



Dimension Research Inc. has committed to its quality standards and controls built into its processes for conducting research. With the Dimension Research Inc. marketplace platform, online sample buyers have full control over their fieldwork, whether they want to handle it themselves (Self-service) or hire Dimension Research Inc. project managers with experience in research quality control. All procedures and systems follow international standards and that is how Dimension Research Inc. focus on transparency to sample buyers.

WE HAVE CREATED ESOMAR OF 28 QUESTIONNAIRES TO HELP ONLINE RESEARCH BUYERS

ESOMAR help researchers participate in an open discussion about the online research methodology and the appropriateness of the methodology for specific research. **Dimension Research Inc.** is delighted to provide clear answers to these questions to help you gain a better understanding of how we manage and maintain our panels to ensure the highest quality data.

This paper demonstrates how Dimension Research Inc.'s individual approach to undertaking online market research meets and often exceeds the requirement by ESOMAR.

The questionnaire covers the following areas:

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|---------------------------------|
| COMPANY PROFILE |
| SAMPLE SOURCES AND RECRUITMENT |
| SAMPLING AND PROJECT MANAGEMENT |
| PANEL MANAGEMENT |
| DATA QUALITY AND VALIDATION |
| POLICIES AND COMPLIANCE |



COMPANY PROFILE

1. WHAT EXPERIENCE DOES YOUR COMPANY HAVE IN PROVIDING ONLINE SAMPLES FOR MARKET RESEARCH?

Over the period of 9 years, Dimension Research Inc. has been constantly achieving qualitative and quantitative data collection. We've optimized our platform to provide solutions for the unique challenges of your industry and for your profession. Organizing our proprietary panels we cater to more than 70 countries with more than 120 clients around the world. We've risen through the ranks of these companies thanks to model quality control, thorough attention to detail, and overall client satisfaction.

We have been working for the most widely acclaimed market research agencies, digital end clients, media and PR. Dimension Research Inc. on a typical run over 2000 online projects every year with honoured clients and organize samples in more than 45 different global markets.

We have provided online panels for Owners of specific technology types and brands, Health and patient panels, Professional medical, Students/Retirees, Media consumers of films, TV and games, Food and beverages brand loyalists, Mothers of babies/young children, Different B2B audiences and more on.

Dimension Research Inc. offers a comprehensive investigation into cutting-edge publicizing and e-business which gives all the information you are obligated to need, and all from a central, easily accessible source. You'll discover the lot at Dimension Research Inc. whether you're looking for up-to-date data on business cases or enlightening associates on business frameworks. We run research for leading brands, Fast-moving consumer goods (FMCG) or consumer packaged goods (CPG) companies, and retailers from various different sectors in partnership with our market research agency clients. It includes a significant proportion of tracking work that has been successively continuously over nine years.

SAMPLE SOURCES AND RECRUITMENT

2. PLEASE DESCRIBE AND EXPLAIN THE TYPE(S) OF ONLINE SAMPLE SOURCES FROM WHICH YOU GET RESPONDENTS. ARE THESE DATABASES? ACTIVELY MANAGED RESEARCH PANELS? DIRECT MARKETING LISTS? SOCIAL NETWORKS? WEB INTERCEPT (ALSO KNOWN AS RIVER) SAMPLES?

Dimension Research Inc. consumer panels are industriously managed panels. Our panels are under the control of people who made an aware decision to participate in



online surveys through a double opt-in registration process. The life of the panelists in an actively managed panel is closely supervised to ensure effectiveness and usability.

Dimension Research Inc. is using various methodologies to recruit panelists to its survey and panels, including opt-in email, co-registration, e-newsletter campaigns, recruitment for face-to-face interactions, online recruitment using banners on different portals and websites, online recruitment through the owner's portal using editorial space (media and publisher sources), specific invitations sent to the panel owner's database, social networks, affiliate traffic and snowballing method.

Recruitment into Dimension Research Inc. typically takes place through a link to a specific panel registration page after a panelist completes the entry of their contact details; they are acknowledged and informed that they have received an email with their account login details. Once they got their account login details through email, panel members double opt-in by logging into their account to activate it. A new panelist is given the chance to verify the personal information provided by the panel owner.

