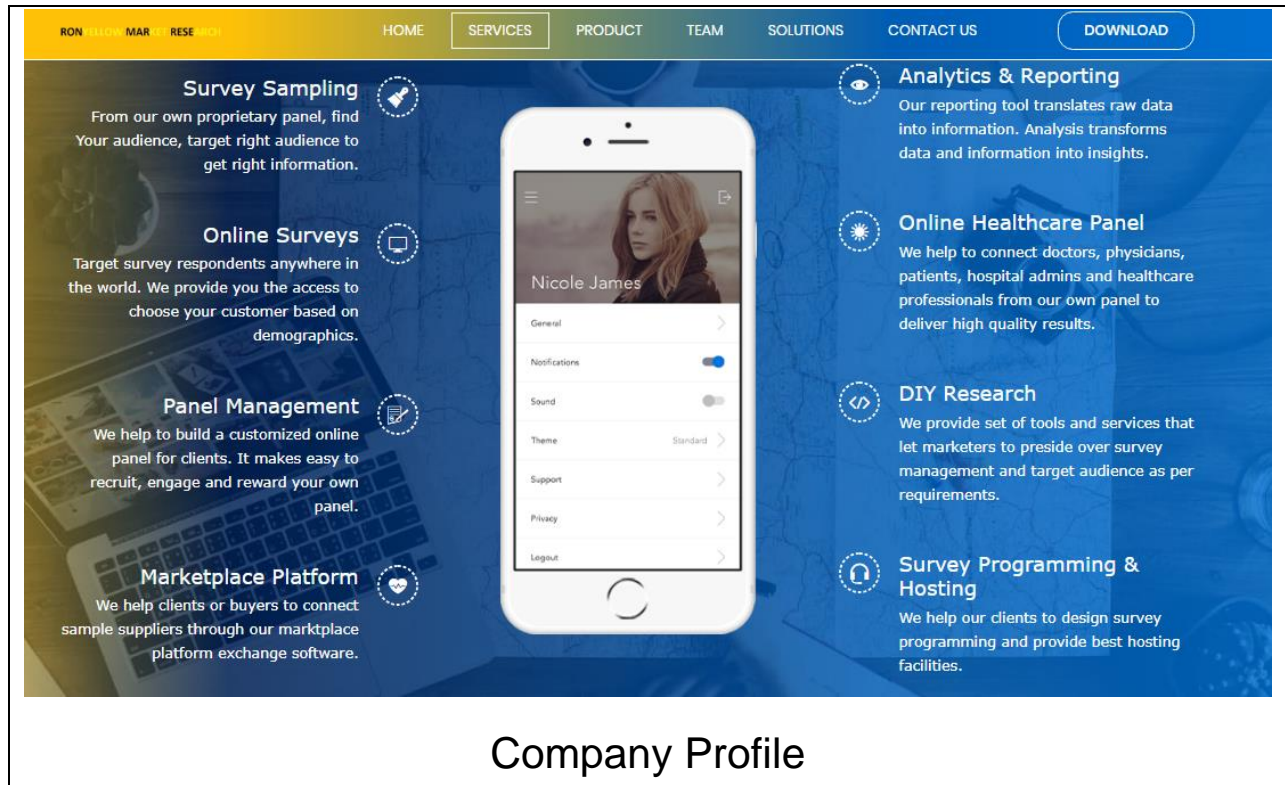




Ronyellow Market Research Insight Services
and Technology

ESOMAR 28

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

Ronyellow Market Research has been conjuring up the experiences to serve the market for achieving targets, delivering quality samples, reaching hard to reach globe for last 3 years.

Emergence and implementation of fresh ideas let us think about the opportunities par limitations. Equipped with apt researchers and developers, we are successfully involved in quality sample delivery, custom market research, online panel development and management.

Our dedication to executing research for leading brands in the market and content them with our transparent and endeavoring service is our utmost goal.

We bring together clients and consumers to provide insights in real-time. We combine research, expertise and technology to create and transform data into a trusted corporate asset for all size businesses. We anchor experience, expertise and technology that help business attract, acquire, and retain customers. We help businesses with all their research needs to make informed decisions. Our integrated end-to-end research solutions powered by technology innovations, deep domain knowledge, consulting & strategic thinking help deliver highly accurate, reliable and repeatable results.



