

ESOMAR 28 QUESTIONS

Working with RIWI
November 2022



1. WHAT EXPERIENCE DOES YOUR COMPANY HAVE IN PROVIDING ONLINE SAMPLES FOR MARKET RESEARCH?

RIWI specializes in providing programmatic respondents. Our proprietary technology manages recruiting and profiling 100% autonomously. Since 2018, our exclusive matchmaking algorithm has optimized respondent and survey fit using fresh/river sampling. Our clients include some of the industry's largest market research firms, namely in the exchange platform category.

2. PLEASE DESCRIBE AND EXPLAIN THE TYPE(S) OF ONLINE SAMPLE SOURCES FROM WHICH YOU GET RESPONDENTS. ARE THESE DATABASES? ACTIVELY MANAGED RESEARCH PANELS? DIRECT MARKETING LISTS? SOCIAL NETWORKS? WEB INTERCEPT (ALSO KNOWN AS RIVER) SAMPLES?

Our respondents come from the ever-increasing base of mobile application users. We recruit these users via applications or websites with ads. Those that choose to participate in surveys can receive in-app currencies or real world incentives (e.g., coupons, gift cards, etc.).

3. IF YOU PROVIDE SAMPLES FROM MORE THAN ONE SOURCE: HOW ARE THE DIFFERENT SAMPLE SOURCES BLENDED TO ENSURE VALIDITY? HOW CAN THIS BE REPLICATED OVER TIME TO PROVIDE RELIABILITY? HOW DO YOU DEAL WITH THE POSSIBILITY OF DUPLICATION OF RESPONDENTS ACROSS SOURCES?

We have complete visibility into the source of each respondent through data collected both directly and indirectly from each user. Demographic data is also cross-checked with dummy attributes to improve data validity and reliability. We also maintain an as-large-as-possible portfolio to ensure diversity and representativeness. In addition, our multi-layer and multi-dimensional deduplication algorithm is able to identify repeat respondents before offering a survey to them to prevent duplicate responses.

4. ARE YOUR SAMPLE SOURCE(S) USED SOLELY FOR MARKET RESEARCH? IF NOT, WHAT OTHER PURPOSES ARE THEY USED FOR?

Our sample is mainly comprised of various mobile applications that leverage our survey offerings for in-app incentives rather than in-app offers. Users have the option to participate in any activity that suits them such as app installation. When sources come to us, we only use them for market research.

5. HOW DO YOU SOURCE GROUPS THAT MAY BE HARD TO REACH ON THE INTERNET?

We have established partnerships with local sample sources and local web applications in order to reach difficult regions. To date, we have worked in 229 countries.

6. IF, ON A PARTICULAR PROJECT, YOU NEED TO SUPPLEMENT YOUR SAMPLE(S) WITH SAMPLE(S) FROM OTHER PROVIDERS, HOW DO YOU SELECT THOSE PARTNERS? IS IT YOUR POLICY TO NOTIFY A CLIENT IN ADVANCE WHEN USING A THIRD-PARTY PROVIDER?

Our model has been built to maximize the reach and aggregation of numerous sources at any given time. Our system is optimized to provide maximum diversification and a maximum sample.

7. WHAT STEPS DO YOU TAKE TO ACHIEVE A REPRESENTATIVE SAMPLE OF THE TARGET POPULATION?

With user demographics available to us, our system is able to provide each survey with sample reflective of national statistic demographics. For more targeted sampling, greater population representation can be achieved through quota sampling. We are also able to increase the representativeness of our samples by leveraging varied mobile applications.

8. DO YOU EMPLOY A SURVEY ROUTER?

Yes, we have a survey router that has been built in-house.

9. IF YOU USE A ROUTER: PLEASE DESCRIBE THE ALLOCATION PROCESS WITHIN YOUR ROUTER. HOW DO YOU DECIDE WHICH SURVEYS MIGHT BE CONSIDERED FOR A RESPONDENT? ON WHAT PRIORITY BASIS ARE RESPONDENTS ALLOCATED TO SURVEYS?

We have developed a sophisticated algorithm designed to act as a matchmaker. This ‘matchmaker formula’ considers over 100 attributes at any given time to efficiently distribute users based on their demographic information, passive data such as user device and connection, and survey attributes.

10. IF YOU USE A ROUTER: WHAT MEASURES DO YOU TAKE TO GUARD AGAINST, OR MITIGATE, ANY BIAS ARISING FROM EMPLOYING A ROUTER? HOW DO YOU MEASURE AND REPORT ANY BIAS?

