QuantX's answers to

ESOMAR's

37 Questions

to help buyers of online sample

37

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ESOMAR's 37 Questions Framework

ESOMAR's 37 questions offers a framework for buyers to use when evaluating different sample providers. The questions and the suppliers' responses are meant to form a basis for a conversation between buyer and sample provider, and to help determine if there is a fit with research objectives.

Our Commitment

QuantX Online is proud to provide clear, detailed answers to ESOMAR's 37 questions, helping you understand how we source, manage, and vet our sample network, our data quality measures, and more.

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COMPANY PROFILE

(I) 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?

At QuantX Online, our journey began in 2021 as a marketing and data management company with a strong foundation in audience engagement and information handling. Over time, we expanded into the online research industry, specializing in high-quality first-hand data collection powered by our proprietary panel of 1 million+ verified respondents worldwide. Our core strength lies in bridging the gap between market researchers and panel members, ensuring a seamless and reliable research experience for both sides. We understand that maintaining trust, transparency, and respondent quality is essential for successful research outcomes, and these principles remain at the heart of everything we do.

Today, QuantX Online focuses exclusively on research and data collection services. As dedicated data collection specialists, we support online research providers with accurate, reliable, and scalable sample solutions tailored to their project needs. Unlike many firms in the industry, we do not engage in direct marketing or unrelated promotional activities, allowing us to maintain complete focus on delivering high-quality research data.

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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?

Our development team brings extensive industry experience and has continuously refined our proprietary sampling algorithms to deliver precise and efficient audience targeting. Powered by our self-developed data management platform, we are able to execute highly optimized sampling processes with speed, accuracy, and scalability.

Our in-house technology enables intelligent sample distribution, advanced audience segmentation, and efficient project management across a wide range of research studies. Every project manager at QuantX Online is thoroughly trained in utilizing our internal systems and tools to ensure the best possible alignment with target audiences and research objectives.
To maintain high representativity and data quality, our sampling approach also incorporates historical response rate performance and sub-segment engagement patterns. This allows us to improve feasibility, reduce incidence challenges, and deliver reliable, high-quality data tailored to each project's specific requirements.

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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?

At QuantX Online, we specialize in online data collection services, offering both sample-only and full-service support, including end-to-end survey programming, scripting, and fieldwork management. While our focus is on data collection rather than data analysis, we provide reliable and scalable solutions for a wide range of quantitative research projects, including quick-turnaround online surveys and fast-response studies.

SAMPLING SOURCES & RECRUITING

(II) Sample Sources and Recruitment

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

We own proprietary panels across 15+ countries globally. In countries where panel size allows, we source all participants from our own proprietary panels. In cases where a planned study has sample size requirements that exceed the feasibility of our nationally representative sample, we may collaborate with high-quality panel partners to fulfill quota and target group requirements. We will always inform you which approach will be used for any study and will obtain prior permission from our clients with complete transparency.

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?

All our panel members are part of our proprietary panels. In cases where we need to work with panel partners, we will always inform clients about the proportion of the sample comprised of external respondents, which may vary from study to study.

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?

Our panel recruitment process is strictly invitation-based. We leverage a wide variety of recruitment channels to build panels that accurately reflect diverse population segments across the markets we serve. Our recruitment sources include publisher networks, digital marketing platforms, B2B databases, strategic partnerships, social media channels, and affiliate communities. To further expand reach and engage niche or hard-to-reach audiences, we also occasionally utilize additional methods such as SMS campaigns and client collaboration initiatives.

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.

We use a multi-layered respondent validation process that includes mobile verification and two-step authentication to prevent duplicate or fraudulent accounts and maintain account security. Our quality control framework combines automated fraud detection with manual reviews to identify suspicious registrations based on email patterns, profile details, and behavioural checks. In selected cases, we also verify professional and social media profiles, including LinkedIn, supported by manual or call-based validation when required.

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.

QuantX Online is the brand behind our proprietary research panel, with active members across 15+ global markets. Panel members are invited to participate in surveys primarily through email invitations or by accessing surveys directly via their personalized panel dashboards. Most survey participation is driven through these invitation channels and dashboard activity. To maintain strong engagement and retention, we offer a range of incentive options, including e-gift cards, rewards programs, and loyalty-based benefits for our panel members.

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

We deliver sample for client projects exclusively through our managed services model. As every project has unique requirements, our project managers carefully review study specifications and identify the most suitable audience segments from our panel base to ensure accurate targeting and high-quality research outcomes.

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?

In cases where third-party sample blending may be required, this is clearly communicated during the initial bidding and feasibility stage of the project. We always seek prior client approval before utilizing any external sample sources and maintain full transparency regarding the extent of blending. All sample management is handled directly by our team, as we do not operate automated integrations with third-party providers.

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?