Sample Sources and Recruitment

2. Please describe and explain the type(s) of online sample sources from which you get participants. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?

We have our own panel, 'www.youropinioncommunity.com'. Our panelists adhere to us through lucrative redemption compensations. The way we get our respondents benefited, we have reported a vast number of respondents attempting our site regularly.

If its needed, we do reach targeted people personally, interview and let them know the personal as well as social benefits of joining our panel and being part of our surveys.

moreover we have affiliate traffic and communication with a number of quality panel companies across the globe which assist us to approach tough to reach population.

our straight-arrow principal to recruit our panelists has kept on fulfilling the demands and requirements of our clients with our databases.

3. If you provide more than one type of sample source: How are the different sample sources blended together to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of participants across sources?

Our strategic advantage directs us to prompt integration of our databases with other potential sources.

we pay heed to the technology benefits to chuck out dupery using true sample and relevant ID digital fingerprinting technology. we also rely on fraud score system to recheck panel reliability.

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

Currently, our sample source(s) are used for solely for market research purposes.

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

we have branched out with our panelists on hard to reach globe. Moreover, to the interest and convenience of modern population, which is smart phone friendly, we try to reach them to enjoy our surveys on their mobiles, only with great redemption.

we also radiate to third party for their verified databases and phone to web conversion in case of hard to reach population.

6. If, on a particular project, you need to supplement your sample(s) with sample(s) from other providers, how do you select those partners? Is it your policy to notify a client in advance when using a third-party provider?

our proprietary panel is the core of online samples we provide. we manage the quality and sanctity of our samples by rigorous testing measures. Even in case, If we need to integrate a third party on a particular project, we consider it to be fit for the project on the basis of 4 measures:

1. Quality
2. Experience
3. Time Lapse
4. Country under study
5. Cost

Every other sample providers are filtered through our internal project management system. Sample overlapping is constrained and quality data is insured. Our clients get equipped with transparency, complacency and ownership throughout the project.

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

As per the client quota profile specification , we do random sample selection for our own panel. We focus on to avoid bias and use samples randomly (who are likely to reach completes), depending on the profile they match. In the next step we mix these participants with others entering through our platform sampling. Profiling questions are to be filled by the participants and on that basis, we assign them to a group where they are best suited to take particular surveys.

8. Do you employ a survey router?

Yes, we utilize a survey router to get quality samples from different aspects as per the client consent and needs. our survey router system is well managed by advanced and skilled minds. A close and transparent approach for clients on the extent of use of survey router helps us to attain high client satisfaction.

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

Our smooth allocation process within the router system alleviates participant dissatisfaction as well as a little chance of poor sample in sourcing.

If the panelist does not qualify for the intended survey, router will attempt to match the respondent to another open study by matching the profile of the respondent to available surveys. If there is a match, respondent will be sent for those surveys. If there is a partial match, the panelist will be asked the remaining qualifying questions.

10. If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?

Our router technology has the ability to balance samples. We continuously monitor the results and take steps to address any issue that might arise.

The risk of router bias is mitigated by combining significant survey volume, survey randomization and a wide mix of target populations.

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

Client's demand and satisfaction must go hand-in-hand. A well qualified team is responsible to set parameters of the router. Individual managers don't control the router.

12. What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects dealt with?

We have set of profiling questions for respondents to their interests and aspects.

Profile questions are based on geography and demography, auto and product ownership, travel, shopping habits, ailments, business and workplace characteristics, media consumption etc.

We encourage our respondents to keep their profiles up-to-date by awarding them extra points, lucrative gifts and coupons. In case of doctors, we reach them personally to appreciate their time and efforts.

13. Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.

Based on the profile of the respondents, specific surveys entertain them. We invite respondents via e-mail. They can also be involved in surveys via router. Panelists also login to our panel; www.youropinioncommuniy.com to take surveys matching their profile and interest. The particular survey contains its survey LOI and reward points. We don't include specific project details in the invitation. 'Take survey' is the common term we use most of the time to attract respondents.

14. Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Ronyellow market research incentivize it's respondents on the basis of point system. We redeem their points by Virtual Visa, PayPal, Amazon, Paytm and various e-gift cards. With increased interview length, Low IR and hard to reach population leads, increased points are rewarded to our panelists. Extra points are rewarded every time to a new respondent joins or updates profile with our penal.

