Responses to Esomar 37 Questions
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?

We have been offering data collection and fieldwork services to marketing professionals since 2019. AfroEye Research has always put emphasis on the link between the market researcher and the panelist, as we keep in mind the expectations of both sides.

Over the years, we have successfully executed a multitude of online fieldwork projects across several countries in Africa, including Kenya, Nigeria, South Africa, Uganda, and Tanzania, to name just a few.

We are driven by a passion for delivering high-quality data and empowering market researchers with valuable insights.

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 to your frontline staff?

We have our very own data and technology department dedicated to creating cutting-edge algorithms and automated tools. This enables us to deliver exceptional services to our clients.

The members of this esteemed department work hand in hand with our operations teams, fostering a seamless collaboration. This close partnership allows the data and technology experts to gain valuable insights into the unique requirements of each project. By understanding these specific needs, they can diligently craft tailored solutions that precisely address the challenges at hand.

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

We also offer a range of different analysis services using different statistical techniques such as cluster analysis and segmentation, regression analysis, multi-factor analysis etc. and full analysis of the results with a final report produced and presented. Our team also offers qualitative research recruitment services for in-home usage tests and in-person focus groups.
SAMPLE SOURCES AND RECRUITMENT

What this section is about

Answers to the questions in this section will help you understand the types of samples available from different sample providers in the market and the sources they rely on.

This will help you evaluate the quality of the sample being offered, whether it is suitable for measuring change over time, and whether there are any specific constraints you need to consider when using it. It will also allow you to understand whether the sample provider is drawing the sample from its own sources or aggregating sources from other providers. We recommend that you first identify the sample types being offered and then ask the relevant questions for all sources. Broadly speaking, there are two models of sample sources and recruitment Panels.

These are databases of potential participants who declare that they will cooperate for future data collection if selected, generally in exchange for a reward/incentive. This includes traditional access panels, co-branded panels, or opt-in databases of individuals who agreed to complete research projects and also undertake other nonmarket research activities (watch ads, download an app, complete marketing offers, etc., also known as loyalty programmes, or rewards communities within GPT (Get paid to) sites.) Loyalty card and subscription databases are included here if there is a continuous relationship with members who understand the commitment asked of them.

Intercepts

This includes intercepts from offer walls, affiliate networks, social media, or other platforms to drive traffic to a survey. Intercept is an approach where potential participants are asked to take a survey for a reward while they are engaged in another activity such as playing an online game, reading news, or some other online activity.

Intercepted participants may be previously unknown to the sample provider or may have been pre-identified and profiled through a prior survey experience.

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

We use multi-source recruitment methodologies. We recruit our panelists via the web, telephone and face-to-face, which enables us to make sure that our panels are always up to date even in the hardest target groups. Respondents can join on invitation only, which reduces the risk of panel overlap and of attracting “professional “respondents into our database. Our recruitment sources are primarily banner advisements on leading portals/vertical websites including top-ranked websites, global job portals, through referral programs search and content networks, email campaigns, and social networking sites.
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? (Assume proprietary to mean that the sample provider owns the asset. Assume exclusive to mean that the sample provider has an exclusive agreement to manage/provide access to sample originally collected by another entity.)

We manage and operate our proprietary B2C panels in Kenya, Nigeria, South Africa, Uganda, and Tanzania where we devise and manage all the processes involving panel recruitment, engagement and incentivization.

We like to underestimate our capabilities and as such, we do not have any existing partnerships for sample sourcing. To date, we have been able to effectively handle and single-handedly deliver on all projects we have undertaken.

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?

Our consumer panel is open to all, but all members are subject to enhanced validation procedures such as checks against public records databases to confirm the information they entered. Business Insights & Depending on local privacy regulations invitation-only campaigns can have limited effectiveness so we will contract with influencers to grow our community.

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7. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are? Describe this both in terms of the practical steps you take within your own organization and the technologies you are using. Please try to be as specific and quantify as much as you can.

The quality processes span the lifecycle of a panelist which begin when an individual joins the panel and continues through panel management and survey response.

Double-opt in email confirmation to ensure validity of the email address provided. Respondents who want to join our panel receive a confirmation link on the email address provided. Once they click on the confirmation link, they are allowed to continue.