Our proprietary sample is well suited for a wide range of research methodologies, including both short-term and long-term studies. We also support recontact and longitudinal research, provided prior consent has been obtained from participants. To maintain data quality and respondent engagement, participation in online research studies is carefully managed and limited to selected recruits.

SAMPLING & PROJECT MANAGEMENT

(III) 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 sampling process begins with invite waves designed to closely match the target population based on key demographics such as age, gender, and geographic region. Additional invite waves are then optimized using our proprietary sampling algorithms to improve representation among lower-response segments and avoid over-targeting already balanced groups. Reminder invitations may also be deployed to improve participation rates, particularly for niche or hard-to-reach audiences. Typical quota controls are managed across core demographic variables, including age, gender, and location.

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?

We maintain detailed profiling information for our panel members, including age, gender, and geographic location. During registration, members are encouraged to complete a profiling survey covering key demographic and lifestyle attributes such as household composition, education, employment status, industry, and income levels. This information is regularly updated through ongoing profiling activities and periodic refreshes, with update frequency varying by data type. Our profiling framework also supports participant pre-screening, audience targeting, and incidence estimation for future studies. Any profiling variables shared with clients are provided only in a fully anonymized and non-identifiable format, with all data collected directly from our panel members.

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?

To assess project feasibility, we typically require details such as the target number of completes, estimated interview length (LOI), target audience incidence, quota structure, and expected field timeline. If incidence levels are unknown, we can evaluate them using our pre-screening capabilities. We maintain a transparent and consultative approach throughout the feasibility process, openly discussing project viability, targeting requirements, and potential challenges with clients. In cases where incidence is uncertain or highly niche, we work collaboratively to identify the best approach, which may include adjustments to audience criteria, sample size, quotas, field period, or survey length to ensure successful project delivery.

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?

When target audience requirements are highly specialized or challenging, we work closely with clients to explore alternative targeting approaches, revised audience definitions, or different research methodologies to achieve the desired study objectives. In cases where we are unable to provide sufficient sample directly, particularly for multinational projects outside our panel coverage, we may collaborate with trusted partners or recommend specialized providers. Any externally sourced sample is subject to additional quality control measures to ensure response reliability and data quality standards are maintained.

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.

We do not utilize survey routers. Instead, we use a structured pre-screening process to identify relevant target audiences, often by including profiling or qualification questions within previous surveys. This allows us to invite only suitable participants to future studies, helping reduce unnecessary screen-outs and improve respondent experience. Participants are invited to surveys exclusively through email invitations or by accessing studies directly through their respondent dashboards.

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, since we do not use a 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?

We always provide participants with key survey details upfront, including the estimated interview length, participation incentive, and whether the survey is device compatible. For quantitative research studies, we generally avoid disclosing the survey topic in advance to minimize bias and maintain a more representative sample by preventing over-participation from respondents with a particular interest in the subject matter.

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?

Participants are invited to surveys through randomized sampling within defined population segments, while participation always remains voluntary. For most quantitative studies, respondents typically decide based on survey length and incentive details, although limited topic information may sometimes be shared when appropriate. Eligible participants may receive invitations to multiple studies and can choose to participate in any survey for which they qualify.

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?

Participant incentives may be adjusted during fieldwork based on factors such as survey length, response rates, or urgent project timelines. Incentive details can also be tracked at the respondent level within the dataset when required. In most cases, incentive value is aligned with the interview length (LOI), with higher rewards offered for longer or more demanding studies to help maintain engagement and reduce drop-off rates.

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)?

Participant satisfaction is monitored at the project level through post-survey feedback collected after each completed questionnaire. Respondents rate factors such as survey design, interview length, topic relevance, and overall experience. Lower-rated studies are reviewed carefully to identify potential issues, including questionnaire errors or unexpected survey length, allowing us to work collaboratively with clients to improve future performance. We are also able to provide benchmark and normative data for comparable studies.

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

We can provide key fieldwork metrics such as response rates, dropout rates, screen-out rates, and participant satisfaction scores related to survey length, topic, design, and overall experience. While formal debrief reports are not typically included, we maintain a proactive communication approach and promptly inform clients of any unexpected fieldwork trends, such as low response rates, high dropouts, survey length discrepancies, or lower satisfaction scores, to ensure timely resolution and smooth project execution.

DATA QUALITY VALIDATION

(IV) 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?

We actively monitor survey load across countries and demographic segments to maintain a balanced and sustainable respondent experience. Our recruitment efforts are continuously optimized to strengthen underrepresented or highly utilized audience groups and support nationally representative panels. While there are no fixed participation limits for individual panel members, the average survey engagement is typically around 7–8 survey invitations per month, varying by target demographic and market demand.

