

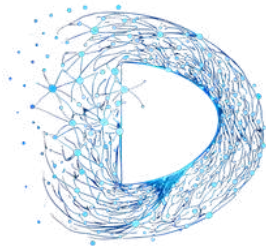
# 2026 ESOMAR 37 BOOKLET



Smart  
Insights Real  
Impact



**Dynova  
Insights**



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Dynova  
Insights

# COMPANY PROFILE

Dynova Insights is a premier market research and survey firm dedicated to transforming complex data into actionable business intelligence. We specialize in delivering high-fidelity consumer insights through advanced survey methodologies and rigorous data analysis. By bridging the gap between brand vision and market reality, we empower organizations to make evidence-based decisions with absolute confidence. Our team leverages cutting-edge tools to capture the "why" behind the "what," providing a 360-degree view of the shifting competitive landscape. Whether launching a new product or refining a global strategy, we provide the clarity needed to navigate modern market complexities.



**Dynova  
Insights**

# COMPANY OVERVIEW



## Vision

To become a globally trusted market research partner, empowering businesses with accurate insights, innovative methodologies, and data-driven strategies that enable smarter decisions and sustainable growth in a rapidly evolving world.

## Mission

To deliver high-quality research solutions through advanced analytics, technology, and expert insights, helping clients understand markets, customers, and trends to make confident, informed, and impactful business decisions.

## Core values

### Integrity

We uphold honesty, transparency, and ethical research practices, ensuring data accuracy, respondent confidentiality, and complete trust in every insight we deliver.

### Innovation

We embrace advanced technologies and modern methodologies to continuously enhance research quality, speed, and effectiveness in an ever-changing data-driven environment.

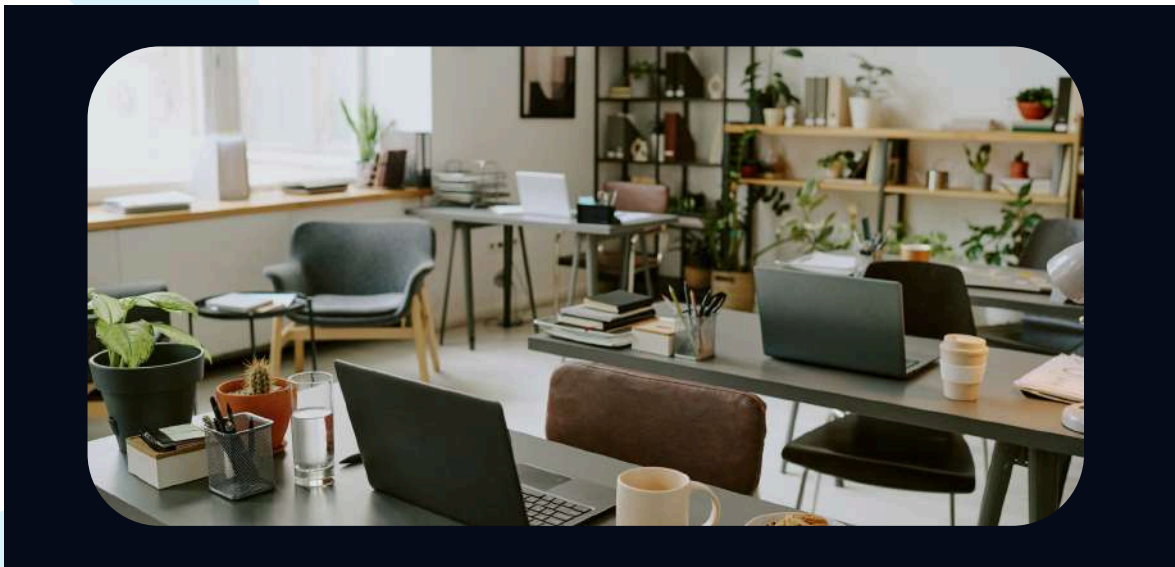
### Customer-Centricity

We prioritize client needs by delivering customized solutions, actionable insights, and reliable support that drive meaningful outcomes and long-term partnerships.



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# COMPANY PROFILE



## Empowering Decisions with Insights

Dynova Insights is a dynamic market research and survey solutions company focused on delivering reliable, data-driven insights.

- We specialize in customized research solutions, combining technology and human expertise to deliver accurate and actionable insights tailored to client needs.
- Our team brings deep industry knowledge and analytical excellence, enabling businesses to gain clarity, reduce risks, and make confident strategic decisions.

**89%**

Improvement in  
decision accuracy

**29%**

Increase in  
research efficiency



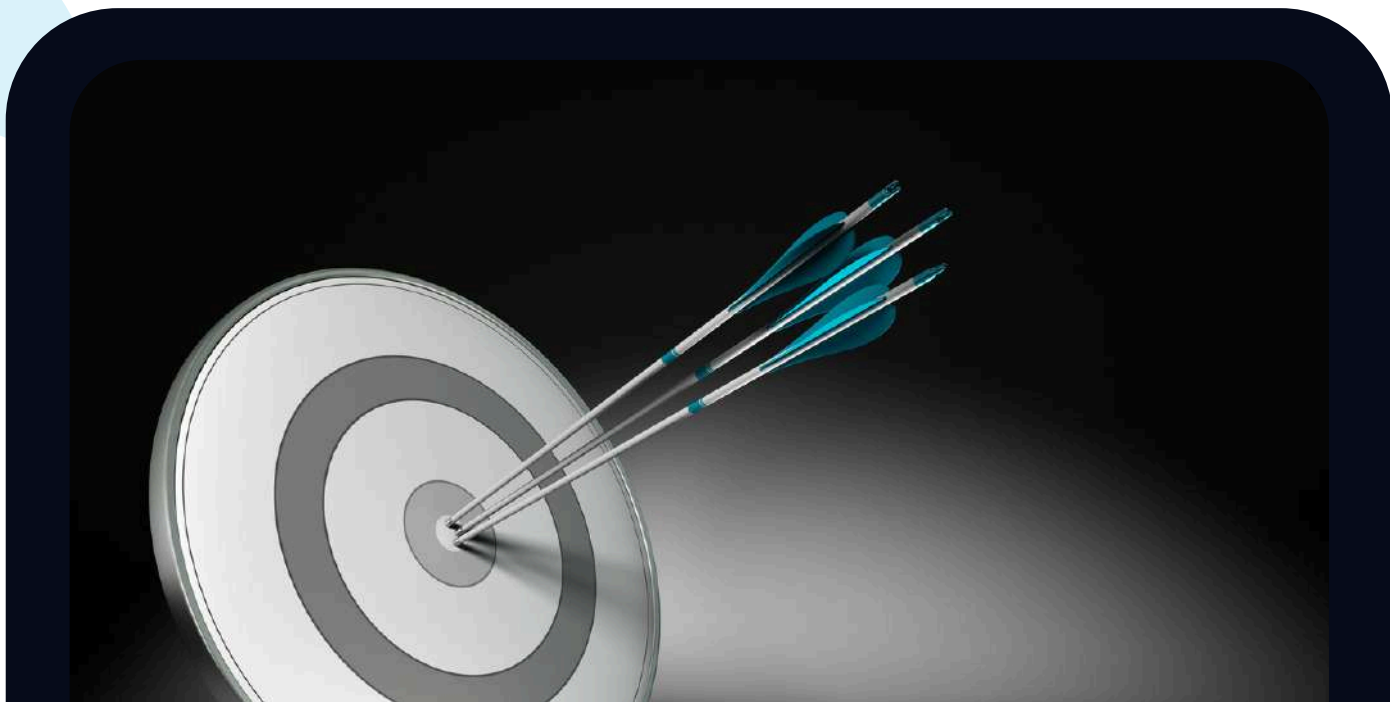
**What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?**

Dynova Insights has extensive experience in sourcing and managing online research participants for market research studies. We support both quantitative and qualitative programs and help clients reach the right audiences through defined targeting, screening, and quota controls across multiple industries.

