



ESOMAR 37



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?

Established in 2007 JTN is a leading provider of proprietary online panel and online market research services. Our team takes pride in delivering actionable insights to businesses and organizations, actively listening and interpreting consumer voice. Since our company was founded its only focus has been running online-based full service market research and delivering precisely-profiled online samples to other market research organizations. JTN owns 48 proprietary online respondent panels, which are among the best-profiled with significant size in the main markets in EMEA, AMS and APAC. Our company is not occupied in any shape or form in direct marketing, and has never been.



2. Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide to your frontline staff?

Our Panel Operations team actively monitors a multitude of metrics, related to panel health, as well as how utilized sampling policies affect panel performance and member engagement. In parallel to Panel Operations, our Operations team is also relying on similar proprietary tools to monitor fieldwork performance of all socio-demographic groups and subgroups. Training provided to all members of staff, whose work is directly or indirectly connected to dealing with the panels, is based on the key priorities of PII protection, respect of personal freedoms, dignity and attention span of panel members. Procedures around sampling plans and rules of engagement with panel members are monitored 24/7 through internal automated mechanisms.

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?

JTN proud to be completely independent in fully supporting services like sample-only, full service, custom audience recruitment, survey programming & quality assurance, data processing, data analytics, data science, tabulation, insight analysis and reporting, custom MR tools development and implementation and many others, mostly related to online MR on both quantitative and qualitative front.

Sample sources and Recruitment

ESOMAR definitions

Panels

These are databases of potential participants who declare that they will cooperate for future data collection if selected, generally in exchange for a reward/incentive. This includes traditional access panels, co-branded panels, or opt-in databases of individuals who agreed to complete research projects and also undertake other nonmarket research activities (watch ads, download an app, complete marketing offers, etc, also known as loyalty programmes, or rewards communities within GPT (Get paid to) sites.)

Loyalty card and subscription databases are included here if there is a continuous relationship with members who understand the commitment asked of them.

Intercepts

This includes intercepts from offer walls, affiliate networks, social media or other platforms to drive traffic to a survey. Intercept is an approach where potential participants are asked to take a survey for a reward while they are engaged in another activity such as playing an online game, reading news, or some other online activity. Intercepted participants may be previously unknown to the sample provider or may have been pre-identified and profiled through a prior survey experience.

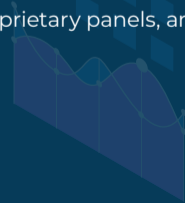
4. Using the broad classifications above, from what sources of online sample do you derive participants?

JTN relies on its proprietary access panels, where members participate on research activities in exchange for a reward/incentive. Beyond its proprietary reach or for purposes of specific quota delivery, JTN relies on a network of trusted providers, who have passed the **JTN Field Detective®** quality testing algorithm within the **JTN Tervel®** environment.

JTN Field Detective® does trusted provider data checks along with the JTN panel checks, grading and scoring respondent data before allowing passage to any live survey.

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?

On a yearly basis, at least 90% of all survey completes come from JTN proprietary panels, and no more than 10% originate with members of our trusted partners' network.



6. What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?

Our panel recruitment is a blend of three major streams:

1. External recruitment agency channel, which employs commonly used providers of panel recruitment, especially in markets like USA, Australia, EU Big 5;
2. JTN Proprietary recruitment campaigns, which rely on our own online recruitment from social media and other country specific popular online portals. All creatives and channel management is comprised of JTN staff and never directly leads to a survey, but to panel registration;
3. Recommend a friend, which encourages panel members to recommend JTN Panel to others for an incentive. All recruitment is strictly monitored and controlled to avoid recruitment approaches, inconsistent with JTN policies and industry's best practices.



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

Depending on the market where recruitment takes place, a mix of validation methods is used. The main components of validation are: double opt-in panel subscription, device and location deduplication, JTN Field Detective® digital authentication, profiling and profiling cross-checks against live and dummy surveys, quarantine testing for potentially fraudulent panel members, blocking of suspicious and/or temporary emailing services, device history cross-checks.

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

The brand we use is JTN Panels, and domain is jtnpanel.com, where for each separate market, a market-specific prefix is used (hu.jtnpanel.com for Hungary, dk.jtnpanel.com for Denmark, etc.).

