KRYPTONIUM INSIGHTS

Panel Quality Measures

INTRODUCTION

We, at Kryptonium Insights , strive to provide the highest quality materials and most cutting-edge solutions for all global Market Research Industries, expertly prepared by qualified specialists in the area, and subsequently transform the way advertising decisions are made..

while one of the most skilled fieldwork and market research companies, we are renowned for providing prompt and relevant services. Our expertise lies in offering the most efficient and outcome-oriented marketing research and analysis services, ranging from answering simple questions to offering a comprehensive management plan solution. We use all accessible approaches to provide both qualitative and quantitative research services. In addition, we provide recruitment and field management services for health research along with excellent data collection, data analytics, and conversion services to clients in India and beyond. With over two years of experience in the field, we help our clients grow their businesses. We help you by using a people-first approach, online and offline surveys, customer IDs, and mutual learning.
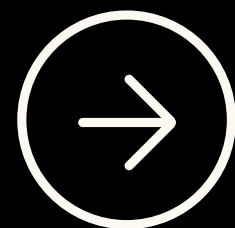
Operation Module

1. Survey Scripting

We offer survey scripting services to help clients design and develop surveys that meet their specific research needs.

2. Data Collection

We have a panel reach in 80 markets and it is growing day by day. With our experienced team's help, you can have access to them to gather high-quality data for your research activities.

3. Data Analysis

We use advanced statistical techniques to analyze data and provide meaningful insights to our clients.

4. Data population

We help clients populate their data sets with accurate and reliable information, ensuring that their research is based on the most up-to-date and relevant data available.

5. Report Writing

We provide comprehensive and insightful reports that summarize our findings and provide actionable recommendations for our clients.

Panel Quality Measures

kryptonium insights panel quality is guaranteed from the beginning of the hiring process until projects are finished—from the careful selection of panelists to the guarantee that panel responses are accurate. Our proprietary technology, which is built on an advanced analytics engine, powers all of our panel operations and enables us to comprehend and monitor each panelist's registered behavior. Being an ESOMAR-certified business, it is even more crucial for us to adhere to quality controls and guarantee accurate responses.

Selected Profile Attributes

With an extensive library of detailed business and consumer profile attributes collected directly from individuals through survey data, you can benefit from a trustworthy data resource that is designed and actively managed to deliver a variety of advantages, including precise audience selection, reliability, and superior feasibility.

B2B

Basic Attributes
- Business Type Industry Segment Annual
- Revenue Number of Employees at All
- Locations Number of Employees at Local
- Location
-

Business Professional
- Title Occupation
- Functional Role
- MPuarkcehrass PerDimeacriys ioRnole
- Human Resources Role
-
-
-

Expanded Business Variables by Industry
-

Business Services Computer
-

Hardware Computer Software
-

Consulting Consumer
Energy & Utilities / Oil & Gas
Food / Beverages /
Products Consumer Services
-

Restaurant Media
Entertainment / Sports
-

Publishing Non-Profit Retail
-

Telecommunications
-

Equipment Travel / Hospitality

/ Leisure

Legal Services
- Legal Occupation
- Legal Role

Real Estate
- Type of Business
- Primary Real Estate Role

Banking / Financial Services / Insurance
- Type of Business
- Primary Role

Transport & Logistics
- Type of Business
- Professional Driver Work Type

Education
- Educator Role
- Educator – Education Level Type
- Educator – Educational Institute

Government / Military
- Law Enforcement / Emergency Service Types
- Military Branch of Part-Time Service
- Military Branch Served
- National Guard Service Branch
- Military Service Status
- Government Level of Employment

Business Owner
- Type of Business Owned / Operated
- Type of Personal Service

Healthcare
- Healthcare / Medical Professionals
- Nursing Physician Primary Specialty

ITDM / IT Roles
- Type of IT Professional Developer Roles
- Primary IT Functions/Responsibility Roles in
- Various IT Areas Including: - PCs, Tablets, or
- Client Devices - Mobile Technology/Applications - Servers - Data Center - Cloud Computing - Network/Data Technology - Voice Technology - Business Applications & Process Software - Business Intelligence, Big Data, Analytics - Virtualisation Software - Unified Communications

