

At Ipsos we believe in the importance of data quality. Every day we make a commitment to our clients to ensure that the highest quality results come out of every piece of research we do. To that end, we have created and implemented quality assurance processes at every step of the way, from recruitment to panel management; and from sample eligibility to survey response.

Data quality begins with recruitment. The vast majority of our panelists are referred to us through various online suppliers. Based on our many years of experience, we know that **multi-source recruitment** is the best option for maintaining a representative base of respondents. We only use high-quality recruitment sources to attract people who are eager to take surveys.

PROCESS BACKGROUND

In order to grow our internally owned and managed online market research panel (i-Say), we utilize third-party suppliers and/or websites to drive traffic to our online recruitment platform.

We consult various online sources to identify potential recruitment partners. We utilize Alexa & Google Rankings to determine which sites attract high levels of online traffic (and high levels of traffic that cater to our panel needs) in terms of demographic make-up.

We also look for websites/suppliers which are similar to the websites/partners that currently are successful in meeting our needs.

We utilize sites like LinkedIn to view marketing partners of our past/current suppliers and of comparable companies.

To ensure recruitment quality and to abide by industry best standards, we avoid the following types of sites:

- Misleading offer sites (i.e. earn a \$75 restaurant gift card per survey)
- Survey conglomerator sites (i.e. sites that encourage multiple panel registrations in a single visit)
- Sites with poor reputations (as identified by Alexa, Google Rankings, SpamCop, and other website monitoring tools/sites)
- Any site offering email marketing but not providing their mailing IP for our review (to ensure they are not spam sites)
- Sites that require users to pay for access



On an ongoing basis, we monitor campaigns for quality by carefully reviewing/analyzing the following:

Response rate of recruits to client surveys

Click rate/conversion rate (percentage of recruits who click on survey links)

Monthly Cost Per Interview

Monthly Survey Completes Per Recruit

Panelist spam complaints

Percentage of duplicate and bad data sent

Cost (Cost Per Acquisition) and Effective CPA

Volume of recruits

Demographic composition of panelists they send

Suppliers who meet the following criteria are deemed “Acceptable” (meaning we continue our recruitment efforts with them):

- ✓ ***Responsive panelists (with high response rates, click/conversion rates)***
- ✓ ***High volume and low percentage of duplicate/bad data***
- ✓ ***High compositions of demographics that our panel is lacking***

Suppliers who do not meet the above criteria are deemed “Unacceptable” (meaning we discontinue our recruitment efforts with them). Those websites are put on a **blacklist** of suppliers that we will not allow to advertise our campaigns. This blacklist is updated monthly and provided to our partners on a regular basis. Partners are instructed not to run our offers on any of the websites on the blacklist.

We utilize an **Abuse Mailbox** to capture complaints sent in by panelists and potential recruits about marketing methods used by our partners. If partners are misrepresenting our offer in any way (for example, by claiming i-Say registration can result in significant cash payouts) we can be made aware of it via the abuse mailbox. This email account is monitored daily by our panel support team. We investigate each reported website and remove those that are not following our guidelines. We add all inappropriate websites to our blacklist and thank each panelist for bringing them to our attention.

Our partners cannot incentivize our offer without our prior approval.



Ipsos does not pay individuals to join our panels. We offer i-Say points as a reward for participating in surveys. These i-Say points are redeemable for a variety of prizes.

