OPINION SPARK

QUALITY & SECURITY STANDARDS

Powered by

EarnByOpinion

Future is Now: Gathering Truth Through Trusted Voices
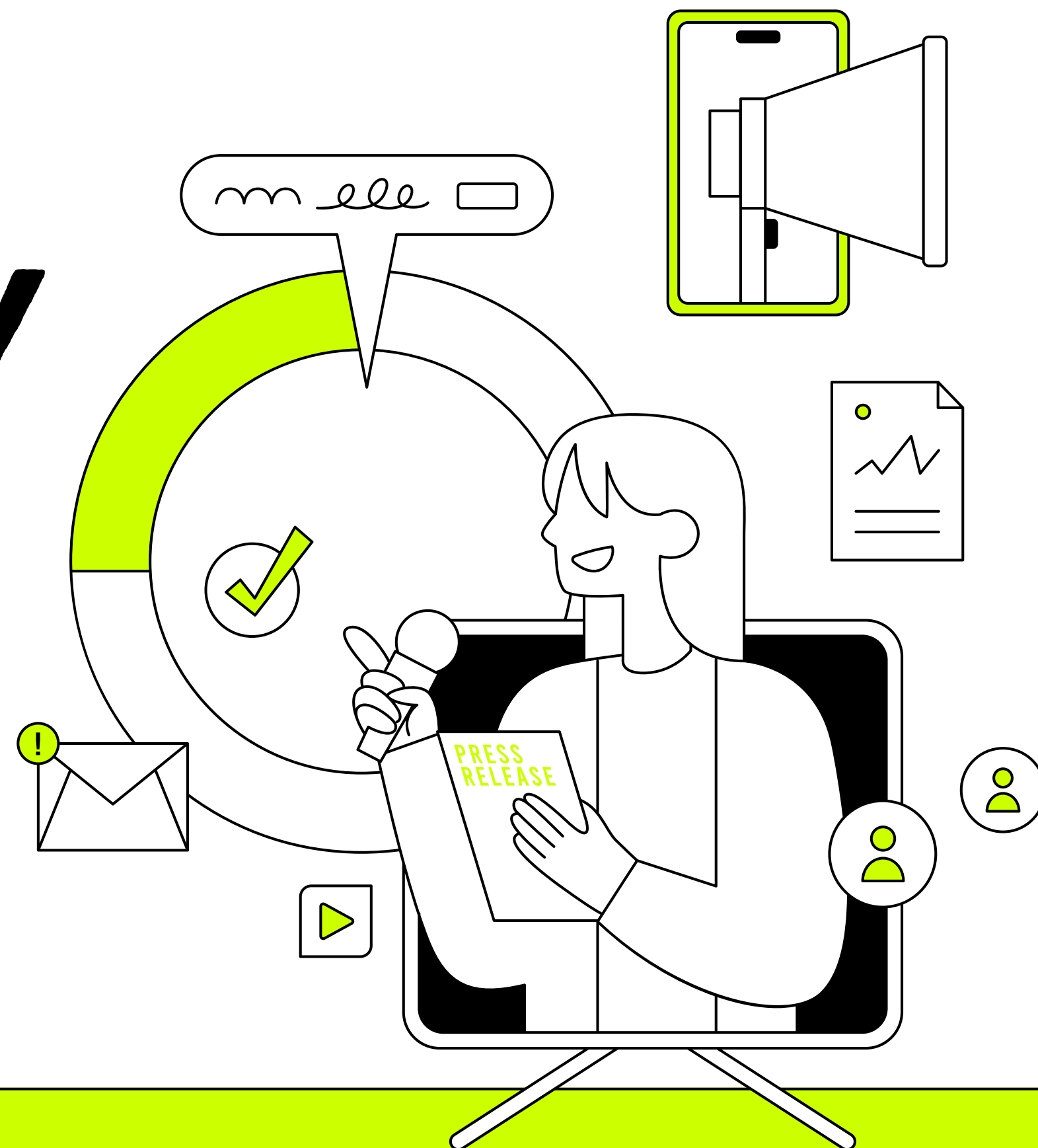
About EarnByOpinion

EarnByOpinion is the proprietary online panel by OpinionSpark, purpose-built to deliver precise and ethical insights. We bring together a global respondent base across diverse industries, ensuring that every opinion collected is real, relevant, and reliable.

With a double opt-in model and advanced profiling system, our panel offers rich data points from lifestyle preferences to purchasing behavior, from professional backgrounds to healthcare conditions empowering businesses with high-quality insights they can act on.