B2C & Healthcare

Basic Demographics
- Gender
- Age
- Marital Status
- Language
- Number in Household
- Children
- Education
- Household Income
- Employment Status
- Own or Rent
- Region
- Sexual Orientation
- Religious A liation
- Ethnicity or Race
- Hispanic Origin
- Registered Voter
- Political Party A liation
- Voter History

Automotive
- Vehicles in Household
- Type of Automobile
- Primary Make, Model, Year
- Secondary Make, Model, Year
- DIY Maintenance
- Intent to Buy

Home Features / Improvements
- Home Improvement/ Upkeep / Repair
- Role in Decision Making
- Lawn Equipment Used

Utilities
- Service   Provider
- Role in Decision

Travel for Leisure
- Travel Websites Used
- Car Rentals
- Airlines
- Hotels

Interests / Hobbies
- General Health / Fitness /
- Wellness Hobbies / Leisure
- Outdoor   Activities   Sports
- Activities
-

Electronics / Gadgets
- Electronic Devices Owned (32 types)
- Desktop & Notebook Computer (19 brands)
- Printer (14 brands)
- Tablet or e-Reader (49 brands)
- Online Activities
- Internet (30 Providers)
- Video Game Accessories
- Video Game System (13 brands)

Mobile Phone
- Mobile Phone Use
- Type of Mobile Phone
- Mobile Only Phone User
- Operating Systems
- Network Providers (16 providers)
- Average Monthly Billing
- Contract Type
- Plan Type
- Role in Decision
- Phone Brand (22 brands)

Tobacco Products
- Products Used
- Cigarettes by Brand (37 brands)
- Smoking Habits & History
- Smoking Cessation or Alternatives Used

Department Stores
- Shopping Frequency
- Items Purchased

Dining Out
- • • •F requency
  Amount Spent Per Person
  InsurTaynpce of Restaurant
  Considerations

- Auto Insurance Provider (152 providers)
- Home Insurance Provider (152 providers)
- Health Insurance Provider (66 providers)
- Health Insurance Coverage

Consumer Banking
- Interest
- Financial Advice (11 services)
- Online Trading Accounts
- Financial Advisor
- Investment Account Types (13 types)
- Investment Account Firm
- Primary Brokerage Firm
- Type of Checking Account
- Primary Mutual Fund Firm (61 firms)
- Retirement Firm (26 firms)
- Total Investable Assets
- Type of Investment
- Financial Products
- Credit Cards
- Financial Institutions (134 banks)

Groceries
- Primary Shopper
- Stores Shopped (56 stores)
- Amount Spent Per Week

Beer, Wine, Liquor
- Beverage Consumption
- Beer Consumption
- Domestic / Import / Craft Beer Brands (76 brands)
- Wine Purchases
- Liquor Type & Brands

