



ANSWERS TO ESOMAR'S 36 QUESTIONS



**DIVERGENT
INSIGHTS**

Singapore | India | Indonesia | Vietnam
South Korea * China * UAE


**WE HELP TURN
FORTUNE**



INTRODUCTION

The below information provides Divergent Insights answer to the new revised ESOMAR 36/37. The objective of these thirty-six questions is to increase the transparency and awareness of our panel recruitment and data quality measures. Also, this will help the researchers to decide whether the online sampling approach would be the right fit for their studies and meet their objectives or expectations. The sample buyers will have a clear understanding of the sample recruitment process, quality and incentive management as well.





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?

Divergent Insights is an emerging name in the online global market research industry as a highly professional and innovative firm, true to its name. At Divergent Insights, we are a team of highly energetic, self-motivated, experienced and skilled professionals, enthusiastic about the quests of Online Market Research. Dive-In panels provide you with deeper insights that meet your marketing objectives and help turn fortunes for our clients. We are different, diligent and dynamic. We use our experience and passion to focus on your requirements and craft a success story, that's what makes us stand a class apart.

We have our proprietary panel and online panel platform that provides high-quality samples to market research clients as well as the industry's largest sample providers. Our panel size is over 11 million with the speciality of having 50+ profiling information of our Panelists globally. Researchers find our profiling information very useful as it helps them to meet their business objectives.





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 a central and local team that monitors sampling performance. For our initiatives involving the gathering of survey data, we have professionals that are responsible for creating and monitoring the performance of response profiles.

Every team member has received the proper training to deliver all the surveys with expertise and according to particular target and quota requirements.

When frontline staff joins Divergent Insights, they receive in-depth training in online sample operations and are periodically regularly evaluated. There is a documented three-month training schedule to ensure that each new member of staff is familiar with our practices.





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?

Divergent Insights is a full-service, end-to-end market research company, including everything from sample/research design through programming, hosting, data collecting, data processing, analytics, and reporting.

High-quality permissioned individuals who have consented to take part in online market research are accessible through Divergent Insights. Programming and hosting tasks are also handled by our experts, and Decipher, a top platform for collecting survey data, is used by us.



4. From what sources of online sample do you derive participants?

Dive-In Panels consist of more than 11 million members. Divergent Insights has developed proprietary recruitment methodologies and partnerships, which allow the company to provide representative samples from new sources to the research community.

Divergent Insights offers access to our proprietary online Dive-In Panels. More than 80% of the top sample sources can be accessed through our propriety API-driven network.

Panelists are recruited using both online and offline methods. Upon registration, every panel member is validated using third-party sources before they can become an active panel member. We recruit from third-party partners who are mainly affiliate network partners and recruit through a third-party database.






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?

Divergent Insights mostly provides samples from its own managed proprietary panels. These panels are built using the company's proprietary recruitment methodology and partnerships with a wide variety of sources which results in high-quality panels and samples. We do reach out to multiple panel sources if we have a huge target to achieve mainly for the tracker studies.






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?

Divergent Insights mostly provides samples from its own managed proprietary panels. These panels are built using the company's proprietary recruitment methodology and partnerships with a wide variety of sources which results in high-quality panels and samples. We do reach out to multiple panel sources if we have a huge target to achieve mainly for the tracker studies. Divergent Insights uses random selection techniques to select from its highly engaged, deeply profiled Panelists pool, carefully matching Panelists to survey opportunities that most closely match their profile data and interests.

The procedure for recruiting is "open to all". To join our panel, all respondents must, however, pass our rigorous quality and validation process. We employ the same channels regardless of area, except for markets with low internet penetration.





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.

