

www.globalmetasurvey.com

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survey

ESOMAR 37



COMPANY PROFILE

At Global Meta Survey, we are guided by the belief that our work can create meaningful impact. Through our dedication to projects that foster positive change, we honor our commitment to social responsibility and contribute to the long-term success of both our company and the global MR community.



10+
CLIENTS GLOBALLY

20+
COUNTRIES TRAFFIC
WORLDWIDE



Q-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?

Ans:

Founded in 2024, Global Meta Survey was established by market research experts with deep industry knowledge. Since inception, the company has consistently evolved, enhancing its offerings to better serve client needs. Our core services revolve around market research, including primary data collection, customized survey programming, data analytics, and insights. While our primary focus is market research, our methodologies are adaptable to applications like direct marketing as well, though the majority of our work centres on market research.

Q-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?

Ans:

Yes, our team includes specialists who oversee sampling algorithms and automation tools, equipped with a strong foundation in sampling theory and analytics. We ensure ongoing professional development through training in sampling strategies, data collection, and quality assurance. This ensures our frontline teams are well-prepared to deliver reliable and accurate data.

Q-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?

Ans:

Global Meta Survey is a comprehensive market research provider. We deliver end-to-end Solutions including data collection, survey design and programming, data tabulation, reporting, custom analysis, CATI, and product testing. Our approach integrates advanced techniques to translate data into meaningful strategies.



SAMPLE SOURCES & RECRUITMENT

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Q-4

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

Ans:

Global Meta Survey sources its participants from a proprietary panel and various intercept methods to ensure broad and inclusive samples.

Panel Sources:

Our own panel, which exceeds one million members across over 20+ countries, forms the primary recruitment channel. Panelists are recruited via digital advertising, referrals, partnerships, and direct email campaigns.

Intercept Sources:

We also use intercepts when targeting specific or niche audiences, recruiting via affiliate networks, social media, and online advertising platforms. All respondents, regardless of source, are held to strict data quality and privacy standards.

Q-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? (Assume proprietary to mean that the sample provider owns the asset. Assume exclusive to mean that the sample provider has an exclusive agreement to manage/provide access to a sample originally collected by another entity.)

Ans:

Roughly 90% of our sample comes from our proprietary panel, which we fully own and manage. This gives us control over participant recruitment and data quality. The remaining 10% is sourced via intercepts from networks and digital campaigns when niche or underrepresented demographics are needed. We do not operate on exclusive agreements with third parties, ensuring transparency and direct oversight of all our sample sources.

Q-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?

Ans:

Our recruitment methods include social media ads, display advertising, email outreach, search engine campaigns, and partnerships. Enrolment is open to individuals aged 16 and older, with campaigns tailored for harder-to-reach groups. We monitor recruitment activity to ensure sample integrity. We do not use probabilistic methods but do use affiliate and referral methods depending on regional requirements.

Q-7

What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are? Describe this both in terms of the practical steps you take within your own organization and the technologies you are using. Please try to be as specific and quantify as much as you can.

Ans:

We follow a rigorous multi-step validation process:

During Signup:

- Confirm email addresses via activation links.
- Use Geo-IP validation to ensure regional accuracy.
- Assign unique participant IDs.
- Monitor and review profiles for accuracy.

During Survey Participation:

- Use CAPTCHA to block bots.
- Implement T-Sign technology to cross-check device identity, behavior, and personal data, enhancing fraud detection and respondent authenticity.

Q-8

What brand (domain) and/or app are you using with proprietary sources? Summaries, by source, the proportion of sample accessing surveys by mobile app, email or other specified means.

Ans:

We operate through our domain www.globalmetasurvey.com. Approximately 60% of survey completions are via mobile or tablet, with 40% on desktops or laptops. Invitations are typically sent via email, which accounts for about 60% of access, while the remaining 40% access surveys directly through the platform.

Q-9

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

Ans:

We offer managed services supported by experienced project and sample management teams. While we're working toward API integration, it is not yet fully operational.

Q-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?

Ans:

We are transparent about the composition of our sample. Projects begin with our proprietary panel, and if partners are involved, clients are notified in advance. Clients can request specific sources or blends as needed, and we manage integration with third-party sources where necessary.

