ESOMAR 37 BOOKLET

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About Company

Data-Driven Success

Smarter Insights

Innoquest is a data-first market research firm specializing in quantitative and qualitative research across B2B, B2C, and healthcare industries. With a strong foundation in rigorous sampling techniques and advanced analytics, we transform raw data into meaningful business intelligence.

Our research methodologies are custom-built to match the unique needs of every client, ensuring high-quality, actionable insights.

At Innoquest, we don't just collect data—we decode market behaviors, uncover trends, and drive strategic decisions. With a team of research experts and a commitment to precision and integrity, we help businesses stay ahead in dynamic markets.

15+ Years of experience in the market research industry. →

750k+ Access to a global panel of over 750k respondents. →

25+ Global reach, spanning more than 25 countries. →

35+ Clients worldwide, delivering tailored research solutions. →

Our Mission & Vision

Vision

At Innoquest MR, we empower businesses with accurate, ethical, and data-driven insights to drive smarter decisions. Through cutting-edge technology and rigorous validation, we deliver trusted market research solutions, helping industries worldwide stay ahead in an ever-evolving landscape.

Mission

To become a global leader in market research, setting new benchmarks in data integrity, innovation, and transparency. We aim to make reliable insights accessible to businesses, enabling them to navigate market changes with confidence and clarity.

Data Quality

How We Ensure Data Integrity?

At Innoquest MR, we go beyond data collection—we refine, validate, and transform insights into actionable intelligence that fuels business success.

Advanced Verification Processes

Using AI-powered fraud detection combined with manual validation, we ensure that our panelists are authentic, engaged, and accurately profiled for reliable insights.

Smart Sampling Techniques

Our adaptive sampling methodologies eliminate bias and optimize sample representation, enhancing data accuracy and research reliability.

Global Reach, Local Expertise

Operating in 25+ countries, we tailor our research to regional and cultural nuances, delivering contextually relevant insights.

Unwavering Transparency

We prioritize methodological clarity, ensuring businesses receive trustworthy, actionable data to drive informed decisions.

Innoquest MR – Accuracy. Trust. Intelligence.

Company Profile

→ **Powering Decisions with Precision.**

→ **Delivering Reliable Data, Actionable Insights**

Q1.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?

Innoquest MR is backed by a team with over 15+ years of combined experience in providing high-quality online samples for market research. Through our panel, TheSayHub, we deliver accurate, representative, and reliable data for clients across various industries. Our expertise in advanced sampling methodologies and cutting-edge technology ensures actionable insights for every project.

While our primary focus is market research, we also provide sampling services for applications like direct marketing and customer feedback. Market research, however, represents the majority of our work, accounting for approximately 85% of our projects. This focus allows us to maintain the highest standards of quality and ethical practices.

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? What sort of training in sampling techniques do you provide to your frontline staff?

Yes, we have a dedicated team of experienced professionals responsible for developing, monitoring, and optimizing our sampling algorithms and automated functions. This team possesses deep knowledge and expertise in data analytics, sampling methodologies, and market research, ensuring our processes are precise, efficient, and scalable. Their work is supported by continuous evaluation and improvement to maintain the highest standards of data quality.

Our frontline staff undergo rigorous training in sampling techniques, data collection, and quality assurance. This includes a comprehensive onboarding program that combines theoretical learning with practical applications, ensuring they can handle diverse project requirements effectively. We also provide ongoing professional development through refresher courses, workshops, and access to industry resources, enabling our team to stay updated on best practices and emerging trends.

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?

At Innoquest MR, we go beyond providing high-quality samples—we offer a comprehensive suite of research solutions tailored to meet the diverse needs of our clients. While we excel in delivering exceptional online samples, our expertise extends to data collection, analysis, and reporting, supporting every stage of the research process.

Market Research Solutions
Innoquest MR specializes in developing customized research methodologies and executing end-to-end fieldwork. From meticulous data collection to in-depth analysis and insightful reporting, we ensure research projects are managed with precision and efficiency.

Data Collection
We employ a variety of data collection techniques tailored to each client's unique requirements. Our methods include online surveys, telephone interviews, in-person interviews, and focus group discussions (FGDs), enabling us to capture the most relevant insights for every research initiative.

Custom Panel Services
With an extensive panel of over 750k respondents across multiple industries, regions, and demographics, Innoquest MR delivers highly targeted samples to meet the specific needs of even the most complex research projects.

Survey Programming and Hosting
Our expert team provides advanced survey programming and hosting services, leveraging state-of-the-art tools to streamline market research projects. This ensures optimized survey execution and delivers deeper, actionable insights to drive strategic decision-making.

At Innoquest MR, we are committed to offering flexible service models, including full-service research and customized solutions tailored to each client's objectives. Whether you need sample-only services or a complete research package, we guarantee accuracy, reliability, and high-quality results every time.

Sample Sources & Recruitment

→ **Guaranteed High-Quality Insights.**

→ **Ensuring Quality, Diversity in Data Collection**

Q4. Using the broad classifications above, from what sources of online sample do you derive participants?

At Innoquest MR, we take a strategic and adaptive approach to participant sourcing, combining our proprietary panel with targeted intercept methods to deliver high-quality, diverse samples tailored to our clients' specific research needs.

Panel Sources

Our primary asset is our extensive proprietary online panel, comprising over 750k respondents across 25+ countries. Every panelist voluntarily opts in through a rigorous multi-step recruitment process, which includes email verification and a thorough quality assessment survey to ensure eligibility. This stringent selection process helps maintain a highly engaged and reliable participant base, covering a broad range of demographic and psychographic profiles. To recruit panelists, we utilize multiple channels, including online advertising, targeted email outreach, and partnerships with trusted third-party platforms.

Intercept Sources

To supplement our core panel, we also implement intercept techniques to reach niche or underrepresented audience segments. These participants are carefully sourced through curated invitations on various online platforms, including affiliate networks and social media channels. This approach enhances sample diversity, ensuring we meet specialized research demands with precision.

By integrating these two sourcing strategies, Innoquest MR consistently delivers high-quality, representative samples while upholding the highest standards of data integrity, privacy, and security.