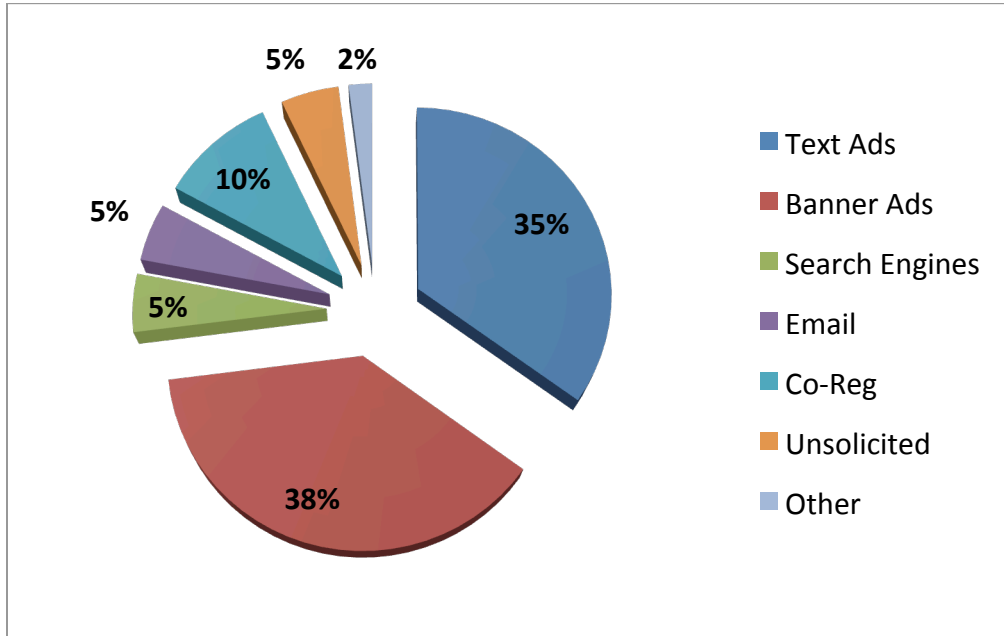
RECRUITMENT SOURCES

i-Say panelists are recruited from a variety of sources. We generally find that partnering with ***Affiliate Networks*** is quite successful. Each affiliate typically runs our recruitment campaigns across 40-50 of their own member websites at any given time, providing us a very broad and diverse reach. New websites/sources are tested before recruitment campaigns are launched. The objective is to maintain a changing but well-controlled number of sources—enough to provide a variety of recruits, while maintaining control over who is participating in our campaigns.

*[Footnote] 1 Affiliate Networks derive from **affiliate marketing**, a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts. The industry has four core players: the merchant (also known as 'retailer,' 'brand' or 'advertiser'), the network, the publisher (also known as 'the affiliate'), and the customer.*


PRIMARY RECRUITMENT METHODS

We never depend solely on any one method or source of recruitment; rather, we reach different types of people through different methodologies and a multitude of suppliers (percentage compositions listed below):



Of course, people may visit the i-Say website on their own and apply to join the panel (i.e. unsolicited), although this accounts for roughly 5% of our overall recruitment.

The most effective type of campaign, **text ads**, uses short descriptions of panel membership that are posted on a supplier's website. This method brings in over one third of our new recruits. An example is shown here:

[Fill Out Surveys and Win](#) 
Free Online Surveys – Earn rewards! Sign up for Sweepstakes & Giveaways
www.i-say.com/

Internet **search engines** are another method for reaching new panelists. These are generally pay-per-click campaigns that are typically run with Google as sponsored links which are similar in appearance to standard text ads.

Banner ads constitute another method of recruitment through which we have had great successes. Two examples are shown.



We also recruit new panelists through **email campaigns**, accounting for roughly 5%-10% of our total recruitment volume. The suppliers we use are all CAN-SPAM2 compliant and use opt-in lists only. We approve each list, including a blacklist check on the mailing server's IP address. The email itself is an invitation to join our panel, which consists of a brief description of what is involved, an assurance that all responses will be kept confidential, a URL to click on for easy sign up, and a phone number to call with any questions. Emails are deployed by the list owner, and we approve the final mailing.

[Footnote] 2 *The CAN-SPAM Act of 2003 establishes the United States' first national standards for the sending of commercial e-mail and requires the Federal Trade Commission (FTC) to enforce its provisions. The acronym CAN-SPAM derives from the bill's full name: Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003. More information can be found at <http://business.ftc.gov/documents/bus61-canspam-act-compliance-guide-business>.*



Co-registration combines a text ad with an email follow-up and accounts for approximately 10% of our total recruitment volume. The person first must click to indicate they would like to learn more about the panel, and then enter their email address. An auto-reply email is sent to them with the URL to join and more membership details.

OTHER RECRUITMENT METHODS

We also conduct a number of campaigns through other non-traditional methods. We recruit from other panels (Ipsos-owned panels as well as others), via other Ipsos properties (corporate websites), and through offline methods (postal mail and telephone).

Regardless of the recruitment method employed, we always ensure that our communication does not mislead panelists as to the potential rewards they can earn. We actively monitor our online recruitment campaigns hosted by our partners and immediately contact any that are promising exaggerated earnings so that our offer can be removed. Moreover, we stress that quality is more important to us than volume. We do not advertise on job ad sites; no one can make a living answering surveys!

