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# ESOMAR 28

**28 Questions to Evaluate Sampling Services**

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**OPINION SPARK** *YOUR OPINION MATTERS*





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**1**

What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?

**2**

Do you have staff with responsibility for developing and monitoring the performance of 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?

**3**

Using the broad classification above, from what sources of online sample do you derive participants (panels/intercepts)?

**4**

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

**5**

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

**6**

What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?





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

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

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

10

If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample (sample sources, sample providers included in the blend). Do you let buyers control which sources of sample to include in their projects, and if so how? Do you have any integration mechanisms with third-party sources offered?

11

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

12

Briefly describe your overall process from invitation to survey completion. What steps do you take to achieve a sample that “looks like” the target population? What demographic quota controls, if any, do you recommend?





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**13**

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

**14**

What information do you need about a project in order to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?

**15**

What do you do if the project proves impossible for you to complete in field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances, how do you maintain and certify third party sources/ sub-contractors?

**16**

Do you employ a survey router or any yield management techniques? If yes, please describe how you go about allocating participants to surveys. How are potential participants asked to participate in a study? Please specify how this is done for each of the sources you offer.

**17**

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

**18**

What information about a project is given to potential participants before they choose whether to take the survey or not? How does this differ by the sources you offer?





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**19**

Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?

**20**

What ability do you have to increase (or decrease) incentives being offered to potential participants (or subgroups of participants) during the course of a survey? If so, can this be flagged at the participant level in the dataset?

**21**

Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?

**22**

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

**23**

How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?

**24**

What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc? Are you able to supply buyers with a project analysis of such individual level data? Are you able to append such data points to your participant records?





# CONTENT

**25**

Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.

**26**

How do you manage source consistency and blend at the project level? With regard to trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?

**27**

Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or a survey. What processes do you have in place to compare profiled and known data to in-survey responses?

**28**

For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey behaviours, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item nonresponse (e.g., “Don’t Know”) (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?





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1

**What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?**

Our company has extensive experience in providing high-quality online samples for market research, with over two years of service in the industry. We specialize in delivering high-quality, precise targeted samples of various markets that meet the specific needs of our clients, ensuring reliable and actionable insights. In addition to specifically designed Opinion Spark market research solutions, the Opinion Spark platform also includes Opinion Spark Audience, the company's global online panel network. The audience collaborates with other panel suppliers and proprietary online panel sources. Our proprietary source is our online panel EarnByOpinion.

Opinion Spark does not provide samples for any services other than market research because our worldwide panel is solely dedicated to providing the best market insights.

For example, for the second part of the question in addition to market research, we also offer services for direct marketing and other applications. Approximately 30% of our work is dedicated to direct marketing, while the remaining 70% focuses on market research. This diverse expertise allows us to effectively cater to a wide range of client needs.





2

**Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide for your frontline staff?**

Sampling algorithms impact the insights significantly. Stratified sampling is our sampling technique which segregate the sample based on their demographics. Furthermore, we use automated functions to choose responders according to predetermined standards, minimising biases and human error that could arise in manual procedures to guarantee that participants are genuine and pertinent, resulting in cleaner, more accurate data.

Yes, we have dedicated staff responsible for developing and monitoring the performance of our sampling algorithms and related automated functions. We provide comprehensive training in sampling techniques to our frontline staff, ensuring they are wellequipped to handle various aspects of sampling with accuracy and efficiency.

Yes, we have a dedicated team for just sampling along with departments for quality assurance and panel recruiting for our online samples.





3

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

We fall into the panel definition as we have our own proprietary source which is in (sign up and email validation, and then they complete a long quality assurance survey the following day filled with traps and open ends to verify they are a good, valuable panel member) before we allow them to join. Our panels are recruited as Market Research Panels- that is that people are only signing up to take surveys and participate in market research projects and to voice their opinion. This is a rarity these days in the industry as most sources are built where survey taking is a secondary focus.

This process and level of steps needed to join our panel go far above and beyond what most companies do In the industry and help keep our average tenure of panel members to over 4 years.

We also specialize in blending outside samples with our own whether that is direct relationships built with other high-quality providers and/or through sample platforms.





**4**

**What other services do you offer? Do you cover samples only, or do you offer a broad range of data collection and analysis services?**

- 1.Reporting Dashboard
- 2.Simple, fast custom survey creation
- 3.Full-Service Support & Consultancy
- 4.integrated survey respondents





**5**

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

1. EarnByOpinion is our proprietary panel, and our network of partners is private with exclusive and deep relationships.
2. While we do not break out sample percentages on a project basis, the overall sample composition depends on the project specifications.





6

**What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?**

Everyone has their own panel recruiting department. Every panel has different ways of recruiting.

**Consumer panel:** We run our own affiliate network where most recruiting is done through there and it is online, but also recruit via social media, referral programs and advertising

**B2B panels:** They were primarily built using industry conferences and direct invite- for example our Technology panel was heavily recruited by attending technology conferences and having a booth there to sign people up.





7

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

We understand that data quality is one of the most important aspects of market research. We have invested heavily in our own panel, platform and quality solution to keep data quality at its best.

- At the time of registration for each of our panels the respondent fills out a very long, detailed form which includes names, mailing address, and phone number
- For our B2B panels we use LinkedIn and look up the company name, phone number, address and email provided at the time of registration to tie to a company.





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**8**

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

We have built our own web application, EarnByOpinion. We use it for the panellist registration, and then this collection panellist becomes our proprietary supplier.





