

Gnosis Partners

gateway to knowledge

Company Profile

1. What experience does your company have in providing online samples for market research?
Gnosis Partners was founded in 2012 and is one of the leading primary research companies based out of India. One of our core strengths is building a footprint in the fieldwork activities with the help of our growing panels across all the major regions catering to all market research requests through various methodologies. We continue to support clients with our capabilities and delivering best-practice insights that enable executives to make more informed decisions and achieve superior results.

Sample Sources and Recruitment

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?

Gnosis Partners use multiple online sample sources to actively manage panels from across segments. One of the most preferred and effective methods that Gnosis Partners uses are as follows:

- Website referrals
- SEO
- Affiliate Marketing
- Email

Our panels are recruited based on the standard qualifying criteria including ESOMAR guidelines to maintain the quality level consistent.

3. If you provide samples from more than one source: How are the different sample sources blended together 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?

Samples sourced from different sources are primarily focusing on the specific segment of the respondents. These are blended in the master database to effectively to run a command to check to ensure there is no redundancy in the data. This process is effectively run by our Quality team frequently to minimize the duplicates while increasing the reliability of the samples at a greater extent.

4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

Yes. Gnosis Partners strictly use samples only for the purpose of Market Research activities. It is not attributed to attracting any form of marketing activities that can damage the company's core ethics.

5. How do you source groups that may be hard to reach on the internet?

We have a large panel community that includes niche audiences such as C-level and many specialist levels. We constantly recruit & profile hard to reach audiences using techniques such as polls, opinion survey, general profiling, and so on across various channels and the affiliated networks.

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?

Gnosis Partners follows a very transparent policy of when it comes to samples and the sourcing. We always ensure that the client is aware well in advance to avoid any concerns at the later stage.

We work with the trusted providers on the basis of the quality of the respondents, price etc, and follow the ESOMAR guidelines as well as other Quality standards.

Sampling and Project Management

7. What steps do you take to achieve a representative sample of the target population?

The representation of sample selection is based on the requirement of the client and the objective of the projects specific to the region, population, demographics and so on. We always ensure to balance the sample representation to cater from very specific to the wide market research request.

More often, we customize our sample selection with reference to the market research project activities in order to utilize to the best possible while reducing any redundancy & improve sample quality. This helps in pre-targeting the sample more accurately and becomes the most reliable to use.

8. Do you employ a survey router?

Yes. We do utilize a survey router system to the best possible to pull a sample from various sources on meeting the client's project requirement while avoiding any bias approach and so on..

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?

The router system is scalable and it is often randomized to target respondents on the pre-qualifying criteria screened from the system to avoid the limitless entries while increasing the quality of the participants.

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 system is robust in balancing the sample bias and maintains high-quality sampling. This essentially helps in mitigating any issues related to the bias arising. We constantly monitor and review reports to prevent any bias.

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?

We have a dedicated team of experts who are responsible for establishing, configuring, tracking, monitoring parameter settings. They are also accountable for the overall performance of the router for sampling and quality.

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 is held, how are low incidence projects dealt with?

The profiling of the respondents is initiated at the time of the panel registration with pre-requisite details such as name, age, gender, address, language and so on. Panelists always have the provision to update their profile anytime after the registration. Specific screening is also run for all research projects as part of pre-qualifying criteria depending on the project requirements.

In the event of low incidence, additional screening is done to the best possible in order to cater to the request and meet the feasibility.

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 initiated through emails, phone, and SMS while mentioning the details such as objective of the study, length, rewards, privacy policy, regulations and contact information of the support center in case of any query. Our survey invitation clearly indicates that it is not a part of a sales process and non-leading; it is strictly for the market research activity. A dedicated team is assigned to manage our panelists to facilitate any request and so on.

14. Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Gnosis Partners uses a comprehensive reward program for all members who participate in the surveys. Rewards are determined based on the participant profile in conjunction with the project objective, length & type of data required. All incentives are awarded after the successful completion of the survey and it is unique for all surveys conducted. It is primarily offered in a form of reward points, gift cards, vouchers, charity contribution and so on.

15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

A project spec is mandatory to plan the fieldwork more accurately and diligently. This includes scope/objective of the study, LOI, fieldwork timeline, quotas, target audience, qualifying criteria, target N and so on.

16. Do you measure respondent satisfaction? Is this information made available to clients?

Yes, we do conduct respondent's satisfaction survey for selected projects depending on the length & breadth of the study. We monitor the feedback that helps to improve our approach better. The information is available to our clients upon special request.

17. What information do you provide to debrief your client after the project has finished?

We provide the complete disposition report of the fieldwork activity that includes the total number of invitations sent, screen-outs and total completes. Additionally, we do share the demographic data to our clients only upon request.

Data Quality and Validation

18. Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item non-response (e.g. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures.

The responsibility lies in the hands of either Gnosis Partners or the Client depending upon the project requirement and its agreements. For projects that we execute completely, we have a dedicated team who works along with the client to ensure there are effective measures taken to evaluate and monitor the respondents behaviour, inconsistent responding, speeding and so on. For example - trap questions are usually included in the survey to ensure that the respondents who answer to those questions shall be classified under non-completes. Essentially, this method helps in

improving the quality & accuracy of the data. The team here constantly monitor the quality of data from all aspects to reduce the poor quality response & the respondents.

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?

We keep a limit of sending survey invitation to our panelists in respecting their schedule and increase the quality of participation history. This limit is drawn based on the sample source, country and upon client's specific requirement.

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?

We do not have any restriction that limits survey participation. However, a cap is set for a specific category against a given period depending on the historical data for certain participants.

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 do maintain the complete historical data of the past participation of the surveys, reward redemption of every participant. This is available to our clients only upon specific request.

22. Do you have a confirmation of 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?

Yes, we do so at the time of the registration as well as in every survey participation. This includes some of the basic details as part of the evaluation & validation such as email address, demographic details, IP screening and use of fingerprint technology to avoid any fraudulent participation.

Policies and Compliance

23. Please describe the 'opt-in for market research' processes for all your online sample sources.

All opt-in services are designed through the panel registration process and with consent to the terms & conditions for market research activities for all members.

24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

We comply with the industry standard laws and our privacy policy for all members is in accordance with the ESOMAR standard. Here is the link to access our Privacy Policy.

25. Please describe the measures you take to ensure data protection and data security.

Gnosis Partners is particular about data protection and security, and follows all local regulations. All our internal and external systems are encrypted within the secure network and information are stored & monitored on a regular interval. Our servers are encrypted for carrying out all data collection and sampling activities.

It is mandatory for all users to use their login credentials or secure keys to access the database within our network. Employees are required to follow the standard operating procedures while transmitting the data & maintaining the same. Limited/ complete access is granted to our employees depending on the seniority level within the organization.

26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

We enter into an agreement with the respondents to maintain the utmost confidentiality of the information and under no circumstances, the survey information is not be used for the commercial purpose either by means of selling or sharing to any party.

27. Are you certified to any specific quality system? If so, which one(s)?

Gnosis Partners is a member of ESOMAR and follows the code of conduct in relation to all market research activities. Currently, we are not certified for any quality specific system. However, we are intending to initiate the process of getting ISO certification in the near term.

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?

Gnosis Partners do conduct online surveys with children and young people under the strict guidelines of ESOMAR. Under the specific requirement of the projects, we do conduct interview with minors with no below age 14. This happens under the supervision of parents and their approval to adhere to the policies & regulations of that specific country.