We provide sample and fieldwork support across **35+ markets**, and our delivery history includes **2,500+ projects** and **1.2M+ verified responses monthly**. This scale reflects consistent operational experience in managing varied study types, incidence levels, and respondent profiles, including harder-to-reach audiences when specific eligibility criteria are required.

Our online sampling services are designed and governed for market research purposes. We do not operate direct marketing lists or provide online sample for unsolicited marketing outreach. Where participant communications are required, they are limited to research-related contact and managed in line with applicable privacy requirements and participant consent.

As a result, the proportion of our work is primarily market research focused, with online sampling used to support research studies and insight generation rather than direct marketing activity.





**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?**

Dynova Insights has dedicated staff responsible for the development, oversight, and ongoing improvement of our sampling logic and automated checks that support feasibility, targeting, quota management, and quality controls. This team combines practical market research operations experience with technical capability in data handling and workflow automation, ensuring that sampling decisions remain consistent, traceable, and aligned to project objectives.

Frontline project teams receive structured training so they can apply sampling techniques correctly in day-to-day delivery. Training typically covers core principles such as incidence and feasibility assessment, quota design and monitoring, use of screening criteria, fieldwork pacing, and common sources of sample bias. It also includes practical guidance on managing hard-to-reach audiences and maintaining respondent experience while protecting data quality.

New team members follow a documented onboarding program that blends process training with supervised project work. Ongoing development is supported through periodic refreshers, internal knowledge sessions, and role-based upskilling focused on quality standards, updated platform workflows, and lessons learned from live projects. This approach ensures teams stay consistent in execution while improving performance over time.





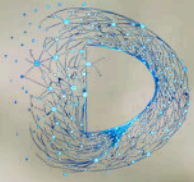
## What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?

Dynova Insights offers both sample-only support and end-to-end research delivery, depending on the client's scope and internal capabilities. We work across qualitative and quantitative programs, with services designed to cover the full research lifecycle from planning through reporting.

### Our services typically include:

- **Sample-only delivery** with targeting, screening, and quota management across online audiences.
- **Full-service data collection** including study setup, fieldwork management, and day-to-day monitoring for pace, quality, and quota delivery.
- **Questionnaire and research design support** to align objectives, measures, and respondent flow before launch.
- **Survey programming and testing** to ensure clean routing, consistent logic, and a reliable respondent experience.
- **Data processing and validation** including structured checks to reduce noise and improve consistency before analysis.
- **Reporting and insights** ranging from quick topline to full reports with clear findings and recommended next steps.

In short, we support sample-only engagements when clients want to manage analysis internally, and we also provide a broader set of data collection and insight services when clients need a full-service partner.



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# SAMPLE SOURCES & RECRUITMENT

Dynova Insights utilizes a multi-channel recruitment engine across 35+ global markets to secure high-quality, verified participants. We combine proprietary panels with targeted digital intercepts to reach both niche B2B decision-makers and specific B2C consumer segments. Every respondent undergoes rigorous multi-stage validation and digital fingerprinting to ensure absolute data integrity and eliminate fraud. Our recruitment is strictly research-focused and fully compliant with global privacy standards like GDPR and CCPA. By prioritizing precision over volume, we deliver authentic human insights that drive reliable strategic outcomes.

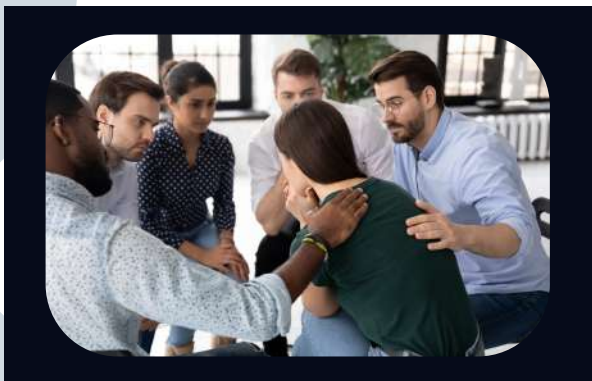


**Dynova  
Insights**

# EXPLORE OFFERINGS

## Sample Sources

At Dynova Insights, we provide access to diverse and high-quality sample sources to ensure accurate and reliable research outcomes. Our approach focuses on transparency, helping clients understand where data originates and how it is collected.

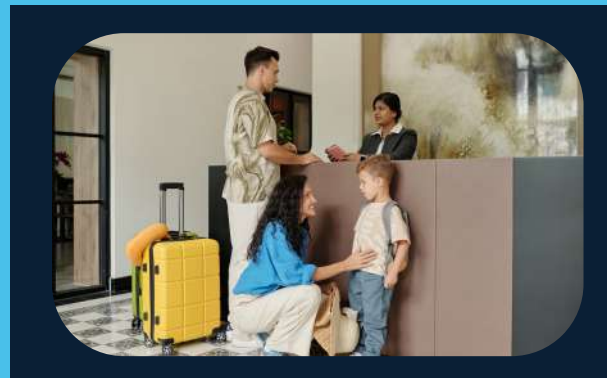


## Panels

Dynova Insights manages a wide range of engaged and verified research panels across multiple regions and demographics. Our panels are built to support high-quality data collection through active participation and strong respondent profiling.

## Intercepts

We utilize advanced intercept methodologies to reach participants in real-time across digital platforms such as websites, mobile apps, and online communities. This approach allows us to capture genuine feedback during natural user interactions.





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

Dynova Insights sources online participants through a blended approach designed to support reach, feasibility, and targeting requirements across studies.

Our primary sources include:

- **Opt-in panel and community respondents** recruited through digital channels and partner pathways, where individuals join to participate in research activities.
- **Partner networks and supply collaborations** used to extend reach in specific markets or when projects require additional scale, niche profiles, or tighter turnaround.
- **Targeted recruitment for specific audiences** when the study requires harder-to-reach or highly screened profiles. This may include controlled recruitment routes that are purpose-built for research participation.

Across all sources, participants are engaged for research purposes and are routed through eligibility screening and validation checks before contributing to a study. The mix of sources used for any project depends on audience requirements, incidence expectations, market coverage, and the client's quota specifications.





**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 sample originally collected by another entity.)**

Dynova Insights provides online sample through a combination of proprietary sources and trusted partner supply, selected based on feasibility, market coverage, audience requirements, and quota specifications.

### ***Proprietary or exclusive sources***

Around **70%** of the total sample we provide comes from **Dynova Insights proprietary sources**. These are audiences managed through our owned and controlled research participation channels, allowing closer oversight of recruitment, profiling, and quality controls.

### ***Partner and non-exclusive sources***

Around **30%** of the total sample comes from **vetted partner networks**. These are used to extend reach, support additional markets, and deliver specific profiles where additional scale or niche targeting is required. Partner supply is monitored to ensure it meets the same baseline quality and privacy expectations applied to proprietary sources.

For transparency, we can share the sourcing mix used on a specific project upon request, along with the screening and validation steps applied across each source.





**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?**

Dynova Insights uses a mix of recruitment channels to support both our proprietary sources and our partner supply. The channel mix is adjusted based on the market, audience type, and feasibility requirements.

**Proprietary sources :**

Recruitment is primarily through controlled digital channels intended for research participation, including targeted online outreach, community-based recruitment, and selective referral-led growth. Recruitment may be open with controlled entry criteria, or invitation-led for specialist profiles.

**Partner sources :**

Partner supply is accessed through vetted sample providers using their established recruitment channels and panel assets. We use partner sources to extend reach, support niche audiences, and meet volume or turnaround requirements.

