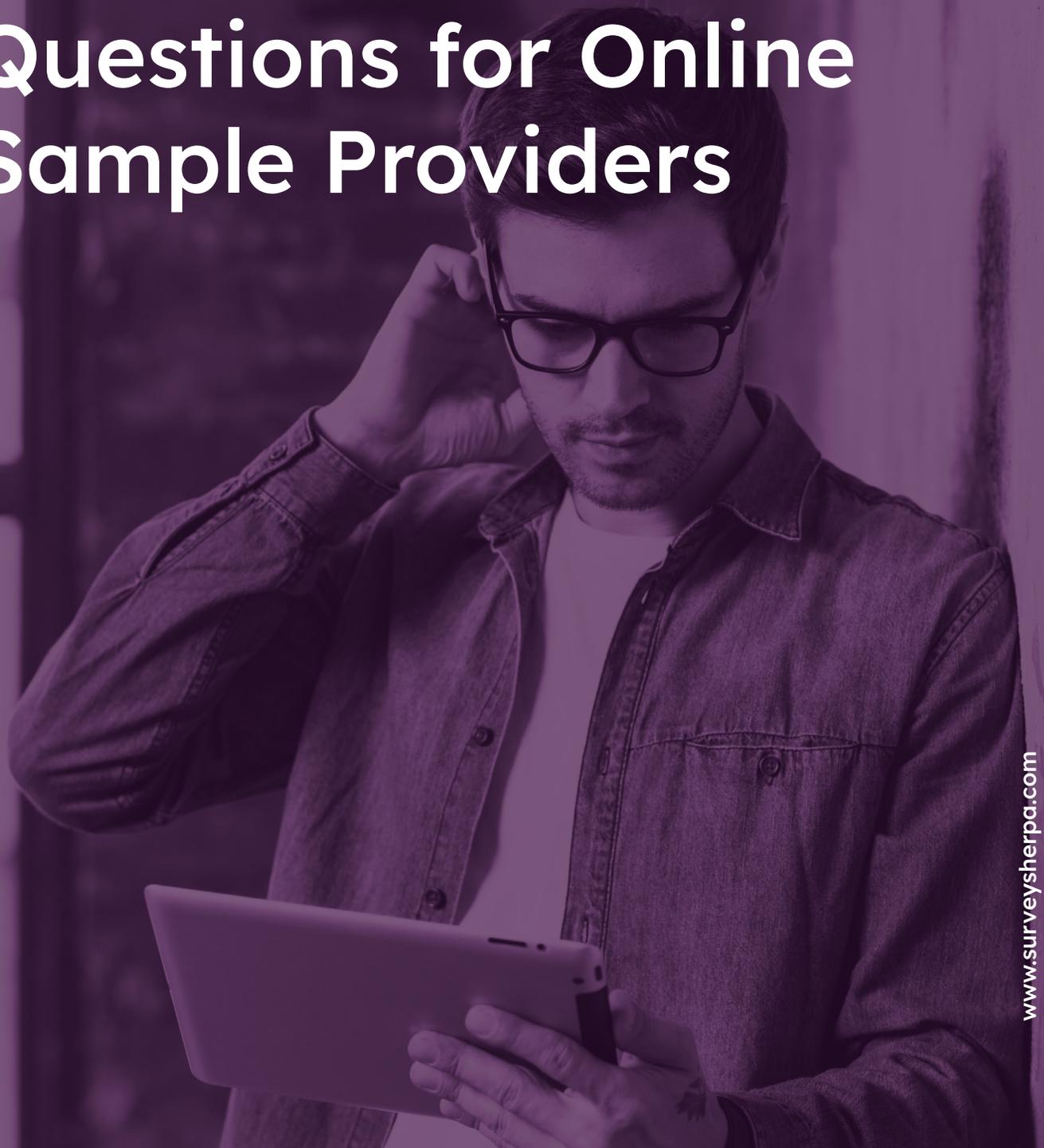


ESOMAR 37

ESOMAR Questions for Online Sample Providers



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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?**

Survey Sherpa specializes in the provision of online research samples for quantitative market research studies. Our founders have over a decade of industry experience and started Survey Sherpa in 2024 to provide quality and white glove service to our clients. The company works with market research agencies, consultancies, and brands to deliver high-quality, targeted respondents across consumer and B2B audiences. Survey Sherpa supports a range of methodologies including ad hoc studies, tracking studies, concept tests, brand studies, UX research, and customer research.