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?

At Innoquest MR, the majority of our samples—approximately 75%—come from our proprietary online panel, which we fully own and manage. This level of control allows us to oversee participant recruitment, maintain data integrity, and uphold strict privacy standards. Our panel consists of individuals who have voluntarily opted in to participate in market research studies, ensuring a highly engaged and reliable respondent base.

For research projects requiring a broader or more specialized participant pool, we supplement our core panel with targeted intercept methods, which account for around 25% of the total sample. These participants are sourced from trusted third-party networks, such as affiliate platforms and social media channels, where we enforce the same rigorous data quality and privacy standards as we do for our proprietary panel.

To maintain the highest standards in data quality and respondent authenticity, we have a stringent vetting process for external sample providers. Our selection criteria include:

- **Panel Integrity & Recruitment Methods** – We ensure that third-party sources use ethical recruitment practices, avoiding incentivization methods that could lead to professional survey takers or fraudulent responses.

- **Respondent Verification** – All respondents from partner networks undergo identity verification checks, such as digital fingerprinting, geo-verification, and fraud detection algorithms, to minimize duplicate or bot activity.

- **Data Consistency & Response Quality** – We implement ongoing quality checks, including attention-trap questions, response pattern analysis, and open-end validation, to ensure high-quality engagement from third-party participants.

- **Compliance & Privacy Standards** – We only collaborate with partners that adhere to industry regulations such as GDPR, CCPA, and ESOMAR guidelines, ensuring respondent data is collected, stored, and used ethically.

- **Performance Audits & Continuous Monitoring** – Our partnerships are reviewed periodically through real-time monitoring and post-project evaluations to ensure adherence to our quality benchmarks.

While our primary focus remains on our own panel, Innoquest MR provides the flexibility to incorporate carefully vetted external sample providers when necessary. This adaptive approach ensures we meet the unique requirements of each research project while maintaining the highest standards of data reliability.

At Innoquest MR, transparency is a fundamental aspect of our sample sourcing process. We keep our clients fully informed about the origins of their data, ensuring they can trust the quality, credibility, and reliability of every sample we deliver.

Q6. 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?

Proprietary Panel Recruitment

At Innoquest MR, our primary recruitment strategies include targeted digital advertising, social media outreach, and referral-based programs. Individuals who join through these channels undergo a comprehensive profiling process to assess their eligibility and engagement levels. Additionally, for specialized audience segments, we use direct invitations to ensure we meet our clients' unique research needs.

Specialized Recruitment for Niche Audiences

For our B2B and industry-specific panels, we implement specialized recruitment strategies, including participation in sector-focused events, professional conferences, and collaborations with key industry organizations. For instance, our expert panels in healthcare, technology, and finance are built through direct outreach at relevant industry gatherings and partnerships with trusted institutions, ensuring we engage only the most qualified respondents.

Intercept Recruitment

When research requires access to broader or hard-to-reach demographics, we supplement our proprietary panel with intercept recruitment strategies. These methods involve sourcing respondents through affiliate networks and targeted digital campaigns. While this represents a smaller portion of our overall recruitment efforts, we maintain rigorous monitoring to uphold data integrity and panel quality.

Geographical Adaptation

Our recruitment strategies are customized to different regions, considering factors such as internet penetration rates and cultural dynamics. In digitally advanced markets, we focus on online campaigns, while in regions with lower digital access, we rely more on direct outreach and referral-based recruitment.

While Innoquest MR primarily follows an invitation-based recruitment model, we remain flexible in incorporating selective open recruitment when necessary. Instead of relying on probabilistic sampling, we prioritize in-depth profiling and stringent quality controls to ensure a well-balanced, representative panel across all regions and demographics.

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

At Innoquest MR, ensuring the authenticity, uniqueness, and reliability of our participants is a top priority. We combine advanced technology with meticulous manual reviews to maintain the highest standards of data quality and integrity.

Email Verification

Every participant must confirm their registration via email verification, ensuring the authenticity of their email address and login credentials.

Geo-IP Validation

Innoquest MR employs Geo-IP validation to verify participants' geographic locations, filtering out proxy users and blacklisted IPs to prevent fraudulent activity and enhance data accuracy.

Mobile Number Verification

We implement One-Time Password (OTP) authentication for mobile number validation. This process is periodically repeated for existing panelists to reinforce authenticity and prevent duplicate entries.

Comprehensive Profiling Questionnaire

Upon joining, participants complete an extensive profiling questionnaire covering over 200 attributes. This enables precise respondent matching for surveys and helps detect inconsistencies in responses.

CAPTCHA and Anti-Bot Security

To prevent automated sign-ups, our registration process includes CAPTCHA verification, ensuring that only real individuals can join our panel.

Digital Fingerprinting Technology

To detect and prevent duplicate or fraudulent registrations, we use digital fingerprinting technology that tracks device and browser characteristics, ensuring each participant is unique.

Behavioral and Activity Monitoring

Our system continuously tracks participant behavior, including survey completion patterns, response times, and consistency. Any anomalies are flagged for review, ensuring high-quality responses.

LinkedIn Verification for B2B Panels

For our business research panels, we incorporate additional verification steps, such as cross-referencing professional details on LinkedIn to confirm employment status and industry affiliation.

Manual Quality Audits

Our dedicated quality assurance team conducts manual reviews of new registrations and flagged profiles, ensuring adherence to Innoquest MR's strict participant validation standards.

By implementing these rigorous, multi-layered verification processes, Innoquest MR guarantees that every participant is real, unique, and qualified. This commitment to data integrity ensures that our clients receive precise, reliable, and trustworthy insights for their research projects.

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

Our proprietary panel, TheSayHub, operates under the domain www.thesayhub.com. This platform serves as the primary interface for participant recruitment, engagement, and survey participation. Additionally, we are developing a mobile app (to be launched in the near future) to enhance accessibility and provide a seamless experience for panelists.

TheSayHub is exclusively managed by Innoquest MR, ensuring full control over recruitment, validation, and data quality processes.