**Open vs invitation only :**

Recruitment is not purely open to all. Entry is controlled through eligibility checks, profiling, and validation. Invitation-led approaches are used more often for specialist audiences.

**Probabilistic methods :**

We do not use probabilistic sampling methods. We apply defined targeting, screening, and quota controls aligned to the research design, supported by validation steps to maintain data quality.

**Affiliate networks and referral programs :**

Referral-led recruitment is used selectively in proprietary channels. Affiliate-led recruitment varies by market and is more commonly associated with partner sources.



**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 organisation and the technologies you are using. Please try to be as specific and quantify as much as you can.**

At Dynova Insights, we prioritize the authenticity and quality of our participants through a comprehensive validation system that combines meticulous internal processes with advanced technologies:



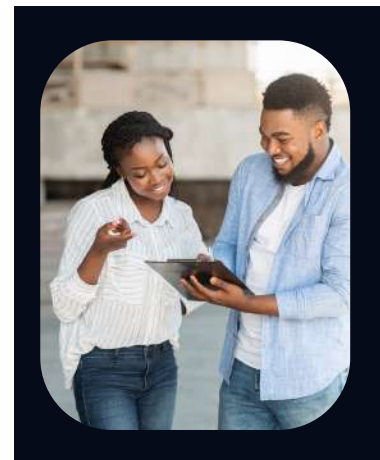
## Email Confirmation

New participants must confirm their registration via email, which helps verify the authenticity of the email address and ensures access.



## Geo-IP Validation

Using Geo-IP validation, we detect and filter out proxy or blacklisted IP addresses, ensuring the geographical accuracy of our respondents.



## Profiling Questionnaire

After registration, participants complete a detailed profiling questionnaire. This helps us understand their demographics and interests, ensuring appropriate survey matches.

**Performance:**

**+70%**

Increase in Verified  
Participants

**Target Achieved:**

**95%**

Data Accuracy  
Achieved



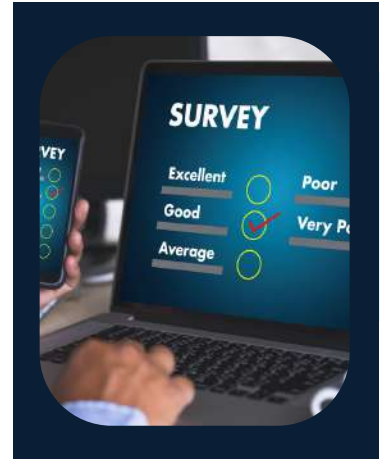
### CAPTCHA Verification

During the sign-up process, CAPTCHA verification ensures that all participants are human, preventing bot entries.



### Activity Monitoring

Continuous activity monitoring tracks survey response patterns, enabling us to flag and address any unusual behavior promptly.



### Survey Speed Monitoring

We monitor the time taken to complete surveys, implementing speed limits to identify and exclude rushed responses that could compromise data quality.

## Digital Fingerprinting

To maintain participant uniqueness, we utilize digital fingerprinting technology. This identifies and excludes potential duplicates or fraudulent respondents based on device information and browser details.

By integrating these steps into our recruitment and panel management processes, we ensure that our data is accurate, reliable, and of the highest quality. Our commitment to leveraging innovative technologies and rigorous validation methods helps us deliver trustworthy insights to our clients, reinforcing our dedication to data integrity and excellence.

Performance:

**+65%**

Fraud Detection Improvement

Target Achieved:

**95%**

Data Authenticity Rate



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

Dynova Insights uses its proprietary respondent access through our branded website ,[dynovainsights.com](https://dynovainsights.com) which serves as a central touchpoint for participant engagement and survey access. The platform is designed to work smoothly across common devices so respondents can participate using mobile, tablet, or desktop browsers.

Survey opportunities are primarily shared via email invitations that include a secure link to the survey entry point. Where relevant, participants may also access available studies through the Dynova Insights portal after login.

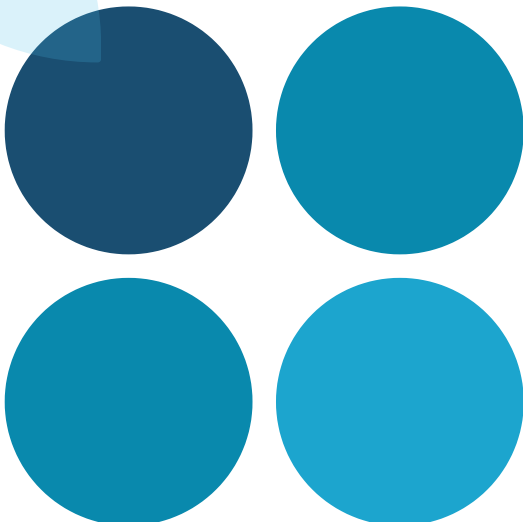
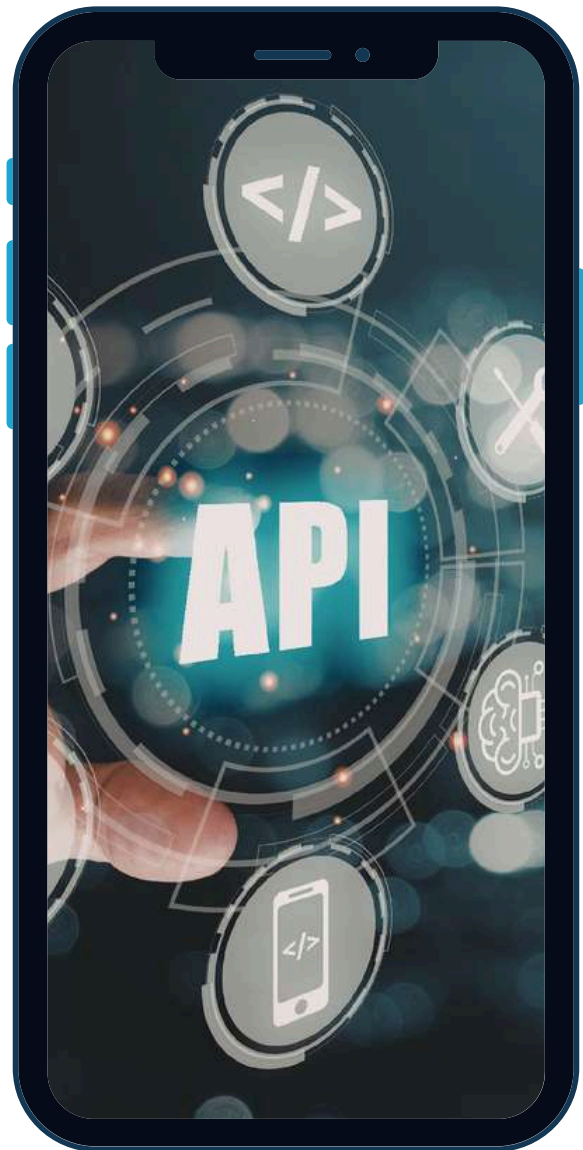
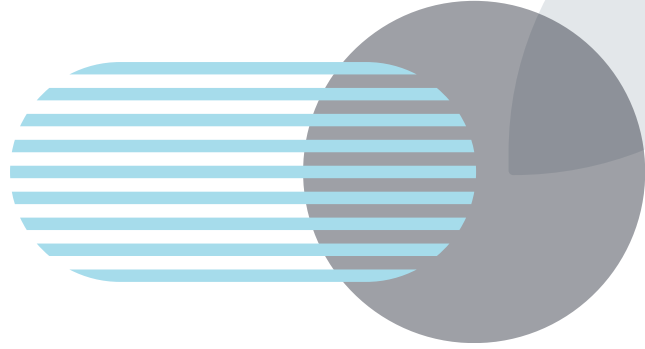
In terms of device usage, approximately 68% of participants complete surveys on mobile, while 32% complete surveys on desktop and other devices. We monitor engagement and completion performance to maintain a consistent respondent experience and support reliable fieldwork delivery.