Dimension Research Inc. has a dynamic sample source. We provide access to high-quality, representative respondents in real-time.

Dimension Research Inc. re-validates the panel through email if the panel owner has an active panel on their own system and decides to move it if a potential panel owner has a list of contacts that have expressed interest in joining a panel but have not been recruited as such. It is to make it clear that the e-mail message contains their new panel account and login details as well as the link to their panel account page. To become or to continue being panel members they are requested to log in and activate their account.

Panelists are required to complete a double opt-in process by clicking on the panel link and then logging into their accounts.

3. IF YOU PROVIDE SAMPLES FROM MORE THAN ONE SOURCE: HOW ARE THE DIFFERENT SAMPLE SOURCES BLENDED TOGETHER TO ENSURE VALIDITY? HOW CAN THIS BE REPLACED TIME AFTER TIME TO ENSURE RELIABILITY? HOW DO YOU DEAL WITH THE POSSIBILITY OF DUPLICATION OF RESPONDENTS ACROSS SOURCES?

When Dimension Research Inc. blends sources together, the initial blend is often driven by feasibility (i.e., how many complete can each source provide). This blend is then maintained over time for the project and/or client. Generally, there is a small plus/minus term around the blend to ensure deliverability of completes. However, this term is established at a level that will not impact data results. We also set demographic quotas to help maintain consistency.



Dimension Research Inc. is capable of using state of the art technology for blending sources. We worked on a unique technology that delivers high-quality, reliable and consistent datasets independent of the source of the sample. Our ability to calibrate the difference, counter stabilities, optimize and adjust them in real-time. Dimension Research Inc. has been proven in numerous side-by-side studies, this real-time, production-ready and Dimension Research Inc. hosted application incorporates a set of robotic features that measure and control the representative sample dimensions.

4. ARE YOUR SAMPLE SOURCE(S) USED SOLELY FOR MARKET RESEARCH? IF NOT, WHAT OTHER PURPOSES ARE THEY USED FOR?

Dimension Research Inc. panels are utilised for market research purposes. Dimension Research Inc. believes that if they are exposed to brand or product-based direct marketing messages, their brand awareness and understanding will be impacted. This may bias any subsequent research about the category in question.

Dimension Research Inc. panel members register, they are briefed that their account is to be used exclusively for market research. We adhere to ESOMAR standards related to mandated ethics for the execution of research. Direct users of Dimension Research Inc. (i.e. Self-service or managed-service customers) are also required to sign an agreement that limits their use of sample and demographic information solely for market research purposes.

5. HOW DO YOU SOURCE GROUPS THAT MAY BE HARD TO REACH ON THE INTERNET?

To build a high-quality panel, it is necessary to use many panel recruiting partners. That's why

Dimension Research Inc. works in partnership with both broad-reach portals and special interest sites, resulting in a diversity of panelist profiles. Our partnerships enable us to target and recruit hard-to-reach source groups when required.

Employing different recruitment messages further diversifies the panel composition. We also leverage social media as a recruitment source. In many countries, we have supplemented online recruitment methods with postal and CATI recruitment.

6. IF, ON A PARTICULAR PROJECT, YOU NEED TO SUPPLEMENT YOUR SAMPLE(S) WITH SAMPLE(S) FROM OTHER PROVIDERS, HOW DO YOU SELECT THOSE PARTNERS? IS IT YOUR POLICY TO NOTIFY A CLIENT IN ADVANCE WHEN USING A THIRD-PARTY PROVIDER?

Dimension Research Inc. understands the distinctions between blending and selecting appropriate sample sources for our clients. If other sample sources are required, we



keep transparency in communicating their use to clients both in the estimating phase and during fieldwork.

