

Question 1: What experience does your company have with providing online sample for market research?

Answer: VGMarket specializes in providing high-quality, specialized online sample for market research. Established in late 2007, we provide sample for market research firms by directly accessing respondents within our panel network of video-gamers and Smartphone users. Every 90 days we field over 250,000 surveys to our respondents.

Question 2: Please describe and explain the types of sources for the online sample that you provide (are these databases, actively managed panels, direct marketing lists, web intercept sampling, river sampling or other)?

Answer: They are actively managed panels of highly responsive, well-targeted panelists. They are recruited via a variety of methodologies to ensure that we're eliminating bias in our recruitment methodology. All however are double opted in no matter how they are recruited whether it's in person or through a special web campaign to find custom tough audiences.

Question 3: What do you consider to be the primary advantage of your sample over other sample sources in the marketplace?

Answer: Our high-quality, low cost qualitative type approach to the online world is our advantage to the marketplace. Our quality recruitment is superior to traditional, aging e-mail based access providers. Additionally, our respondents are better targeted for research relevant to our clients allowing for lower costs, higher response rates and a higher quality panel. This form of engagement provides a better user experience and subsequently better quality data for our clients. We validate our quality with our industry leading analytics reporting tool including complimentary IP address verification.

Question 4: If the sample source is a panel or database, is the panel or database used solely for market research?

Answer: Our sample is used only for market research. Media research is conducted via a different methodology.

Question 5: How do you source groups that may be hard-to-reach?

Answer: VGMarket has developed large panels of typically hard-to-reach audiences through custom recruitments and necessary investments to serve the needs of our clients. Our panels encompass gamers, teens, adult consumers, Smartphone, b2b/IT, and other specialty and hard to reach sample. Because of the large panels across the globe (45+ countries) we are able to provide a wide array of targeted audiences that can often be difficult to reach via traditional phone and email invitations.

Question 6: What are people told when they are recruited?

Answer: All VGMarket respondents are told that they will be awarded a cash and/or sweepstakes incentive that is related to their community when they join and complete surveys. It is made clear that this should be a user-friendly experience. Most of our surveys are short interviews with the survey-taker.

Question 7: If the sample comes from a panel, what is your annual panel turnover/attrition/retention rate and how is it calculated?

Answer: VGMarket views panel attrition in a few ways. First, if panelists aren't active within the last 90 days, they are deemed inactive and are no longer in the panel. Any respondent that chooses not to respond to a survey invitation for more than 90 days is also considered inactive. Over the past 9 months we have averaged 5% attrition from this calculation. Also, we look at panelists who have decided to opt-out voluntarily. This has averaged 2% over the past 9 months.

Question 8: Please describe the opt-in process.

Answer: perspective survey takers sign up for the panel and then fill out a short profiler. The panelist is made to double opt-in by replying to the email and undergoing an IP address verification check to ensure quality recruitment for new recruitments.

Question 9: Do you have a confirmation of identity procedure?

Answer: VGMarket has IP tracking of our respondents as a quality control measure. If you have any additional quality measures that you would like seen implemented, please inquire further with us about that.

Question 10: What profile data is kept on panel members? For how many members is this data collected and how often is it updated?

Answer: Our panelists have given basic demographic information including age, geography, and many other attributes relating to video games, Smartphone, employment, health, and many more profiled questions. We have 2.08 million respondents currently in our panels and the data is updated every 90 days.

Question 11: What is the size or capacity of the panel, based on active panel members on a given date? Can you provide an overview of active panelists by type of source?

Answer: VGMarket has developed panels 2.08 million active respondents in over 45 countries. We have access to additional countries and completes through our cost effective custom recruitment campaigns. Please inquire if you seek our custom recruitment services. Our global experience and knowledge of local markets is one of our core strengths.

Question 12: Please describe your sampling process including your exclusion procedures if applicable. Can sample be deployed as batches/replicates, by time zones, geography etc? If so, how is it controlled?

Answer: To support our business needs with our top-tier clients, VGMarket has built an advanced sampling system that allows us to quickly launch sample without the need for time intensive project management. Our software allows sample to be sent out to variables including, but not limited to, age, gender, and geography, as well as the ability to spread sampling out over time and manage to quotas on starts or completes. VGMarket has a state of the art analytics tool that allows us to provide you up to date reporting and IP reporting to improve the quality of your data.

Question 13: Explain how people are invited to take part in a survey. What does a typical invitation look like?

