by design"?

Yes, privacy and security considerations are embedded in our systems and workflows from inception.

35. Key elements of your InfoSec compliance program?

We operate under ISO 27001 standards, conduct internal audits, maintain employee training, and implement strict risk mitigation policies.

36. Do you comply with ISO 20252 or similar?

Yes, we align with ISO 20252 market research quality standards in our operations.

37. Which data points can you provide to buyers?

We provide detailed data by country, demographic profiles, source, incidence rates, and respondent-level behavior metrics.

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