To avoid duplication, Divergent Insights utilizes multiple proprietary technologies for participants, which incorporate digital fingerprinting and behavioural techniques to ensure unique participation and panel integrity. We also use industry-standard anti-fraud solutions for market research like Relevant ID or True Sample to address duplication and fraud prevention. Our security process includes some commonly used validation techniques such as e-mail confirmation, cookies, and examination of IP addresses, as well as more complex steps including validation against mailing addresses, challenge-response tests, use of proprietary digital fingerprinting techniques, examination of IP geographic location down to the country and even city level of granularity, and other techniques to limit participation to unique responses based on the PC in use. Participants who fail these checks are unable to join our panels and cannot participate in surveys.

We also have our in-house technical team who continuously works on various data security solutions.





8. What brand (domain) and/or app are you using with proprietary sources?

Divergent Insights is accessed by website <https://www.divergentinsights.com/dive-in-panels/> (active) and by email invites (passive).






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

To supply our sample, we provide a managed service. In other words, when our clients specify the needed job criteria, our talented and attentive project managers, manage every stage of their research project, including sample design, launch, and fieldwork management, using our exclusive consulting method.

Through our highly skilled technical team, we also provide API integration by adjusting to our clients' integration models.






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?

There are some situations, when we do approach a third-party sample provider when it is appropriate and needed. In such instances, we de-dupe the additional sample by using industry-standard digital fingerprinting technology. This process ensures that the same person is not allowed to take the survey more than once. Our preferred partners are all thoroughly vetted and will have to go through the documentation process before we on-board them to our partner list. This is to ensure they follow our standard quality measures so that we deliver high-quality data to our clients. All sample providers are held to the same standards our clients hold us to in terms of data quality. Also, we notify clients of sources used in a particular study and work closely with those 3rd party sources to ensure that all client project requirements are met.





11. Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, Is there a 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?

We have an extensive experience of the suppliers we work with in addition to our proprietary research panels, and we would select the sample source based on the knowledge and suitability for a particular survey. As an example, for any quantitative market research use case, our sample sources offer a wide range of panelists from various demographic groups and relevant samples. We are known for recruiting online panelists and can re-contact or complete past contact waves at any moment. The fact that our panelists are most accustomed to questions lasting between a few minutes and 45 minutes assists our efforts to ensure the accuracy of our data. On both PC and mobile, our surveys function well. We also have the option of controlling study entry (by rejecting respondents who attempt to take the survey from the incorrect device) and informing respondents about the different types of devices (desktop/laptop, tablet, smartphone, etc.) that the study is suitable to.





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?

Divergent Insights starts by carefully selecting diverse recruitment sources to build panels, bringing its deep knowledge of engagement strategies and its leading technology to participant sourcing. Participants are then carefully selected from a managed panelist pool. The type of study and client specifications relative to the target population are used to determine the sampling composition needed for each project. Typically, for general population studies we take into consideration response rate variables and use stratification tools to balance the sample to mirror the latest Census figures. Divergent Insights uses random selection techniques to select from its highly engaged, deeply profiled panelist pool, carefully matching panelists to survey opportunities that most closely match their profile data and interests. Additionally, we utilize pre-screening tools before sending a panelist into a survey to check for consistency in answers and append new information to their profile for future targeting. We use our in-house developed sampling tools to launch sample as batches and schedule sample deployments at any time of the day. We send the survey invites as per the local time zones, geography, and holiday periods are taken into consideration. This will help us to get high response rate and better distribution of response.






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?

Divergent Insights registration form includes detailed profiling questions starting with basic profile data (e.g., name, address, date of birth), including some demographic information (e.g., gender, education) and then we will proceed with asking more detailed profile information in various categories. There are hundreds of potential profile questions that are presented to a respondent based upon his or her demographics.

We collect data for nearly 500-600 demographic and behavioral profiling attributes. These attributes are collected starting at registration and then through a continuous profiling program. This data is used to optimize the panelist experience and give researchers the ability to target audience segments of interest. Profiling attributes are also used in panel maintenance, integrity and quality processes. We encourage panelists to update their profile data a minimum of once a year, but also give them the opportunity every time they log in to their account.






