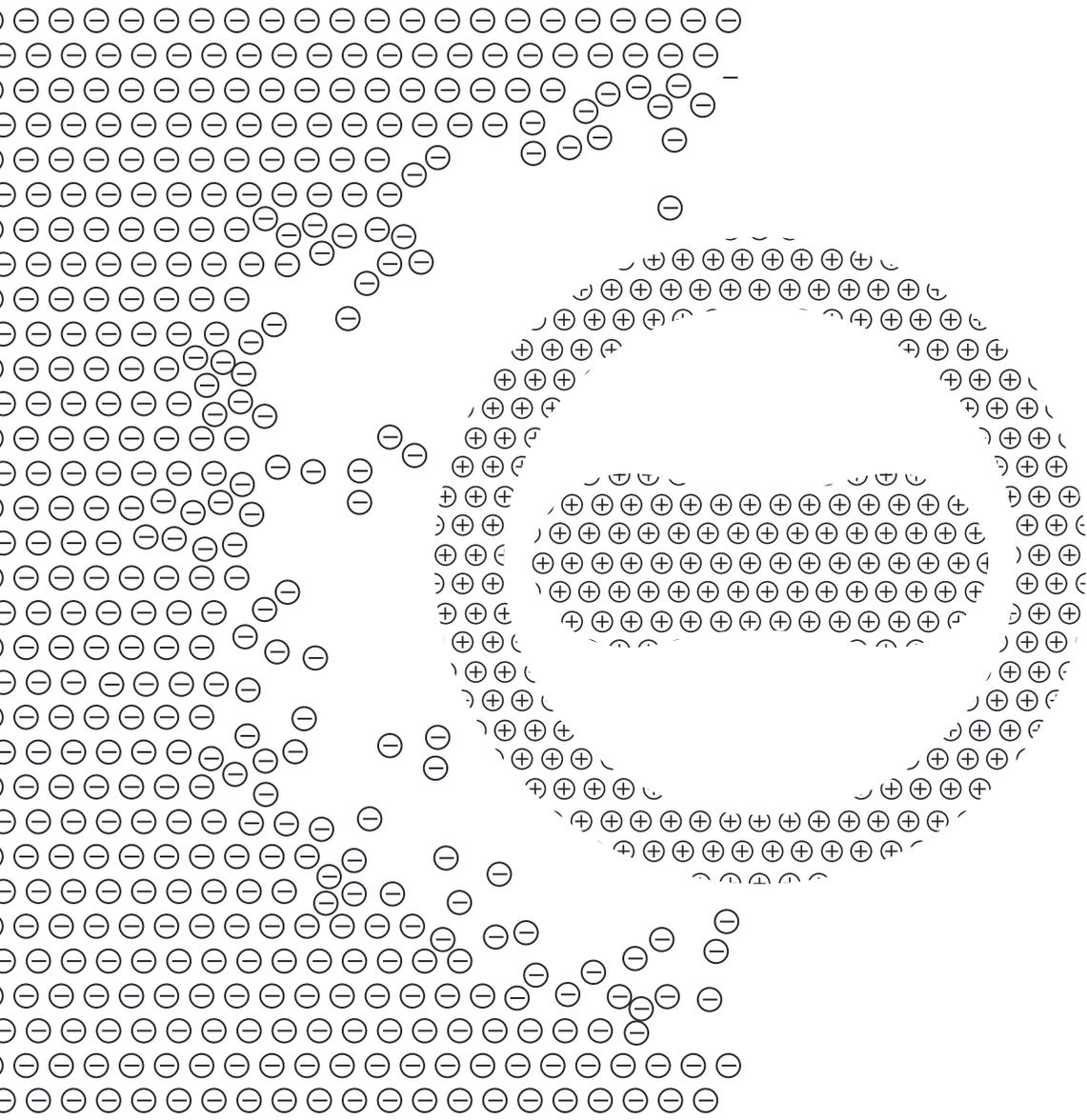


PEANUT LABS

RESPONSES TO  
**ESOMAR 28** QUESTIONS

[WWW.PEANUTLABS.COM](http://WWW.PEANUTLABS.COM)



# PEANUT LABS

## INTRODUCTION

Peanut Labs is an award-winning innovator in the market research industry, delivering on-demand access to a global sample of double opt-in, ready-to-survey panelists with a multi-dimensional engagement platform. As the premier monetization vehicle for leading social networks, including Facebook, Peanut Labs continues to build long-lasting strategic relationships with over 350 website publishers, social media communities, and global partners, enabling one of the highest traffic rates in the research industry. Peanut Labs provides clients from a variety of industries including retail, electronics, finance, hospitality, and top full-service market research companies with access to a uniquely engaged sample of over 15 million highly diverse panelists in a growing number of countries around the world.