Dimension Research Inc. have a formal panel partnership program that maintains industry standards and follows best practices. Panel partners go through a rigorous selection process and are evaluated on an ongoing basis. Through a comprehensive request for Information process that delivers quantifiable assessments. Dimension Research Inc. gives a chance to clients have the choice of how they want to sample, and from which unique panels, allowing for single source or even panel blending at a project level. This can include brokering third-party samples from outside the panel marketplace. In cases where Dimension Research Inc. sources panelists from third-party sources, this procedure is followed out by international best practices as well as our transparency policy.

SAMPLING & PROJECT MANAGEMENT

7. WHAT STEPS DO YOU TAKE TO ACHIEVE A REPRESENTATIVE SAMPLE OF THE TARGET POPULATION?

Dimension Research Inc. has successfully invested in an exclusive sampling platform. We have expertise in the comprehensive platform in the industry, where it integrates all functions of panel management and sampling and is capable of balancing samples into different variables simultaneously. Once the criteria for a study are defined, Dimension Research Inc. selects panelists based on stored background.

Information is collected during the registration survey and our ongoing profiling and screening surveys. The sample size is determined by the response rates for the entire sample, or by response rates within defined quotas. Panelists might be invited into batches by our team. We continuously check the batches during the fieldwork and invite extra panellists as needed to complete the fieldwork on time.

Our clients can also choose to create their own spread by adding quotas or send-outs to specific target groups.

8. DO YOU EMPLOY A SURVEY ROUTER?

Dimension Research Inc is having an integrated survey router and dynamic profiler called Dimension Research Inc. Maximiser. Dimension Research Inc. Maximiser increases panel research and sample efficiency by addressing deficiencies in first-generation stand-alone router systems, which can often result in poor panelist experience and higher panelist agitate. Benefits Include:



Increased permission-based profiling depth as Dimension Research Inc. can easily store routing qualification data in a panel member's profile. This results in the ability to better target surveys to panel members.

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A Superior optimization and routing experience for panel members as Dimension Research Inc. Maximiser leverages existing panel member profile information when matching a panelist to a survey, minimizing the number of qualifying questions and the time in the optimization and routing process.

Keeping panel members incentivized, happy and continuing to take surveys. The router can be controlled on both a source and project basis. Dimension Research Inc. Maximiser use by panel partners and clients is voluntary.

9. IF YOU USE A ROUTER: PLEASE DESCRIBE THE ALLOCATION PROCESS WITHIN YOUR ROUTER. HOW DO YOU DECIDE WHICH SURVEYS Q.9 MIGHT BE CONSIDERED FOR A RESPONDENT? ON WHAT PRIORITY BASIS ARE RESPONDENTS ALLOCATED TO SURVEYS?

In most cases, the Dimension Research Inc. router employs a random selection process. Participants are assigned to random surveys, taking into account the amount of work required to complete each question satisfactorily. The required effort is calculated by weighing the likelihood of receiving a participant in each survey based on the following factors:

- Volume of needed completes
- Incidence rate
- Time in field
- Priority survey setting
 - With the random selection, it's not possible to predict which respondent will go to which survey (unless the order, timing and behaviour of each respondent and pseudo random number generator seed are known).

Random selection:

- Introduces direct randomness into the fielding process.
- Creates an environment where EVERY survey has a chance of being chosen EVERY time.
- Doesn't allow the survey with the most need to always get a respondent.

10. IF YOU USE A ROUTER: WHAT MEASURES DO YOU TAKE TO GUARD AGAINST, OR MITIGATE, ANY BIAS ARISING FROM EMPLOYING A ROUTER? HOW DO YOU MEASURE AND REPORT ANY BIAS?



The enclosure of low incidence research is one of the results of the keyway that can be biased in a router situation. Because low-incidence respondents would be delivered largely to the low-incidence survey, including low-incidence surveys in a router may distort the representativeness of all other surveys in the router. Low-incidence studies are currently not routed through the Dimension Research Inc. router.

It is critical that the router's output be stable and reliable but in Dimension Research Inc. router, automated and regular sample distribution helps assure the stability of research outcomes. With steady and trustworthy results, the router has been used widely for tracker programmes. In addition, results from both routed and non-routed experiments have been found to be consistent.

