

Aurorix Insights Company Profile

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?

Aurorix Insights has extensive experience in providing online samples for market research. We utilize a hybrid approach, leveraging our growing proprietary panel and a network of trusted sample providers to deliver high-quality, representative data across Consumer, B2B, and Healthcare sectors.

We started providing online samples for market research in 2024. During this time, we have continuously refined our methodologies and expanded our capabilities to meet the evolving needs of our clients.

Aurorix Insights' primary focus is on providing online samples and research services for market research purposes. While our expertise lies in market research, we offer multiple research services such as Questionnaire designing, Survey Programming, Online data collection and recruitment, Data cleaning and Analysis. We do not provide any direct marketing services.

2. Do you have experienced and knowledgeable staff responsible for developing and monitoring the performance of the sampling algorithms and related automated functions? What sort of training in sampling techniques do you provide to your frontline staff?

Aurorix Insights has dedicated Project Managers responsible for developing and monitoring the performance of our sampling processes. Our PMs possess specialized knowledge and extensive experience in sampling methodologies. They effectively meet the unique sampling needs of our clients by targeting a range of profiling characteristics unutilized from targeted pulled samples from our proprietary and partnered panels.

We also provide comprehensive training in sampling techniques to our PMs to ensure they understand and can effectively implement our sampling procedures efficiently.

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?

Aurorix Insights is a full-service market research company offering a comprehensive list of services from questionnaire design, programming, hosting, data collection, data cleaning, data analytics and reporting.

We also offer qualitative research recruitment services for in-depth interviews, focus groups and online diaries.

Sample sources and Recruitment

4. Using the broad classifications above, from what sources of online sample do you derive participants?

Aurorix Insights derives participants for online samples from a combination of multiple sources (Panel, Partner and Custom). This hybrid approach of blending these sources helps tailoring the sample to the specific needs of each research project, ensuring precision and providing the most effective way to maintain a representative pool of participants.

Proprietary Panel: We utilize our growing proprietary panel to access a diverse range of respondents, including specialized segments within Consumer, Business, and Healthcare.

Partner Panels: We strategically partner with trusted panel providers to expand our reach and ensure representative sampling across various demographics and markets.

Custom Recruitment: Our recruitment team also conducts custom outreach when required through social media platforms or targeted email campaigns to reach specific audiences.

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? (Assume proprietary to mean that the sample provider owns the asset. Assume exclusive to mean that the sample provider has an exclusive agreement to manage/provide access to sample originally collected by another entity.)

We employ a hybrid approach, blending our proprietary panel with our partnered panel sources to tailor the sample as per the requirements of each research project. Our team analyses the percentage of the total sample that we can provide through our proprietary panel and then the remaining is fulfilled by using our partnered panels or custom recruitment.

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?

Most of our proprietary panelists are recruited through channels like classified ads, influencer networks, affiliate marketing, social media, email campaigns, referrals, and search

engine marketing. As for our partnered panels utilize a range of channels, and we conduct thorough reviews of their methodologies to ensure alignment with our quality standards.

Our panel is generally "open to all," although all members are subject to enhanced validation procedures. Business and Healthcare professionals are primarily recruited on an "invitation-only" basis. Affiliate networks are a primary recruitment channel for our proprietary panel. Referral programs are used for Business and Healthcare professional recruitment subject to their validations.

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 organization and the technologies you are using. Please try to be as specific and quantify as much as you can.

Aurorix Insights employs a multi-layered approach to validate participants.

- **Fraud Detection Tools:** We employ tools such as Research Defender to detect and prevent various forms of online sample fraud, including bots, click farms based on the threat score Research Defender assigns.
- **Two-Factor Authentication (2FA)** – Adds an extra layer of security by requiring a second verification step (e.g., SMS or email code).
- **Phone/Email Verification** – Confirms a user's identity by sending a link or code to their email or SMS/Calls on phone.
- **Behavioral Analysis** – Tracks mouse movements, typing patterns, and click behavior to detect suspicious activity.
- **IP Address Monitoring** – Flags suspicious IP addresses or repeated entries from the same IP.
- **Time-Based Form Submission Checks** – Detects bots by monitoring how quickly a form is filled out.

Additionally, for business professionals we require them to provide the name of their employer to support our verification process. Healthcare professionals are required to provide an image of a medical license/work badge.