# ESOMAR INTRODUCTION



ESOMAR (European Society for Opinion and Market Research) is the essential organization for encouraging, advancing, and elevating market research worldwide. Since 1948, ESOMAR's aim has been to promote the value of market and opinion research in effective decision-making. The ICC/ESOMAR Code on Market and Social Research, which was developed jointly with the International Chamber of Commerce, sets out global guidelines for self-regulation for researchers and has been undersigned by all ESOMAR members and adopted or endorsed by more than 60 national market research associations worldwide.



## 1

**What experience does your company have in providing online samples for market research?**

Peanut Labs is an innovative company that has been a leader in the market research sample provision industry for over 5 years. Over the years, we have registered over 40 million survey attempts from more than 15 million pre-screened panelists. In 2014, we helped our clients collect more than 6 million survey completes.

Peanut Labs has won two ARF (Advertising Research Foundation) awards for innovation in market research. In addition, our team won the 2013 ESOMAR Congress Best Methodological Paper, 2014 ESOMAR Excellence Award for the Best Paper, and 2013 MRIA Award of Outstanding Merit.

## 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?**

Peanut Labs' panel is actively sourced from over 350 demographically and geographically diverse websites. Visitors who are logged in to social media and other types of websites that are partnered with Peanut Labs are invited to join the panel via a direct communication on the website. Respondents who meet the required criteria and complete the screener survey according to our quality standards are eligible to receive targeted survey invitations in real-time while they are logged in to the website. Currently, the Peanut Labs panel includes more than 1.75 million unique active panelists who have completed or screened a survey in just the last 12 months.

## 3

**If you provide more than one type of sample source: How are the different sample sources blended together to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?**

Peanut Labs sources all of its panelists via one method. To ensure a diversity of sample, the process of sourcing research respondents is replicated across hundreds of different websites. Every project is then automatically deduped by IP address.

## 4

**Are your sample source(s) used solely for market research? If not, what other purposes are they used for?**

Our members have the option of choosing the types of activities in which they wish to participate, one of which is surveys. Offering a range of activities broadens the types of people who interact with our site and choose to take our surveys. Surveys are clearly separated from other activities and clearly labelled as surveys. Other activities are never labelled nor disguised as surveys.

## 5

**How do you source groups that may be hard to reach on the Internet?**

Peanut Labs has strategically partnered with both demographically diverse websites and niche websites that focus on particular interests and demographics. This enables clients to reach an array of targeted audiences, including those who are often difficult to reach via phone or email lists.

## 6

**If, on a particular project, you need to supplement your samples with samples 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?**

Not applicable. Peanut Labs does not supplement our sample from third parties.

## 7

**What steps do you take to achieve a representative sample of the target population?**

Because target populations are defined by client needs, Peanut Labs has built an advanced, proprietary sampling technology that lets us give clients finite control over how sample is selected. This includes, but is not limited to, random selection of respondents according to age, gender, and region targeting criteria, as well as the ability to stagger launch times, and manage quotas according to survey starts or completes.



8

**Do you employ a survey router?**

No.

9

**If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?**

Not applicable.

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?**

Not applicable.

11

**If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?**

Not applicable.

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?**

After potential research participants elect to join the Peanut Labs panel, respondents complete a detailed profile questionnaire which includes over 30 demographic, geographic and psychographic categories and hundreds of category-specific attributes. This allows us to identify potential respondents for low incidence research without disturbing the entire panel. Full details on the screened variables are available in the [Peanut Labs Panel Book](#).

**13**

**Please describe your survey invitation process. What is the proposition 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 other means of invitation to surveys are respondents exposed to?**

Peanut Labs responders are not invited to participate in surveys via emails. Panelists log into their member page on a website that Peanut Labs has partnered with, where Peanut Labs is promoted as a way to earn virtual currency in exchange for their time and opinions. Generic survey invitations are presented on the website letting the panelists know how long a survey is likely to take. Panelists are reminded that they are being invited to participate in the survey for market research purposes only and that the feedback they provide will be kept confidential and used to help shape the products and services they enjoy. It is made clear that this should be a fun experience and not a job. We do not include information that would help the panelist determine how to qualify for the survey.