Survey Notifications
Survey invitations are primarily sent via email, giving participants direct access to studies. Approximately 75% of users engage through these email links, while others log in directly to browse and participate in available surveys.

We continually analyze user engagement to improve the platform experience, ensuring Innoquest MR remains a trusted and efficient solution for high-quality data collection.

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

At Innoquest MR, we emphasize flexibility and customization to meet the unique needs of our clients:

Managed Service
For clients seeking full-service research support, our managed service model offers end-to-end project execution. From sample design and targeted respondent selection to fieldwork coordination and final reporting, our expert project management team ensures a seamless, high-quality data collection process. We provide strategic insights tailored to each project's objectives, allowing clients to focus on analyzing results while we manage the operational complexities.

API Integration
For organizations looking to automate and scale their research processes, we offer seamless API integration. Our APIs enable real-time respondent targeting, automated sample ordering, and streamlined data collection, allowing businesses to integrate our sampling solutions directly into their existing systems for greater efficiency.

By offering these two models, Innoquest MR ensures that clients can select the approach that best suits their research goals, technical requirements, and operational needs. Regardless of the chosen model, our dedicated team is always available to provide expert guidance and support at every stage.

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 (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?

At Innoquest MR, we are committed to offering transparency and flexibility in sample composition, ensuring our clients have full confidence in the quality and diversity of their data.

Transparency
We provide clients with detailed insights into the composition of their samples, including the sources used and any third-party providers involved. In cases where multiple sources are blended, clients are informed about the specific contribution of each source. This commitment to transparency builds trust and ensures clarity throughout the data collection process.

Client Control
During the project planning phase, clients have the flexibility to influence the sample sources. While we uphold stringent quality standards for all external sources through a rigorous vetting process, clients can request or exclude particular sources based on their research needs. Our project management team collaborates closely with clients to ensure the sample selection aligns with their specific project goals.

Integration with Third-Party Sources
When additional sources are necessary to meet niche or specialized needs, we seamlessly integrate third-party respondents. All external respondents undergo the same strict quality checks as our proprietary panel, including measures to avoid duplication and ensure data consistency.

Sample Consistency for Longitudinal Studies
For multi-wave studies or longitudinal research, we establish a clear sample composition plan at the beginning of the project. This ensures consistency across all waves, maintaining the reliability and comparability of data over time.

By combining transparency, client control, and seamless integration, Innoquest MR delivers customized, high-quality samples that meet client objectives while ensuring data integrity and reliability.

Q11. 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?

At Innoquest MR, our sample sources are versatile and adaptable, designed to meet the unique needs of each client.

Product Testing and Recall Studies: Our proprietary panel allows re-engagement of participants, enabling longitudinal insights and follow-up surveys.

Survey Lengths: Our panelists are experienced with surveys of all lengths, ensuring thoughtful and engaged responses.

Device Compatibility: Surveys are device-agnostic, with options to restrict access to specific devices when needed.
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Online Communities and Focus Groups: We recruit engaged participants for qualitative research, ensuring relevance and quality.

Customizable Research Types: Participants can opt in or out of specific studies, allowing targeted recruitment for specialized research.

This flexibility ensures reliable, high-quality data across diverse research applications, delivering actionable insights for our clients.

Sampling & Project Management

→ **Ensuring High-Quality Respondents**

→ **Rigorous Selection & Verification**

Q12. 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?

Our process is designed to ensure high-quality samples that accurately reflect the target population at every stage, from invitation to survey completion.

Project Planning: We collaborate with clients to design tailored sampling frameworks aligned with their goals.

Sample Selection: Participants are chosen from our extensive, well-profiled panel, ensuring demographic and behavioural accuracy.

Survey Invitations: Clear, transparent invitations are sent via email, SMS, and notifications to boost response rates.

Screening and Participation: Real-time monitoring ensures eligibility and data integrity during survey completion.

Quota Monitoring: Dynamic adjustments maintain demographic balance and sample accuracy.

Quality Assurance: Rigorous validation, including consistency checks and response analysis, ensures reliable data.

Demographic Quota Controls: Quotas are tailored to research objectives, ensuring precise targeting.

This systematic approach delivers actionable insights and supports informed decision-making for our clients.

Q13. 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 differ 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?

At Innoquest MR, we place a strong focus on comprehensive participant profiling to ensure precise targeting and the highest quality data collection. Over 80% of our global panel members have detailed profiles, enabling us to deliver highly customized, representative samples. The key profiling attributes we gather include:

Demographics
Age, gender, location, ethnicity, marital status, education level, and household income.

Lifestyle and Interests
Technology usage, hobbies, travel preferences, media consumption habits, and purchasing behaviours.

Employment Details
Occupation, industry, job title, job function, employment status, and company size.

Household Information
Household size, number and ages of children, homeownership status, and household purchasing power.

Product and Service Usage
Information regarding product preferences, brand loyalty, shopping habits, and service usage.

Collection and Updates
This profiling data is collected directly from panel members during the registration process via detailed questionnaires and is updated through periodic surveys designed to gather key information. Panelists are encouraged to review and refresh their profiles at least semi-annually, with more dynamic data points (such as shopping habits or media consumption) updated more frequently based on survey responses.

For intercept participants, we initially collect basic demographic data, and if they transition to active panelists, we collect additional profile details and update them over time to further enrich their profile.

Data Accuracy and Appending
At Innoquest MR, we gather all profiling data directly from participants, ensuring authenticity and accuracy without relying on third-party sources. This commitment to data integrity helps us maintain a current and reliable database of panel members. Additionally, upon request, we can append these detailed profiles to survey datasets, providing valuable context that enhances the depth and analysis of the research results.

Our commitment to precise, accurate, and regularly updated profiling ensures we provide targeted, high-quality samples tailored to each project's specific needs. This comprehensive profiling framework guarantees dependable, actionable insights that support our clients in making informed, data-driven decisions.

Q14. 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?

At Innoquest MR, we prioritize delivering accurate and reliable project feasibility estimates by evaluating key factors and maintaining transparent communication with our clients. To ensure a solid feasibility assessment, we focus on the following essential elements:

Project Objectives
A thorough understanding of the research goals and desired outcomes enables us to allocate the appropriate resources and design the most effective approach to meet client expectations.