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?

There are three main components required to accurately estimate feasibility of each project:

- Target population of interest – desired number of completed interviews, incidence rate, specifications of the target audience, and quota structures.
- Survey characteristics – anticipated length of interview, applicable special tasks, questionnaire design and level of complexity.
- Field time – fielding timeframe and expected deliverables.



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?

We have in depth profiling in our proprietary panels that allows to recruit and offer market researchers access to hard-to-reach audiences is what makes Dive-In panels unique. We partner with several IT specific publications and recruit the strongest IT panels globally. For our consumer panels, we partner with websites with specific appeal to hard-to-reach groups to improve the natural distribution of our panel. These sourcing efforts enable us to conduct larger studies that accurately mirror the latest Census data.

Occasionally, when Divergent Insights is unable to finish a project on-site according to the original project specification, third-party vendors are engaged to support the completion. While the identity of third-party suppliers is kept a secret, the plan will consider any preferences or vendors that a client may have.

We use third party agencies to recruit Panelists, one of Divergent Insights core competencies is to target and recruit hard to reach audiences, such as specific ethnic groups or young adults etc.





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.

Yes, Divergent Insights employs a proprietary survey router. However, when an external router is used (client or partner), Divergent insights carefully controls the experience of our Panelists.

If there is a need to use an external router (client or partner), panelists are invited to surveys based on their qualifications for various survey criteria. We ensure to carefully control the experience of our Panelists.

Divergent Insights has also designed its own proprietary survey router to ensure a positive experience for panel members. It gives those respondents who were interested in taking a survey but did not meet the screening criteria, an opportunity to complete another survey. The routing approach that we use has proven successful in providing a positive experience for our panel members as well as ensuring high-quality results for our clients





17. Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?

When a participant enters our router, if the screening process takes longer than usual, respondents are asked whether to continue or opt-out.




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?

Dive-In panel members are typically invited to take part in a survey via email invite. The typical invitation will include the length of the survey, the incentive amount for completing the survey, a link to the survey and privacy policy and terms and conditions links. Panelists are also provided with an opt-out link in the email invitation.

We also invite the panelists to participate in our surveys when they are active on the panel website. We place the survey invitation via the dashboard. This process is the same regardless of the sample source.






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 survey invitation emails notify the Panelist of an opportunity to share their opinions and, if applicable, informs them of the opportunity to earn rewards. Prior to taking the survey, Panelists are given no information. On the first page of the survey, the creator provides details about the study.

Divergent Insights panelists receive points for every survey participation. Divergent Insights incentive system is built on the belief that respondents must be treated fairly and compensated for their valuable time. People join panels for a wide variety of reasons - to get their opinions heard, to have fun, to make a difference, to earn money, etc. Regardless of their motivation, we are passionate about providing every panel member with a positive experience when they take our surveys. We offer cash-based and point-based incentives to all respondents. The reward amount varies by the length of the survey and the likelihood of finding the targeted respondents. Once the respondents have reached the minimum cash-out balance, they can redeem it for cash. We also provide sweepstakes and other prize drawings to reward panel participation not related to surveys such as profiling, tenure, non-qualifying surveys, etc.






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?

During the fieldwork, we do have the option to dynamically alter the incentives, and the data is indeed represented at the individual level. However, we do not employ the higher incentive strategy to encourage respondents to participate in surveys in order to prevent any potential long-term behavioural bias.

Incentive levels vary based on the type of audience, fielding time period, incidence, survey length and topic, complexity of the study, and survey design.



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)?

We believe that a positive user experience is essential for maintaining panel integrity. We've developed several processes to ensure that our survey participants are highly engaged and responsive.

We measure respondent's satisfaction in both a quantitative and qualitative manner throughout the user's online panel experience. Collect feedback on both survey and incentive satisfaction on a regular basis.

We also actively engage users through our customer support system to make sure we are always addressing the voice of the Panelist.

