ESOMAR 37 – Market Resonance Private Limited

Q1. What experience does your company have in providing online samples for market research?

Our company has experience in providing online samples for quantitative market research across both consumer (B2C) and professional (B2B) audiences. We have strong operational roots in traditional fieldwork, which supports our understanding of the respondent recruitment, validation, and quality control. Online sampling is delivered primarily through CAWI methodologies with a focus on realistic feasibility assessment and consistent data quality.

Q2. 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?

We have experienced project and sampling teams responsible for planning sample allocation, monitoring field performance, and applying automated and manual quality controls. While we are not a purely algorithm-led technology platform, our team has hands-on experience in managing routing logic, quota controls, and automated checks.

Q3. What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?

We offer both sample-only services and broader data collection support depending on client requirements. Services may include survey programming, hosting, fieldwork management, data cleaning, and final data delivery. Analysis support can be provided on request.

Q4. Using the broad classifications above (panels and intercepts), from what sources of online sample do you derive participants?

We derive online sample from a combination of proprietary panels, recruitment-based approaches (including P2W where applicable), and vetted third-party panel partners. Source selection depends on the target audience, incidence, and market.

Q5. Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?

We use a mix of proprietary and third-party sources. The percentage share varies by project and market, and exact splits can be shared transparently at the project level.

Q6. What recruitment channels are you using for each of the sources you have described?

Recruitment channels include online outreach, referrals, controlled offline-to-online recruitment, and partner-managed channels. Channels vary depending on the source type.

Q7. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

Validation includes informed consent, profiling consistency checks, unique survey links, IP and system-level checks, and behavioural review during survey participation. Manual review is applied where required.

Q8. What brand (domain) and/or app are you using with proprietary sources?

Proprietary sources are managed under company-controlled systems and domains. We do not rely on public incentive apps and prefer controlled research environments.

Q9. Which model(s) do you offer to deliver sample? Managed service, self-serve, or API integration?

We primarily operate on a managed service model where projects are actively monitored by our team.

Q10. If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample?

We provide transparency regarding sample composition, including disclosure of third-party or blended sources where applicable.

Q11. Of the sample sources you have available, how would you describe the suitability of each for different research applications?

Sample sources are evaluated based on target difficulty, incidence, survey length, and complexity. Sources are selected only where suitable for research objectives.

Q12. Briefly describe your overall process from invitation to survey completion.

Participants receive an invitation, review survey information, provide consent, complete screening, participate in the survey, and receive incentives after quality checks.

Q13. What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact?

Profiling typically includes demographics, geography, device usage, and relevant behavioural or professional attributes. Profiling depth varies by source. None of the intercepts are known to us.

Q14. What information do you need about a project in order to provide an estimate of feasibility?

Key inputs include markets, target audience , sample size, incidence assumptions, LOI, survey complexity, and timelines.

Q15. What do you do if the project proves impossible for you to complete in field?

We inform the client at the earliest stage, explain the challenges, and suggest alternatives or revised expectations where possible.

Q16. Do you employ a survey router or any yield management techniques?

We may use routing or controlled allocation where applicable, but do not rely on aggressive yield management practices.

Q17. Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?

Where routing is used, limits are applied to avoid respondent fatigue and poor experience.

Q18. What information about a project is given to potential participants before they choose whether to take the survey or not?

Participants are informed about survey length, incentive type, general topic category, and voluntary participation.

Q19. Do you allow participants to choose a survey from a selection of available surveys?

Depending on the source, participants may see available opportunities, but final qualification is controlled through screening.

Q20. 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?

Incentives can be adjusted during fieldwork to support difficult targets, subject to feasibility and client approval.

Q21. Do you measure participant satisfaction at the individual project level?

Satisfaction is monitored through indicators such as drop-outs, completion behaviour, and complaint tracking.

Q22. Do you provide a debrief report about a project after it has completed?

We provide fieldwork summaries and clarifications, with detailed debriefs available on request.

Q23. How often can the same individual participate in a survey? How does this vary across your sample sources?

Frequency limits vary by source and target audience, with controls in place to minimise over-participation.

Q24. What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc?

We maintain participation history, profiling data, source information, and quality indicators in line with data protection rules.

Q25. Please describe your procedures for confirmation of participant identity at the project level.

Identity is confirmed through screening logic, profiling consistency, and behavioural checks.

Q26. How do you manage source consistency and blend at the project level?

Source performance is monitored throughout fieldwork, and consistent quality standards are applied.

Q27. Please describe your participant / member quality tracking, along with any health metrics you maintain on members / participants.

We track metrics such as completion rates, quality flags, frequency, and historical performance.

Q28. 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?

We apply speed checks, logic checks, attention checks, and manual review where required.

Q29. 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.

Our participant privacy notice is available upon request and covers consent, data usage, storage, participant rights, and contact information.

Q30. How do you comply with key data protection laws and regulations that apply in the various jurisdictions in which you operate?

We comply with applicable local laws and follow GDPR principles where relevant.

Q31. How can participants provide, manage and revise consent for the processing of their personal data?

Participants can manage or withdraw consent through opt-out mechanisms or by contacting us.

Q32. How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?

Incentives are managed in line with local regulations and market norms.

Q33. What is your approach to collecting and processing the personal data of children and young people?

Participation of minors is permitted only where required and with appropriate consent mechanisms.

Q34. Do you implement 'data protection by design' (sometimes referred to as 'privacy by design') in your systems and processes?

Privacy considerations are integrated into recruitment, data handling, and delivery processes.

Q35. What are the key elements of your information security compliance program?

We apply access controls, secure storage practices, and internal confidentiality policies.

Q36. Do you certify to or comply with a quality framework such as ISO 20252?

Where applicable, we align with recognised quality standards and ESOMAR guidelines.

Q37. Which of the following metrics are you able to provide to buyers, in aggregate and by country and source?

We can provide aggregate metrics such as completes, drop-outs, incidence, and quality indicators by country and source.