- 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?**

The team responsible for developing and monitoring is led by our co-founders who have experience in building quality panels and building quality algorithms to ensure real data. Staff involved in sample sourcing and project management receive ongoing training in:

- ESOMAR guidelines
- Data protection regulations
- Quality assurance best practices
- Fraud prevention techniques

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?

We manage the full data collection process, including survey programming, secure hosting, and data processing.

Sample Source and Recruitment

4. What sources of online sample do you derive participants?

Survey Sherpa sources respondents for our own panel Paidvine through a combination of:

- Content-driven publishers
- Social media marketing
- Digital recruitment channels such as targeted online advertising, and publisher partnerships.
- Trusted third party panel partners
- Referral program which is invite only for our panel members.

All recruitment sources are vetted to ensure compliance with ESOMAR guidelines, local regulations, and quality standards.

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?

Our panel source, [Paidvine](#), is proprietary and 100% owned by us.



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?

[Paidvine](#) is built through traditional online sample sources, including exclusive partnerships with content-driven website publishers and social networking platforms (70%) and affiliate networks (30%).

7. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

Survey Sherpa employs a multi-layered quality assurance approach, including:

- Registration validation

- Email verification
- IP and device checks
- Ongoing performance monitoring
- Removal of respondents who fail quality checks or demonstrate fraudulent behavior
- Each panelist is reviewed by IPQS – a third-party security tool

Respondents are regularly reviewed and cleaned from the supply if they no longer meet quality standards.

8. What brand (domain) and/or app are you using with proprietary sources?

Our panel (proprietary source), [Paidvine](#), is accessed by website and by email invite. On average, 30% of our members access our surveys by visiting the Dashboard on our website; 70% of our members access our surveys via an email invite.

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

We offer managed service and API integration to deliver our sample.

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?

Survey Sherpa operates with a **high level of transparency and control** when delivering blended sample or intercept-based solutions. We clearly communicate the **composition of sample at the source level**, including whether respondents are sourced from proprietary partners, managed third-party panels, or other approved recruitment channels.

Survey Sherpa **supports client control over sample composition**. Buyers may request:

- Inclusion or exclusion of specific source types
- Single-source sample only
- Separate quota management or reporting by source, where required

These controls are implemented during project setup and managed actively throughout fieldwork.

Survey Sherpa maintains **technical and operational integrations with vetted third-party sample providers**, enabling seamless sourcing while maintaining consistent quality, fraud prevention, and data protection standards across all sources. All third-party suppliers are subject to the same validation, monitoring, and compliance requirements as Survey Sherpa-managed supply.

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?

All sample sources are selected based on their suitability for each specific research objective. When projects require personally identifiable information—such as in-home usage tests (IHUTs) or recontact studies—we have the capability to securely collect and manage PII in compliance with project requirements.

Our participants are most familiar with surveys ranging from a few minutes up to 30 minutes in length, which supports thoughtful engagement and strong data quality. Surveys are designed to function seamlessly across both desktop and mobile devices; however, we take a pragmatic approach and will recommend against mobile participation when a survey format is not well suited for that environment.

We also monitor the platform used by each participant and apply fraud-prevention controls as needed to protect data integrity. Survey Sherpa does not conduct online focus groups.

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?

Paidvine invitations are clear, transparent, and intentionally designed to support high-quality participation. Invitations provide essential information such as estimated survey length and the general nature of the topic, while deliberately excluding screener clues to prevent bias and respondent baiting.

Member dashboards clearly set expectations around key details, including length of interview and incentive amounts. Every invitation and dashboard experience includes an easy option to unsubscribe from the panel, along with direct access to our support team.

All recruitment conducted through Paidvine adheres to a strict code of ethics, which is consistently applied across every project we field.

Panel members receive PV Points for survey participation regardless of qualification outcome, with the amount varying by study. Points are automatically credited to the member’s PV wallet upon termination or survey completion.

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?

Regardless of sample source, Survey Sherpa initiates respondent profiling at the point of registration. Core demographic and behavioral attributes are collected at this stage, including variables such as age, gender, geography, household income, and selected lifestyle or interest indicators.