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

Dynova Insights operates exclusively through a managed service model, providing end-to-end oversight of the sampling workflow to ensure methodological precision. Our dedicated project teams facilitate every phase of the process, from initial feasibility alignment and audience targeting to the configuration of screening protocols and complex quota management. Throughout the fieldwork lifecycle, we maintain rigorous quality controls and manage participation pacing to optimize data integrity. By providing consistent status reporting and maintaining close strategic coordination with our clients, we ensure that every study engages the precise respondent profile required to deliver high-fidelity, actionable results.





**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?**

Dynova Insights maintains a policy of total transparency regarding sample composition, particularly when a multi-source methodology is required. During the initial project configuration, we collaborate closely with clients to define the sourcing strategy, providing a detailed breakdown of proprietary channels, partner networks, or the specific ratios of a controlled blend. This level of visibility ensures that sourcing expectations are fully aligned from inception.

Furthermore, we empower clients to exercise direct control over their project's supply chain; during the planning phase, buyers may mandate the exclusive use of proprietary sources, exclude specific partner routes, or request a standardized blend to maintain longitudinal consistency in tracking programs.

When integrating third-party sources to satisfy specialized audience or geographic requirements, we serve as the centralized governance layer, applying uniform screening and validation protocols across all channels. This rigorous integration process effectively mitigates duplication risk and ensures data comparability, which is vital for the integrity of multi-wave and international studies. By managing these diverse streams through a single, consistent quality framework, we provide a unified and reliable data output that adheres to the client's specific methodological preferences.



**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?**

Dynova Insights maintains a versatile sampling infrastructure engineered to support a diverse array of quantitative and qualitative research applications. Suitability for specific engagements is determined through a comprehensive assessment of audience characteristics, re-engagement requirements, and technical device specifications:

- **Longitudinal Studies and Product Testing:** We facilitate re-contact and "recruit-and-recall" methodologies for initiatives requiring sequential feedback, such as product testing and multi-wave tracking. These programs are managed in strict accordance with participant consent frameworks to ensure continuity and longitudinal data integrity.
- **Survey Instrument Compatibility:** Our respondent base is equipped to engage with both concise and high-complexity questionnaires. During the configuration phase, we provide consultative guidance on optimal survey length and structure, ensuring that even extended instruments maintain high completion rates and respondent engagement.
- **Device-Specific Methodologies:** Our platform supports full cross-device accessibility, yet we offer the capability to restrict participation to specific hardware—such as mobile-only or desktop-only environments—to satisfy unique methodological or technical constraints.
- **Qualitative Recruitment and Community Building:** We specialize in sourcing high-quality participants for intensive qualitative formats, including online focus groups, in-depth interviews (IDIs), and long-term research communities. Our process involves rigorous screening and clear expectation-setting to ensure superior participation rates and meaningful contributions.

By aligning our sourcing strategy with the specific use case during the initial setup, we ensure that every project is underpinned by the most appropriate participant cohort and operational controls.



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# SAMPLING & PROJECT MANAGEMENT

Dynova Insights combines algorithmic precision with dedicated oversight to manage the entire research lifecycle across 35+ global markets. We employ stratified sampling and real-time data validation to ensure every participant aligns perfectly with your study's unique specifications. Our project managers provide proactive communication and rigorous quality checks, ensuring timelines are met without compromising data integrity. From initial design to final reporting, we streamline complex logistics so you can focus exclusively on strategic decision-making.



**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?**

Dynova Insights employs a highly structured operational workflow designed to ensure traceability and methodological precision from initial engagement to final data delivery. Our end-to-end process is characterized by the following phases:

- **Strategic Configuration:** We begin by establishing a comprehensive project framework, confirming research objectives, granular audience definitions, and critical eligibility parameters alongside required quota structures.
- **Targeted Invitation & Access:** Participants are selected through rigorous profile filtering, with secure, encrypted invitations disseminated via controlled digital outreach to ensure the integrity of the entry point.
- **Eligibility Verification:** Potential respondents undergo sophisticated screening to verify qualification. We manage the screening process actively to mitigate participation bias and protect the integrity of the quota plan.
- **Active Fieldwork Oversight:** Throughout the data collection phase, our teams provide continuous monitoring of participation velocity and quota distribution, implementing real-time adjustments to ensure the sample remains aligned with the intended composition.
- **Post-Completion Validation:** Upon survey termination, all responses are subjected to multi-stage validation protocols to identify and remove outliers or low-fidelity submissions prior to client delivery.

To ensure the resulting sample is representative of the target population, we combine precision targeting with balanced sourcing and structured quota management. For general population studies, we typically recommend a baseline of age and gender controls, supplemented by geographic regionality and socioeconomic indicators (such as income or education) to prevent the over-representation of high-incidence groups. In specialized B2B contexts, we recommend and implement controls for industry sector, job function, and organizational seniority. This collaborative approach to quota design ensures that the final dataset accurately reflects the complexities of the target market.



**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?**

Dynova Insights maintains a robust profiling architecture to ensure high-precision targeting, sophisticated quota management, and rigorous quality control. Our data strategy varies by source to maximize both depth and reliability:

- **Core Profiling Attributes (Proprietary Sources):** For at least 80% of our internal participants, we maintain comprehensive data encompassing core demographics (age, gender, geography, and education), professional firmographics (employment status, industry sector, job function, and organizational seniority), and behavioral indicators (brand affinity, purchase frequency, and category ownership).
- **Sourcing Variations:** Our proprietary channels offer the highest density and consistency of longitudinal data due to continuous member engagement. Conversely, profiling for partner-sourced respondents relies on the provider's established panel records, which we augment with project-specific screening to ensure cross-source comparability.
- **Data Recency and Maintenance:** To ensure accuracy, core profile attributes are refreshed on a six-month cycle. This is further validated in real-time through ongoing survey participation and screening responses, which serve as a continuous verification loop.
- **Data Appends:** We offer the capability to append relevant profiling variables directly to the final dataset, provided it aligns with the research objectives and contractual agreements. This facilitates more granular segmentation, weighted analysis, and deeper insight generation for our clients.
- **Data Origin:** Profiling for proprietary participants is captured via first-party collection during onboarding and subsequent research interactions. Partner data is supplied through their respective panel management systems and is systematically cross-verified through our own project-level validation protocols.



## 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 generate a high-fidelity feasibility assessment, Dynova Insights requires a comprehensive overview of the research architecture and anticipated field conditions. The following parameters serve as our primary evaluative inputs:

- **Methodological Framework:** Specification of the research objective and approach (quantitative, qualitative, or hybrid).
- **Audience Architecture:** Granular definition of the target cohort, including specific screening criteria and professional or niche requirements.
- **Geographic Scope:** Detailed market coverage encompassing country, region, urbanization tiers, and linguistic specifications.
- **Volume & Distribution:** Total required completions and specific subgroup or nested targets.
- **Quota Matrix:** Defined controls for demographics (age, gender, region) or firmographics (role, industry, seniority).
- **Eligibility Assumptions:** Estimated incidence rates (IR) and any historical data regarding participant qualification.
- **Instrument Complexity:** Expected length of interview (LOI) and technical survey design, such as logic routing and response types.
- **Operational Timeline:** Fieldwork duration, including launch dates and required turnaround times.
- **Technical Constraints:** Device-specific requirements, longitudinal re-contact needs, or specialized quality protocols.

To establish reliable boundaries for these estimates, we benchmark project requirements against historical performance data from comparable engagements and apply conservative modeling where incidence remains uncertain. Feasibility is typically presented as a tiered range, accompanied by an analysis of variables that may influence the outcome such as rigorous screening or compressed timelines.