Our router contributes to a larger system where our proprietary algorithm considers all variables including routing, thus minimizing bias that would typically arise from router usage.

11. IF YOU USE A ROUTER: WHO IN YOUR COMPANY SETS THE PARAMETERS OF THE ROUTER? IS IT A DEDICATED TEAM OR INDIVIDUAL PROJECT MANAGERS?

As a tech-driven company, we have a dedicated data team responsible for monitoring and optimizing factors relating to the performance and quality of the overall system, including router optimization.

12. WHAT PROFILING DATA IS HELD ON RESPONDENTS? HOW IS IT DONE? HOW DOES THIS DIFFER ACROSS SAMPLE SOURCES? HOW IS IT KEPT UP TO DATE? IF NO RELEVANT PROFILING DATA GET HELD, HOW ARE LOW-INCIDENCE PROJECTS HANDLED?

As a result of our fresh sampling methodology, everything including the profiling process happens on the fly. These attributes expire within a month of their collection.

13. PLEASE DESCRIBE YOUR SURVEY INVITATION PROCESS. WHAT IS THE PROPOSITION THAT PEOPLE ARE OFFERED TO TAKE PART IN INDIVIDUAL SURVEYS? WHAT INFORMATION ABOUT THE PROJECT ITSELF IS GIVEN IN THE PROCESS? APART FROM DIRECT INVITATIONS TO SPECIFIC SURVEYS (OR TO A ROUTER), WHAT OTHER MEANS OF INVITATION TO SURVEYS ARE

RESPONDENTS EXPOSED TO? YOU SHOULD NOTE THAT NOT ALL INVITATIONS TO PARTICIPATE TAKE THE FORM OF EMAILS.

Our survey invitation process is multi-step. Varying styles of offers including banner ads are presented in-app to mobile users with incentives based on the app they are using. Once a user enters the RIWI system, we capture additional demographic information and invite them to participate in a survey with defined attributes and rewards. Should an app-user consent, they will then proceed to enter the survey.

14. PLEASE DESCRIBE THE INCENTIVES OFFERED TO RESPONDENTS FOR TAKING PART IN YOUR SURVEYS. FOR EXAMPLE, HOW DOES THIS DIFFER BY SAMPLE SOURCE, BY INTERVIEW LENGTH, BY RESPONDENT CHARACTERISTICS?

Incentives provided are user-specific and generally based on the application they were using upon opt-in. Different offers and their associated values are automatically determined by our matchmaking algorithm. If a user is recruited through a mobile application, this incentive will come in the form of in-app currencies. Alongside real-world compensation such as coupons, this is the most common form of incentivization.

15. WHAT INFORMATION ABOUT A PROJECT DO YOU NEED TO GIVE AN ACCURATE ESTIMATE OF FEASIBILITY USING YOUR OWN RESOURCES?

In order to provide feasibility estimates, we require minimum qualifications to be defined (e.g. screenings and payouts per complete). However, any additional attributes will assist us in facilitating a smoother and faster fielding process. Examples of additional attributes include the length of surveys, incident rates, etc.

16. DO YOU MEASURE RESPONDENT SATISFACTION? IS THIS INFORMATION MADE AVAILABLE TO CLIENTS?

We periodically run internal assessments to measure respondent satisfaction and experience and are actively working toward expanding these initiatives.

17. WHAT INFORMATION DO YOU PROVIDE TO DEBRIEF YOUR CLIENT AFTER THE PROJECT HAS FINISHED?

No client debrief is required for our sample-only projects as these interactions happen automatically throughout the project process. Full-service projects, however, include project debriefs as part of the services provided by assigned project managers.

18. WHO IS RESPONSIBLE FOR DATA QUALITY CHECKS? IF IT IS YOU, DO YOU HAVE IN PLACE PROCEDURES TO REDUCE OR ELIMINATE THAT WHICH IS UNDESIRABLE WITHIN SURVEY BEHAVIORS, SUCH AS (A) RANDOM RESPONDING, (B) ILLOGICAL OR INCONSISTENT RESPONDING, (C) OVERUSE OF ITEM NON-RESPONSE (SUCH AS "DON'T KNOW") OR (D) SPEEDING (TOO QUICK SURVEY COMPLETION)? PLEASE DESCRIBE THESE PROCEDURES.

We use human and algorithmic tools to monitor data quality. Our system includes automated monitors while our internal data team also continually reviews daily activity to identify and mitigate the risk of undesirable survey-taker behaviour.