Following initial registration, respondents are progressively engaged in **deeper profiling activities** designed to build a more robust and accurate understanding of their characteristics and preferences over time. This includes both consumer and B2B profiling, covering audiences such as general consumers, category-specific consumers, small business owners, and professional or industry-specific roles.

Survey Sherpa also retains relevant, non-PII profiling data captured through pre-screeners and dedicated profiling surveys, where appropriate, to enhance future targeting accuracy. Profile information is continuously refreshed through automated updates, ongoing validation, and proactive encouragement for respondents to maintain and expand their profiles.

Non-personally identifiable profile variables can be appended to survey links for targeting purposes and included in final datasets delivered to clients, in line with data protection and consent requirements

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 accurately scope and manage a project, Survey Sherpa requires clear inputs including expected incidence, project specifications, survey length, fielding timelines, and target completes or quota definitions. Where category incidence or survey length has not been finalized, Survey Sherpa offers a **complimentary incidence assessment** to support accurate feasibility and cost planning.

If an incidence check is not undertaken at the client's discretion, Survey Sherpa provides a **transparent cost-per-interview range**, outlining expected minimum and maximum pricing based on comparable category benchmarks and historical performance.

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?

If a project becomes unfeasible to complete as originally specified, Survey Sherpa proactively informs the sample buyer as early as possible. We clearly communicate the drivers of infeasibility (e.g. incidence, market conditions, quota constraints, or timing) and work collaboratively with the client to identify appropriate next steps, such as adjusting quotas, extending fieldwork, or revising sourcing strategies.

Where additional or alternative sample sources are required, Survey Sherpa is transparent with the buyer regarding the **use and type of third-party sources** involved. No changes to sourcing approach are implemented without client awareness and agreement.

All third-party sample providers and subcontractors used by Survey Sherpa are **vetted, approved, and continuously monitored** against consistent quality, fraud prevention, and data protection standards aligned with ESOMAR guidelines. This includes supplier qualification, ongoing performance review, and removal of any sources that fail to meet required standards.

Through this escalation and governance process, Survey Sherpa ensures continuity of delivery while maintaining data integrity, transparency, and client confidence.

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.

Yes, Survey Sherpa employs a **survey routing solution** to efficiently and fairly allocate participants to studies while protecting respondent experience and data quality.

Routing decisions are based on a combination of respondent profile attributes, real-time eligibility checks, quota availability, and study requirements. The router is designed to match participants to the most appropriate available survey at the time of entry, helping to optimize completion rates, reduce respondent fatigue, and support accurate quota delivery. Yield management is applied in a controlled manner and is never used to compromise data quality or client specifications.

Participants are invited to take part in studies through methods appropriate to each source, including:

- **Panel-based sources:** Email invitations, in-platform notifications, or dashboard alerts directing respondents to available studies
- **Partner or third-party sources:** Secure redirects or invitations issued via approved suppliers under defined project parameters
- **Intercept or digital recruitment sources (where applicable):** Targeted invitations or entry points aligned to the defined audience and study context

Regardless of source, all respondents are presented with clear study information and screened for eligibility prior to participation. Consistent quality, fraud prevention, and data protection controls are applied across all routed traffic.

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

Yes. Survey Sherpa's router is designed with **respondent-centric safeguards**, including limits on routing duration and qualification attempts. This ensures participants are efficiently matched

to relevant studies without unnecessary looping, supporting both data quality and a positive respondent experience.

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?

Paidvine invitations are clear, transparent, and intentionally designed to support high-quality participation. Invitations provide essential information such as estimated survey length and the general nature of the topic, while deliberately excluding screener clues to prevent bias and respondent baiting.

Member dashboards clearly set expectations around key details, including length of interview and incentive amounts. Every invitation and dashboard experience includes an easy option to unsubscribe from the panel, along with direct access to our support team.

All recruitment conducted through Paidvine adheres to a strict code of ethics, which is consistently applied across every project we field.

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?

Members self-select into surveys through their account Dashboard, which displays available studies aligned with the information provided in their PV Profile. Each survey listing includes the estimated length of interview, a high-level study description, and the number of PV Points awarded upon successful completion.

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?

Survey Sherpa can adjust incentive levels during fieldwork when necessary to support feasibility and timely completion. Participant-level indicators can be flagged within the dataset and reported on as part of our data quality and transparency commitments.