## 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's viability is compromised by unforeseen feasibility challenges, Dynova Insights prioritizes early detection and transparent communication. We continuously monitor fieldwork metrics; should indicators suggest that completion within the original specifications is at risk due to factors such as suppressed incidence rates, highly restrictive screening, or compressed timelines we provide immediate notification to the client with a detailed situational analysis.

Our subsequent resolution process involves close collaboration with the buyer to determine the most effective path forward. Potential strategic adjustments include:

- **Quota Calibration:** Realigning target distributions to reflect market reality.
- **Timeline Extension:** Prolonging the fielding period to capture lower-incidence cohorts.
- **Eligibility Refinement:** Optimizing screening criteria to enhance throughput without compromising research integrity.
- **Sourcing Rebalancing:** Diversifying supply channels to expand reach while maintaining rigorous quality standards.

All proposed modifications are thoroughly discussed and formally documented prior to execution. When supplemental third-party sourcing is required to ensure project completion, such providers are managed under the strict quality and compliance framework of Dynova Insights.

We utilize only vetted partners and enforce universal validation protocols including eligibility verification and real-time behavioral monitoring across all sources. Partner performance is continually audited based on reliability and data fidelity, with underperforming sources being restricted or terminated. Furthermore, we adhere to any client-specific sourcing restrictions established during the project setup to ensure total methodological alignment.



**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.**

Dynova Insights employs a systematic allocation framework designed to optimize respondent distribution across active research initiatives. Our methodology focuses on aligning qualified participants with appropriate studies to satisfy quota requirements, enhance the respondent experience, and preserve data integrity.

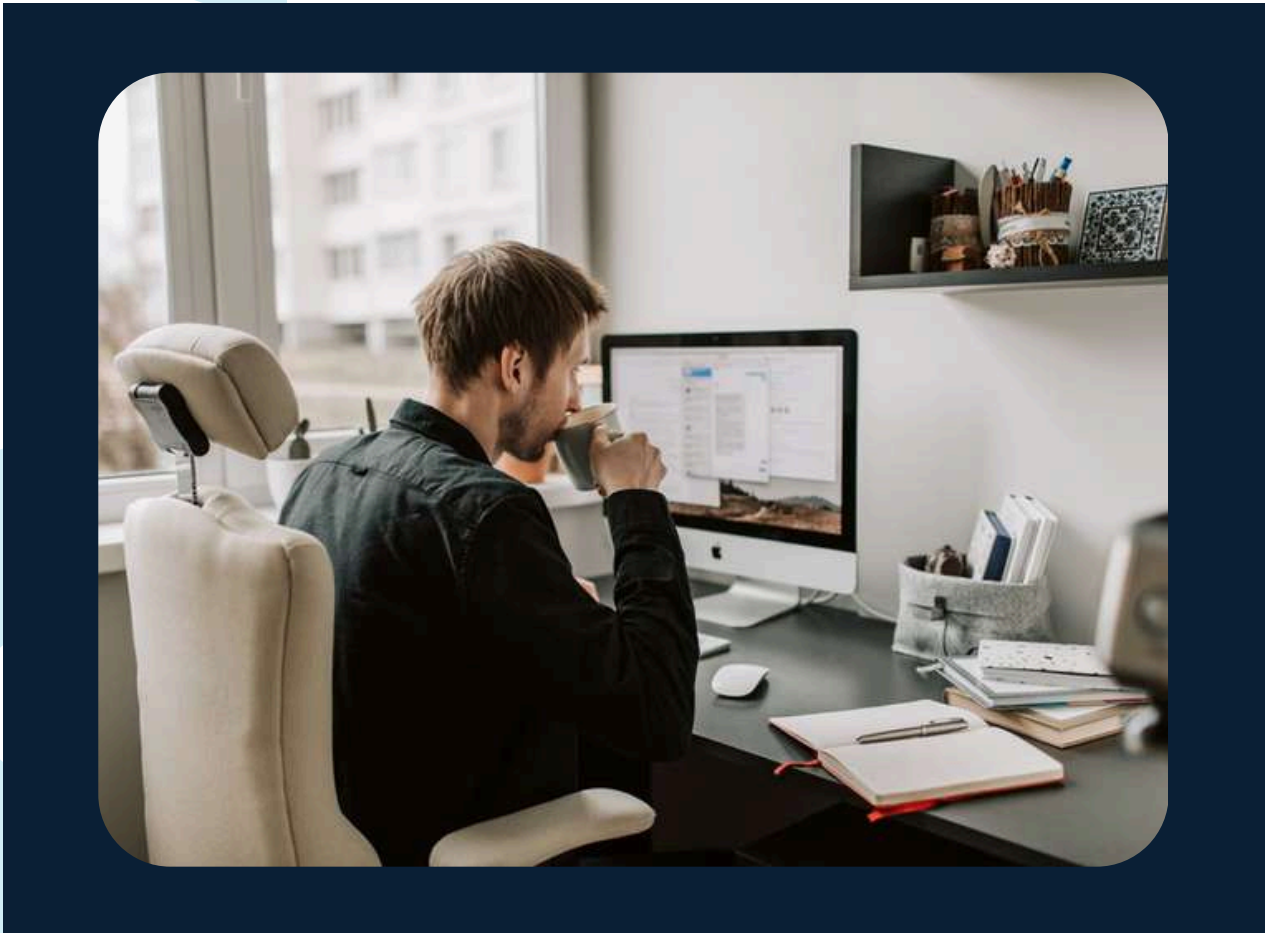
**The allocation and engagement protocols are structured as follows:**

- **Respondent Allocation Strategy:** For proprietary sources, assignment is governed by a multi-dimensional matrix of study-specific targeting, granular profile data, and real-time fieldwork status. We actively manage participation pacing to prevent quota oversaturation and ensure balanced representation. Furthermore, we analyze participation history to mitigate respondent fatigue and maintain high-fidelity response quality.
- **Partner Source Management:** Allocation for external supply channels is strictly dictated by the established targeting and quota architecture. This is supplemented by rigorous entry-level controls, including eligibility screening and hardware verification, alongside continuous monitoring of conversion metrics and data quality.
- **Engagement and Invitation Protocols:** Potential respondents are primarily engaged via secure, encrypted email invitations. These communications are engineered to set clear expectations regarding the estimated length of interview (LOI) and the general scope of the research task.
- **Entry Optimization:** Sophisticated routing logic and quota triggers are applied at the point of entry and throughout the session to ensure that qualifying individuals are directed to the most relevant studies while maintaining the precision of the overall sample mix.



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

Dynova Insights prioritizes the respondent experience by optimizing routing efficiency and minimizing the time required to determine eligibility. In instances where a multi-opportunity entry flow is utilized, we implement strict duration thresholds to prevent participants from becoming trapped in protracted qualification cycles.



Should an individual fail to meet the specific eligibility criteria within the initial entry sequence, they are systematically exited from the session. This methodology preserves respondent engagement and mitigates survey fatigue, while simultaneously enhancing data integrity by eliminating the adverse effects of repetitive, high-frequency disqualifications. Participants who do not qualify for a specific engagement remain eligible for alternative research opportunities that better align with their profiles at a later time.



### 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?

Dynova Insights provides comprehensive and transparent project disclosures to ensure participants can make informed decisions prior to engagement. This proactive approach is designed to establish clear expectations, facilitate high-quality participation, and prioritize the respondent experience.



98%

Proven Results & Insights



100%

Driving Measurable Success



A concise overview of the research theme or general category.

Relevant participation parameters, such as specific linguistic or hardware requirements.

The estimated duration required for successful completion.