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

Specifications are required in order to provide the most accurate feasibility and pricing.

- LOI: Length of Interview in minutes. This is the estimated average time it will take respondents to start and finish the questionnaire.

- Target: Definition of a qualified respondent.
- IR: Incidence Rate defined as the percentage of people who would qualify after targeting. If no targeting then the percentage of people who would qualify among the general population.
- Quotas: Or sub quotas that are required as completes among the final data set.
- Field time: The amount of time that the study will be fielded.

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

Yes, as part of our ongoing goal of maintaining a satisfied panel, we conduct regular respondent satisfaction surveys. We are very concerned with our panelists overall thoughts and feelings of our platform and the usability of it as well as the types of surveys and ways we can administer those. This goes a long way towards insuring the best data quality.

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

Upon request, we can provide a debrief report. This can include total requests sent, incidence rate, final status of respondents as well as average length of interview.



18. Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a)

random responding, (b) illogical or inconsistent responding, (c) overuse of item non-response (e.g. “Don’t Know”) or (d) speeding (too rapid survey completion)? Please describe these procedures.

All of our respondents go through an on-going security process including, utilizing both internal and external process such as 'Relevant ID' for digital fingerprinting, minfraud maxmind geo IP and varity checks. Ultimately the client is responsible for data quality checks though, we work closely with them in spotting and removing respondents with bad behavior.

19. How often can the same individual be contacted to take part in a survey within a specified period whether they respond to the contact or not? How does this vary across your sample sources?

Respondents should not be overly contacted as this may have an impact on respondent engagement or on self-selection and non-response bias. We send out initial survey requests followed by 2 follow ups. In case of a project that requires a re-contact, we will work closely with our clients on how many times to invite to the second survey.

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

To avoid conditioning our panelists we vary the frequency of survey participation. As a general rule, we limit the participation to 2 times per week and 5 times per month.

21. Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual level data?

All respondents' participation data are collected and maintained from the time they join the panel to their most recent survey. This includes, but not limited to, the number of times they have participated, completion rate and total rewards awarded.

22. Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?

De-duplication, CAPTCHA, RelevantID, Maxmind , Geo IP Minfraud for fraudulent respondents .

Respondents can't enroll in our panel or take a survey more than once, fraudulently, or accidentally. We have implemented industry-standard solutions such as RelevantID and True Sample. Postal address and Geo IP check from Minfraud Maxmind .

Once respondent joins our panel, we maintain a Quality Score for every respondent. This is based on multiple factors including survey participation frequency, number of screen-outs, and surges in activity during a certain time period. When a panelist does not meet our minimum threshold for the Quality Score, they are removed from the database.

At the survey level, we utilize Relevant ID and True Sample technology to identify potentially fraudulent respondents based on their real-time information, overall response behavior and comprehensive fraud score.



POLICIES AND COMPLIANCE

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

Single and double opt-in procedures are employed for panel recruitment which, varies by recruitment source. Respondents are able to opt- out of a panel any moment they want through multiple channels.

24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

<http://youropinioncommunitypanel.com/Page/PrivacyPolicy>

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

We follow all applicable data protection laws and regulations. We have built our software with today's cutting edge technology and latest security system, which provide built in data security. All respondent information is secured via industry standard and robust IT security policies and procedures. Data access is restricted and requires authorization and authentication. Respondent data is encrypted to ensure no stored personal data is available during the data

collection process. Our data center ensures that data is quickly recovered in any case. Our employees sign an agreement upon joining us which adhere the employee's obligations to protect company and client confidential information.

26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

We practice important measures to non-leakage of any kind of information gained by the respondents through our surveys by ensuring a confidentiality agreement.

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

At present we don't have any particular quality certification. We are in compliance with the standards and ethics of all major market research organizations.

28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?

We adhere to both the ICC/ ESOMAR International Code and the Children's Online Privacy Act (COPPA). We comply with all applicable laws and regulations with respect to conducting surveys with children, only performing online surveys with children and young people after receiving parental consent.

We help to build Online Panel, Marketplace Platform and API Implementation Services.

We help to build a customized panel, DIY platform and API integration from third party survey providers. We create customized panels and marketplace platform based on client and industry requirements. It makes easy for our clients to recruit, engage, profiling, marketplace exchange between buyers and suppliers , third party API integration and other services.



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