Target Demographics
Clear demographic details—such as age, gender, geography, and other key audience characteristics—help us assess panel availability and suitability for the research, ensuring the best fit for the project.

Sample Size
The required number of completed responses directly impacts the feasibility of the project. Larger sample sizes may demand more complex recruitment strategies or longer timelines, which are accounted for in our feasibility analysis.

Length of Interview (LOI)
Survey duration is a crucial factor in respondent engagement and completion rates. We incorporate the expected LOI into our feasibility evaluation to set realistic timelines and optimize response rates.

Incidence Rate (IR)
Understanding the qualification rate helps us anticipate recruitment challenges, particularly when targeting niche or specialized populations. This insight allows us to fine-tune the recruitment strategy and timeline.

Fieldwork Timeline
The allocated time for data collection impacts planning and scheduling. Tight timelines may pose challenges in reaching specific or low-incidence groups, while extended timelines offer greater flexibility in recruitment.

Additional Requirements
Any specific client needs—such as quotas, screening criteria, or unique instructions—are reviewed in detail to ensure we can meet these expectations without compromising data quality.

Boundary Setting for Feasibility Estimates
To provide clients with reliable feasibility estimates, we take the following approach:

Analyze Historical Data: Leveraging data from similar past projects allows us to set realistic benchmarks for response and completion rates.

Account for Real-Time Variables: Seasonal trends, project complexity, and other real-time factors are considered to refine our estimates.

Provide a Range of Estimates: We offer both minimum and maximum expectations, providing clients with a transparent view of potential outcomes for more informed planning.

At Innoquest MR, we ensure open and collaborative communication with our clients throughout the feasibility process. This helps to set clear, realistic expectations and ensures the smooth execution of projects, ultimately leading to valuable, actionable insights.

Q15. 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/sub-contractors?

At Innoquest MR, we are committed to delivering exceptional efficiency and adhering strictly to the specifications of each project. When unforeseen challenges arise that may affect project feasibility, we prioritize transparency and implement comprehensive quality assurance measures to ensure the best possible results for our clients.

Clear Communication and Collaboration
In the event of unexpected issues, such as lower-than-expected response rates or delays, we immediately inform our clients. We provide a thorough explanation of the challenges and work closely with them to determine appropriate solutions. This may involve adjusting project parameters, such as quotas or timelines, to align with the new circumstances.

Leveraging Third-Party Expertise
When additional expertise or resources are needed, Innoquest MR partners with trusted third-party vendors to enhance project delivery. We always prioritize client preferences and obtain explicit consent before engaging with any third-party sources, ensuring all collaborations are in line with their approved or restricted sources.

Maintaining Premium Quality Standards
Each third-party provider we engage undergoes a rigorous evaluation process to ensure they meet our high-quality standards. Our vetting criteria focus on industry compliance, robust data protection protocols, and respondent quality metrics, ensuring the integrity of the data remains intact.

Ongoing Monitoring and Quality Assurance
Regardless of the source, all respondents undergo our stringent quality assurance checks. This includes the use of advanced proprietary scripts to detect and eliminate duplicate or fraudulent entries, as well as digital fingerprinting and geo-IP validation to maintain data integrity.

By maintaining transparent communication and strict quality control measures, Innoquest MR ensures that any necessary adjustments are made without compromising data reliability, keeping our clients well-informed and confident throughout the entire process.

Q16. 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.

At Innoquest MR, we implement advanced strategies to optimize sample allocation, ensuring a precise match between participants and surveys while considering their preferences and the relevance of the survey content.

Survey Allocation
Innoquest MR uses a sophisticated survey routing system to assign panel members to the most relevant surveys. The system evaluates participant profiles, survey requirements, and past engagement to connect individuals with surveys that best match their demographics and interests, maximizing engagement and data quality.

Panel Participants
For our panel members, the router curates a personalized list of available surveys based on their detailed profile data. This tailored approach enhances participant engagement, leading to higher-quality responses and better insights.

Intercept Participants
In intercept sampling projects, participants are recruited through digital channels and matched with suitable surveys using real-time data, such as geolocation, IP address, and device information. This ensures a seamless connection with the right surveys at the right time, increasing survey relevance and engagement.

Invitation Process
Survey invitations are sent through multiple digital platforms, including email, mobile notifications, and website prompts. Each invitation clearly outlines the survey topic, estimated completion time, and available incentives, ensuring participants are well-informed and motivated to participate.

Innoquest MR continuously monitors and refines these processes to provide an optimal participant experience while delivering high-quality, precise data for our clients. By using advanced systems and methodologies, we uphold the highest standards in survey research and data collection.

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

At Innoquest MR, we prioritize delivering an exceptional participant experience by minimizing frustrations and ensuring a smooth, efficient survey qualification process.

Time Limit for Routing
We implement strict time constraints to ensure participants are quickly matched with relevant surveys. Our advanced system reduces routing time, typically securing a match within minutes. If a participant does not qualify within the set time frame, they are promptly notified and provided with alternative options or the opportunity to be alerted about upcoming surveys that may better suit their profile.

Enhancing Participant Experience
To minimize participant fatigue, we optimize waiting times and streamline each survey interaction for maximum efficiency. Our continuous monitoring and refinement of these processes guarantee a seamless and engaging experience for every participant.

Non-Router Methods
For non-router methods, participants are directly assigned to surveys based on their profiles and availability. This further reduces delays in participation and ensures that the experience remains swift and hassle-free.

Q18. 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?

At Innoquest MR, we prioritize transparency, ensuring that potential participants are fully informed before engaging in any survey.

Survey Topic
Participants receive a clear and concise description of the survey, allowing them to understand the subject matter and assess its relevance to their interests.

Length of Interview (LOI)
The estimated time required to complete the survey is clearly communicated upfront. This helps participants evaluate whether they can commit to the survey and manage their time effectively.

Incentives
We outline the rewards or incentives available for completing the survey, ensuring participants understand the value of their time and effort.

