



ESOMAR 28

Company Profile

1) What experience does your company have in providing online samples for market research?

Ans. TransCar Solutions came into existence in 2013 with offline research services and gradually built up online panel later years. We have significant experience delivering online sample to market researchers. Since 2019, we have delivered millions of completed surveys to a vast array of well-known research houses in MR industry.

We are inclined to deliver the highest quality data for market research via our proprietary panel and our cloud panel network which is integration of our affiliated panel partners across different platforms to support sampling in Quant/ Qual online B2B/B2C surveys, panel recruitment etc.

This is how, our sample network spans hundreds of mobile apps with thousands of people taking surveys on our platform every day.

Our services in online research is backed by innovative technology with technically crafted project/sample management tools and experienced team of personnel to serve the best of data quality sample. Over the years with gradual technical advancements, we have been catering online primary data collection solutions to market research agencies, leading brands and corporations across the globe.

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?

Ans. TransCar Solution sample comprises of mix of our actively managed proprietary panel and cloud panel. Our managed proprietary panel is double opt-

in which is recruited using various methods including placement of web-banners in top websites and authenticated job portals, website referrals, pay-per-click, natural search optimization, affiliate marketing, email, and online public relation activities. A person has to go through double opt-in mode of verification and consent on their e-mail & phone to get profiled in our panel base.

Whereas, our cloud panel integrates vetted partner affiliate panels and other platforms like hundreds of mobile apps and games through which respondents can opt-in for a survey coming through a profiler screener before a survey.

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?

Ans. Our sample base comprised of managed panel and cloud-based sample source with hundreds of apps or websites that are extremely diverse but are operated as one sample source with managed panel when needed. We have a digital finger print tool built in the system to detect same machine ID and terminate at the onset of the survey to avoid duplicate respondents. Every panellist has a unique assigned panellists ID to avoid duplication of responses.

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

Ans. TransCar Solutions uses its sample only for Market Research purpose.

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

Ans. We have sourced our panel over the years through standard recruiting process for managed panel. However, sometimes for hard to reach target groups which are seldom not found profiled or has low sample universe with us. We turn to our cloud panel platform that comprises of sub-panels and other integrated platforms like mobile apps. It helps us reach the largest possible population, in most of the markets mobile devices & mobile apps in particular are the dominant way people access the internet. Our lucrative rewarding system keep them engaged with us which is customised on project to project basis and kind of target audience needed.

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?

Ans. TransCar Solutions believes in maintaining utmost transparency with our clients. We do seek prior permission from our client to sub-contract and make use

of our cloud panel or vetted affiliated partner panels, in case if we find any target audience or numbers feasible beyond our proprietary panel reach for a particular project.

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

Ans. We have our own internal API which helps in complete segregation of our panels. It assess each panel sources to align sample base proportional to as close as possible with the census (in terms of Country, state/region/City, age, gender etc). In some markets where Census balance is not achievable due to low internet penetration, we try and meet as much distribution of sample possible with consent of our clients.

8) Do you employ a survey router?

Ans. No, TransCar Solutions does not employ a router. Respondents are provided basic information of particular survey like LOI, Survey topic, incentive offered etc to take discretion to participate in survey.

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?

Ans. Not applicable as TransCar Solutions does not use a router.

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?

Ans. Not applicable as TransCar Solutions does not use a router.

Sampling and Project Management

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?

Ans. Not applicable as TransCar Solutions does not use a router.

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?

Ans. TransCar Solutions categories Respondents as per their interest in Travel, Game, Shopping Habits etc along with the standard profiling questions including age, gender, ethnicity, postal code, occupation/employment, SEC Class and parental status. At regular intervals, our panel team will share the profiler surveys to collect and re-confirm the additional profiling data to keep the panel updated.

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.

Ans. TransCar sends survey invitation to profiled panellists Via email or app notification. We maintain same content with both mediums of invitation to participants.

Our standard survey invite content via email or text includes–

- The number of questions in the survey
- Statement of End date for final submissions
- Disclaimer stating the confidentiality and anonymity of responses
- Privacy policy state mentor terms and conditions
- The ability to subscribe or unsubscribe out of future survey invitations

It is ensured that the survey invitations are clear, concise and fair in terms of information provided to the participants. TransCar does not include any core details about the subject matter of any fielding project in the survey invites.

However, whenever we incorporate our cloud panel in a particular project the respondents are engaged through integrations of mobile apps. These respondents have option to choose amongst the available surveys. The proposition for respondents is to take a survey and earn in-app rewards. These rewards ranges from virtual currency to advancement in a game for earning premium subscriptions.