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

JTN relies on managed service.



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?

No intercepts allowed. For cases where trusted partners beyond JTN Panels are used, sample blend can be monitored and controlled in our JTN Tervel® environment. Due to the extensive experience of the JTN team, such external control is very rarely needed, especially in certain niche markets, where active real-time quota management is required, and it should happen within specific survey parameters and timings.

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?

Within JTN Panel there are profiling attributes that assist in making the decision which panel members to engage for specific purposes. Panel members can also indicate on their panel account whether they'd like to be contacted for product tests, webcam surveys and so on. In terms of questionnaire length, we rarely launch our panel in surveys that run for more than 30-35 minutes.

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?

Based on the survey objectives and audience required, our Operations team puts together a sample plan to ensure timings in field are best utilized. It is important to avoid risking bias, and one of the easiest ways to minimize this risk is by spreading interview collection across a longer period of time, of course respecting the research project limitations. Basing on the sample plan and timings, the soft launch and full launch after that, are composed of an accurate mix of socio-demographic groups within the panel samples invited to take the study. If national representative spread is required, JTN Operations would constitute sample according to the official census data in the given country. Having in mind that among our key advantages is local knowledge, awareness and understanding, our clients almost always rely on our recommendation on how to best structure and run fieldwork and sampling. It is also common for JTN to help avoid legal complications for our clients in markets where we are more aware of laws, specific regulations, topics allowed and so on. Of course, deduplication, exclusion against other surveys, real-time JTN Field Detective® data checks and monitoring are ever-present aspects of our process from invitation to 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?

JTN Panel profiling is composed of more than 70 different characteristics from basic pre-targeting to personal and HH finance, automotive, health- and habit-related and many more. Depth of pre-targeting varies between panels, still for main demographics (gender, age) coverage is 100%, region, especially after COVID19 years is at about 80%, and the average depth for all remaining pre-targeting is about 65%. All populated profiling data points on JTN Panel can be appended to the link. For trusted provider sample appending gender, age and region are supported across all.

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?

The main points we base our feasibility on is number of interviews needed, length of interview, expected IR among general population or IR among target (if available). It is also important to mention whether specific quota stops will be needed (implemented for sample-only work), and whether the survey link is device agnostic or it limits access for certain devices (mobile phones, tablets, PC). In many cases, JTN is able to provide IR among target, based on our profound knowledge of the markets we work on. The JTN quotations are usually slightly conservative, and our Sales team specifies conditions, under which, extra interviews can be achieved and in what margins is this possible. Any limitations or bottlenecks we foresee are also clearly mentioned at both bidding and live stage.

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?

JTN only commits to checked and achievable feasibility. Hence, the only scenario where we may find out in field that a sold project cannot complete, is if metrics change significantly outside of the original ones, provided by the client, and used for feasibility checks before commissioning. Still, we'd employ a wide array of solutions in order to compensate for this shift in specs. In case providers from our trusted network are involved or assumed, this is clearly communicated to client. In such cases, we work only with members of our trusted supplier network, who have passed through the JTN Field Detective® qualification. If the client requires that JTN uses a specific provider, outside of the verified ones, we can still run field with this third party, however, a specific set of data quality filters from JTN Field Detective® is switched on for that provider as well.

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.

No survey router or yield management techniques are used currently on JTN platform.

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

No survey router or yield management techniques are used currently on JTN platform.

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?

JTN survey invitations to panel members aged 16 or older (for some markets minimum registration age is set at 18) only contain information on survey length for completion, JTN points awarded to completes, and internal survey number (JTN Survey 13405 for example).

No information on survey topic is shared at any point before accessing the actual survey link. In specific cases, where topics are sensitive, details about the topic may need to be revealed at invitation stage, but again this is done in a way that avoids suggesting any sort of qualifying criteria. Similarly for surveys, where people under minimum registration age are targeted, certain pieces of information on survey topic are disclosed to the adult, allowed by law to give consent for the underaged survey participation.

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?

JTN Panel members have access to all surveys that they have been invited to, and are still open, in their profile page on the panel portal. Information supplied, except for cases, listed above, is only length of interview, internal survey number and JTN points awarded to completes.

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?