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)?

Panelists have access to a dedicated support email address to submit feedback or raise questions regarding surveys. All inquiries are reviewed promptly by our team, with a standard response timeframe of within 24 hours.

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

Following project completion, Survey Sherpa encourages a post-field review to assess performance against initial expectations. Upon request, we can also provide a debrief summary outlining key delivery and quality considerations.

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?

Regardless of sample source, Survey Sherpa actively manages respondent engagement to protect data quality and respondent experience. Panelists receive a **limited number of survey invitations per month**, and survey availability is intentionally controlled to support higher response rates and reduce fatigue. We also apply **category- and topic-based participation controls**, including temporary moratoriums on similar study types, to prevent overexposure.

Panelists may be excluded from individual studies based on prior survey experience, including recent participation for the same client, category, or subject matter, as well as the time elapsed since their last completed survey. Invitation deployment can be managed in batches using demographic and behavioral profile attributes such as geography, time zone, and other relevant criteria. Survey Sherpa also distinguishes between invitation receipt and survey completion at the respondent level, allowing for precise engagement management and fatigue reduction.

With respect to prior survey activity, Survey Sherpa's controls ensure that respondents entering a survey **have not been over-surveyed immediately beforehand**. Time-in-router and recent participation history are monitored so that respondents are presented with studies only after appropriate intervals. While exact participation time varies by individual and market, limits are applied to ensure respondents are fresh, attentive, and fit for purpose at the time of entry.

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?

Maintaining respondent-level data is central to Survey Sherpa's ability to deliver accurate, reliable insights. Each panelist is assigned a unique identifier at registration, which remains consistent throughout their tenure, allowing participation history, entry date, source information, and other non-PII attributes to be securely tracked over time.

Survey Sherpa safeguards respondent data using industry-standard survey and security technologies. Where permitted and in line with data protection requirements, we can provide project-level analysis using respondent-level, non-PII data and append approved data points to participation records to support deeper quality and performance analysis.

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.

Survey Sherpa enforces a **zero-tolerance approach** to fraudulent activity. Suspected fraudulent respondents are blocked in real time using a layered fraud-detection framework. This includes the use of IPQS, a third-party validation solution that provides digital fingerprinting and de-duplication across incoming traffic.

In parallel, Survey Sherpa applies proprietary internal logic to identify risk signals related to respondent information, participation history, device behavior, proxy usage, and other anomalous patterns. IPQS is further leveraged to detect bots, survey farms, and advanced fraud indicators such as rotating IP addresses and browser signature spoofing.

Respondents identified as fraudulent are immediately excluded from participation to protect data integrity and client confidence.

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?

Survey Sherpa actively manages sample source composition at the project level to ensure consistency, transparency, and data quality. Sample blends are defined during project setup and aligned with client specifications, including source types, quotas, and any inclusion or exclusion requirements. Source performance is monitored in real time, and adjustments are only made with client awareness where required.

For **tracking and longitudinal studies**, Survey Sherpa applies controlled sourcing to maintain a consistent source mix across waves. The same approved sources, routing logic, and eligibility criteria are used over time to minimize variability and protect trend integrity. Any unavoidable changes to sourcing are documented and communicated in advance.

Survey Sherpa can provide **source-level and blend reporting** upon request, including visibility into source composition and performance at the project or wave level. In addition, **source identifiers can be appended to respondent-level, non-PII data records** or included in final datasets, subject to data protection and client requirements.

This approach ensures buyers have clear insight into **how sample is constructed, maintained, and evaluated** across both single-wave and ongoing studies.

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?

Survey Sherpa maintains a comprehensive **respondent quality management framework** designed to protect data integrity across all stages of participation. Each panelist is assigned an internal **PV score**, which is continuously updated based on a combination of third-party validation signals (including IPQS checks) and proprietary internal logic assessing behavioral patterns, participation history, and response quality.

The PV score and related quality indicators are used to:

- Govern eligibility for survey invitations and router entry
- Prioritize higher-quality respondents for sensitive or complex studies
- Temporarily quarantine respondents for review when risk thresholds are triggered
- Permanently block respondents who demonstrate confirmed fraudulent or consistently low-quality behavior

Quality monitoring continues throughout the survey lifecycle. Survey Sherpa compares profiled and known respondent attributes (e.g. demographics, geography, professional status) against in-survey responses using automated consistency and logic checks. Discrepancies are flagged for review and may result in re-profiling, exclusion from the dataset, or removal from future participation.