Respondents are given generic limited information about each survey which includes the length of the survey, rewards amount (in the local 'currency' of the app they are using) and a star rating based on survey experience by other users.

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?

Ans. TransCar Solutions respondents earn virtual currency and rewards for participating in surveys. All respondents are rewarded based on the time spent within the survey even if they do not fully complete a survey.

The specific respondent incentive type varies by app (e.g. coins in one app, gems in another, points in another). The value of the incentive is based on several factors including the price the customer is paying per complete, survey length, incidence rate, conversion rate, disqualification and over quota rates.

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

Ans. To provide accurate feasibility, we ask for length of interview (LOI), incidence rate (IR), Device compatibility, Description of target audience/require demographics and screening criteria with any specific quotas.

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

Ans. We solicit feedback after each survey in the form of a star rating, user comments and our support flow. We often use this data to help customers understand the performance of their survey and user friendliness.

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

Ans. In addition to regular updates and statistics throughout the duration of a project, we make all data available upon requests including number of completes, number of starts/clicks in a survey, Disqualified responses, Over Quota responses and incompletes/Drop outs.

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 behaviours, 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.

Ans. TransCar Solutions is responsible for the data quality of the panelists we send into surveys. In order to ensure our panelist are real and attentive, we employ several quality control mechanisms like digital fingerprinting, speeder check etc. and categorically focus on mobile app sources with non-cash rewards that are significantly less prone to fraud. Our mitigation efforts include eliminating suspicious IP addresses, proxy traffic, and users who fail consistency checks. We classify lower quality or fraudulent users and block them from accessing surveys

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?

Ans. To avoid over participation, our system invites panellist for 2 -3 surveys from different categories within a day.

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?

Ans. TransCar Solutions generally does not allow same individual to take part a single survey multiple time. In the case of a tracker or wave study that needs repeat entry or re-contact with same panellists, our project managers can select/make custom re-entry, exclusion intervals that meets client's requirement. Also, we ensure that the frequency of participation for every respondent is based on a permitted limit. Generally, one survey invite followed by two reminders max with a gap of 24 hours in case the initial invite was not responded.

Data Quality and Validation

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?

Ans. Yes, we maintain a complete record of each respondent activity like time of response, status of response (complete, over-quota, terminate & abandoned) & LOI in every project. Also, our system records all the information about the origin/source of response in every project. Upon client request, we can make any of this data available.

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?

Ans. In addition to the measures described above in question 18, respondent's scores a number based on surveys taken, pattern of response, terminates on demographic questions in a survey. The survey score helps us to determine the quality of respondents. If a respondent does not meet minimum threshold of quality, they are detached from the database.

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

Ans. TransCar solutions send a set of questions to the registered e-mail ID of members who are interested to become panel Members. Our panel team manually assess the responses on those questions for the initial phase of registration.

[Double Opt-in]: Once the initial process of enrolment is done, new members are sent follow up mail to validate their email ids along with the information provided during first contact made with the prospect panelist.

A panelist needs to verify his email id and phone number. It is mandatory for a person to verify first their email id and then mobile number. An automated OTP PIN will be generated and shared on their mobile phones during recruitment. Respondents who fail to verify the pin are not profiled in our panel.

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

Ans. The TransCar Solutions Privacy Policy is available at [https://www.TransCar Solutions.com/user/privacy](https://www.TransCarSolutions.com/user/privacy).

Each respondent is presented with this link in conjunction with the first demographic question (age verification) and is asked to agree with the terms or terminate their session.

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

Ans. All data gathered through our website is always SSL encrypted. The data is stored in firewalled data centres and backed up on an hourly basis. This information can be accessed only after verification of employees who have been granted an access to this data.

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?

Ans. Generally, contents of surveys are designed in accordance with our client's requirement. We encourage our clients to provide necessary agreements or messaging to our respondents where confidentiality is the utmost requirement.

Policies and Compliance

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

Ans. TransCar Solutions has developed its own suite of quality measures to detect fraudulent users, bots, and other malicious and negligent activity. Moreover, we adhere to several international guidelines for Market Research, including in compliance with GDPR, ESOMAR and Insight Association.

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?

Ans. We enforce minimum age requirements based on jurisdiction (e.g. you must be 13 yo or older to participate in a survey being from united states). We invite children to take survey via their parents and comply with COPPA in the US, GDPR in Europe and with CCPA in California.