8. What brand (domain) and/or app are you using with proprietary sources? Summarise, by source, the proportion of sample accessing surveys by mobile app, email or other specified means.

We use our proprietary panel "InsightSource" where the respondents register themselves to take the survey through email or by logging into their dashboard. We do not have any mobile app yet.

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

Our team provides Managed Services through our proficient project management team along with an option of API integration.

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?

As a part of our hybrid approach we use a blended sample pool consisting of our proprietary and partnered panels. We use all the sample sources at hand on an as-needed basis. We are transparent about the blending of sample sources and the rationale behind the blend, explaining how it helps achieve project objectives and representativeness.

Aurorix Insights' primary integration is at the data collection platform level. Our survey platform is designed to handle samples from multiple sources seamlessly.

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

The choice of sample sources for a study depends on the specific project needs, including any operational or respondent criteria. Our sample is suitable for recruit/recall (recontact) situations. Also, our sample is device agnostic for both short and long questionnaires. Specific to some niche targeting and markets we custom recruit respondents. We have a blended sample pool available for community recruitment or online focus groups subject to project needs.

Sampling And Project Management

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?

Our process begins with understanding the client's research goals and target audience to design an appropriate sampling plan, including sample source, size, and quotas. Eligible participants are then randomly invited to take part in the survey via email invitation. A brief screening ensures respondents meet the survey criteria. The survey is designed using best practices to maintain engagement and data quality. Data validation through both automated and manual checks which helps remove low-quality responses.

Once the survey is live, our PM team monitors the fieldwork metrics and regularly updates the client on the progress or any upcoming potential issues we may face in the field. Finally, data cleaning is initiated and the cleaned data is processed and delivered to the client for analysis.

We recommend our clients using a demographic quota balancing approach to help ensure the sample reflects best alignment with census-based demographic groups for most accurate weighting.

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?

Aurorix Insights collects and maintains a range of profiling information on our panel members to facilitate targeted sampling and enhance research effectiveness. This includes demographic information (e.g., age, gender, location), Business attributes (e.g., industry, job role, company size), and healthcare-specific details (e.g., medical specialty, health conditions).

We gather all the profiling information directly from panelists during the registration process and through periodic profiling surveys which are held every six months to ensure accuracy. Also, we carefully assess our partnered panels to ensure they provide sufficient and consistent profiling data that aligns with our research standards.

We are able to append basic demographic information in accordance within the survey.

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?

In order to provide an accurate feasibility estimate for a research project, Aurorix Insights requires the following key information such as Market/Country, Target Audience, Incidence Rate, Length Of the Interview, Sample Size, Quotas, Field Duration, Device Compatibility.

If incidence rate is not available, we can provide an estimated IR based on similar past projects. We may also request for the screener/questionnaire to better understand key eligibility criteria.

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 treat our supplier network as proprietary information and do not disclose it to the clients, as it represents the result of significant effort in building trusted relationships with global sample providers. As per the hybrid approach our sample plan consists of feasibility from our proprietary and partner panels.

If a project becomes unfeasible using our original sample plan, we follow a transparent process that includes early communication with the client, a thorough assessment of the issue such as revaluation of the incidence rate, and exploring solutions like extending timelines, relaxing quotas, or using expensive sample sources which might have been excluded during the initial planning due to client's budget—all in collaboration with the client.

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.

Currently, we do not employ a survey router or any yield management techniques.

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

Not applicable as we do not use any survey router.

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?

In our survey invitation we provide basic information about the survey such as the length of interviews (LOI), incentive amount, survey link, a generic subject line along with an advice from our end to answer the survey questions truthfully and responsibly and any warnings for sensitive studies.

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?

Yes, the participants have the option to choose a survey they want to take based on the information such as the time involved in taking the survey and the incentive amount they would receive on completing the survey.

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?

Yes, we have the ability to increase or decrease the incentive amount however we make the changes to the incentive only at the quota group level.

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 do not measure participant satisfaction at the individual project level, instead we measure their satisfaction at a broader level quarterly through a members satisfaction survey.

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

During the entire project life cycle we provide real-time updates to the client and a summarised report regarding the steps undertaken throughout the project lifecycle can be provided upon client request.