Panelists are provided with a thorough FAQ on our website that answers their most popular questions.





22. Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?

Divergent Insights records all relevant sample composition, performance metrics and project information. Because each client is unique, we provide debriefings to our clients based on their individual needs and requirements of the project. These include measures like start rate, participation rate and invitation text.

Initially kick-off calls are scheduled to introduce our project team, re-review the specifications of a given study, discuss the timeline, review any soft targets or other requirements for the project and address any questions the client may have.

All the above is made available to clients upon request in a Sample Disposition Report, along with a description of sampling processes employed on the project






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 enforce strict limits on the frequency of participation in surveys, and on the total number of invitations that are sent to an individual Panelist. Participants with certain frequency rates can be excluded from projects based on specific client requests.

In terms of conditioning, all panels are prone to this occurring, with some more so than others. We feel that it is the responsibility of panel companies to respect their participants regarding the number of e-mails sent, and we closely monitor our customer service messages to ensure we remain in the good graces of our Panelists.

Its our responsibility to the research community to guard against Panelist abuse and do everything possible to maintain healthy attitudes towards the research process in general.





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 hold the entire survey participation history and Panelists individual level data. We can provide the analysis and provide only those individual level data that is not considered personally identifiable information to a client on request.






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.

Divergent Insights has developed proprietary fraud detection & prevention technology processes in order to ensure survey data quality and panel integrity. These processes include - Tracking user behaviour, and user characteristics and using mechanisms to flag, detect and prevent fraudulent respondents. Validating respondent identity using third-party sources.

Additionally, we have complemented our own security processes developed in-house with the help of our development team and with an additional layer of independent, third-party validity and support using their technology. This widely adopted deduping system further enhances our offering at no added cost to our clients. We continue to develop and enhance new proprietary technologies and methodologies.





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?

When necessary, we combine sources to give the best sample to Divergent insights panel customers in order to satisfy their demographic mix targeting needs.

To guarantee consistency of the tracker's results, we always use the same panel source. In order to safeguard the purity of the sample over the course of the tracker, our sourcing is also taken into account for the long term, not just the first few months, and is directed through stringent, client-defined exclusion restrictions and quality blacklisting.

Buyers may request reports on blends and suppliers from us. Although it can be requested, the source is not always added to the participant data records.






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?

At Divergent Insights we monitor performance of the Panelists at regular interval over time. This includes overall survey activity and behaviour to eliminate any potential problematic Panelists.

Our panel quality management process guarantees that the data we deliver is high quality and reliable. Combining proprietary technologies and methodologies with commercially available market research industry solutions we ensure that our panel(s) are of the highest quality.






28. 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 non- response (e.g., “Don’t Know”) (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

For every survey where we program, host, and deliver survey data, we ensure the checks are appropriate for the survey and discussed with the client. Any Panelist eliminated for fraud or quality reasons is excluded from re-registration.

Our sampling procedures, from the initial phases of project management all the way to project completion, certify that quality is top of mind in everything that we do and deliver. In addition to panel-level measures that our under our control, we work closely with clients to identify and eliminate Panelists exhibiting behaviour that is fraudulent or causes survey quality issues.

Panelists usually participate in the survey to provide their opinion which will help our clients to improve the product and services. So, data quality is always the top priority as this will help us to give high-quality results to our global clients






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.

Divergent Insights has implemented a global privacy policy which meets the highest standards (including the European GDPR) while addressing local regulations and practices.

Our Panelists agree to our privacy policy when they register with our panels. We are also working with our clients to ensure that when they field a survey with us, critical data such as personal data/PII, sensitive data or children's data, are collected safely.

The Privacy Policy, which is used to establish transparency and trust with Panelists, is available to Panelists throughout the entire Panelist portal experience. The Privacy Policy can be found at: <https://www.dive-inpanel.com/privacy>.






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?