Country Geo-IP validation. A respondent connected from an IP outside the surveyed country is not allowed to participate.

Detection of anomalies and patterns in panel registration data. Detection of patterns in names/email/IP/demos collected at registration. Accounts having multiple elements in common are inactivated.

Duplicate emails identification. Our panelists cannot create multiple accounts with the same email address.

Duplicate contact details detection. At panel registration, respondents provide name, surname, street address, phone numbers and email address. Using this information, we can identify panelist accounts that are very likely to be duplicates.

8. What brand (domain) and/or app are you using with proprietary sources? Summarize, by source, the proportion of sample accessing surveys by mobile app, email, or other specified means.

AfroEye Research panel is accessed via our member website, https://panel.afroeyeresearch.com/#27xyH/186yXuC1v8uBxp2yG, and email invites.

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

Customer service is important to us, and as a result we prefer to offer only managed service to deliver our sample. This allows us to ensure that each survey is sampled with the care and attention that each individual survey requires.

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?

We currently do not provide access to more than one source of sampling. We like to underestimate our capabilities and to date we have delivered fully on all projects.
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?

Each of our members can opt-in or out of specific research types which allows us to ensure that only respondents who are interested in taking part in particular studies are invited.

We allow clients to collect PII from respondents for the purposes of recall studies, or our management system can determine respondents who have taken part in past studies if an unforeseen recontact is required.

Our members are accustomed to taking part in a variety of different survey types and lengths, including recruitment to online and offline qualitative surveys such as communities, focus groups or depth interviews. Most of the surveys that we run are device agnostic however we can detect the device that a respondent tries to enter a survey on and either advise them if it’s not suitable, or physically block them if the survey has a requirement for a particular device.

SAMPLING AND PROJECT MANAGEMENT

What this section is about

Answers to the questions in this section will help you understand the processes and procedures that are undertaken to provide you with a sample of participants for your survey. You should understand what biases may be inherent in, or as a result of, the approaches taken and the likely severity of those biases.

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?

Upon commissioning of a study, we always define the specific population target that the client wishes to engage. To select panelists who will answer the client’s survey, we carefully analyze the profiling data collected from our panelists through periodic profiling surveys we conduct.

The selection process involves not only matching panelists with the target filters specified by the client but also ensuring that they are distributed according to the quotas set for the target.

Once the required panelists are identified and selected, we invite them to participate in the survey via email notifications.

We strategically schedule and size each invitation based on factors such as response rates and drop-out rates associated with the specific panelists. This careful planning allows us to ensure that the total number of completed survey responses required by the client is achieved within the designated fieldwork period.
We always recommend a demographic quota balancing approach to our clients so that we ensure weighting that mirrors the study population such as census-based quota groups.

From time to time our team will also supplement the sample with custom recruitment as needed for hard-to-reach audiences.

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?

The registration variables which are mandatory to become an active member, include socio-demographic data like name, address, age, gender, household size etc. In addition to this, special background variables on e.g., cars & motorbikes, job & career, health, household & finance, media & communication, hobbies & travelling, are filled out on a voluntary basis. We prompt our panelists to update their own profiles on a regular basis. In addition, panelists will be reminded in their member area to update the data if necessary.

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 always need to know screening criteria or expected incidence rate (IR) for each quota group, desired completes for each quota group, the recruitment timeframe, and the length of the survey. In most cases, a definition of the target group and quotas is enough to give an accurate estimate of feasibility. Our estimates of feasibility include the number of eligible panelists and their expected response rate to participate.

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?

Up to date, fortunately we have not encountered this situation as we have a very strict feasibility process to our clients, we rarely undertake on any projects that we prospect will be hard to achieve and as such we maintain a 100% record delivery on our projects. However, in future if there are challenges in completing the fieldwork for a project, we will strive to find suitable solutions. Our approach involves suggesting trusted partners as alternatives and ensuring that the client is informed and involved in the decision-making process.
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.

We do not use a router.

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?

Respondents are also informed about how long the participation in the survey is likely to take and how many points they will receive.

To avoid cheating in screening questions we usually do not inform about the topic of the survey in the invitation e-mail.