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**9**

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

We offer a flexible service model to accommodate the needs of all client partners. We also offer API integration for those clients who wish to have a direct line to our Influencer community of thoroughly profiled, highly engaged respondents.





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10

**If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample (sample sources, sample providers included in the blend). Do you let buyers control which sources of sample to include in their projects, and if so how? Do you have any integration mechanisms with third-party sources offered?**

Our primary focus is on leveraging our proprietary panel, providing us with control over participant selection, targeting, and key variables. While our internal resources are the preferred choice for sample sourcing, we recognize the importance of maintaining quality data through a balanced blend of sources. In cases where internal resources are limited, urgent client needs arise, or project-specific criteria necessitate it, we may collaborate with certified partners, always with prior client approval.





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11

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

We are able to support a large range of quantitative and qualitative projects, Our surveys are fully compatible and optimized for both desktop and mobile use, allowing our panelists to participate in surveys that match their profile through the channel of their choices.





**12**

**Briefly describe your overall process from invitation to survey completion. What steps do you take to achieve a sample that “looks like” the target population? What demographic quota controls, if any, do you recommend?**

**1.Understand Target Audience:**

- Review the questionnaire’s screener.
- Research the study topic.
- Engage directly with the client to define the target audience.

**2.Define Project Scope:**

- Clarify the timeline, deliverables, and project specifications with the client.

**3.Devise Sampling Strategy:**

- Coordinate sample allocation with efficiency and pacing.
- Adjust the sample plan as needed with transparent communication.

**4. Adapt Sampling Methodology:**

- Balance demographic quotas based on client needs.
- Implement quota controls for both hard and soft targets.

**5. Proactive Client Engagement:**

- Be flexible and maintain open communication to manage expectations.
- Anticipate and address potential quota stops and additional controls.





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13

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

We maintain comprehensive profiling information securely within our dashboard. This enables in-depth analysis, including data quality checks (IR checks), and evaluation of participant-specific factors like survey completion time, geographic location (via IP address), device type, and other relevant variables. We prioritize regular updates to ensure data accuracy, and can readily provide these data points as appends to your dataset. This comprehensive view empowers us to extract the most valuable insights from your research.





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14

**What information do you need about a project in order to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?**

We typically start with the estimated project specs (IR%, LOI, and CPI) and standard targeting, demographics, and Qualification criteria.





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15

**What do you do if the project proves impossible for you to complete in field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances how do you maintain and certify third party sources/sub-contractors?**

Every company said if they informed involved the third party they If/when a third-party partner is needed to finish fieldwork, we are fully transparent with our clients. We ' ve built an extensive network of trusted third party sources that we select based on the quality of respondents they provide. Each must complete our detailed quality chart during the initial vetting process and is closely monitored for performance.





16

**Do you employ a survey router or any yield management techniques? If yes please describe how you go about allocating participants to surveys. How are potential participants asked to participate in a study? Please specify how this is done for each of the sources you offer.**

Yes, we have a router to route the participant to the survey which perfectly matches its persona. We have algorithms that match the survey targeting and the participant profile, if the match is successful then we allocate the survey to the respective participant. This increases the chances of completion.





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**17**

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

No, we don't set it currently but we are working on such type of enhancements.





18

**What information about a project is given to potential participants before they choose whether to take the survey or not? How does this differ by the sources you offer?**

Sharing the estimated length of the survey, the survey theme or category, and the reward they will receive for participation.





**19**

**Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?**

Invitations sent to panellists are specific to one project, but they can see all open projects they qualify for based on their profile data.





20

**What ability do you have to increase (or decrease) incentives being offered to potential participants (or sub-groups of participants) during the course of a survey? If so, can this be flagged at the participant level in the dataset?**

Indeed, we may dynamically modify the incentives while conducting fieldwork, and the data is reflected at the individual level. However, we do not employ the higher incentive technique to encourage survey participation in order to prevent any potential long-term behavioural bias.





21

**Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?**

We do conduct participant satisfaction surveys, but we do it at certain moments during the year, and not on a project level.





**22**

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

Yes, we provide detailed reports with the necessary parameters.





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23

**How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?**

There is a particular limit on how many times each member can complete the survey. We don't allow multiple hits on a survey from the same participant.





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24

**What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc? Are you able to supply buyers with a project analysis of such individual level data? Are you able to append such data points to your participant records?**

Registration data contains information such as the time and date of survey response and the last response date.





**25**

**Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.**

We manage our survey panels without duplication in advance, and when distributing surveys, we manage and distribute them by member ID.





26

**How do you manage source consistency and blend at the project level? With regard to trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?**

We lay up precise guidelines for combining several sources before a project starts, taking into account elements like the intended sample size, study goals, and target audience. To maintain consistency over time, we carefully monitor the demographics, behaviours, and other pertinent aspects of each source. We keep an eye on each source's and the blended sample's performance, adjusting as necessary to preserve consistency and get the intended outcomes. Yes, we have reports with the necessary parameters to evaluate the process correctly. No, currently source cannot be appended to participant data records.





27

Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or a survey. What processes do you have in place to compare profiled and known data to in-survey responses?

We have visualizations on the dashboard to monitor such cases. These respondents get flagged, and their status is updated in the database in real-time. These statuses are available on the dashboard to ensure that their number doesn't increase a threshold. Also, we block daily to ensure good-quality sampling. The comparison of the participant profile is set in the algorithm, the first step is to check whether the participant is already present in the database or not.





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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 non- response (e.g., "Don't Know") (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

Currently, we don't have this functionality in our system. Our tech team will implement this functionality soon.





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