This closed-loop quality system ensures that respondent health is actively managed over time and that only **validated, fit-for-purpose respondents** are routed into client surveys.

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 behaviors, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item nonresponse (e.g., “Don’t Know”) (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

When Survey Sherpa is responsible for programming, hosting, and delivering survey data, we apply a **multi-layered in-survey quality framework** designed to prevent, detect, and remove low-quality or invalid responses in real time and during post-field review.

To address specific behaviors:

(a) Random responding

We use attention checks, consistency logic, and response pattern analysis to identify disengaged or random answering. Respondents triggering these checks are flagged and removed from the dataset.

(b) Illogical or inconsistent responding

Automated logic and validation rules compare responses across related questions and against known profile data. Inconsistent responses are flagged for review and excluded where appropriate.

(c) Overuse of item nonresponse (e.g., “Don’t Know”)

Thresholds are applied to monitor excessive use of nonresponse options. Respondents who exceed acceptable limits are flagged and may be terminated to protect data usability.

(d) Inaccurate or inconsistent responding

Profile-to-survey comparisons and internal validation checks are used to identify discrepancies. Repeated inaccuracies result in respondent exclusion and may trigger re-profiling or removal from future participation.

(e) Incomplete responding

Dropout behavior is monitored in real time. Partial completes that do not meet defined quality or completion criteria are excluded from delivery.

(f) Too rapid survey completion

Completion times are monitored against expected length-of-interview benchmarks. Respondents completing surveys significantly faster than acceptable thresholds are flagged and removed.

All quality controls are applied consistently across sources and are reviewed both automatically and manually prior to data delivery, ensuring that only **validated, high-quality completes** are provided to clients.

Policies & Compliances

- 29. Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses. (Note: If your company uses different privacy notices for different products or services, please provide an example relevant to the products or services covered in your response to this question.)**

Our privacy policy is easily visible at paidvine.com [here](#). It is also included in our panel registration process and on survey invitations. Survey Sherpa’s comprehensive privacy policy clearly outlines that respondents’ information is for research purposes only and that we would never sell their data to a third party.

- 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?**

Survey Sherpa complies with applicable data protection and privacy laws in the jurisdictions in which it operates, including GDPR and other relevant regional regulations. Our data protection framework is designed around core principles of lawfulness, fairness, transparency, data minimization, and security.

Personal data is processed on an appropriate legal basis, most commonly **informed consent**, which is obtained at registration and reaffirmed at survey entry. Respondents are provided with clear information regarding the purpose of processing, how their data will be used, and their rights, including the ability to withdraw consent at any time.

Survey Sherpa maintains documented procedures for **data security and breach response**, including incident identification, containment, assessment, and notification in accordance with applicable legal requirements. Cross-border data transfers are managed using appropriate safeguards, such as contractual protections and transfers to jurisdictions with adequate levels of data protection, where applicable.

Data is retained only for as long as necessary to fulfill research and operational purposes and is securely deleted or anonymized in line with defined retention policies.

Survey Sherpa has appointed an external **designated data protection lead** responsible for overseeing compliance, managing data protection requests, and maintaining internal policies and training related to privacy and security.

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

Participants can review, manage, and update the personal data they have provided through the **My Account** area of our website. If assistance is required, support is available via email support@paidvine.com, with inquiries typically addressed within two business days. This level of participant support is provided consistently across all sample sources.

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

To ensure ongoing compliance with applicable laws and regulations, Survey Sherpa regularly monitors guidance from industry associations and data protection authorities, as well as other relevant regulatory resources. We are also supported by an external compliance officer who advises on regulatory developments and assists with the timely adoption of required changes.

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?

A minimum age of 18 is required to register for our panel. Where research includes participants under the age of 18, Survey Sherpa implements age-screening measures and, where required, obtains **verifiable parental or guardian consent** prior to participation. Surveys involving minors are designed to be age-appropriate, with additional controls applied to limit data collection to what is strictly necessary for research purposes.