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?

Our members are invited to each survey on an individual basis depending on their profile information and suitability. An invitation to the survey is then emailed to the member individually, however if a member would like to see all surveys they have been invited to in once place they are able to do so on the website. On this page they can see each survey and the information that is included in the email in one place.

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?

We can change incentives offered in the field and we are able to determine the incentive that a participant was shown in the final dataset. This is typically only used in cases where infield metrics differ greatly from the initial brief, or where feasibility needs to be boosted by increasing the incentive offered.

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)?

Yes. Measuring and maintaining our respondents’ satisfaction is an integral part of our quality process. We can only expect that happy and motivated respondents will keep on taking part in surveys and providing genuine answers.

Our panel support team ensures that all enquiries or complaints from our respondents are promptly answered and solved.
22. Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?

Typical feedback includes information relating to incidence rates, volumes of quota full and screen-out activity, and any anecdotal feedback from respondents, which we tend to receive for most surveys. The report is not routinely given on all projects but is available upon request and is delivered in an email.

DATA QUALITY AND VALIDATION

What this section is about

This section focuses on the quality of the in-survey data. In-survey data quality includes project level data validity and representativeness, survey-taking behaviours, sample blends, participant characteristics, and project level data health and audit practices.

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?

We manage our panelists according to three general classes of elimination rules: a general “rest period”, category eliminations, and same-study/same-content eliminations.

General rest period- Here eliminations exclude people who responded to any study in the past four days. This rule helps reduce panelist fatigue and thus guard against lower response rates and premature attrition.

Category eliminations – This excludes respondents who recently participated in a study about the same category of products or behaviors in the past week. This is because respondents may be primed, and their responses will be biased if they have recently been asked about the same topic.

Same-study or same content eliminations – We use this to exclude respondents who participated in a previous wave of a tracker or the same type of study. These practices arise from the observation that respondents tend to answer differently when they can anticipate being asked certain questions associated with the tracker or type of study. These rules aim to “de-familiarize” the respondent with the study’s question sequence. The length of the elimination period varies for each tracker and study type.

All our elimination rules are applied to panelists who respond to and complete a survey. If a panelist does not reply to an invitation or replies but disqualifies, then they are still eligible to receive further survey invitations at any time. We may also limit contact frequency to control response frequency as required by the mandates of the specific research being conducted.

Respondents can be invited multiple times if they belong to multiple sample sources, but our deduplication tools and rules ensure they cannot complete the same survey more than once.
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?

We store all survey participation information at an individual panel member level. Every email sent, click-through to survey, entry into survey, exit from survey, and source of panelist, is recorded so that this can be used for quality assurance and reporting purposes.

If clients require reporting of this information in relation to their projects, we can supply this on demand.

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.

Each member is assigned a unique ID that we use to identify them, and this unique identifier acts as confirmation of their identity in our system.

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?

With trackers we build an initial sample plan from our proprietary panel. We provide quotes to our clients based on historical dropout rates for our panel and client panels.

Our agency doesn’t currently have reports on sample blends we can provide to buyers.

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?

For the projects where we provide sample only, we work closely with our clients to define the criteria that would flag someone as a fraudulent respondent, including (but not limited to): time spent on the survey, straight-lining, inadequate responses etc. We also encourage clients to insert trap questions in the survey. The respondents that are flagged as fraudulent will be moved into a quarantine stage and they won’t be considered viable completes, therefore client will not be charged for them, and the members will not receive an incentive for that study.
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?

Within the full-service projects we have our own standard definitions of what makes up a fraudulent respondent, which are passed on to clients (and panel suppliers in case we need to use any) so that we are on the same page when eliminating their answers from the database. On the other hand, as much as possible when we program a survey, we try to use interactive grid type questions, such as drag and drops, grid bars etc., so that we help respondents pay more attention during completion and thus, ensure getting high quality results.

POLICIES AND COMPLIANCE

What this section is about

Sample providers, buyers, and their clients are subject to data protection and related information security requirements imposed by data protection laws and regulations. In addition, they may be subject to laws and regulations that may impact incentives paid to participants.