**14**

**Please describe the (various) incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?**

Peanut Labs offers incentives that are different for and specifically relevant to each respondent. The incentives are based on personal preferences and affinity, and are controlled by the website or online community partner that the respondent came from. Incentives may include points or virtual currency for the partner website. Every survey complete (and the majority of screen outs and over-quota) generates a reward for the research participant. By mid-2015, every single complete, screen-out, and over-quota will receive a reward.

**15**

**What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?**

Number of completes required, time in field, incidence rate, length of interview, specific targeting criteria.

**16****Do you measure respondent satisfaction? Is this made available to clients?**

Yes, we measure respondent satisfaction after every survey experience. We are happy to share that information with clients. When possible, we also use that respondent feedback to improve the user experience.

**17****What information do you provide to debrief your client after the project has finished?**

Upon request, we provide respondent feedback, and relevant statistics including counts for starts, completes, drop outs, etc.

**18****Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within-survey behaviors, 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.**

We take data quality very seriously. As sample providers, we do not have the ability to include data quality checks within a client’s survey, and so we have taken care to build extra processes that regularly check the quality of data our responders provide.

Before offering a client survey to a potential respondent, they are required to first pass a short data quality survey. Failures are not invited to participate in the survey.

All panelists are required to regularly complete a full-length data quality survey incorporating a large number of data quality questions, such as red herrings, qualifying behaviors, lazy responding, illogical answers and more. Failures are flagged for a more thorough investigation and not invited to participate in surveys.



19

**What limits, if any, do you place on solicitation for surveys? I.e. how often can any individual be contacted to take part in a survey whether they respond to the contact or not? How does this vary across your sample sources?**

Our panelists opt in to take any surveys that are currently targeted to them. We do not email, or send any invites/reminders to our panel. This is true for all our partners. Panelists can only participate in surveys after logging into a partner website. Panelists may either actively seek out survey opportunities on a webpage listing out surveys that match their demographics or they may wait for a survey opportunity to appear as a message on their webpage.

20

**What limits, if any, do you place on survey participation? I.e. how often can any individual take part in a survey? How does this vary across your sample sources?**

Panelists can only complete surveys for which they meet the targeting criteria. Peanut Labs does not permit more than 5 completes per day and 15 attempts per day. Regardless, the average active panelist completes only 2 or 3 surveys per week.

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 per job analysis of such individual level data?**

Yes, Peanut Labs tracks and retains this information and can provide it to clients when needed.

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 or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?**

Peanut Labs actively monitors quality starting at the point of recruitment and throughout the panelist's participation lifetime. In addition to the consistency checks and automated trap questions described in Question 18, Peanut Labs monitors:

**Traffic Metrics** – Volume of traffic from source websites in an effort to maintain consistent sources, and detect and halt any unusual behavior.

**Publisher Comparisons** – Attributes of traffic sources to identify unusual spikes or patterns.

**Geo IP/Proxy Detection** – Computer identities and the consumer path through websites to detect unusual behaviors.

**Recruitment Source Testing** – As outlined in Question 18, data quality metrics are measured not only at the panelist level but also at the source level.

23

**Please describe the 'opt-in for market research' processes for all your online sample sources.**

Members join Peanut Labs via a double opt-in process. First, they agree to participate in market research opportunities as an activity within the partner website of their choice. Then, they must also complete the profiling questionnaire and subsequently agree to be contacted by Peanut Labs via their social network for survey opportunities. After every survey, panelists are returned to the Peanut Labs starting point, where they may follow a link to disable the Peanut Labs functionality within the partner website if they so wish. In any case, panelists who no longer wish to participate in survey can cease to access the Peanut Labs portal.

24

**Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?**

[http://www.peanutlabs.com/media/privacy\\_policy.php](http://www.peanutlabs.com/media/privacy_policy.php)

A link to the Peanut Labs Privacy Policy is available on all partner websites.

**25**

**Please describe the measures you take to ensure data protection and data security.**

We have firewalls in place on our datacenter, and access to all servers is done through SSL secured keys. Our database is protected from all external access. Only employees can access it through a secure VPN connection. Further, respondents' profile data is encoded and stored securely. All data is stored in the continental USA. A link to the Peanut Labs Privacy Policy is available on all partner websites.

**26**

**What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?**

Research surveys are hosted by our clients who manage their own survey security, including techniques such as disallowing screen captures. Clients may require our panelists to agree to a non-disclosure agreement.