On a weekly basis, demographic data for people in the router is surveyed and organized, and it is compared to census data.

11. IF YOU USE A ROUTER: WHO IN YOUR COMPANY SETS THE PARAMETERS OF THE ROUTER? IS IT A DEDICATED TEAM OR INDIVIDUAL PROJECT MANAGER?

Dimension Research Inc. project managers decide whether a project will utilize routing. All routing parameters are set globally by a centralized operations team. A wisely selected and limited number of administrations have access to view or change these parameters. Project managers can neither view nor change the global routing preferences. Dimension Research Inc. does not offer the router on Do it yourself (self-service) work.

PANEL MANAGEMENT

12. WHAT PROFILING DATA IS HELD ON RESPONDENTS? HOW IS IT DONE? HOW DOES THIS DIFFER ACROSS SAMPLE SOURCES? HOW IS IT KEPT UP TO DATE? IF NO RELEVANT PROFILING DATA IS HELD, HOW ARE LOW INCIDENCE PROJECTS DEALT WITH?

Dimension Research Inc. monitors the panel composition and variables required for sample selection by collecting household and demographic information from each panelist. We collect extensive socio-demographic profile information through a range of sector-specific screener surveys including automotive, business to business, beauty/personal grooming, beverages, family/household, finance, health and wellness, media consumption, mobile phone, small business, sports/hobbies, and travel.



Dimension Research Inc. services a global profiling process across sample surveys and Dimension Research Inc. Panels, which allows us to create a quick and accurate feasibility approximations. Dimension Research Inc. dynamic profiling platform allows for each profiled quality to be assigned an expiration date. When a profiled attribute expires, the dynamic profiling platform serves up the question during the respondent's next online session to ensure all profiled questions are up to date.

13. PLEASE DESCRIBES YOUR SURVEY INVITATION PROCESS. WHAT IS THE PROPOSITION THAT PEOPLE ARE OFFERED TO TAKE PART IN INDIVIDUAL SURVEYS? WHAT INFORMATION ABOUT THE PROJECT ITSELF IS GIVEN IN THE PROCESS? APART FROM DIRECT INVITATIONS TO SPECIFIC SURVEYS (OR TO A ROUTER), WHAT THEIR MEANS OF INVITATION TO SURVEYS ARE RESPONDENTS EXPOSED TO? YOU SHOULD NOTE THAT NOT ALL INVITATIONS TO PARTICIPATE TAKE THE FORM OF EMAILS.

The Dimension Research Inc. project manager, in cooperation with the customer, uses an automatic following system to send email invitations at programmed periods. Each panelist's password-protected surveys or the Dimension Research Inc. panel home page which contains a link to the survey. Before accessing the survey link, a panellist must first visit our website and enter his or her email address and password. Sending the survey link in an email, which could be opened by anyone with access to that mailbox, is a less secure method. Based on research, Dimension Research Inc. recommends sending respondents general survey invitations with limited information about the survey.

14. PLEASE DESCRIBE THE INCENTIVES THAT RESPONDENTS ARE OFFERED FOR TAKING PART IN YOUR SURVEYS. HOW DOES THIS DIFFER BY SAMPLE SOURCE, BY INTERVIEW LENGTH, BY RESPONDENT CHARACTERISTICS?

Dimension Research Inc. offer rewards based on the marketplace points. The number of points awarded is considered by the length of the LOI. On reaching a redemption level set by the panel owner, panelists can redeem their rewards through different online payment partners linked to. The size of the redemption is based on the number of points earned. Panelists can select to receive their rewards in cash which is sent to their bank accounts (e.g via PayPal) or they can shop online with online merchants. Some panels include an option to make payments to a charity. Alternatively, the panel owner can opt to provide the panalists rewards directly. Incentive levels have been set to encourage long-term participation and to discourage professional respondents who seek to take surveys only to obtain payment. A key feature that drives long-term participation is that panel owners choose an incentive model that works best for their members.