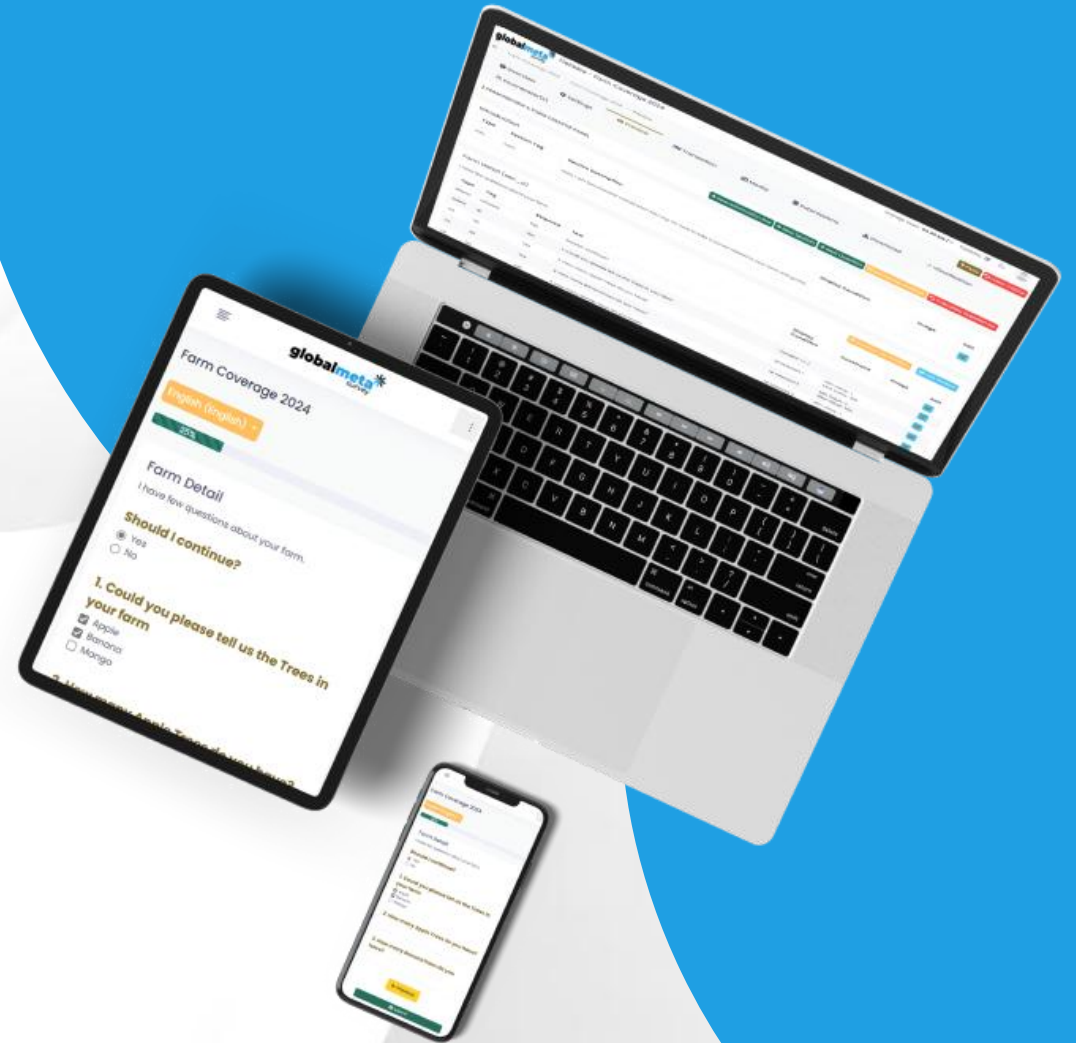
Q-11

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?

Ans:

Our sample is suitable for a wide range of research formats, including recontact studies, product testing, short/long surveys, and mobile or desktop formats. We use targeted sampling based on verified profiles to match project needs. Surveys are optimized for any device, and our team ensures the right match for projects requiring recontact or community engagement.

SAMPLING & PROJECT MANAGEMENT



Q-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?

Ans:

Respondents are selected based on screening criteria and are invited directly via email or dashboard notifications. We use tools that randomize selection within quota groups to ensure representativeness. For difficult-to-reach audiences, we use tailored recruitment efforts.

Q-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?

Ans:

Most participants provide a range of profiling details upon joining (e.g., age, gender, income, education, employment). We collect over 100 profiling attributes to meet diverse targeting needs. Profiles are routinely updated, and this data can be appended upon request. All profiling is gathered directly from participants.

Q-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?

Ans:

We assess feasibility using details like target audience, desired sample size, survey duration, and expected incidence rate. When incidence is unknown, we offer estimates based on previous experience. We may give feasibility ranges to reflect uncertainty.