Our strength lies in centralised project management, expert researchers, and robust in-house capabilities including survey programming, data validation, and AI-assisted analysis.
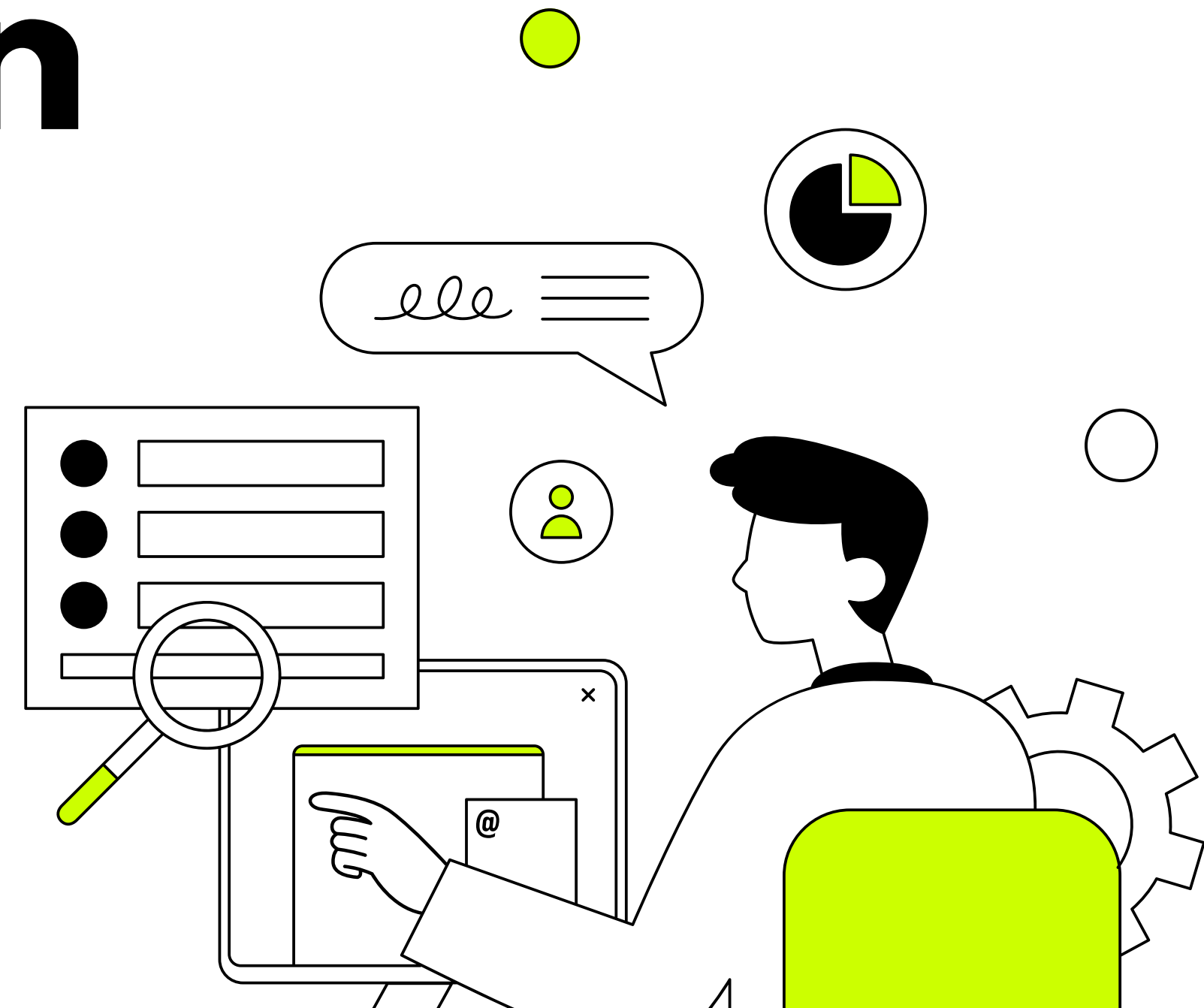
QUALITY CONTROL PROTOCOLS

**We implement multi-layered checks across the respondent journey:**

- **Red Herring Questions:** To detect inattentive responses
- **Skimmer & Speed Checks:** Identifying straight-liners or rushed completions
- **AI/ML Review:** Analysing time spent per page, typing patterns, and response authenticity
- **IP Tracking:** Matches incoming/outgoing IPs to detect repeat participation
- **Word-level Analysis:** Open-ended responses are reviewed with linguistic checks

Every layer is backed by both manual auditing and machine-led validation.