15. WHAT INFORMATION ABOUT A PROJECT DO YOU NEED IN ORDER TO GIVE AN ACCURATE ESTIMATE OF FEASIBILITY USING YOUR OWN RESOURCES?

If Dimension Research Inc. is given the intended sample definition, incidence rate, and desired number of completes, feasibility can be assessed. However, having extra information, such as the following, can help you get a more accurate assessment of feasibility:

- Study objectives,
- Survey length,
- Lock out or exclusions periods,
- Screening criteria,
- Survey quotas,
- Census balancing requirements,
- Field time.

16. DO YOU MEASURE RESPONDENT SATISFACTION? IS THIS INFORMATION MADE AVAILABLE TO CLIENTS?

A standard set of questions is asked at the end of the survey to measure respondent satisfaction. Isn't mandatory for our panelists to answer the questions and has no impact on the incentive they receive for completing the main survey. Typically, 85 percent of respondents will answer the satisfaction questions.

The responses are analysed in order to improve our panellists' survey experiences, and they are shared with our internal programming teams and clients in order to improve our questions on a constant basis. A survey satisfaction questionnaire is included in every survey that we script and host in-house, and it is automatically distributed to 10 percent of respondents. Every day, surveys with typically low ratings are evaluated.

17. WHAT INFORMATION DO YOU PROVIDE TO DESCRIBE YOUR CLIENT AFTER THE PROJECT HAS FINISHED?

During and after the project, our project team communicates all important information with clients. After the first 24 hours of fielding, we usually provide our clients with crucial statistics such as the incidence rate and length of interview to assist them determine the direction of the rest of the fieldwork. In addition, for all Dimension Research Inc. hosted projects, the following information is provided.

- Response rate



- Incidence rate
- Dropout rate (overall and by question)
- Length of interview
- Invitation text
- Incentive amount
- Total invitations sent
- Where respondents screen out.

DATA QUALITY & VALIDATION

18. WHO IS RESPONSIBLE FOR DATA QUALITY CHECKS? IF IT IS YOU, DO YOU HAVE IN PLACE PROCEDURES TO REDUCE OR ELIMINATE UNDESIRABLE WITHIN SURVEY BEHAVIOURS, SUCH AS (A) RANDOM RESPONDING, (B) ILLOGICAL OR INCONSISTENT RESPONDING, (C) OVERUSE OF ITEM NON-RESPONSE (E.G. "DON'T KNOW") OR (D) SPEEDING (TOO RAPID SURVEY COMPLETION)? PLEASE DESCRIBE THESE PROCEDURES.

Dimension Research Inc. has a dedicated quality assurance team that is in charge of maintaining and improving the quality of the company's goods and services. Dimension Research Inc. implements project and company-wide procedures that result in high-quality goods and services through our severe quality monitoring programme.

In general, Dimension Research Inc. does not host the questionnaires for data collection. Accordingly, Dimension Research Inc. mostly works with clients to have them deploy appropriate validation checks, including but not limited to: analysis of questionnaire completion time, data outliers, unanswered questions and patterned responses and other data quality checks to their surveys. Respondents who do not pass these checks do not qualify as completes and do not qualify for an incentive.

Dimension Research Inc. does not host data gathering questionnaires in general. As a result, Dimension Research Inc. primarily works with customers to have them implement proper validation checks to their surveys, such as analysing questionnaire completion time, data outliers, unaddressed questions and patterned responses, and other data quality checks. Respondents who fail these checks are not considered complete and are not eligible for an incentive.

When a client reports cheaters in a survey, Dimension Research Inc. project managers use a management tool to remove them from the survey and notify the panel operations department. They'll then notify the panel's owner (with the list of impacted panelist IDs). Internally, Dimension Research Inc. keeps track of its IDs as well. A panelist is removed from the Dimension Research Inc. Panel after receiving "three



strikes." Every participant who agrees to participate in a study is placed in a separation system. This ensures that a panellist cannot be invited to research more frequently than the frequency level specified in the panel owner's agreement with Dimension Research Inc.