This information is consistently communicated across all sampling methods—whether through our extensive panel or intercept sampling channels. From email invitations to panel members to real-time prompts for intercept participants, Innoquest MR fosters a transparent, user-friendly experience that ensures participants feel well-informed and confident in their involvement.

Q19. 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?

At Innoquest MR, we take a customized approach to survey participation, tailoring each invitation to meet the unique needs of every project. While we don't offer participants a wide range of survey options, we ensure that every invitation is thoughtfully aligned with their specific profile.

Survey Relevance
Invitations are carefully tailored based on participants' demographic and behavioral data. This ensures that the surveys are both relevant and engaging for each individual.

Survey Details
Each invitation clearly outlines the estimated time to complete the survey and the incentive offered, allowing participants to make an informed decision about their involvement.

This targeted approach allows us to collect high-quality responses while respecting participants' time. By ensuring an optimal match for each project, we deliver both efficiency and reliability in data collection, meeting the highest standards for our clients.

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? If so, can this be flagged at the participant level in the dataset?

We have the flexibility to increase or decrease incentives for potential participants or specific sub-groups during a survey. This dynamic adjustment helps optimize response rates and ensure quota fulfillment. Incentive changes can be applied in real-time based on project needs, such as targeting hard-to-reach demographics or boosting participation in under-represented groups.

Additionally, all incentive adjustments are flagged at the participant level in the dataset. This ensures full transparency and allows clients to analyze the impact of incentive changes on response behavior and data quality.

Q21. 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)?

At Innoquest MR, we prioritize participant satisfaction by continuously gathering feedback on question clarity, survey length, and incentive fairness. Our extensive normative database, categorized by survey factors, helps us identify trends and refine our approach. By applying this data-driven insight, we enhance engagement, ensure high-quality responses, and foster long-term panelist loyalty—delivering reliable, actionable insights for our clients.

Q22. Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?

At Innoquest MR, we provide comprehensive debrief reports for all full-service projects, and we are happy to offer debriefs for online projects upon client request. Our standard debrief report typically includes:

Project Overview
A concise summary of the project's objectives, methodologies, and key deliverables, ensuring a clear understanding of the scope and outcomes.

Demographic Information
Detailed insights into respondent demographics, providing transparency on the sample composition and how it aligns with the research goals.

Key Metrics
Performance data, including invitations sent, response rates, and survey completion rates, offering a comprehensive view of survey effectiveness and participant engagement.

Dropout Analysis
Identification of any points where respondents disengaged or dropped out, helping to optimize future surveys and improve overall response rates.

Issues and Resolutions
An outline of any challenges faced during the project and the steps taken to address them, ensuring transparency and continuous improvement.

For online projects, we can provide debrief reports upon request, ensuring that clients have access to clear, actionable insights that inform their decision-making for future studies. Our goal is to provide a detailed, transparent, and actionable review of each project, enabling clients to refine their research strategies and enhance future outcomes.

Data Quality & Validation

→ **Ensuring Trustworthy & Actionable Insights.**

→ **Rigorous verification methods to confirm data accuracy.**

Q23. 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?

At Innoquest MR, we focus on collecting high-quality data while ensuring participants enjoy a seamless and positive experience throughout the survey process. To manage survey participation efficiently and prevent fatigue, we implement the following approaches:

Survey Participation Limits
Two/Three Surveys per Day: Participants are generally allowed to take part in up to two-three surveys within a 24-hour window. This strategy keeps participants engaged without overwhelming them.

Time Cap on Participation
45 Minutes per Day: To prevent fatigue, we limit the total survey time to about 45 minutes per day. This ensures participants stay engaged without compromising the quality of their responses.

Consistency Across Sample Sources
These participation guidelines are consistently applied to both panel members and intercept participants, ensuring fairness and uniformity across all sampling methods.

Real-Time Tracking System
Monitoring Participation: We utilize an advanced real-time tracking system that records each participant's survey activity. This system helps prevent excessive invitations and ensures participants aren't overwhelmed with surveys, safeguarding both data integrity and participant experience.

Flexibility Based on Project Needs
Although these participation limits are in place, we maintain flexibility and adjust them as necessary to align with specific project requirements or participant feedback. This allows us to balance data quality and participant satisfaction effectively.

By carefully managing participation, Innoquest MR ensures a great experience for participants while collecting reliable, high-quality data that leads to more insightful research findings.

Q24. 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 data points to your participant records?

At Innoquest MR, we place a strong emphasis on comprehensive participant tracking to maintain the highest standards of data quality while ensuring efficient survey management. Our detailed participant records help us optimize engagement, improve survey targeting, and preserve the integrity of the data collection process. Here's how we manage participant information:

Key Tracking Components
Participation History: We keep a record of recent survey participation, including survey topics, duration, and incentives earned. This allows us to track engagement trends and design more relevant surveys for future studies.

Date of Entry: We log the date each participant joins our panel, enabling us to track their engagement and behavior over time. This helps us refine project planning and more effectively target participants for specific studies.

Source/Channel: We monitor the recruitment source for every participant, whether they join through our proprietary panel, partner panels, or other channels. This provides insights into the effectiveness of our recruitment strategies and helps us refine them.

Login Activity: We track participants' login activity, including their last login date and survey start dates. This data helps us assess engagement levels and identify participants who may be more or less active, ensuring a consistently engaged panel.

Incentive History: We track all rewards and incentives received by participants for their survey participation. This allows us to tailor future incentive offers and understand what drives participation, enhancing the overall experience for participants.

Profiling Information: We collect essential demographic and behavioral data, allowing us to match participants to the most relevant surveys. This improves the quality and relevance of the insights we gather from each project.

Data Security and Privacy
We are committed to handling all participant data with the highest level of care, ensuring strict compliance with data protection regulations and safeguarding privacy at all times. All shared data is anonymized and aggregated before being shared with clients, preserving participant confidentiality and maintaining the integrity of the research.

Client Access to Data
Innoquest MR provides clients with in-depth project-level analyses of individual-level data upon request. This enables clients to gain a deeper understanding of the sample composition, facilitating more informed decision-making throughout the research process.

