

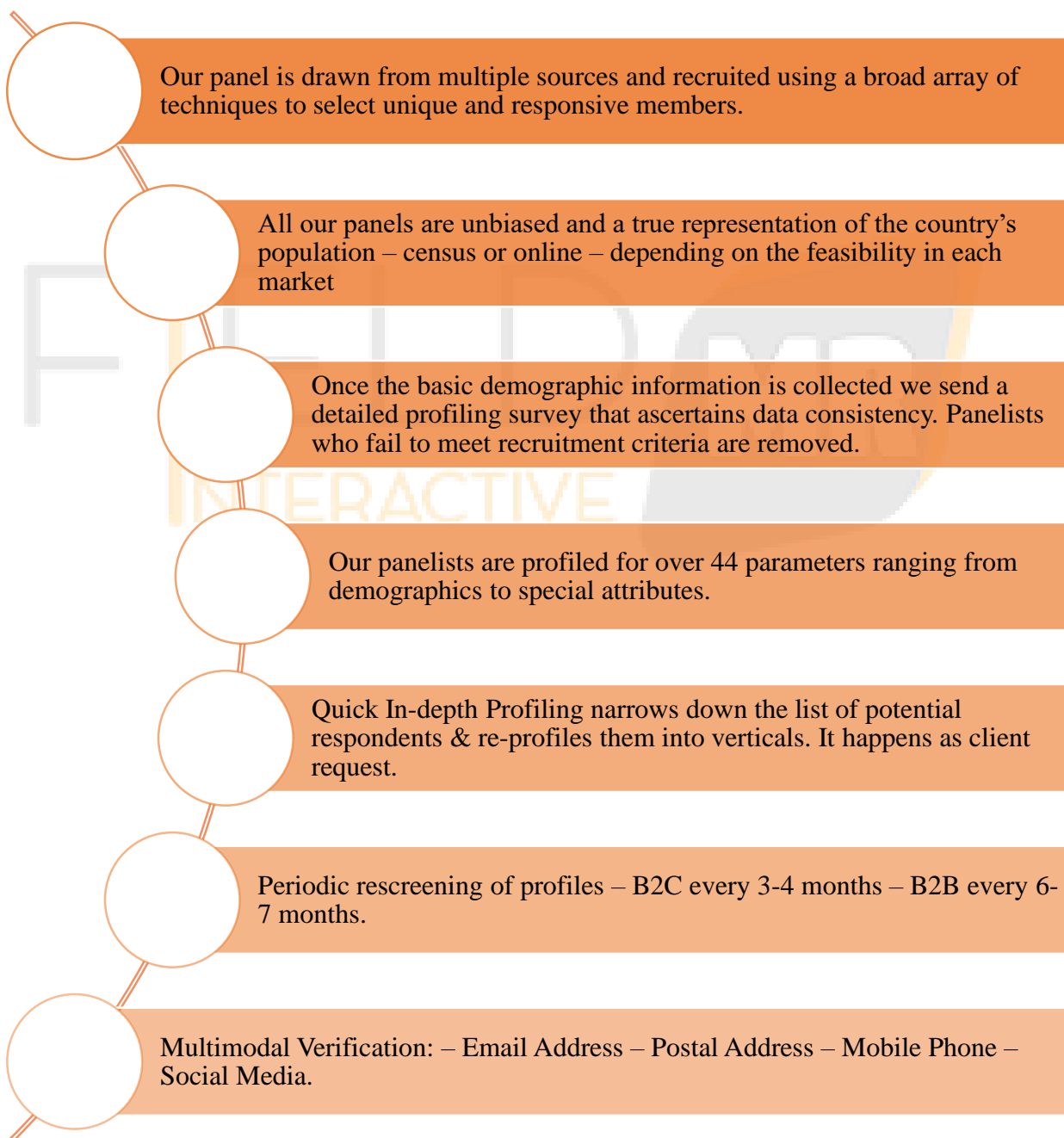
**FIELD
INTERACTIVE
MR**

**PANEL QUALITY
MEASURES**



“Field Interactive MR strives to provide the best possible research experience to our clients. We have developed our own quality standards for **recruiting panelists, verifying their personal data, checking data consistency, stimulating respondents and maintaining the panels in perfect shape.** We ensure our clients’ quality standards are met by applying the following quality control procedures.”

Panel Sourcing & Multimodal Verification



Recruitment Checks

Affiliates/Partners are reviewed for authenticity & inventory. Strategic partnerships with over 250 web portals and affiliate networks.

Our proprietary tool identifies and flags duplicate survey respondents.

Validation checks run periodically on the respondent's historical data to find anomalies in responses.

Our system restricts respondents with fake email domains/addresses from joining our panel. This database is constantly updated.

Limit the number of surveys any respondent receives.

Mandatory for respondents to verify their mobile number to finalize enrolment.

Panel Engagement & Satisfaction

Quarterly satisfaction surveys strengthen the relationship & establish trust

Our incentives policy ensures that all respondents are properly rewarded for their participation

We never share personally identifiable information about our panelists.

Response rate upto 48% - not more than 4 surveys a month/panelist

Whenever possible we share executive summaries with participants on prior approval from our clients

Support teams for each market ensure timely response to panelist's queries on all mediums- email, phone, social & website

For more information please visit company FAQ page –
<http://fieldinteractive-mr.com/faq/>