Detailed information regarding incentives or rewards, where applicable.

For partner sources, this fundamental information is conveyed through the provider’s native invitation or entry sequence, ensuring total alignment with the established project framework. While the specific presentation format may vary according to the partner’s platform, the core expectations regarding the topic, time commitment, and technical requirements remain standardized to ensure consistency across all sourcing channels.

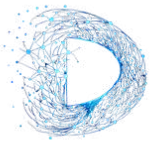


## Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?

Dynova Insights primarily directs participants toward specific research engagements based on profile alignment and project specifications, rather than offering a broad selection of survey options. This targeted methodology is utilized to maintain high levels of sampling precision and to ensure the consistent fulfillment of quota requirements.

Prior to engagement, respondents receive essential details to facilitate an informed decision on whether to proceed. This typically includes a disclosure of the research category, the estimated time commitment, and pertinent incentive information. By providing these parameters, we empower participants to make informed choices while maintaining a streamlined and efficient allocation process.



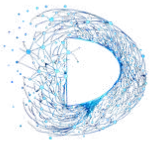


**What ability do you have to increase (or decrease) incentives being offered to potential participants (or subgroups of participants) during the course of a survey? If so, can this be flagged at the participant level in the dataset?**

Dynova Insights maintains the operational flexibility to adjust incentive structures during the fieldwork phase to facilitate the successful delivery of project objectives. This capability is typically utilized to engage hard-to-reach cohorts, address low-incidence segments, or accelerate progress on specific quotas that are performing below anticipated velocity. Such adjustments are implemented with precision and oversight to ensure that the broader respondent experience remains equitable and methodologically sound.

In instances where incentive differentiation is applied across specific subgroups or quota cells, we can incorporate a dedicated incentive indicator at the participant level within the final dataset. This level of granularity is available whenever it is necessary for subsequent analytical weighting and has been formally established during the initial project configuration.





**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)?**

Dynova Insights monitors participant experience as part of fieldwork quality management and uses engagement and completion indicators to identify potential issues at the project level. This may include reviewing signals such as drop-off points, completion patterns, and feedback captured through survey end questions where used.

Normative benchmarking can be provided in a practical way by comparing performance across similar studies, typically grouped by factors such as survey length, study type, target audience, and market. The specific satisfaction measures and benchmarks shared depend on the study design and what feedback items are included in the survey flow.





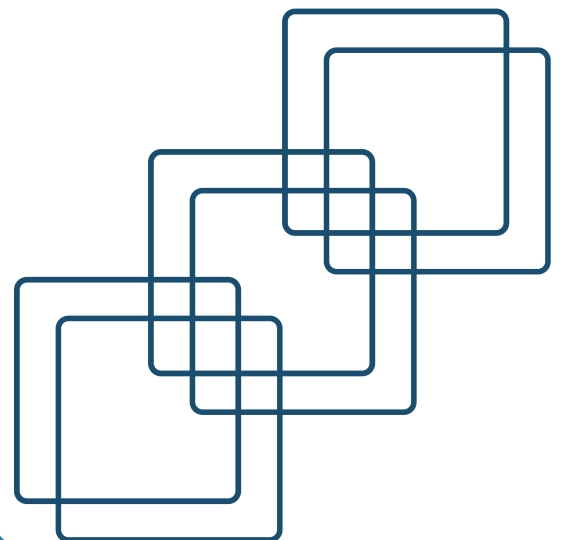
## Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?

Dynova Insights can provide a project debrief after completion when requested. The debrief is designed to document how fieldwork performed against the agreed plan and to capture any learnings that may improve future waves or similar studies.

A typical debrief may include:

- Project overview and fieldwork approach
- Targeting and quota delivery summary
- Fieldwork timelines and pacing notes
- Key operational metrics such as invitation volumes, conversion, and completion outcomes
- Quality observations and any removals based on validation checks
- Issues encountered during fielding and how they were resolved
- Recommendations for future runs, such as quota adjustments or LOI considerations

An example debrief format can be shared on request, tailored to the client's preferred reporting style and the type of study.





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# DATA QUALITY & VALIDATION

We enforce a rigorous multi-layer validation protocol using digital fingerprinting and AI-driven pattern recognition to eliminate bots and fraudulent entries. Every response is scrubbed for consistency, speedsters, and "straight-lining" to ensure only high-fidelity data reaches your final report. Our commitment to ISO-standard integrity means we provide transparent, audit-ready datasets that you can trust for critical decision-making. At Dynova Insights, we treat data quality not as a final step, but as the foundation of every project we manage.



**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?**

Dynova Insights manages participation frequency to reduce respondent fatigue, protect data quality, and avoid over-surveying the same individuals across active projects. Participation rules are applied through our allocation controls and monitored during fieldwork.

For proprietary sources, we limit participation so that an individual can complete surveys up to twice within a 24-hour period. Participation history is used to manage invitations and reduce overexposure, which helps maintain response quality.

For partner sources, frequency management follows the controls available through the partner supply and the project's agreed requirements. Where feasible, we align partner delivery to similar participation expectations and monitor for patterns that may indicate over-participation.

The time a person may have already spent taking surveys before entering a specific study depends on their recent activity and the entry flow used. We manage this by limiting repeated routing attempts, monitoring completion patterns, and adjusting allocation when we see signs of fatigue or reduced data quality.





**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?**

Dynova Insights maintains operational data points at the individual participant level to support quality management, frequency controls, and transparent fieldwork delivery. This typically includes:

- Participation history such as recent completes, screen-outs, and project activity where tracked
- Panel entry or first-seen date for proprietary sources
- Source or channel type at a project level, such as proprietary versus partner supply
- Survey activity indicators such as invite date, start time, and completion status for a given project
- Device and location signals where captured for validation and routing controls
- Incentive records where incentives are used and tracked for participation

We can provide buyers with project-level analysis based on these data points when requested, for example participation patterns, completion behavior, and sourcing mix. Where contractually agreed and appropriate for the research purpose, we can also append selected project-level variables to the delivered dataset, using anonymized identifiers and avoiding disclosure of personally identifiable information.



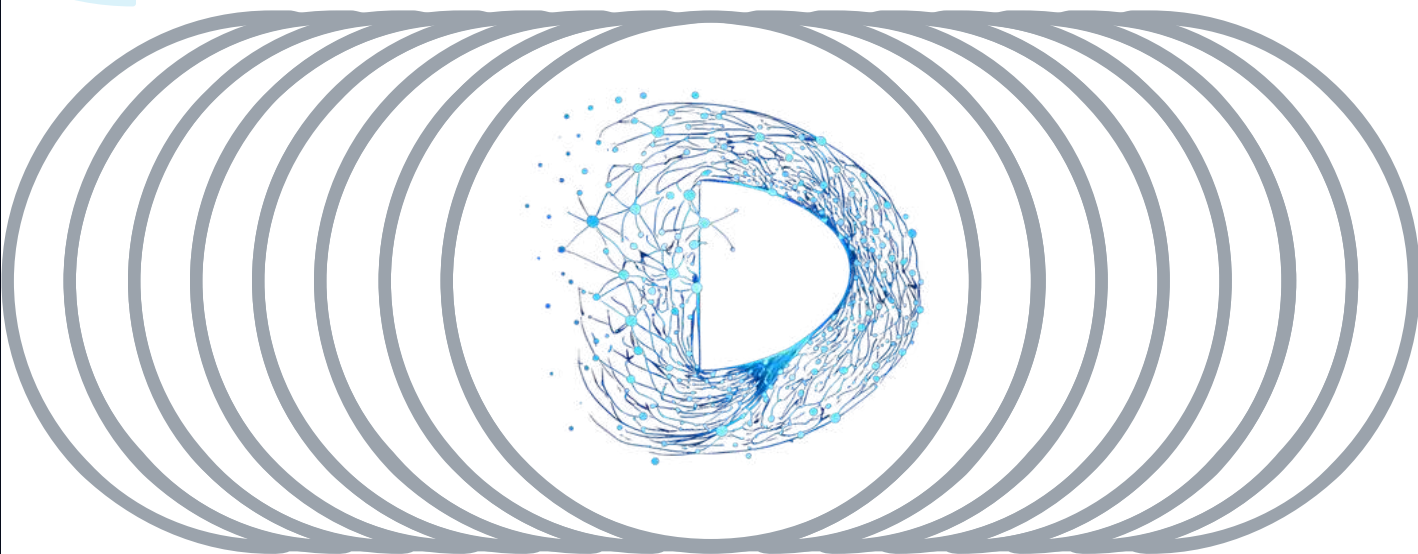
**Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.**

Dynova Insights applies project-level identity and eligibility confirmation at the point a participant enters a survey or routing flow. The goal is to confirm that the entrant is a real participant, reduce duplicate participation, and ensure the respondent matches the required geography and profile.