Entertainment
T• elevision
B• ooks
M• ovies
M• usic
M•agazine Readership (40 genres, 270 titles)
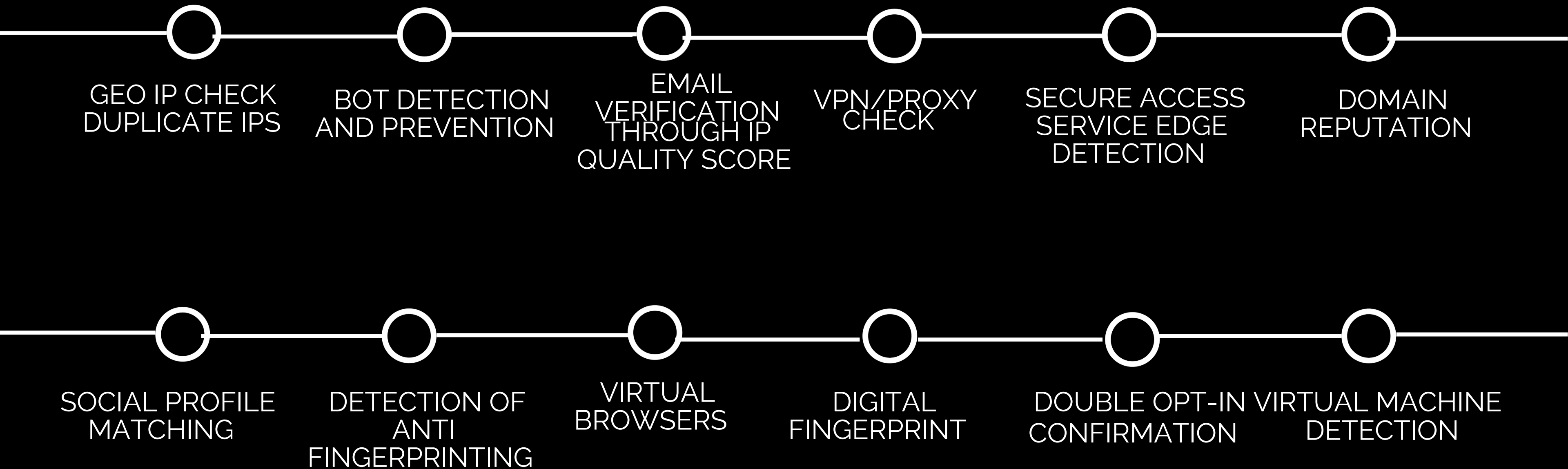R• adio Stations (39 markets)

General Household
- Pets or Animals
- Recreational Vehicles

Ailments and Health Conditions
- Allergy / Asthma / Respiratory
- Arthritis / Joint Ailments
- Autoimmune / Blood
- Cancer
- Cardiovascular / Heart
- Diabetes / Thyroid / Obesity
- Gastric / Digestive / Urinary
- Male / Female Health
- Mental Health
- Neurologic / Nervous
- Pain
- Skin / Dermatologic
- Sleep Disorders
- Vision / Hearing Impairments

Recruitment QUALITY TACTICS

GEO IP CHECK DUPLICATE IPS

BOT DETECTION AND PREVENTION

EMAIL VERIFICATION THROUGH IP QUALITY SCORE

VPN/PROXY CHECK

SECURE ACCESS SERVICE EDGE DETECTION

DOMAIN REPUTATION

SOCIAL PROFILE MATCHING

DETECTION OF ANTI FINGERPRINTING

VIRTUAL BROWSERS

DIGITAL FINGERPRINT

DOUBLE OPT-IN CONFIRMATION

VIRTUAL MACHINE DETECTION

ParticipationQUALITY TACTICS

GEO IP CHECK DUPLICATE IPS

DUPLICATE IPS

EMAIL VERIFICATION THROUGH IP QUALITY SCORE

VPN/PROXYBOT CHECK

DETECTION AND PREVENTION

SPEEDER CHECK

SURVEY MEMBER DE-DUPLICATION

HASH CHECK

STRAIGHT LINERS CHECK

RED HERRING /TRAP QUESITON

OPEN-ENDS

IP TAMPERING CHECK

In-Survey Quality Checks

Our quality algorithm flags and/or terminates surveys in real time using four primary pillars
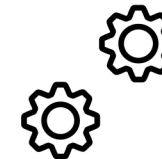We use a hierarchical model.

Red Herring

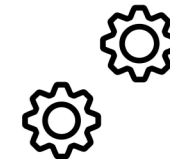We terminate those failing more than one red herring question on the spot.

Speeding

We quickly terminate excessive speeders (less than ¼ of the median LOI).

Straight-line

We instantly terminate severe straight-liners (SD 0 on 2 grids of 15+ items, 5+ scale)

Open-ends

We can promptly terminate anyone who use restricted terms (profanities).

Panel Sourcing And Recruitment

Vetted partner affiliate

Because the quality of online traffic and mobile trafficonly depends on its source, our sources and affiliate partners are carefully chosen.

Placement of banner ads to recruit respondents via major websites

Kryptonium Insights uses a variety of techniques to find new members, including placing web banners on authoritative job portals and top websites, website referrals, pay-per-click advertising, affiliate marketing, email, and online PR campaigns.