FRAUD PREVENTION & TECHNOLOGY

EarnByOpinion integrates advanced technology for respondent validation:

- Cookie & Device Fingerprinting
- Encrypted Link Hashing - Prevents survey URL manipulation
- Digital Fingerprinting - Tracked to city/country level
- Remote Desktop Protocol Detection (RDP) - Blocks suspicious or masked IPs
- Google CAPTCHA with Motion Detection - Detects human vs. bot behaviour
- Email OTP Verification - Verifying genuine intent
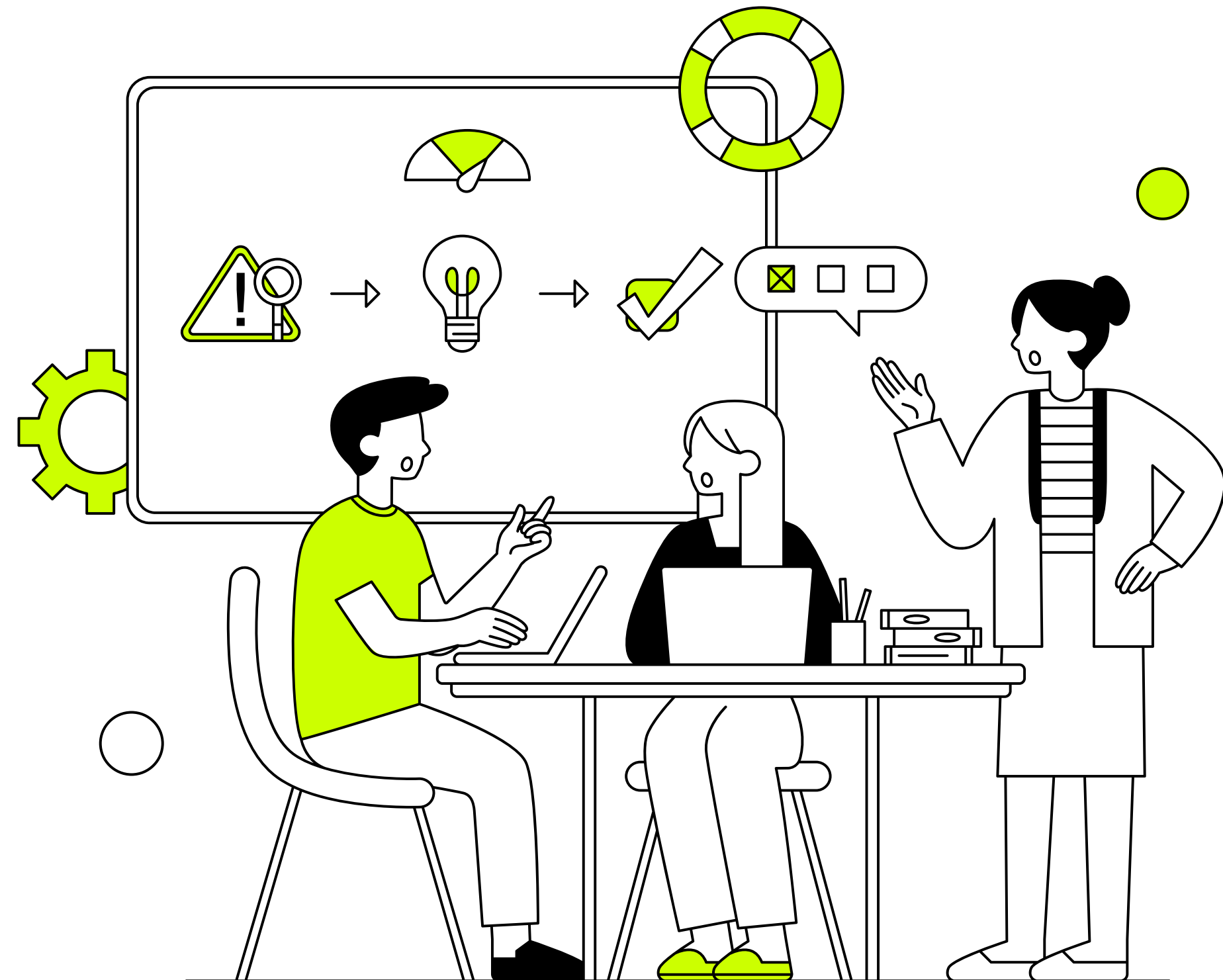
AI-BACKED SECURITY WITH RESEARCH DEFENDER

We've partnered with Research Defender, a real-time fraud detection API, to secure client surveys:

This results in high data integrity and confident decision-making for our clients.