MONITORING

Once a person has successfully joined the panel, Ipsos monitors their survey-taking performance and removes anyone who repeatedly provides poor-quality survey responses, or who becomes disinterested in taking surveys. This ensures that, at any given time, our panels only contain people who are willing to provide honest, thoughtful responses to surveys. These performance measures are used to adjust our recruitment sources; we discontinue partnering with sources that provide poor-quality respondents.

Quality

When people decide to join our panel, they are asked to fill out a short registration form that gathers basic contact information (full name, postal address, phone number, and email address) and key demographics about themselves (gender, age) and their household (number of people living there, age and relationship of other HH members to the applicant, and total HH income). Once they submit the form, their application goes through a number of quality checks. First we examine the information in the form itself regarding:

- Security program (CAPTCHA™) to prevent automated registration on the panel
- Cleaning of name, address and phone number formatting
- Names and gender correlation
- Checking against libraries of valid names and surnames
- Calculation of aggregate demographic variables (e.g., region, market size, social grade)
- Screening out people who are under age

Then additional quality checks are carried out:

- De-duplication against both the existing panel and simultaneous recruitment campaigns
- Screening out “blacklisted” people (including email domains of clients, competitors, and Ipsos employees)
- Screening out people who work in market research
- Screening out people who are in a different country (based on their Geo-IP location)
- Email confirmation to ensure email address is valid, and belongs to the person who completed the recruitment questionnaire (double opt-in process)
- Validating mailing address versus current postal databases (Melissa Data, etc.)
- Prevent people from re-using old links/URLs to join the panel multiple times (Break-in Tentative)
- Screening out people with email domains from “10 minute mail” providers (websites that generate email addresses that are available for only a certain time or a certain number of messages received).

As a result of these checks, we screen out over half of the applications we receive to join our panels.

PANELIST DATA COLLECTION

We collect a variety of panelist data, both through the initial registration form and subsequent “Getting To Know You” survey, allowing us to target specified surveys to the appropriate panelist groups:

Registration Variables

| US | Canada |
|------------------------------------|--------------------------------------|
| Email Address (Confirm Email) | Email Address (Confirm Email) |
| Address | Address |
| State | Province |
| City | Town |
| Zip Code | Postal Code |
| Phone Number (Including Area Code) | Phone Number (Including Area Code) |
| Gender | Gender |
| DOB | DOB |
| Marital Status | Marital Status |
| Education | Education |
| Hispanic Descent | Use of Internet |
| Race/Ethnicity | Ethnic Background |
| Household Size | Household Size |
| Household Income | Household Income |
| | Born in Canada (Yes/No) |
| | Languages Spoken at home |
| | Preferred Language for i-Say surveys |

Getting to Know You: Surve Questions

| US | Canada |
|--|--|
| Why joined iSay x 2 | Why joined iSay |
| Company type/industry | Company type/industry |
| Occupation | Occupation |
| Employment/Work status | Employment/Work status |
| Rent/own | Is the place you live in... |
| Credit card yes/no | Credit card yes/no |
| What type of credit card? | What type of credit card? |
| Who makes financial decisions? | About how many trips by air, for business and for pleasure/personal reasons, have you taken in the past twelve months? |
| Trips/travel business/leisure | # of employees |
| # of employees | Is anyone in your household expecting a baby? |
| Expected baby | What month is the baby due? |
| Expected dob of baby | Pets |
| Pets | Please check the medical conditions that currently apply to you. |
| Ailments | Devices/etc. a HH owns |
| Devices/etc. a HH owns | Which of the following alcoholic beverages do you typically have at least once per month? |
| What alcohol | Will you take other types of surveys |
| Automobiles | Provide phone # for the above |
| Will you take other types of surveys | What is the total value of your household's financial assets? |
| Provide phone # for the above | How do you typically connect to the Internet/World Wide Web with this computer? |
| Would you like sms to notify of surveys? | Do you currently smoke cigarettes? |
| | Where do you access the Internet most often? |
| | People in Canada come from many racial or cultural groups. You may belong to more than one group of the following list. Are you... |
| | Are you, or is anyone in your household, regularly answering questionnaires or testing products for any other consumer panel organization? |