19. HOW OFTEN CAN THE SAME INDIVIDUAL BE CONTACTED TO TAKE PART IN A SURVEY WITHIN A SPECIFIED PERIOD WHETHER THEY RESPOND TO THE CONTACT OR NOT? HOW DOES THIS VARY ACROSS YOUR SAMPLE SOURCES?

Dimension Research Inc. stores a data of detailed survey participation data for each panelist. This includes survey response status and the date and time of each survey when it started and completed. We select a sample that is based on a number of factors, including our panellists' prior participation levels to reduce over utilization. Guidelines for survey invitation volumes vary from country to country.

In present days age volume limits are not very effective. Panelists easily can sign up for multiple panels in order to receive a large number of survey opportunities. In fact, it is the panelist who controls the survey taking volume, not the panel companies.

20. HOW OFTEN CAN THE SAME INDIVIDUAL TAKE PART IN A SURVEY WITHIN A SPECIFIED PERIOD? HOW DOES THIS VARY ACROSS YOUR SAMPLE SOURCES? HOW DO YOU MANAGE THIS WITHIN CATEGORIES AND/OR TIME PERIODS?

In fact, there are no limits on the number of surveys a panelist can complete, most panelists generally complete not more than one survey once a month. There is variation in the number of completes survey based on demographic characteristics.

21. DO YOU MAINTAIN INDIVIDUAL LEVEL DATA SUCH AS RECENT PARTICIPATION HISTORY, DATE OF ENTRY, SOURCE, ETC., ON YOUR SURVEY RESPONDENTS? ARE YOU ABLE TO SUPPLY YOUR CLIENT WITH A PROJECT ANALYSIS OF SUCH INDIVIDUAL LEVEL DATA?

Apart from standard demographics and profiling information, Dimension Research Inc. stores a database of comprehensive data on each individual panelist including:

- Recruitment partner
- Registration date
- Total number of survey invitations
- Time and date of each survey participation
- Result of each survey invitation – complete, screen out, quota full, drop out, no response



We can supply individual level data that is not considered personally identifiable information to a client on request.

22. DO YOU HAVE A CONFIRMATION OF RESPONDENT IDENTITY PROCEDURE? DO YOU HAVE PROCEDURES TO DETECT FRAUDULENT RESPONDENTS? PLEASE DESCRIBE THESE PROCEDURES AS THEY ARE IMPLEMENTED AT SAMPLE SOURCE REGISTRATION AND/OR AT THE POINT OF ENTRY TO A SURVEY OR ROUTER. IF YOU OFFER B2B SAMPLES WHAT ARE THE PROCEDURES THERE, IF ANY?

Dimension Research Inc. includes a number of choices for dealing with duplicate or professional respondents. The technique uses stratified sampling to obtain several categories of respondents, such as active and inactive panellists. The length of the surveys is measured and compared to the responses of individuals. Multiple panel respondents are identified and excluded by the project manager, both by email address and by name. If the payment method allows it than postal address and bank details are also looked at.

As all research stakeholders would agree, quality of response is also affected by the quality of the questionnaire. Dimension Research Inc. project managers provide feedback to clients of all potential issues which could affect fieldwork, not only before project launch as well as on project completion.

POLICIES & COMPLIANCE

23. PLEASE DESCRIBE THE 'OPT-IN FOR MARKET RESEARCH' PROCESSES FOR ALL YOUR ONLINE SAMPLE SOURCES.

At the very least, Dimension Research Inc. panellists are double opted-in. We can be certain that the potential panellist actually wants to be a part of the panel because of the double-opt-in.

When a respondent clicks on a link from a Dimension Research Inc. panel ad — on a recruiting partner's website or in an email campaign — he/she is directed to the appropriate country and language panel registration survey. Each prospective panelist must provide demographic and household information, pass through some validation checks, and agree to the country-specific website terms and conditions and privacy policy.

Those that pass Dimension Research Inc.'s checks will receive an email asking them to validate their email addresses. They complete our double opt-in process and become members of the Dimension Research Inc. Panel after clicking on a link within the email.