Incentives can be changed during fieldwork, and our system allows for this. However, according to our panel policies, incentives can only be increased in field in comparison to originally communicated reward. The increase in incentive is displayed in the survey information profile page on the panel portal.

21. Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?

Participant satisfaction is measured at the individual project level. However, satisfaction measurement is not obligatory, survey takers can decide to skip the grading page. These measurements are used in the mix of tools used for Panel Health.

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

There are a number of metrics, combined in a report after each project is completed. These metrics feed into larger statistic on client evaluation, provider evaluation, key socio-demographic metrics are accumulated on response rates, conversions and so on. For surveys, where JTN also handles data collection and programming, an extra layer of information is added to final reports.

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?

There are a set of business rules for usage and engagement of all members from JTN Panel. These vary slightly from market to market, but generally 4 to 6 surveys a month are offered. There are panel members who have indicated that they'd like to participate more or less often. Nonetheless, certain limits are set per market and there is a mix of topics to avoid category bias.

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?

All participation history is kept for all panel members. It includes survey history, date and hour, JTN Field Detective® data reports. If clients hold the survey script and provide us with further activity data it can be added to the profile in the panel.

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.

Most of these are within JTN Field Detective® metrics upon entry. Such metrics can also be used for filtering at sample selection stage before survey entry. Without going into too much proprietary detail of how our system works, participant identity on project level is a cross-check of prior participation, participant device history, GeoIP and several others machine parameters. Outliers are flagged and additionally checked with under- or over-reported dummy surveys prior to actual study. Fraudulent activity is never based on one or two flags, it usually consists of a combination of flags having been triggered.

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?

In brief the answer to all these questions is "Yes", for trackers it is crucial to be able to continuously track participation, maintain proper activity and engagement exclusion filters. Having in mind that source is in almost all cases JTN Panel, it is clearly appendable.

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?

JTN has always been mindful of the importance of data quality. We are also aware that this is not a problem solved once, but one that is tackled day after day. Our company addresses this crucial matter with JTN Field Detective®. This proprietary tool is the essence of our ongoing pursuit of data quality. JTN Field Detective® is ceaselessly adapted and improved to push against the constant waves of fraudulent activity, attacking online surveys.

JTN Field Detective® operates in six main directions towards excellent data quality:

- Continuous tracking and overlapping of survey activity vs. member panel interfacing history
- Real-time cross validation of main demographic inputs between survey and panel, where depth varies between onsite hosted and offsite hosted surveys
- 14-parameter machine ID, that takes into account stand-alone and overlaid metrics
- All quality assurance processes, customized to match regional specifics exactly
- 24/7 tracing of problematic completion trends (speeding, straight-lining, GeoIP mismatch, OpenEnd fails, thought consistency fails, “Red Herring” fails etc.)
- Maintaining panel member data quality quarantine

28. For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey behaviours, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item nonresponse (e.g., “Don’t Know”) (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

Another set of tasks covered by JTN Field Detective®. For onsite hosted jobs, the cross check and real-time metrics overlay work at their best, as we can reference data points between the actual survey and panelist data, stored in the panel database. In terms of the in-survey undesired behaviors, these flags are managed by custom proprietary scripts and processes within the survey programming tool. All performance data is fed back to the panel database, so that panel members' profiles are enriched. For tasks like open-end verification, JTN relies on a combination of automated and human checks. All survey participant who has been identified as provider of potentially fraudulent content (due to poor completion, illogical responses, speeding and many more) is rewarded their JTN points at the end of the survey, but is not included in the client data. That respondent is sent to quarantine at JTN Panel, where extra checks and dummy surveys are being run to further confirm whether that person has to be permanently excluded from sampling or can be re-used at future time.

Policies And Compliance

29. Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses.

JTN privacy policies are addressed in accordance to the effective legislative requirements in the given country. These laws and regulations are applicable for: surveys we involve our panel members in, incentive and reward payouts to panel members, cookie handling, data storage periods, international data transfers, data subjects' rights. JTN also provides a clear identification of types of personal and identifiable information collected in our environments. All data privacy pages are respective to the panel, they are all accessible in the following link [{xx}.jtnpanel.com/Confidentiality-Agreement.aspx](#) – where {xx} is replaced with the respective market prefix (us for USA, de for Germany, es for Spain, etc.)