**27**

**Are you certified to any specific quality system? If so, which one(s)?**

We employ a proprietary quality system monitoring digital fingerprinting called Optimus. We also employ bot detection, source monitoring, automated data quality processes, and regular screening of recruitment sources.

**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?**

Peanut Labs complies with the Code of Standards followed by the Council of American Survey Research Organizations (CASRO). All the responsibilities and requirements embodied in the Code of Standards for respecting respondents' rights, reporting to clients, and ensuring ethical and responsible research practices are followed by Peanut Labs. We comply with all country standards for interviewing children. We do not knowingly allow people under age 13 to register for our panel.



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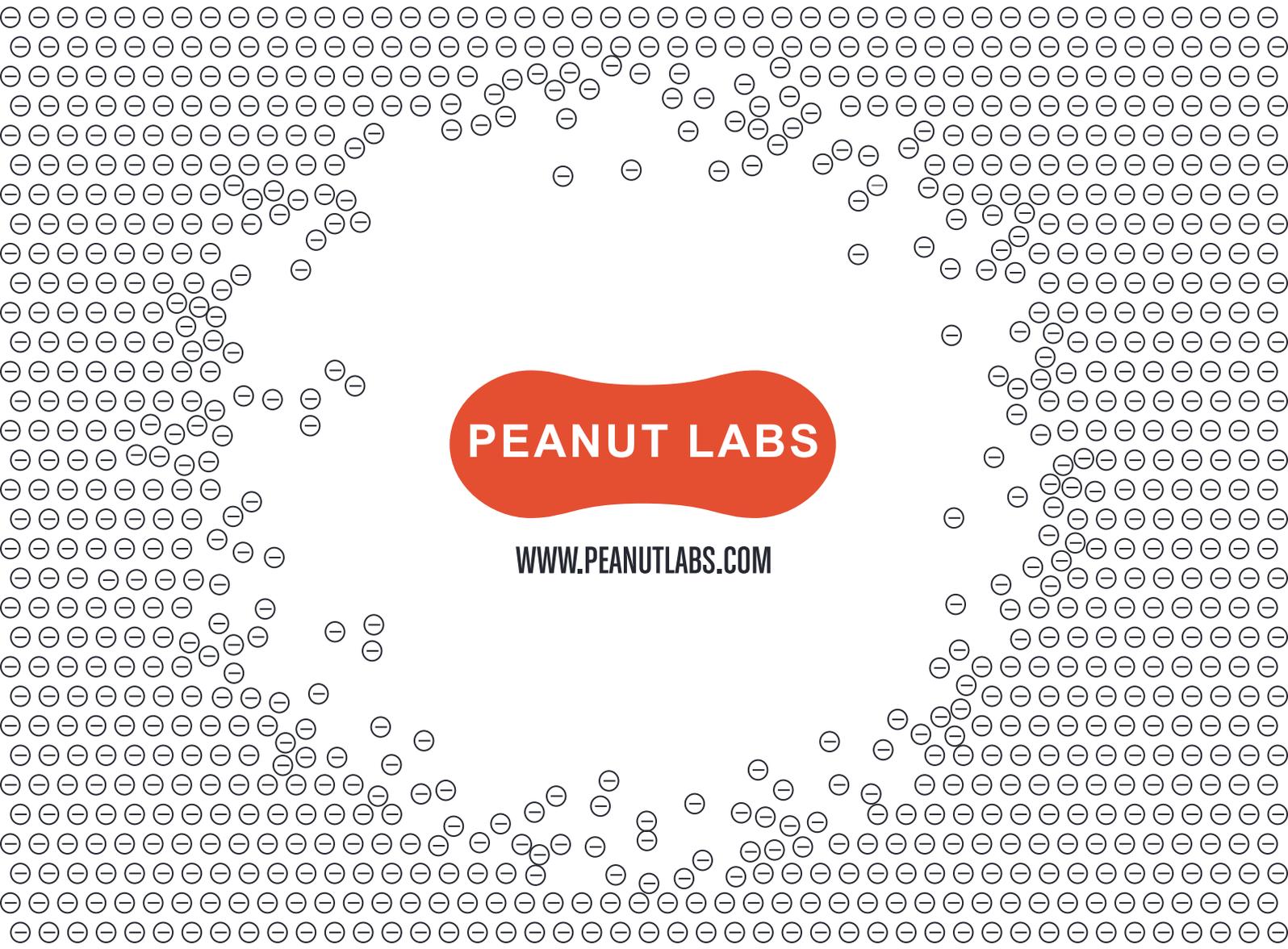
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