24. PLEASE PROVIDE A LINK TO YOUR PRIVACY POLICY. HOW IS YOUR PRIVACY POLICY PROVIDED TO YOUR RESPONDENTS?

The Dimension Research Inc. privacy policy builds trust with panelists. In most of the countries where we operate consumer panels, we required and incorporated localised legislative guidelines and needs into our policy. During the registration process for our panel sites, panelists must agree to our privacy policy. Our panelists can always access our Dimension Research Inc. panel websites to view our privacy policy, which contains local privacy regulations, rights, and information usage.

Dimension Panelist Privacy Policy: <http://www.DimensionMR Inc..com/panelist-privacy-policy/>

25. PLEASE DESCRIBE THE MEASURES YOU TAKE TO ENSURE DATA PROTECTION AND DATA SECURITY.

Dimension Research Inc. and its clients must all abide by local data privacy laws and regulations. Dimension Research Inc. panel owner agreements reflect this. Dimension Research Inc. treats all information provided by its clients with the utmost confidentiality and follows to all applicable national laws, regulations, and quality standards authentication criteria.

If a customer provides research results or confidential information, it is not used in any other research project unless the client specifically approves it.

Other security measures in place include:

Sampling security:

- Access to project information is only granted to the user who excess each project.
- Users are automatically logged off after a given period of non-activity.
- Users must sign in using a username and password.
- Respondents reach their surveys by guidance with global unique identifiers.

Panel Management security:

- Access panel and panelist information are only granted to the company that owns the panel. This doesn't include any personally identifiable data.
- Security Assessments, the Dimension Research Inc. SaaS Environment:
- The Dimension Research Inc. SaaS environment has been designed with security, high availability and performance by keeping in mind.
- All servers, service and networks are monitored 24/7 by both Dimension Research Inc. and our hosting partner with operation teams on continuous availability.



- Dimension Research Inc. uses Secure Sockets Layers (SSL) for all sampling, panel management and critical panelist information.

Q.26 WHAT PRACTICES DO YOU FOLLOW TO DECIDE WHETHER ONLINE RESEARCH SHOULD BE USED TO PRESENT COMMERCIALY SENSITIVE CLIENT DATA OR MATERIALS TO SURVEY RESPONDENTS?

The appropriateness of showing sensitive material to online respondents is generally left up to the client. When we are aware that information is sensitive we will counsel that there are no 100% full proof methods for protecting the information.

Q.27 ARE YOU CERTIFIED TO ANY SPECIFIC QUALITY SYSTEM? IF SO, WHICH ONE(S)?

Dimension Research Inc. Quality Suite employs a comprehensive collection of proprietary internal tools to verify quality. The Quality Suite is a thorough validation strategy that eliminates over-reporters, and duplicates, and ensures panellist involvement by preventing fake responders from entering the panel.

The Client Operations fieldwork management team at Dimension Research Inc. is responsible for delivering high-quality respondents and results that satisfy our client's expectations. Before they can start working on client projects, each member of the Client Operations team must complete the rigorous training. To supply trustworthy, actionable data, the Client Operations team follows detailed protocols and processes for each project, with necessary checks and sign-offs. Our industry-leading survey management system ensures that projects are set up and executed consistently. In addition, we consult with advise clients about questionnaire design, sampling considerations, and data collection strategies. At the client's request, we carefully review questionnaires to ensure they are online-ready, respondent-friendly, and logically accurate. We closely monitor response levels, drop-out rates, and panellist feedback to make sure that the survey meets performance expectations.

Q.28 DO YOU CONDUCT ONLINE SURVEYS WITH CHILDREN AND YOUNG PEOPLE? IF SO, DO YOU ADHERE TO THE STANDARDS THAT ESOMAR PROVIDES? WHAT OTHER RULES OR STANDARDS, FOR EXAMPLE, COPPA IN THE UNITED STATES, DO YOU COMPLY WITH?

Dimension Research Inc. conducts online surveys with children and young teenagers on behalf of its clients. If a client requests to interview of 8year child or above age directly, the process for permission requires that the child must have a parent's email address for notification and allows the parent to opt the child out of participating before registration with a our panel can be completed.