Send profiler surveys via email invitations

As we only hire individuals who have been verified and have had their background checks performed on them, we are unable to use professional survey takers.
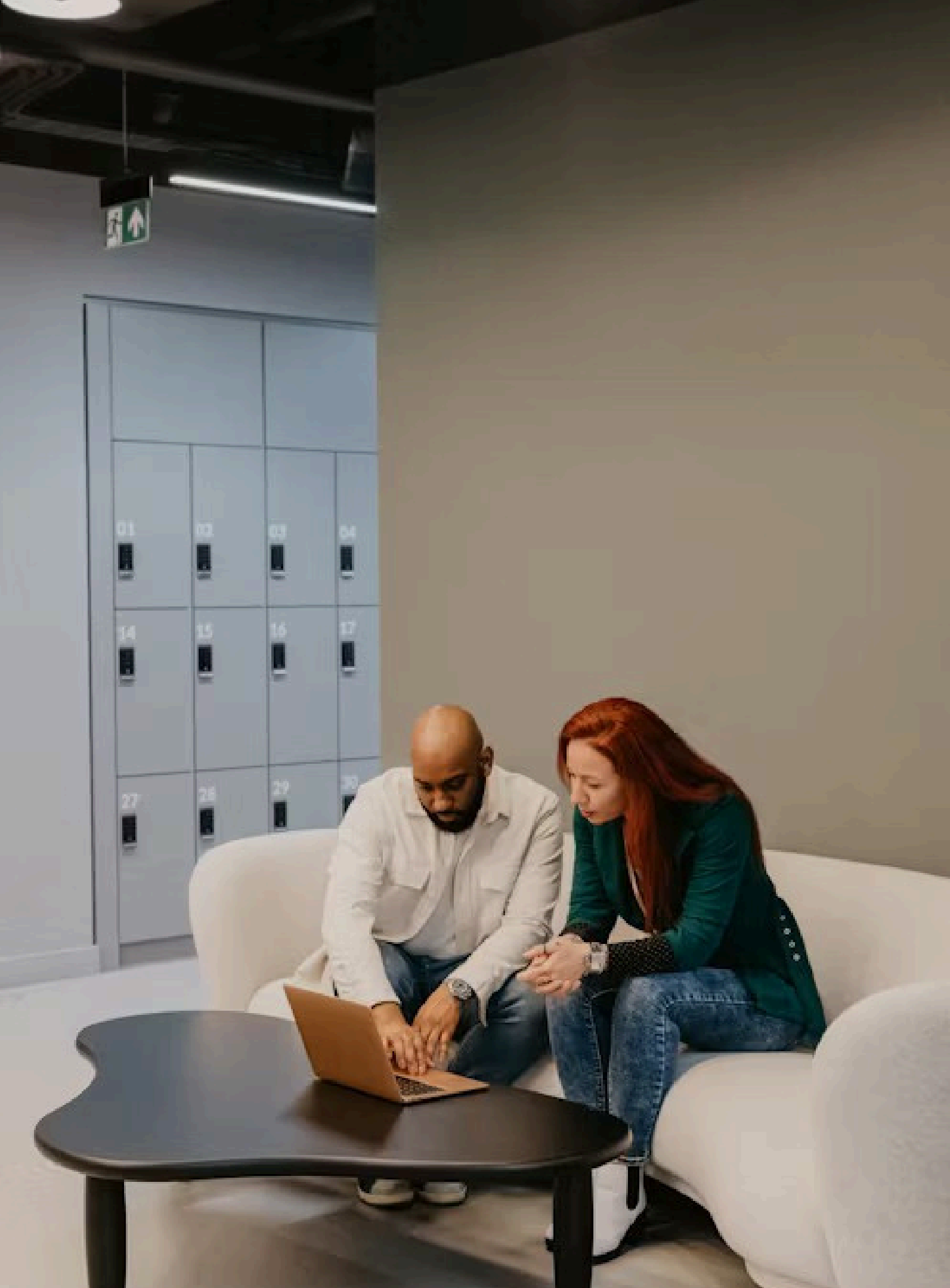
|| Multi-mode verification