For specific ad-hoc research projects ad-hoc consent is also enforced. In all cases where personal and personally-identifiable data is collected, there is a comprehensive description of the uses and need to collect data. Any PII collected is never analyzed on individual level, unless it is used for delivery of rewards and incentives, in which case, it is always handled internally within JTN as an organization and only by trained personnel.

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?

JTN is a registered data operator, according to the rules in all markets where JTN Panel operates. Following the strict EU GDPR regulations, there is an official DPO assigned to oversee policies and compliance. To ensure proper handling and handover, JTN relies on regularly updated internal policies for control of remote, physical, and logical access control, detailed data breach/reporting/timely restoration protocols, a complete set of the encryption or pseudonymization of personal data. Specific processes and action pathways are provided in detail in the JTN Leavers Policy, JTN Security Incident Handling Policy, Data Classification Policy, PII Protection Compliance Policy, GDPR Compliance Policy

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

Panel members do provide consent at several levels, which regulate generic panel work, specific topic surveys and ad-hoc consent requirements. All members have access to documentation, available in their panel profile, a helpdesk system, and a panelcare team, ready to assist with any custom question. Within the JTN Panel platform, there are clear indicators as to what types of consent have been given at any point in time, and certain type or all consent types can be revised and/or revoked by the panel member.

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

It is an ongoing effort to ensure compliance with both legal and taxational requirements for incentive handling. Our Panel management team has passed training in the major requirements on both the PII and taxation front, when it comes to handling our day-to-day Panel operations. However, JTN relies on external consulting for certain markets, which offer a specific set of rules and local conditions.

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?

There is a strict policy against collecting any PII of underaged. None of our panels allows people under the age of 16 to register. Date of birth and age are verified at several steps during registration in order to comply with respective GDPR regulations. JTN has definite commitment to safeguarding the rights and interests of all panel members, but especially protecting data privacy interests of the youngest.

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.

Data protection is essential to the longevity and stability of all JTN Panels. In that respect, all our proprietary tools for panel hosting, panel management and project management, have been built with data protection as the underlying concept. JTN Field Detective® and JTN Tervel® realize the “data protection by design” in everyday task handling within the highest standards of data protection via encryption, multilayer pseudonymization, level access control on a need-to-know basis, ongoing monitoring of data transfer, including continuous review and evaluation of existing processes, and their adaptation to the advancements in the field of data protection.

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?

The JTN Security program is based on four main pillars:

1. Security procedures and control – ensuring all data handling is done above and beyond the minimal legal requirements
2. Review and update – all data-related tasks are reviewed every 6 months and brought up to date with latest advancement in data protection technology. A taskforce of internal and external experts is assigned to this ongoing process.

3. Access monitoring – a system of access control is in place to ensure regular update of all passwords, two-factor and multifactor authenticators for all servers, VPNs, project and product tools

4. Risks assessment – regular risk assessment run externally to prevent data breaches and secure potential weak spots in our systems.

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

JTN is currently undergoing ISO 20252 certification by an independent certification body. All our JTN policies and processes have been aligned with the latest requirements of the given standard, way before actual certification process started.



Metrics

37. Which of the following are you able to provide to buyers, in aggregate and by country and source? Please include a link or attach a file of a sample report for each of the metrics you use. Average qualifying or completion rate, Percent of paid completes rejected per month/project, trended by month, Percent of members/accounts removed/quarantined, trended by month, Percent of paid completes from 0-3 months tenure, trended by month, Percent of paid completes from smartphones, trended by month, Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month, Average number of dispositions, Average number of paid completes per member, trended by month, Active unique participants in the last 30 days, Active unique 18-24 male participants in the last 30 days, Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview, Percent of quotas that reached full quota at time of delivery, trended by month.

JTN does track all these metrics in real-time, as well as historically, to be able to maintain excellent panel health and predictable feasibility. However, sharing such average results across all 48 panels would be quite lengthy and potentially misleading, having in mind actual metrics are country-specific and specific to different socio-demographic groups among many other variations. All our clients benefit from us accurately reading these metrics on a daily basis. Sharing and correctly reading these panel metrics is one of the most important competitive advantages JTN relies on to secure stable, honest and open client communication.



Data Driven Insights

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