19. HOW OFTEN CAN THE SAME INDIVIDUAL BE CONTACTED TO TAKE PART IN A SURVEY WITHIN A SPECIFIED PERIOD WHETHER THEY RESPOND TO THE CONTACT OR NOT? HOW DOES THIS VARY ACROSS YOUR SAMPLE SOURCES?

Our system leverages the traffic of users entering in from various offers and as a result, we are not targeting panelists in the traditional sense. Our system also tracks users for a period of time to ensure they cannot return to the same survey or multiple different surveys in the same period.

20. HOW OFTEN CAN THE SAME INDIVIDUAL TAKE PART IN A SURVEY WITHIN A SPECIFIED PERIOD? HOW DOES THIS VARY ACROSS YOUR SAMPLE SOURCES? HOW DO YOU MANAGE THIS WITHIN CATEGORIES AND/OR TIME PERIODS?

Repeat participation is adjustable per project. In general, we limit users to monthly participation in surveys of similar categories.

21. DO YOU MAINTAIN INDIVIDUAL-LEVEL DATA SUCH AS RECENT PARTICIPATION HISTORY, DATE OF ENTRY, SOURCE, ETC., ON YOUR SURVEY RESPONDENTS? ARE YOU ABLE TO SUPPLY YOUR CLIENT WITH A PROJECT ANALYSIS OF SUCH INDIVIDUAL-LEVEL DATA?

Yes, we have a specific internal component for that purpose which logs all user interactions with the platforms including attempts, completes, screen outs, etc. We also offer analysis of this data as an additional service.

22. DO YOU HAVE A CONFIRMATION OF THE RESPONDENT IDENTITY PROCEDURE? DO YOU HAVE PROCEDURES TO DETECT FRAUDULENT RESPONDENTS? PLEASE DESCRIBE THESE PROCEDURES AS THEY ARE IMPLEMENTED AT SAMPLE SOURCE REGISTRATION AND/OR AT THE POINT OF ENTRY TO A SURVEY OR ROUTER. IF YOU OFFER B2B SAMPLES, WHAT ARE THE PROCEDURES THERE, IF ANY?

We do not ask for or store any identity related information on our users. The legitimacy of potential users is verified prior to study participation through suspicious traffic filtration. Fraudulent participants are also blocked from entering or viewing the main survey through digital fingerprinting (e.g., IP address checks), behavior analysis, history checks, and deduplication. A third-party service for fraud detection is also used to ascertain a score of fraud chance.

23. PLEASE DESCRIBE THE 'OPT-IN FOR MARKET RESEARCH' PROCESSES FOR ALL YOUR ONLINE SAMPLE SOURCES.

All participants must explicitly consent to participating in the market research before their data is processed.

24. PLEASE PROVIDE A LINK TO YOUR PRIVACY POLICY. HOW IS YOUR PRIVACY POLICY PROVIDED TO YOUR RESPONDENTS?

A hyperlink without Privacy Policy is available on the first landing page that users visit when viewing our platform. The link is available here: <https://researchonmobile.com/privacy-policy>.

25. PLEASE DESCRIBE THE MEASURES YOU TAKE TO ENSURE DATA PROTECTION AND DATA SECURITY.

To ensure data protection and security, we process all inquiries regarding data deletion based on the user's region of residence in a timely manner.

26. WHAT PRACTICES DO YOU FOLLOW TO DECIDE WHETHER ONLINE RESEARCH SHOULD BE USED TO PRESENT COMMERCIALY SENSITIVE CLIENT DATA OR MATERIALS TO SURVEY RESPONDENTS?

For sample only projects, the contents of our surveys are managed by our clients. We work with client in cases where confidentiality is important by providing the necessary agreements and/or messaging to our respondents. For full service projects, RIWI works with clients to implement specific solutions that meet the individual needs of a project.

27. ARE YOU CERTIFIED IN ANY SPECIFIC QUALITY SYSTEM? IF SO, WHICH ONE(S)?

No, we are not currently certified in any specific quality systems.

28. DO YOU CONDUCT ONLINE SURVEYS WITH CHILDREN AND YOUNG PEOPLE? IF SO, DO YOU ADHERE TO THE STANDARDS THAT ESOMAR PROVIDES? WHAT OTHER RULES OR STANDARDS, FOR EXAMPLE, COPPA IN THE UNITED STATES, DO YOU COMPLY WITH?

We work exclusively with adult respondents.