[Double Opt-in]: Following the initial invitation and enrollment, new members are sent a follow-up email to confirm their email addresses and to cross-check the information they had previously submitted. Our technology will flag and eliminate about 25% of the respondents since their responses are inconsistent. It would facilitate our detailed profiling much more.

||Mobile number verification

An individual panelist must either confirm his phone number or email address in order to activate his account. These two circumstances have now been treated as obligatory. A respondent must first confirm their email address, then their mobile number. During recruiting and redemption, an automatic OTP PIN will be produced and communicated on their mobile devices. Respondents who don't check the pin are eliminated.

||Filter respondents based on survey responses

A number of dummy surveys will be distributed in order to gauge the reaction of the recently enrolled members. This is a continuous process since we keep eliminating responders based on irregularities in their responses at each stage.

|| Inattentive, unresponsive, bounced and fake email address

A brief feedback poll will be administered to inactive respondents, and if they don't show

any interest, they will be removed from the panel.

Panel Maintenance

According to the panelist's comments, we divided the panelist's profiles into divisions for consumers, businesses-to-business, cars, finance, and health. We filter and randomly send surveys to only targeted respondents in an effort to avoid overburdening our respondents with questionnaires. Any bias that might emerge is being eliminated by improving user experience. Additionally, it helps to maintain evenness and control burn-out problems.

Inattentive and unresponsive email addresses will be removed from the database, and updating the data is a constant process..

kryptonium Insights attempts to engage on a deeper level by sending only bespoke surveys that are especially targeted to each respondent in order to maintain a healthy, active group ready to answer in a moment's notice. Additionally, incentives have been given in part to respondents who screen out and fill their quota.

We keep a panel database, which we update and improve each month. Every month, we send our respondents a profile survey to keep us informed of any changes.

Survey Invitations

According on their profile, Mena Opinion Research divided up its respondents into groups. Based on the TG/research requirement, a simple/stratified random sample will be selected. To minimize over-contacting panelists and prevent bias in the results, we additionally take into account the expected response rates by target group and country. Panelists will receive an email invitation with a link, LOI, and prize points asking them to comment on a good or service.

There are no restrictions on survey invitations based on target audience, however our internal tool recognizes if a particular respondent has previously done four surveys in a given month and prevents them from participating until the next month in order to prevent skewed results.

Sample Management

To prevent bias, our internal tool draws samples using a random method. Strict policies have been put in place and are being adhered to in order to monitor and track characteristics related to our panel members. These policies include the frequency of surveys sent, participation history, and the length of each interview to check for any speeder activity or other types of fraudulent panelists farad-hoc studies.

We have no control over the survey respondent's or OE response's behavior if the survey is hosted at the client's end. Following data collection, we advise our client to incorporate rigorous programming logic/trap questions to eliminate uninterested respondents and survey checks to further thwart any fraudulent behavior. even with the best security precautions, if a respondent hacks or manages to get around any security measures [we expect it to be minimal, as per standard 5% of rejections are allowed in an online methodology if cases are genuine] we will raise a ticket against the panelist, take strict action against him/her, and remove him/her from the panel.

We would also be considered to have substituted new respondents for the bogus ones.

Since we are not conducting the surveys ourselves, online approach will face unique quality issues. Our proprietary technology, which is built on an advanced analytics engine, powers all of our panel operations and enables us to comprehend and monitor each panelist's registered behavior.

we are in charge of programming and hosting, we use our own proactive measures at the survey level, such as trap questions, straight lining, open-ended response check, IP/ID duplication check, and other survey-level checks. We may assist with back-checking respondents for offline data collection

To prevent duplicate responders, we have a digital finger print tool embedded into the system that can identify the same machine ID and stop the survey from the beginning. There are professional survey takers that would try to assault the system to earn easy money online, which sometimes are uncontrollable, regardless of how safe, solid, and secured a system is. These kinds of bot attacks are common in online environments, so we advise our clients to use strict logics and trap questions to reduce their frequency. Even if they do occur, however, they will be discovered during post-data collection checks, which may account for 5% of the total sample size.

THANK YOU

for your time and attention

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