Personal data relating to children and young people is processed on a lawful basis, typically explicit consent, and is subject to enhanced security, access controls, and retention limitations. Such data is never used for marketing purposes and is not shared with third parties without appropriate authorization and safeguards.

Survey Sherpa ensures compliance with applicable data protection regulations, including GDPR and other relevant regional laws, and regularly reviews its practices to reflect updates to regulatory and industry standards.

34. Do you implement “data protection by design” (sometimes referred to as “privacy by design”) in your systems and processes? If so, please describe how.

Yes. Survey Sherpa implements **data protection by design and by default** across its systems, processes, and research operations. Privacy and data protection considerations are embedded at each stage of the respondent lifecycle, from recruitment and profiling through survey delivery, data processing, and reporting.

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?

Survey Sherpa maintains an information security compliance program designed to protect the confidentiality, integrity, and availability of data across its systems and research operations. Survey Sherpa conducts **asset-based risk assessments** to identify, evaluate, and mitigate security risks associated with systems, data, and processes. Risks are assessed based on sensitivity, impact, and likelihood, with remediation actions tracked and reviewed.

An **internal review and audit process** is in place to evaluate adherence to security controls and policies. Findings are used to strengthen controls, update procedures, and inform staff training. Where appropriate, third-party guidance or assessments are leveraged to support continuous improvement.

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

Survey Sherpa at the moment is not ISO 20252 certified. Our internal Quality Manager is responsible for program management, internal auditing and continuous improvement. We are in full compliance of the stipulations set forth by the EU’s General Data Protection Regulation (GDPR).

Metrics

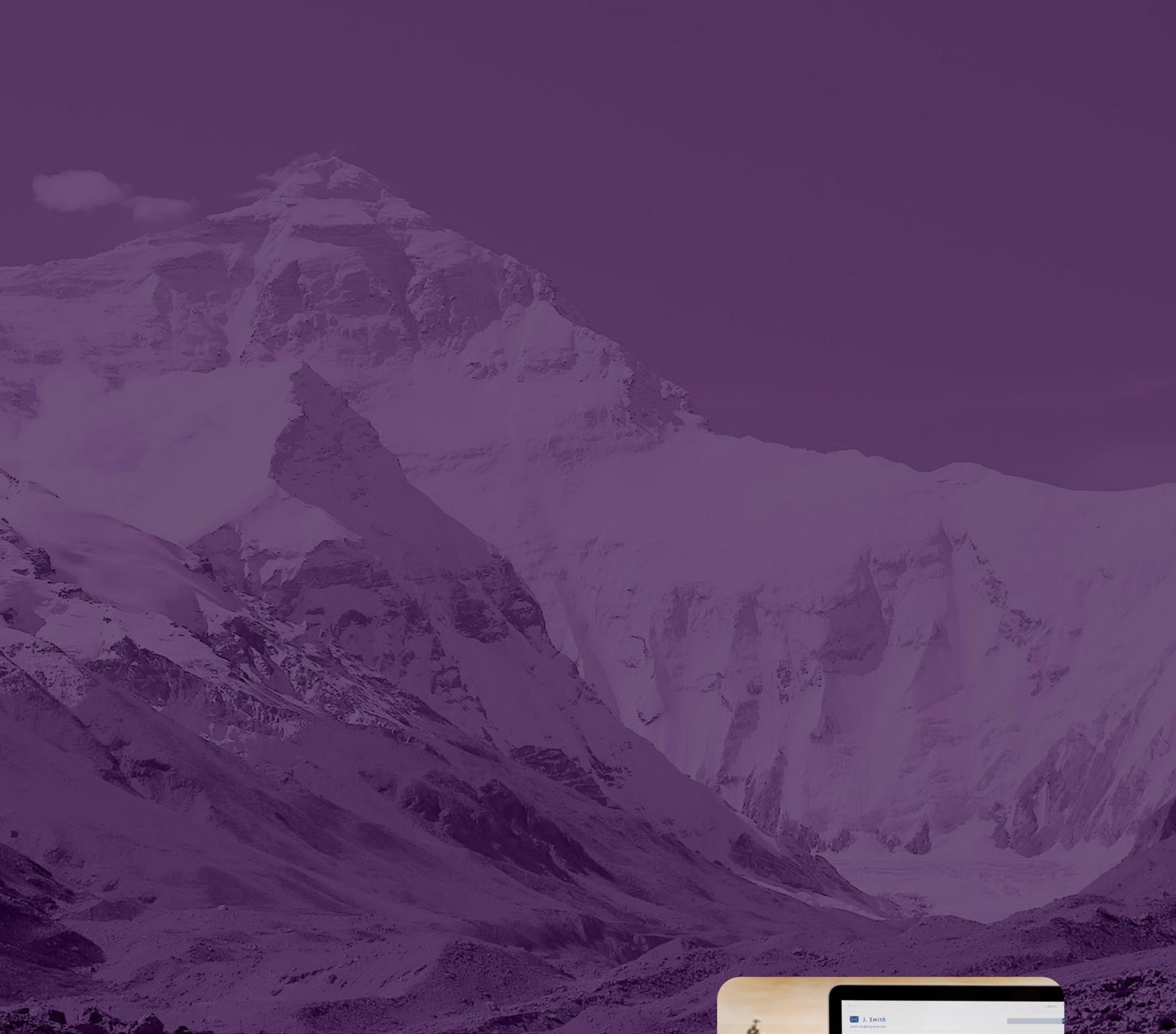
37. Which of the following are you able to provide to buyers, in aggregate and by country and source?