Q-15

What do you do if the project proves impossible for you to complete in the 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?

Ans:

If we're unable to fulfil a project internally, we alert the client and may source help externally.

We fully disclose any partner usage and only collaborate with vetted providers who meet our standards. All third-party contributions are closely monitored.

Q-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.

Ans:

We do not use routers. Our participants are selected and invited directly, which allows us to maintain quality control and clear tracking of participant engagement.

Q-17

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

Ans:

We don't use routers, so there's no applicable limit. All invites are direct and survey-specific.

Q-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?

Ans:

Participants are informed about the expected survey length and the incentive. We keep the topic general to avoid bias.

Q-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?

Ans:

Yes, participants can view and select from multiple survey options on their dashboard. They can see survey duration, rewards, deadlines, and device compatibility.

Q-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?

Ans:

Incentives can be adjusted based on factors like interview length or difficulty. Harder-to-reach groups receive higher compensation. These adjustments can be customized at the client's request.

Q-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)?

Ans:

We collect feedback on a per-survey basis for select panels and conduct monthly satisfaction surveys. Our panel support team responds promptly to any issues raised by participants.

Q-22

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

Ans:

While we don't automatically generate debrief reports, we can provide them upon request based on the client's needs.

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DATA QUALITY

AND VALIDATION

Q-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?

Ans:

We monitor participant history and balance engagement frequency. This prevents survey fatigue and ensures consistent data quality across projects

Q-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?

Ans:

We track participation history, email engagement, entry and exit points, and recruitment source. While we use this data internally for quality assurance, it's not typically shared with clients.

Q-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.

Ans:

We verify participant identity through multiple safeguards:

- ❖ Geo-IP verification
- ❖ CAPTCHA screening
- ❖ Unique ID assignment
- ❖ T-Sign technology for advanced fraud detection and behavioral matching

These steps ensure survey integrity and participant authenticity.

Q-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?

Ans:

We maintain consistent sample composition in trackers and other long-term studies. Source details are logged and can be shared upon request. We strive to use the same blend and limit the number of providers to preserve data comparability.

Q-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?

Ans:

We actively track participant behavior and use quality control metrics to suspend or remove those with consistently low-quality responses. Profile data is compared with survey responses to catch inconsistencies.

Q-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?

Ans:

We use logic and validation checks during survey programming to eliminate bad data. This includes traps for random or illogical responses, too-quick completions, and excessive non-response (e.g., overuse of “Don’t Know”).

POLICIES AND COMPLIANCE



Q-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). 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).

Ans:

Our privacy policy is available at: <https://globalmetasurvey.com/privacy-policy.html>. It outlines how we collect, use, store, and protect participant data, along with their rights regarding access and consent.

Q-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 of personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

Ans:

We comply with relevant global privacy laws by securing consent prior to processing data, ensuring safe cross-border transfers, maintaining retention policies, and having breach protocols. A Data Protection Officer oversees these functions and can be reached at: info@globalmetasurvey.com.

Q-31

How can participants provide, manage and revise consent for the processing of their data?

What support channels do you provide for participants?

Ans:

Participants manage their consent through their personal dashboards or by contacting our support team, ensuring full control over their data and participation.

Q-32

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

Ans:

We comply with legal requirements concerning participant incentives in each jurisdiction, adjusting our incentive structures accordingly to ensure compliance.

Q-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?

Ans:

We do not collect data from individuals under the legal age without explicit parental consent.

When minors are involved in research, parents supervise and provide consent in line with ESOMAR standards and local laws.

Q-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.

Ans: Our systems are built with privacy in mind from the outset. This includes controlled access, encryption, and role-based data permissions. We secure all devices with up-to-date security software and limit access to authorized personnel.

Q-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?

Ans:

We follow the ISO 27001:2022 standard for information security. Our program includes risk assessments, data classification, and regular internal audits to proactively manage threats..

Q-36

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

Ans:

Yes, we follow ISO 20252 standards, ensuring our research methodologies, project execution, and data reporting meet internationally accepted quality benchmarks.

Q-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.

Ans:

We can provide metrics such as:

- ✓ Completion rates
- ✓ Rejection percentages
- ✓ Panel churn
- ✓ Mobile participation rates
- ✓ Unique activity metrics
- ✓ Feasibility estimates by country

These are available upon request as the data is dynamic and project-specific.



Thank You!

FOR YOUR ATTENTION

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