By implementing this robust tracking system, Innoquest MR ensures that participant experiences and data quality are optimized, ultimately delivering more accurate, reliable, and actionable insights for our clients.

Q25. 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.

At Innoquest MR, we implement a comprehensive and multi-layered identity verification system to maintain the integrity and quality of the data we collect. This ensures that the participants we recruit are genuine, enhancing the accuracy and reliability of survey results. Our identity verification process includes the following key steps:

Key Identity Verification Measures

Login Authentication: All participants are required to log in with a unique username and password. This foundational security layer prevents unauthorized access, ensuring that only verified participants can engage in surveys.

Digital Fingerprinting: We utilize advanced digital fingerprinting techniques to generate unique identifiers for each participant based on their IP address, device ID, and browser information. This helps us detect and prevent duplicate accounts or fraudulent activities, ensuring that responses are authentic and provided by valid participants.

Mobile Authentication (OTP Verification): To further confirm participants' identities, we send a one-time passcode (OTP) to their registered mobile number. Participants must enter this OTP to gain access to the survey, verifying their legitimacy and confirming they are a valid individual.

Geo-IP Validation: We leverage services such as MaxMind to validate participants' IP addresses and filter out proxies or blacklisted IPs. This ensures that only genuine participants are allowed to participate, minimizing the risk of fraudulent responses and bolstering the integrity of the data.
Impact of These Measures

By employing these robust identity verification steps, Innoquest MR guarantees that every survey participant is legitimate. This approach ensures high data quality, prevents fraud, and upholds the highest standards of research integrity. These layers of security not only safeguard the research process but also protect participants' privacy, ensuring that our clients receive trustworthy and actionable insights.

Q26. 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?

At Innoquest MR, we prioritize maintaining source consistency and blending at the project level to ensure that our data remains reliable, valid, and comparable, especially in tracking studies and longitudinal research.

Source Consistency Management
Tracking Participant Origins: We meticulously record each participant's origin, including their source and entry date, ensuring that we have a clear understanding of where each respondent comes from. This allows us to adjust the distribution of participants from different sources to achieve the desired blend for each project, ensuring consistency and minimizing any potential biases in the sample.

Ensuring Consistency Over Time
Standardized Recruitment: To preserve sample consistency across study waves, we implement standardized recruitment practices. By using the same selection criteria and recruitment channels for each wave, we ensure that the sample composition remains consistent. This is crucial for accurate longitudinal analysis and for identifying reliable trends across study periods.

Reporting and Transparency
Comprehensive Reports for Clients: We provide clients with detailed reports that highlight sample blends and participant sources. These reports include insights into the proportion of participants sourced from each channel and any variations between waves. This level of transparency allows clients to understand how sample composition might influence the study's findings.

Appending Source Information
Enhanced Data Analysis: Upon request, we can append source-specific data to participant records, enabling clients to analyze how variations in participant origins may impact survey results. This provides more granular insights and a deeper understanding of how different sources can influence study outcomes.

By adhering to these best practices, Innoquest MR ensures the integrity, consistency, and transparency of our data, ultimately providing our clients with high-quality insights they can trust and rely upon for actionable decision-making. This approach supports our commitment to delivering dependable, reliable information across all research studies.

Q27. 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 in-survey responses?

Quality Tracking Metrics

Response Consistency: We closely monitor participant responses for inconsistencies, contradictions, or patterns of repetition that could indicate subpar data quality.

Completion Rates: We track how often surveys are completed to identify participants who may frequently drop out or fail to engage fully, helping us manage disengaged respondents.

Response Patterns: We analyze patterns such as straight-lining (responding identically to all questions) or identical answers, which signal rushed participation lacking genuine engagement. Behavioral Flags: Device and behavioral checks enable us to detect participants exhibiting unusual or inconsistent patterns that may compromise data integrity.

Quality Management Processes

Quality Score: Each participant is assigned a dynamic quality score based on their historical participation, engagement levels, and response patterns. This score helps determine eligibility for future surveys, ensuring that only high-quality respondents are invited.

Quarantine Status: If a participant displays signs of poor-quality data, they are placed on quarantine status, where their behavior is monitored and their participation is limited until further evaluation.

Blocking: Participants who consistently fail to meet our quality standards are blocked from future participation, ensuring the reliability and accuracy of our data collection.

Data Comparison and Validation: We cross-check participant profile data with their survey responses to detect any discrepancies. Any inconsistencies are flagged for further review, and participants with ongoing issues are excluded from future surveys.

Advanced Monitoring: Using real-time analytics, we continuously track participant behavior to proactively identify and address issues before they affect the quality of our data.

By implementing these rigorous measures, Innoquest MR ensures that only consistent, engaged, and authentic participants contribute to our studies. This not only elevates the quality of the insights we provide to our clients but also fosters a positive and trustworthy experience for our panelists.

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, 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?

At Innoquest MR, we implement a comprehensive set of strategies designed to minimize or eliminate undesirable survey behaviors, ensuring the collection of high-quality, reliable data. These measures specifically target issues such as random responding, inconsistent answers, and hasty survey completion, safeguarding the integrity of our data collection process.

Random Responding
To detect random or disengaged responses, we strategically embed trap and red herring questions throughout the survey. These questions are designed to catch participants who may not be providing thoughtful or engaged answers. Respondents who fail these checks are flagged for further review.

Illogical or Inconsistent Responding
We utilize cross-check questions within the survey to ensure consistency in participants' responses. Any discrepancies between answers prompt a detailed investigation into the participant's data to identify potential inconsistencies or errors.

Overuse of Item Non-Response (e.g., "Don't Know")
We closely monitor the frequency of non-responses, such as "Don't Know" answers, and set thresholds to prevent excessive use. When these thresholds are surpassed, responses are reviewed for validity, and any irregularities resulting from overuse are flagged for attention.

Inaccurate or Inconsistent Responding
By comparing survey answers with participants' profile data, we identify any discrepancies or deviations. This ensures the integrity of our data, confirming that survey responses are aligned with known participant information.