Divergent Insights sees that the protection of the personal data of Panelists is essential. We have developed a Data Protection Framework which meets the highest standards. This approach is global in principle even if we customize it locally as required by the business.

Divergent Insights implements strict IT Security practices. Measures include industry-standard firewalls, intrusion prevention systems, data encryption, access control and password policies.

In our privacy policy, we inform Panelists about the kind of data we collect and the legal basis we use for each purpose. Our approach is to select the most appropriate legal basis, depending on the situation and the type of data we collect. Our framework is being revisited regularly due to new data protection regulations flourishing around the world.





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.

On the panel member site, we disclose all of our policies. Members may read all of the policies and then indicate their agreement by checking the boxes next to the ones they find acceptable. After joining the panel, members can also alter or change their consent by going to their profile area and deselecting the items they no longer agree with.

If customers require assistance, they can get in touch with us by sending an email to contact@divergentinsights.com or by using the contact form on our website. It takes two to three business days to respond. Regardless of the source of the sample, this degree of customer service is offered.





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

The payments are made to the designated individuals in accordance with local legal requirements.

Our legal and accounting divisions adhere to and put into practise any changes made to the rules and regulations that have an impact on this industry.

We continuously follow forums and guidelines from industry associations as well as data protection-related resources to track and abide by other applicable laws and regulations.



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?

Divergent Insights complies with all applicable law and regulations and industry codes. So, our methods for interviewing children and young people are in strict compliance with industry standards.

All panel members should be 18+ to register to our panel and participate in our online surveys.

For any survey requiring children under 13, participants will be recruited via their parent(s) and interviewed only with parental permission





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.

Yes, we do implement data protection by design in our systems and processes. We prioritize the privacy and security of our users' data, and here are some of the key measures we have taken:


Data Minimization: We only collect and retain the minimum amount of data necessary to fulfil the purpose for which it is collected.


Access Controls: We enforce strict access controls to limit access to sensitive data. We ensure that only authorized personnel with a legitimate need can access the data, and we regularly review and update access privileges.

Encryption: We employ strong encryption algorithms to protect data both in transit and at rest.

User Consent and Transparency: We obtain explicit user consent for data collection and processing activities. We provide clear and easily understandable privacy policies and terms of service that outline how we handle user data.

Privacy by Default: We implement privacy settings and configurations as the default option, minimizing the collection and use of personal data unless explicitly authorized by the user.





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?

Our information security compliance program encompasses several key elements to ensure the protection of our systems and data.

Policies and Procedures: We have established a set of comprehensive information security policies and procedures that outline the standards and best practices to be followed by all employees.

Frameworks and Certifications: We align our information security program with ISO: 27001 Standards which provide a structured approach for implementing and maintaining security controls. In case required, we can apply and provide the same.

Risk Assessment: We conduct regular asset-based risk assessments to identify potential vulnerabilities and threats to our systems and data.

Internal Audits: Our compliance program includes an internal audit process to assess the effectiveness of our security controls and measure our compliance with policies and procedures.

Incident Response: We have established a robust incident response plan that outlines the steps to be taken in the event of a security incident or data breach. This includes procedures for detection, containment, investigation, and recovery. Regular testing and simulations of our incident response plan help us validate its effectiveness.

Continuous Monitoring and Improvement: We have implemented systems and processes for continuous monitoring of our information systems and networks. This includes real-time threat intelligence, intrusion detection systems, and log monitoring.





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

Divergent Insights presently is not certified to any specific quality framework. We are in the process of ISO certification and expect this certification to be completed within the next 12 months.



Merci Gracias Grazie Obrigado Tack Vielen Dank
Dank U Kiitos Спасибо Ευχαριστούμε תודה ありがとう شكرا لك
谢谢 감사합니다 Terima Kasih คุณขอบคุณ cảm ơn bạn धन्यवाद

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We help turn fortune

Our experience gives us the prowess and proficiency
in crafting solutions to meet your requirements

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