**At entry, controls typically include:**

- Secure link validation so access is tied to the intended invitation or entry flow
- IP and location checks to confirm geography and identify proxy or high-risk traffic patterns
- Device and browser fingerprinting to detect duplicates and repeated participation from the same environment
- Bot and automation controls such as CAPTCHA and threat detection where risk is higher
- Eligibility screening to confirm the respondent meets project criteria before they proceed to the main survey

These steps are applied in real time at the point of entry, with flagged cases exited or routed for review to protect data integrity.





**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?**

Dynova Insights manages source consistency and blend through upfront planning, controlled delivery, and ongoing monitoring during fieldwork. For each project, we align the intended sourcing approach during setup, whether proprietary only, partner only, or a defined blend.

#### **Managing blend at the project level**

We track sourcing at delivery to maintain the agreed composition, such as the typical 70% proprietary and 30% partner mix, unless the client requests a different approach. Fieldwork is monitored so that shifts in pace or availability do not unintentionally change the blend.

#### **Consistency for trackers and multi-wave studies**

For tracking programs, we define the sourcing approach at the start and apply the same sourcing rules and quota structure across waves. Where market conditions require an adjustment, we flag it early and align the change with the buyer so comparability is protected.

#### **Reporting on blends and sources**

On request, we can provide a project-level summary of sourcing and blend, including the composition used and any deviations from the planned approach.

#### **Appending source to data**

Yes. Where agreed and appropriate, we can append a source indicator to the delivered dataset at the respondent record level using anonymized identifiers, without disclosing personally identifiable information.





**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?**

Dynova Insights tracks participant quality using a combination of behavioral, technical, and data-level health metrics. These metrics are used to guide who is invited to studies, how participation is monitored during fieldwork, and when accounts should be restricted or blocked to protect data integrity.

Quality tracking and health metrics

**We monitor indicators such as:**

- Completion behavior including high drop-off rates, repeated screen-outs, and abnormal completion patterns
- Speed and engagement signals such as unusually fast completes relative to survey length
- Response quality patterns including straight-lining, repetitive answers, inconsistent open ends, and low-effort input
- Technical and risk signals including duplicate device environments, unusual IP behavior, and other high-risk traffic patterns
- Project-level flags based on quality outcomes from prior studies

**How metrics are used**

- Invite and allocation controls: Participants with stronger quality history are prioritized for suitable projects, while risky patterns reduce invite frequency or restrict access.
- In-field monitoring: Responses can be flagged during fieldwork for additional checks or removal before delivery.
- Quarantine and blocking: Participants who trigger repeated quality flags may be temporarily restricted while reviewed. Persistent low-quality or fraudulent behavior results in removal or blocking from future participation.



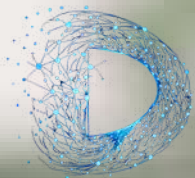
**For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey behaviours, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item non response (e.g., “Don’t Know”) (d) inaccurate or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

When Dynova Insights programs, hosts, and delivers survey data, we apply a set of design controls and validation checks to reduce low-quality in-survey behavior and protect data integrity. These controls are used during survey build, during fielding, and again during data review.

Key controls include:

- **Random responding:** Attention checks and logic-based validation points can be included where appropriate, and responses that fail key checks are flagged for removal.
- **Illogical or inconsistent responding:** We use consistency checks across related questions and review contradictory answers, especially on key measures that should align.
- **Overuse of item nonresponse:** We monitor excessive use of options such as “Don’t know” or “Prefer not to say” and flag cases that exceed practical thresholds.
- **Inaccurate or inconsistent profile alignment:** Where relevant, we compare stable profile attributes against in-survey responses to identify mismatches that may indicate misrepresentation.
- **Incomplete responding:** Partial interviews are removed from final delivery unless the client requests otherwise. We also review drop-off patterns to identify survey design issues.
- **Too rapid completion:** We monitor completion time against the expected length and flag cases that finish unusually quickly for further review or exclusion.

These controls combine automated detection with manual review on flagged cases, helping ensure delivered data is clean, consistent, and fit for analysis.



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# POLICIES & COMPLIANCE

Dynova Insights operates in strict accordance with GDPR, CCPA, and ICC/ESOMAR international codes to ensure total respondent privacy. We maintain a clear separation between research data and personal identifiers, guaranteeing that insights are never used for marketing or lead generation. Our ethical framework includes mandatory informed consent and secure data retention policies to protect the integrity of every participant. By upholding the highest global standards, we provide our clients with audit-ready compliance and a foundation of public trust.



**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).**

Dynova Insights's participant privacy notice can be accessed here:  
<https://dynovainsights.com/pages/privacy-policy/>

**Key concepts addressed in the notice typically include:**

- What data is collected: registration and profile details provided by participants, survey responses, and technical data such as device and browser information and IP-based signals where applicable.
- Why data is collected and how it is used: to manage research participation, deliver surveys, apply quality controls, and support market research analysis and reporting.
- How data is shared: the circumstances under which data may be shared with clients or research partners, usually in aggregated or de-identified form, and subject to confidentiality requirements.
- Data security: measures used to protect information from unauthorized access, including secure storage and access controls.
- Data retention and deletion: how long data is retained and how it is removed when no longer needed or when a valid request is made.
- Participant rights: how participants can access, correct, or request deletion of their information, and any region-specific rights that apply.
- Policy updates and contact details: how participants are informed of changes and how to contact Dynova Insights with privacy questions or requests.



**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?**

Dynova Insights follows a structured privacy and security framework to comply with applicable data protection laws in the jurisdictions where projects are delivered. Our approach is designed to ensure lawful processing, transparency to participants, and controlled handling of personal data throughout the research lifecycle.

#### **Lawful basis and consent**

For participant data used in market research, we rely on appropriate lawful bases depending on the context, most commonly informed participant consent for research participation and related processing. Participants are provided clear information about what is collected, why it is collected, and how it will be used. Where additional consent is required for specific activities such as recontact or follow-up studies, this is captured explicitly within the research flow.

#### **Data breach response**

We maintain an incident response process to identify, contain, investigate, and remediate suspected data incidents. Where notification obligations apply, we follow relevant legal and contractual requirements, including client and authority notifications when required.

#### **Cross-border transfers**

When data is transferred across borders, we apply appropriate safeguards and contractual controls with service providers and partners. This includes ensuring processors and subprocessors meet required security and confidentiality standards and that transfer mechanisms align with applicable jurisdictional requirements.

#### **Data retention**

We retain personal data only for as long as necessary to support the research purpose, contractual requirements, and legal obligations. Data is securely deleted or anonymized once it is no longer required, and retention schedules are applied consistently.