These laws and regulations vary by jurisdiction with different laws and regulations applying in different countries or states within countries and are generally interpreted based on where the participant resides.

Applicable data protection laws and regulations include, but are not limited to: the Act on the Protection of Personal Information or APPI (Japan); the Australian Privacy Act (Australia); the California Consumer Protection Act or CCPA (state of California in the United States); the Children’s Online Privacy Protection Act or COPPA (United States); the Data Protection Act (United Kingdom); amendments regarding data localisation requirements to the Data Protection Act (Russian Federation); the General Data Protection Law (Brazil); the EU General Data Protection Regulation or EU-GDPR (EU/EEA); the Health Insurance Portability and Accountability Act or HIPAA (United States); the Graham-Leach Bliley Act or GLBA (United States); and PIPEDA (Canada). AB 2257 (the state of California in the United States) is an example of law and regulation related to employment which may impact incentives paid to participants.

Information security frameworks and standards include, but are not limited to COBIT, HITRUST, ISO 27001, the NIST Cybersecurity Framework and SOC 2.

Answers to the questions in this section can help you understand the data protection, information security and compliance policies, procedures, and practices that a sample provider has implemented.
29. 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. (Note: If your company uses different privacy notices for different products or services, please provide an example relevant to the products or services covered in your response to this question).

https://www.afroeyeresearch.com/privacy-policy/

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

Our data protection officer is responsible for evaluating our ongoing compliance efforts based on changes in local regulations. We have standard operating procedures in place to respond to issues such as data breaches.

31. How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants? In your response, please address the sample sources you wholly own, as well as those owned by other parties to whom you provide access.

Members can manage all the data that they provide to us through their profile section on our website. In addition to this they can get in touch with our member support team via email for any assistance.

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

To stay updated with the ever-evolving legislative landscape, we actively engage the services of external consultants in the jurisdictions where we operate. These consultants specialize in data protection and privacy regulations and closely monitor any changes or developments in the applicable laws.

Our external consultants play a vital role in keeping us informed about the latest legal requirements and ensuring that our practices align with the current legislation. They provide expert guidance and advice on compliance matters, helping us navigate the complex regulatory environment.

By working with these consultants, we can stay proactive in our approach to data protection. We can swiftly adapt our policies and procedures to reflect any new legal obligations or best practices that arise.

Their expertise and ongoing support enable us to maintain a robust and up-to-date compliance framework across all jurisdictions in which we operate.

Through our collaboration with these external consultants, we prioritize compliance with data protection laws and regulations, ensuring that our operations align with the highest standards of privacy and security.
33. **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?

Online surveys with children are also subjected to parental consent and at no point do we communicate with children directly. Surveys designed for children are done in accordance with ICC/ESOMAR and MRS guidelines. In the same way that we protect the identity of our panel members and the responses they provide to our surveys, all data provided by children is handled with the same levels of care and integrity.

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

All our global operating processes are built to comply with GDPR and follow the most stringent privacy regulations in the markets where we operate.

35. **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?**

Both panel management and administration at AfroEye Research have information security management systems in place. We implement these requirements in collaboration with its software partners. The security systems include comprehensive risk analyses, an appropriate system architecture, and corresponding physical and technical system controls, such as firewalls and role management.

Additionally, the overall concept includes methods for persistent data storage and other data protection measures. Regular audits, including penetration tests, are conducted to ensure the effectiveness of these security measures. All processes and systems are documented in the technical and organizational measures and serve as guidelines for all employees.

36. **Do you certify or comply with a quality framework such as ISO 20252?**

We are committed to building our internal processes to comply with ISO 20252. Implementation of these frameworks is ongoing.
METRICS

What this section is about

This section lists common samples and data health metrics. Reviewing metrics periodically can serve as the basis for a conversation with sample providers about consistency and reliability, as well as whether the sample is appropriate for the population and business question being examined.

Unexpected or unexplained shifts in metrics may also indicate the potential for bias or error. While not all of these metrics are required and there are no benchmarks on the “right answers,” providing transparency over time will create a meaningful dialogue about quality and utility.

37. 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.

Information on this is available in our Panel book.

https://www.slideshare.net/AfroeyeResearch/afroeye-research-panelbook

THANK YOU

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