Dimension Research Inc. doesn't currently offer direct access interviews with children under the age of 8 years from internal panels, but in some cases where vendors are used for this demographic, agreement by parents must be collected by the vendor (phone, fax or email) prior to allowing the child to register for that panel.

If a client doesn't request to interview a child directly, the process for permission is on a survey-by-survey basis. All surveys are sent through the panel to parents with an invitation to allow their children to participate, and an explanation of the subject matter if appropriate or necessary to ensure the parents can make an informed choice about whether to allow the child to participate or not. This process is applied to all ages, especially when any sensitive topic is present in a survey.

About US

Dimension Research Inc. provides services that assist clients in developing path-breaking business and marketing strategies, as well as streamlining the process of positioning a product, brand, and developing appropriate platforms for exploration and business.

Data Collection Fieldwork

Our approach is by using different survey methods and tools such as face to face interviews; telephonic and online surveys. We are using these methods with the desired amount of fieldwork operations experience and different degrees of skills and effort to administer the data collection process, execute the task for accurate collection of data, and finally data that is ready to use for expert analysis.

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We guarantee the security and authenticity of the data, as well as the privacy and confidentiality of the respondents.

Market Segmentation

We assist you in determining the importance and position of competing brands, as well as cross-verifying brands across many regions and determining consumer penetration in a certain universe. Many companies have failed or are unable to reach the markets or a particular area in which they wish to succeed with their products or services. That is where our unique expertise in market research comes to support and provide guidance to the client. We have the best ability to analyze and assess to draw lines for market segmentation and make easier to the client to address the requirements customer experiences and help client to reach the desired goals.



Data Analysis, Processing & Tabulation

We provide extraordinary data processing and tabulation outsourcing administrations to businesses all over the world, and we deliver coordinated packages for all of their data handling and organization requirements. We help our customers to influence our aptitude and get the advantages such as lessened expenses, reduced time utilization and extraordinary quality expansion.

Through our enormous information classification forms, we approve and dissect the information fastidiously and convey impeccable tables according to our customer particulars, giving them the splendid upshots that they justify. We verify that all through the complete information investigation process, rigorous quality control checks are solidly run. It is this methodology of our own to regard quality certification as a focal piece of our operations, which has made us one of the pioneers in the business.

The Data Processing & Tabulation offerings at Dimension Research Inc. contain:

SPSS/SAS/Quantum programming based on tab/analysis plan. Coding, creating Banner Tables (cross tabs) and preparation of Charts based on the Tab Plan. Data conversion from spreadsheets to SPSS, Quantum or SAS format (Extract, clean, load).

Survey Programming

Overview

* **Scripting-** Ability to script overviews with different multifaceted nature levels. Scripting for trackers, omnibus and specially appointed studies in multi-nation and multi-mode philosophy, are effectively taken care of by the group.

* **Functionality-** Model designing, complex customization, advanced quotas, conjoint, max-diff, segmentation, speed trapping, and straight liners are designed and programmed by the expertise team.

* **Custom tool implementation-** To make an easy and understandable survey look and behaviour for respondents, the survey is enhanced by embedding third-party tools as tools developed in flash, image optimizer, sliders, highlighters and another custom tool.

* **Custom Setup-** Clock image exposure, vertical and horizontal slider, Self un-checking grid, image selection, Box selection, Text drag and drop, image map, Image drag and drop, Sound effect, reporting capabilities are often used in projects.

Our Expertise:

Flowchart Programming

Multi-country & Multimode projects

Max-diff

Conjoint

Trackers

CATI / CAWI/ CAPI specific Programming

Our Tools



Survey Gizmo
Confermit
Kinesis
Qualtrics
Dimensions
SAS

Global Coverage

Deploying our proprietary panels we cater to more than 70 countries around the world. We have grown high in these businesses through model quality control, focussed attention to detail and overall client satisfaction. We are headquartered in CANADA – **2203, 13688 100 Avenue Surrey BC, V3T 0G5, CANADA**

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