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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 comprehensive metadata throughout the entire lifecycle of panel membership, including recruitment source, signup date, survey invitation history, participation outcomes, and incentive activity such as rewards assigned and redeemed. Where required for a project, selected data points can be shared in a fully anonymized format to ensure participant privacy and confidentiality are always maintained.

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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.

All survey invitations are distributed through unique, identity-linked survey URLs assigned to verified panel members, ensuring that each participant can only complete a survey once. Participant identities are validated during registration through two-step verification, and survey access is provided only via verified email invitations or secure dashboard login. To further strengthen data security and fraud prevention, we also run automated monitoring checks to detect suspicious activity, such as multiple accounts operating from the same browser session, with flagged cases reviewed for additional validation.

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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?

Not applicable, as we do not blend sample sources.

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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?

We continuously monitor panel quality through multiple validation measures designed to identify issues such as speeding, inconsistent responses, and duplicate accounts. Panel members showing repeated patterns of low-quality participation may be suspended from the platform, preventing further survey access or incentive redemption. We also maintain ongoing tracking of response rates, completion behavior, and participation timelines to support overall panel quality and reliability.

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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?

We use both automated and manual quality checks to identify speeding, inattentive behavior, and low-quality responses. Response times, attention checks, and open-ended answers are regularly monitored, while suspicious cases are further reviewed by our panel management team to maintain high data quality standards.

POLICIES & COMPLIANCE

(V) 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.

Here it is:

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?

We maintain compliance with major data protection regulations, including GDPR, through collaboration with legal experts across our operating markets. Participant consent is obtained during signup and additional consent is collected whenever required for sensitive data processing or longitudinal research. We have established data protection protocols, secure data transfer agreements, automated data retention controls, and a dedicated Data Protection Officer responsible for overseeing privacy and compliance matters.

31. How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants?

Participant consent is obtained during the panel registration process, and members can review, manage, or withdraw their consent directly through their account dashboard at any time. We provide multilingual support across all our markets through panel contact forms and survey invitations, while privacy-related requests and data subject inquiries can also be directed to our Data Protection Officer via the contact details listed in our privacy policy.

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 management team is responsible for staying up to date on all regulations that pertain to the market where they work.

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 follow internal guidelines aligned with ESOMAR standards to ensure the responsible collection and processing of data involving children and young participants. Panel membership age requirements comply with local country regulations, typically ranging between 15 and 16 years of age. For studies involving younger audiences, participation is conducted only through parental consent and supervision. Our Data Protection Officer oversees compliance with all applicable privacy laws and data protection regulations across our operations.

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.

All our systems are built following a privacy-by-design approach. Access to personal data is restricted based on business necessity and the principle of least privilege. We only collect data that is required for research purposes and maintain automated processes for secure data deletion once information is no longer needed. By default, all client deliverables contain anonymized data only.

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?

We maintain an internal IT security control framework designed to ensure that our technical and organizational measures align with industry best practices. Our security standards are guided by ISO 27001 principles and recommendations provided by relevant data protection authorities.

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

Yes, we do comply to most of the guidelines for standard for quality systems per ISO.

METRICS

(VI) Metrics

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.

We are able to provide a range of operational and panel performance metrics in aggregate and by country where applicable. These include completion and participation trends, member engagement statistics, smartphone participation rates, active unique respondent counts, feasibility estimates, and member activity metrics tracked on a monthly basis. Certain metrics, such as paid complete rejection rates, quota fulfillment percentages, and intercept-based participation comparisons, are currently not applicable or not tracked within our reporting framework. Reporting availability may vary depending on project structure, market coverage, and sample source configuration.

01. Average qualifying or completion rate, trended by month?	✓Yes
02. Percent of paid completes rejected per month/project, trended by month?	✓Yes
03. Percent of members/accounts removed/quarantined, trended by month?	— N/A
04. Percent of paid completes from 0-3 months tenure, trended by month?	— N/A
05. Percent of paid completes from smartphones, trended by month?	✓
06. Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month?	Yes — N/A
07. Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month?	✓Yes
08. Average number of paid completes per member, trended by month?	✓Yes
09. Active unique participants in the last 30 days?	✓Yes
10. Active unique 18-24 male participants in the last 30 days?	— N/A
11. Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview?	✓Yes
12. Percent of quotas that reached full quota at time of delivery, trended by month?	✓Yes

About QuantX Online

QuantX Online is a dedicated online data collection and sample solutions provider. Founded in 2021, we have built a proprietary panel network of 1 million+ verified respondents across 15+ global markets, enabling us to deliver high-quality, scalable research solutions for market researchers worldwide.

We provide accurate, reliable, and flexible sample solutions tailored to each client's unique project needs. Our project management team works as an extension of your team — providing responsive, creative, and consultative support throughout every stage of the research process.

QuantX Online's commitment to data quality, transparency, and respondent experience makes us a trusted partner for online quantitative research — delivering it right, every time.

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