Runs 17+ behavioural and technical checks

Detects spoofing, TOR usage, duplicate participation

Uses regression models & decision trees to flag potential threats

Traffic failing RD checks is blocked before survey entry

PANEL RECRUITMENT CHANNELS

We source panelists from a mix of organic and digital channels for a balanced, representative reach:

- Social media ads & embedded links
- Google & affiliate display ads
- Mobile apps & community platforms
- Referrals with reward validation
- Influencer collaborations
- Invite-only partnerships
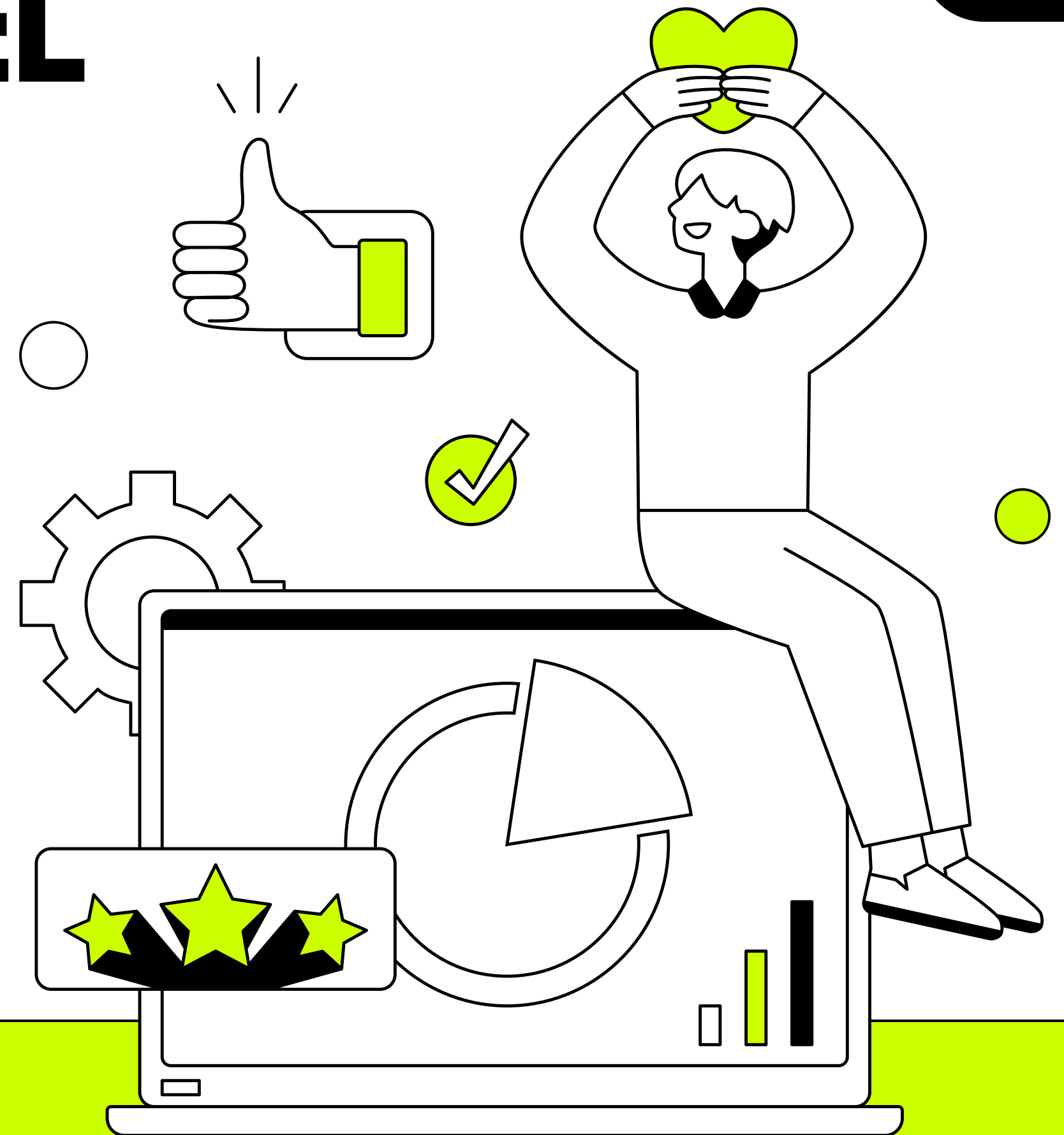- 3rd party panels (fully verified & compliant)

INCENTIVE MODEL

We believe in fair reward for genuine effort. Respondents earn points, redeemable via:

- E-commerce gift cards
- Food & meal vouchers
- Sweepstakes and contests
- Referral bonuses

This encourages honest, repeat participation and fosters a trustworthy community

LET'S COLLABORATE

Looking for validated, ready-to-act insights?

✉ hello@opinionspark.com   🌐 www.opinionspark.com