Data quality and Validation

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?

Aurorix Insights doesn't impose any limits on consumer panelists. However, for Business and Healthcare panelists we impose a limit on the number of surveys a panelist can complete within a given timeframe. Generally Business and Healthcare Panelists would not receive more than 2-3 surveys per day.

We impose measures to manage panelist participation frequency to prevent over-surveying, which can lead to fatigue and affect data quality.

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 maintain the historical records for all panelists at individual level, including their recruitment source, registration date, survey participation and completion details, response rate and reward redemption details.

The data is being tracked internally and we do not provide it to sample buyers as a general rule.

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.

Each panelist is assigned a unique identifier, which serves as their distinct ID and it is used to verify their identity within our system.

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?

Aurorix Insights manages source consistency and blends at project level through our hybrid sampling approach. As for trackers we build an initial sample plan from our proprietary panel and selected partners. We create and maintain exact sample spread percentages by duplicating quota groups for wave studies that require consistency throughout the trackers.

We do not have reports on sample blends we can provide to buyers.

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?

Our system monitors data quality issues for each respondent based on different attributes. In case we find any inconsistencies between the profile data of our panelists with the survey responses or a particular panelist has more than two quality issues in multiple surveys then we remove such panelists from the panel irrespective of our proprietary or partnered panel.

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

Aurorix Insights employs a comprehensive approach to minimize undesired in-survey behaviors:

- **Real-Time Data Validation:** Inconsistencies and errors are identified and addressed during data collection through real-time validation measures. We recommend our client to implement attention check or commitment to quality questions in the survey to make sure participants take the survey attentively and truthfully.
- **Fraud Prevention Tools:** Advanced fraud detection solutions, such as Research Defender or SurValidate, are used to prevent fraudulent and duplicate responses.
- **Data Cleaning:** Sophisticated data cleaning techniques are applied post-collection to identify bad responses such as straight-liners, bots, speeders and bad open-end responses. We resolve these inconsistencies by removing these records and replacing them with new higher quality data.

Policies And Compliance

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. (Note: If your company uses different privacy notices for different products or services, please provide an example relevant to the products or services covered in your response to this question).

Please check the Privacy Policy on our site: www.aurorixinsights.com

It states how we collect and process our panelists personal information and outlines how they can exercise their rights under privacy regulations such as GDPR/CCPA.

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 other legal bases for the processing of personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

Aurorix Insights is committed to complying with all applicable data protection laws and regulations in the jurisdictions where we operate. We have appointed a third party Data

Protection Officer who is responsible for overseeing our data protection strategy and ensuring compliance with data protection laws.

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.

Our panelists can provide, manage, and revise consent for the processing of personal data by logging into their panel account or by contacting our support team for assistance via email or telephone.

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

We consult with third party legal counsel when necessary to ensure our incentive programs are compliant with all applicable law and regulations of each country. As for our partnered panels, we check with them for proper compliance of such law 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?

We do not conduct surveys with children under the age of 13 years. And the children between the age of 13-18 years can take surveys with the consent and under the guidance of their parents. We make sure that the surveys for children are designed in accordance with ESOMAR and MRS guidelines.

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 follow a comprehensive data protection policy that complies with ESOMAR and GDPR guidelines. Also, our processes are specifically designed to limit access to respondents personal data.

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?

All of our global operating processes are built to comply with GDPR and we manage our information security through internal audit procedures.

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

We are not yet certified in any specific quality system. However, we are committed to building our internal processes to comply with ISO 20252 and ISO 9001 and we are also compliant with the ESOMAR standards.

37. Which of the following are you able to provide to buyers, in aggregate and by country and source? Please include a link or attach a file of a sample report for each of the metrics you use?

- Average qualifying or completion rate trended by month.
- Percent of paid completes rejected per month/project, trended by month.
- Percent of members/accounts removed/quarantined, trended by month.
- Percent of paid completes from 0-3 months tenure, trended by month.
- Percent of paid completes from smartphones, trended by month.
- Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month.
- Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort).
- Average number of paid completes per member, trended by month (potentially by cohort). Active unique participants in the last 30 days.
- Active unique 18-24 male participants in the last 30 day.
- Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview.
- Percent of quotas that reached full quota at time of delivery, trended by month.

We can share the above information with the clients upon request.