Incomplete Responding
Surveys that are incomplete are automatically flagged and excluded from the final dataset. Additionally, we monitor dropout rates and patterns of incomplete responses to identify and address any potential issues within the survey design that could lead to high abandonment.

Too Rapid Survey Completion
We track survey completion times to ensure that participants are engaging thoughtfully with the questions. Surveys that are completed unusually quickly are flagged for review, as such behavior often signals a lack of attention or genuine engagement.

These measures combine automated checks with manual oversight, leveraging the efficiency of technology and the careful attention of our data team. By continuously monitoring participant behavior in real-time, Innoquest MR can take immediate action when undesirable behaviors are detected, ensuring that the data we provide to our clients is accurate, reliable, and of the highest quality.

Policies & Compliance

→ **Ethical, Secure & Compliant.**

→ **Safeguarding Participant Data & Ensuring Transparency.**

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.

You can find our participant privacy notice at the following link: Privacy Notice. Below is a summary of the key points covered in the policy:

Information Collection
We outline the types of personal and non-personal data collected from participants, including survey responses, demographic details, and technical data (e.g., IP addresses, device information).

Purpose of Data Use
The data we collect is used exclusively for market research purposes. This helps us improve our services and provide valuable insights to our clients.

Data Sharing Policies
We explain when participant data may be shared with third parties, such as for research collaborations or data analysis. We ensure that any sharing complies with strict confidentiality and privacy standards.

Security Practices
Our policy describes the comprehensive security measures in place to protect participant data. This includes encryption, secure storage, and protections against unauthorized access or data breaches.

Data Retention and Disposal
We specify how long participant data is retained and the secure disposal processes once the data is no longer needed.

Participant Rights
Participants are informed of their rights, including the ability to access, correct, or delete their personal data. The policy explains how they can exercise these rights.

Policy Updates
We notify participants about any updates to the privacy policy and ensure they understand how these changes may affect the handling of their data.

Contact Information
We provide clear contact details for any questions or concerns regarding privacy or data handling.
Our privacy policy ensures compliance with relevant data protection regulations, promoting transparency, trust, and control over how participant data is managed.

Q30. 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 of personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

Compliance with Data Protection Laws:
We adhere to key data protection regulations, including GDPR, CCPA, and other applicable laws in the jurisdictions where we operate. Our compliance framework includes:

Consent and Legal Bases: We obtain explicit consent from participants before processing personal data and ensure transparency about data usage. Where consent is not required, we rely on other legal bases, such as legitimate interest or contractual necessity.

Data Breach Response: We have a robust incident response plan to detect, report, and mitigate data breaches within the required timelines.

Cross-Border Transfers: We use standard contractual clauses (SCCs) and other approved mechanisms to ensure secure cross-border data transfers.

Data Retention: Personal data is retained only as long as necessary to fulfill the purposes for which it was collected, in line with legal and contractual obligations.

Data Protection Officer (DPO):
We have appointed a Data Protection Officer to oversee compliance, provide guidance, and act as a point of contact for data protection authorities and participants.

We continuously review and update our data protection practices to ensure they remain aligned with legal requirements and industry standards. This proactive approach ensures that we maintain the trust of our participants and protect the integrity of our market research.

Q31. How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants?

At Innoquest MR, we prioritize transparency and ensure that participants have full control over their personal data. Our processes for obtaining, managing, and updating consent are designed to meet all relevant data protection regulations, ensuring that participants maintain complete authority over their data, whether sourced from our proprietary panel or external collaborators.

Providing Consent
At the time of registration or before participating in any survey, participants are clearly informed about the purpose of data collection, how their data will be used, and who will have access to it. We obtain explicit consent before processing any personal data.

Managing and Revising Consent
Participants can easily manage and update their consent preferences through their personalized user portal. Should they wish to withdraw consent for ongoing or future data processing, they can do so at any time. We respect their decisions and will promptly stop processing their data for the specified activities.

Access, Correction, and Deletion
Participants have the ability to access, correct, or delete their personal data directly through the user portal. We ensure that all requests are handled promptly, in full compliance with applicable data protection laws and regulations.

Support Channels
Innoquest MR offers various support channels to assist participants in managing their consent preferences and addressing any privacy-related inquiries. These include email support, a dedicated hotline, and a ticketing system within the portal. Our support team is committed to resolving all data privacy inquiries within 72 hours.

Third-Party Sample Sources
When collaborating with third-party sample sources, we ensure that our partners uphold the same high standards for obtaining and managing participant consent. We work exclusively with trusted partners who prioritize participant rights and maintain stringent data privacy standards.

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

Tracking and Compliance with Applicable Laws:
We actively monitor and comply with laws and regulations impacting incentives, such as tax reporting thresholds and local labor laws. Our system tracks incentive payments and ensures they align with legal requirements in each jurisdiction.

For example:

Tax Compliance: We adhere to tax regulations by reporting incentives when required and providing participants with necessary documentation.

Local Laws: We adjust incentive structures to comply with regional labor laws and ensure fair compensation practices.

Regular audits and legal reviews help us stay updated on regulatory changes, ensuring full compliance across all operations.

Q33. 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?

Approach to Collecting and Processing Children's Data:
We adhere to strict standards when collecting and processing personal data of children and young people. Our approach includes:

Parental Consent: For participants under the age of consent (typically 13–16, depending on jurisdiction), we obtain verifiable parental or guardian consent before any data collection.

Transparency: We clearly communicate the purpose of data collection and how it will be used, ensuring age-appropriate language and understanding.

Compliance: We follow applicable data protection laws, such as GDPR and COPPA, and adhere to ESOMAR and GRBN guidelines to ensure ethical and legal standards are met.

Data Minimization: We collect only the minimum necessary data and ensure it is securely stored and processed.

This approach ensures the protection of children's privacy and compliance with all relevant regulations.

Q34. Do you implement "data protection by design" (sometimes referred to as "privacy by design") in your systems and processes? If so, please describe how.

At Innoquest MR, we prioritize data protection by design in all areas of our operations, ensuring that the privacy and security of participant data are incorporated into every phase of our projects. This approach guarantees that data protection is an inherent part of the design, development, and execution of all systems and processes.