Survey Sherpa maintains a set of operational performance, panel health, and feasibility metrics that are used internally to monitor sample quality, respondent experience, and delivery reliability. Selected metrics are available to buyers in aggregate form and at the country level. Where applicable, reporting can also distinguish between proprietary and non-proprietary sources.

The table above outlines which of the ESOMAR 37 metrics are currently tracked and reportable as part of Survey Sherpa’s standard monitoring framework.

Survey Sherpa provides trend-based reporting (e.g. monthly or rolling periods) designed to support transparency while protecting proprietary methodologies, thresholds, and detection logic. All metrics are shared in aggregate and anonymized form.

#	Metric	Available	Level of Reporting	Notes
01	Average qualifying or completion rate, trended by month	Yes	Aggregate; Country	Tracked monthly across projects to monitor yield and routing performance
02	Percent of paid completes rejected per month/project, trended by month	Yes	Aggregate; Country	Based on post-field quality control and validation outcomes
03	Percent of members/accounts removed or quarantined, trended by month	Yes	Aggregate; Country	Reflects ongoing panel health and fraud prevention monitoring
04	Percent of paid completes from 0-3 months tenure, trended by month	No	—	Not currently reported as a standardized metric
05	Percent of paid completes from smartphones, trended by month	No	—	Not currently reported as a standardized metric
06	Percent of paid completes from owned/branded member relationships versus other sources, trended by month	Yes	Aggregate; Country; Source type	Distinguishes proprietary panel (Paidvine) from other approved sources
07	Average number of dispositions per member, trended by month	No	—	Not currently reported as a standardized metric
08	Average number of paid completes per member, trended by month	No	—	Not currently reported as a standardized metric
09	Active ununique participants in the last 30 days	Yes	Aggregate; Country	Rolling 30-day active participant count
10	Active unique 18-24 male participants in the last 30 days	No	—	Not currently reported as a standardized metric
11	Maximum feasibility in a specific country (nat rep quotas, 7 days, 100% incidence, 10-minute LOI)	Yes	Country	Modeled feasibility based on active supply and historical performance
12	Percent of quotas that reached full quota at time of delivery, trended by month	No	—	Not currently reported as a standardized metric



Survey Sherpa



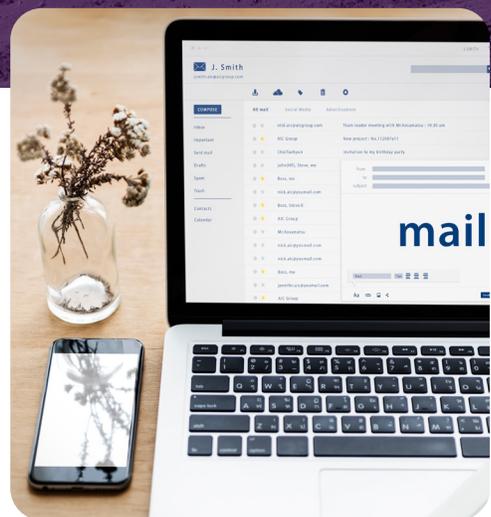
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