Answer: All VGMarket respondents are emailed a new survey invitation letting them know that a survey is waiting for them. Our survey invitations always include full rules, contact info, and other information necessary for our panelists who have questions about their user-experience.

Question 14: Please describe the nature of your incentive system. How does this vary by length of interview, respondent characteristics, or other factors you may consider?

Answer: VGMarket offers variable incentives based on the project. For some projects, we have sweepstakes or prize drawings. For most surveys, VGMarket uses a cash incentive for completing the survey and VGMarket makes sure that this incentive is paid to the panelists.

Question 15: How often are individual members contacted for online surveys within a given time period. Do you keep data on panelist participation history and are limits placed on frequency that members are contacted and asked to participate in a survey.

Answer: All respondents get to choose how often we can reach out to them. We do not have the functionality to override this under any circumstances. Participation is always optional and we inform the panelist that the data may be held by the client for a time period of their choosing. No personal information is ever released about panelists.

Question 16: Is there a privacy policy in place? If so, what does it state? Is the panel compliant with all regional, national and local laws with respect to privacy, data protection and children e.g. EU Safe Harbour, and COPPA in the US? What other research industry standards do you comply with e.g. ICC/ESOMAR International Code on Market and Social Research, CASRO guidelines etc.?

Answer: VGMarket has quality control measures to ensure continued compliance with all local and international laws regarding online data collection. VGMarket complies with the ICC/ESOMAR Code and the CASRO Code of Standards and Ethics for survey research. We are also fully compliant with the EU Safe Harbour and COPPA.

Question 17: What data protection/security measures do you have in place?

Answer: VGMarket handles data with extreme caution. All access to servers is done through ssl secured keys. Our database is protected and hack-checked from all external access. Only select employees can access it, through a secure vpn connection.

Question 18: Do you apply a quality management system? Please describe it.

Answer: Yes. Clients receive a custom built, advanced pixel reporting link so monitoring progress in real-time is now possible.

Question 19: Do you conduct online surveys with children and young people? If so, please describe the process for obtaining permission.

Answer: We always comply with all country standards for interviewing children. For example, in the US we survey children 13-17 directly, but obtain parental permission for children under 13. In the EU, we do not target children of 14 years or younger without going through the parent to reach the target audience.

Question 20: Do you supplement your sample with sample from other providers? How do you select these partners? Is it your policy to notify a client in advance when using a third party provider? Do you de-duplicate the sample when using multiple sample providers?

Answer: Yes, occasionally, VGMarket does engage partners for countries where VGMarket does not yet have a strong presence. We are fully transparent with our clients on who we are using and why. We select our partners based on history of delivery and quality, and we have an in depth certification process. We use our innovative IP tracking technology to examine the sample and ensure the highest levels of quality are delivered to our clients.

Question 21: Do you have a policy regarding multi-panel membership? What efforts do you undertake to ensure that survey results are unbiased given that some individuals belong to multiple panels?

Answer: This is a widespread problem among the traditional panel industry. When using sample from VGMarket's panels, we have in place our proprietary analytics based technology which tracks IP address making this problem virtually obsolete. We're always on the pursuit of higher quality procedures in online research and continue to develop innovative tools to ensure top quality product delivery for all clients.

Question 22: What are likely survey start rates drop-out and participation rates in connection with a provided sample? How are these computed?

Answer: Due to our ongoing panel management initiatives and good panelist experiences, we currently have a 40% response rate in the majority of our markets. This is the percentage of panelists who reply to their email invitation within 24 hours.

Question 23: Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your panelists? Are you able to supply your client with a per job analysis of such individual level data?

Answer: Yes, VGMarket tracks this information to provide it to clients if needed.

Question 24: Do you use data quality analysis and validation techniques to identify inattentive and fraudulent respondents? If yes, what techniques are used and at what point in the process are they applied?

Answer: We have an innovative analytics driven reporting tool which includes IP address validation as a complimentary service to our clients designed to build confidence about the quality of our online sample in an industry where quality is often in doubt.

Question 25: Do you measure respondent satisfaction?

Answer: Yes, we measure survey taker satisfaction after every survey experience and share that information with our clients. When possible, we use respondent feedback to improve respondent experience.

Question 26: What information do you provide to debrief your client after the project has finished?

Answer: We provide respondent feedback, and all relevant statistics: invites, starts, completes, drop-outs, etc. as well as client feedback. We never provide any personal information about our panelists under any circumstances.

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