Implementation Steps:

Initial Design and Planning
Privacy and data protection are core considerations from the start of every research project. Innoquest MR conducts thorough privacy risk assessments to identify potential concerns early and proactively address them, ensuring minimal exposure of sensitive data throughout the project lifecycle.

Data Minimization
We follow the principle of data minimization, collecting only the data necessary to meet specific research objectives. This reduces the collection of extraneous personal information and aligns with leading privacy standards in the industry.

Encryption
All personal data is encrypted both during transmission and while stored. This strong encryption ensures that, even if unauthorized access occurs, the data remains protected and unreadable.

Access Controls
We implement stringent access controls based on roles and responsibilities. Sensitive data is only accessible to authorized personnel, ensuring confidentiality and security of personal information.

Anonymization
Where possible, Innoquest MR anonymizes participant data by replacing personal identifiers with unique identifiers. This ensures that survey responses cannot be traced back to any individual participant, enhancing privacy protection.

Continuous Monitoring
We employ continuous monitoring to detect potential security risks. Our systems are designed to swiftly identify and respond to suspicious activities, providing real-time protection for participant data.

Employee Training
All Innoquest MR staff members receive ongoing privacy and data protection training to ensure they are well-equipped to securely handle personal information and understand the importance of maintaining data security.

Regular Reviews and Audits
We conduct regular reviews and audits of our data protection measures. Insights from these audits drive continuous improvements, ensuring ongoing compliance with evolving privacy regulations.

By embedding data protection into the core of our systems and processes, Innoquest MR guarantees that privacy and security remain central to our operations, safeguarding the personal data of our participants and upholding the trust our clients place in us.

Q35. 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?

Key Elements of Our Information Security Compliance Program

Framework Compliance:
Innoquest MR adheres to globally recognized standards, such as ISO 20252:2019, to guide our information security management. Our policies, procedures, and controls are aligned with these standards, ensuring a solid framework for managing data security effectively.

Asset-Based Risk Assessment:
We regularly conduct asset-based risk assessments to identify potential threats to both physical and digital assets. This helps us evaluate the likelihood and impact of these risks and implement tailored mitigation strategies to safeguard all assets, whether tangible or intangible.

Internal Audits:
Our internal audit process ensures that security controls are effective and that we comply with internal policies, regulatory requirements, and industry standards. These audits allow us to identify areas for improvement, ensuring continuous compliance with data protection and security regulations.

Incident Response Plan:
Innoquest MR has a detailed incident response plan outlining the procedures for addressing security breaches. The plan includes protocols for identifying, isolating, and responding to threats and sets timelines for notifying affected parties and regulatory authorities, in accordance with legal requirements.

Access Control:
We enforce stringent access controls at Innoquest MR, ensuring that only authorized personnel have access to sensitive data. Robust authentication methods and role-based access controls reduce the risk of unauthorized access to critical information.

Data Encryption:
We protect sensitive data using advanced encryption techniques for both data at rest and in transit. This ensures that even if data is intercepted, it remains encrypted and unreadable without the proper decryption key, maintaining confidentiality.

Training and Awareness:
All Innoquest MR employees undergo continuous training on information security best practices. This ensures that they are equipped to handle data securely and can identify and respond to potential security threats effectively.

Compliance Monitoring:
We continuously monitor and assess our security measures to ensure compliance with industry standards and relevant regulations. This helps maintain a strong security posture and ensures we stay informed about emerging threats and evolving regulatory requirements.

Additional Measures:
Regular system updates and maintenance to address vulnerabilities and enhance security.
Collaboration with external experts for security reviews to stay updated on the latest compliance standards.

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

At Innoquest MR, we are proud to hold the ISO 20252:2019 certification, reflecting our steadfast dedication to maintaining the highest standards in market research practices. This certification guarantees that we operate within a rigorous framework designed to improve the consistency, quality, and reliability of our research services.

Key Elements of Our ISO 20252 Certification:

Systematic Process Management:
We follow structured research processes, with clearly defined roles, responsibilities, and standardized procedures. This ensures consistency and quality at every phase of our projects.

Data Protection and Information Security:
Our priority is to safeguard participant data. We have established strong policies to protect personal information, ensuring compliance with global data protection standards.

Continuous Improvement:
Driven by our commitment to excellence, we continuously evaluate and refine our methods. We embrace new trends and industry best practices, ensuring that we deliver actionable, high-quality insights to our clients.

Quality Control:
We maintain comprehensive quality control measures throughout the entire research process—from participant recruitment to data analysis—ensuring the accuracy and integrity of the data we collect.

By adhering to ISO 20252 standards, Innoquest MR guarantees that all research is conducted with the highest level of professionalism and quality, providing our clients with reliable and valuable results.

Metrics & Data Health

→ **Ensuring High-Quality Respondents**

→ **Periodic Metric Evaluations To Ensure Sample Stability.**

Q37. 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.

At Innoquest MR, we provide comprehensive reporting on key metrics such as participant demographics, panel member profiles, survey completion rates, and panel engagement over time. Below are some of the essential reports we offer:

Demographic Data:
We deliver detailed reports on the demographic composition of our panel, including factors like age, gender, location, and other relevant characteristics. This allows you to gain a clear understanding of the diversity within our participant pool.

Profiles:
We ensure that participant profiles are regularly updated to accurately reflect the diversity and backgrounds of our respondents. This enables targeted, relevant, and meaningful survey participation.

Survey Completion Rates:
We monitor and report the success rates of survey completions, comparing completed surveys with those started. Additionally, we provide segmentation by country and sample source to give you a deeper understanding of the results.

Panel Engagement Timeline:
We track panel member engagement over time, offering valuable insights into participation patterns. This helps ensure consistent and meaningful participation in surveys.

Innoquest MR also offers customized reporting options. If you require sample reports or specific data tailored to your project, please don't hesitate to reach out to our team for assistance and to request reports that meet your unique needs.

Contact Us

| Email | info@innoquest-mr.com | ↑ |

| Website | **www.innoquest-mr.com** | ↑ |

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