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

Dynova Insights enables participants to provide and manage consent through clear notices at registration and at the point of survey participation. Participants are informed about the purpose of data collection, how their information will be used for market research, and how they can change their choices over time.

### Providing and managing consent

- Consent is captured during onboarding and reinforced through participation flows where relevant.
- Participants can withdraw consent for future participation and related processing by opting out of communications or requesting account closure.
- Where specific consent is needed for activities such as recontact or follow-up studies, it is requested separately and recorded at the time of the request.

### Revising, accessing, and deleting data

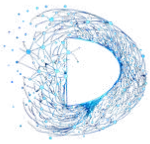
Participants can request to access, correct, or delete their personal data in line with applicable legal requirements. Requests are handled through support channels and routed to the appropriate privacy contact for review and action.

### Support channels for participants

Participants can contact Dynova Insights for privacy and consent support via:

- General support: [info@dynovainsights.com](mailto:info@dynovainsights.com)
- Data Protection Officer: [shikha@dynovainsights.com](mailto:shikha@dynovainsights.com)

Where partner sources are used, Dynova Insights aligns expectations with suppliers to ensure consent and participant rights are handled appropriately, and we apply privacy standards suitable for market research delivery.



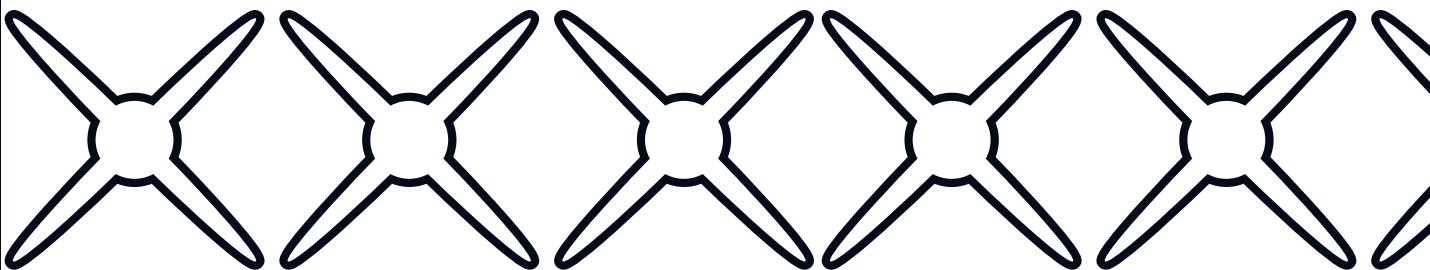
## How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?

Dynova Insights tracks and complies with applicable laws and regulations across the jurisdictions where studies are delivered, including rules that may affect participant incentives. Our approach is built around documented policies, operational controls, and ongoing monitoring of regulatory requirements.

### Key practices include:

- **Compliance oversight:** Internal responsibility is assigned for monitoring relevant regulatory updates, including incentive-related restrictions, participant eligibility requirements, and tax or reporting considerations where they apply.
- **Standard operating procedures:** Incentive handling is governed through defined processes that set rules for incentive types, value thresholds, and eligibility conditions, with adjustments made based on market requirements.
- **Project-level checks:** Before fieldwork begins, incentive plans are reviewed against the project geography and target audience to ensure they are appropriate and compliant.
- **Partner alignment:** Where partner sources are used, we require alignment on incentive handling so that participant compensation follows applicable local rules and accepted market research standards.
- **Documentation and auditability:** Incentive decisions and changes are documented at the project level so delivery can be explained and reviewed if required.

This combination of governance and operational checks helps ensure incentives are managed fairly, transparently, and in line with applicable legal obligations.





**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?**

Dynova Insights's approach to children and young people is designed to ensure strong ethical safeguards and compliance with applicable privacy laws.

**Age screening and participation controls:**

As a standard practice, Dynova Insights focuses on adult research participation and applies age screening to prevent underage participation where a study is intended for adults. Where research requires participation from people under 18, participation is only permitted under an approved approach that includes appropriate parental or guardian consent and age-appropriate survey design.

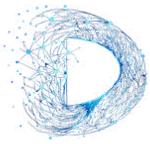
**Standards and guidelines**

We align our practices with relevant ESOMAR guidance and accepted market research standards for interviewing minors, including clear consent requirements, appropriate communications, and safeguards around sensitive topics.

**Legal compliance and data minimisation**

For any work involving minors, we apply strict controls around lawful basis, consent capture, data minimisation, and retention. Personal data is collected only as necessary for the research purpose, stored securely, and handled in line with applicable local regulations and client requirements.





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

Dynova Insights implements data protection by design across our systems and operational processes. Privacy considerations are built into project setup, platform workflows, and how we collect, store, and share data throughout the research lifecycle.

**Key elements include:**

- **Data minimisation:** We collect only the information needed for the defined research purpose and avoid unnecessary personal data.
- **Purpose limitation and clear controls:** Data is used only for the agreed research activities and handled under documented procedures.
- **Security by default:** Appropriate technical safeguards are applied to protect data in transit and at rest, supported by secure storage and access controls.
- **Role-based access:** Access to personal data is restricted to authorised staff based on job responsibilities, using least-privilege principles.
- **De-identification where possible:** Survey outputs are typically handled using anonymised or pseudonymised identifiers to reduce exposure of direct identifiers.
- **Privacy review in delivery:** We consider privacy and cross-border handling requirements during project planning and vendor selection, especially where partner sources are involved.
- **Ongoing governance:** Staff are trained on data handling expectations, and controls are reviewed periodically to ensure they remain effective and aligned with applicable requirements.

This approach helps ensure privacy is not an add-on, but a core requirement embedded in how Dynova Insights delivers market research.



**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?**

Dynova Insights operates an information security compliance program designed to protect the confidentiality, integrity, and availability of information across our research delivery activities. Our controls are aligned with internationally recognised standards, including ISO/IEC 27001:2022 for information security management and ISO 20252:2019 for market research quality management.

**Key elements of the program include:**

- Documented governance and security policies covering access control, secure data handling, supplier oversight, and incident response
- Role-based access and least-privilege controls to restrict systems and data access to authorised personnel only
- Security monitoring and vulnerability management to reduce risk and respond to emerging threats
- Controlled handling of research data, including secure storage and appropriate de-identification of outputs where applicable
- Incident management procedures for identification, containment, investigation, remediation, and required notifications
- Staff training and awareness to ensure consistent secure practices across delivery teams

Yes, our program includes an asset-based risk assessment process to identify and manage risks across key systems and information assets. We also maintain an internal audit and management review process to assess control effectiveness and support continuous improvement.



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

Yes. Dynova Insights is certified to ISO 20252:2019, which reflects our commitment to consistent, transparent, and methodologically sound market research delivery.

This certification supports how we operate across the full project lifecycle, including:

- **Standardised processes:** documented procedures and clear responsibilities to ensure consistent delivery across projects and markets.
- **Quality controls:** defined checks across sampling, fieldwork, data handling, and reporting to support reliable outputs.
- **Governance and accountability:** structured oversight to ensure requirements are followed and issues are addressed in a controlled way.
- **Continuous improvement:** periodic reviews and corrective actions to strengthen performance and maintain quality over time.

ISO 20252:2019 helps ensure clients receive research that is defensible, repeatable, and aligned to recognised industry best practice.





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# METRICS

We track key performance indicators including Incidence Rate (IR), Length of Interview (LOI), and real-time response rates to ensure project efficiency. Our proprietary dashboards monitor data consistency and panel health, providing a granular view of participant engagement and recruitment velocity. By analyzing these metrics throughout the project lifecycle, we optimize field performance and guarantee that all quotas are met with statistical precision. This data-driven approach allows us to provide clients with transparent, audit-ready insights into the health of every study.



**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.**

Dynova Insights can provide buyers with aggregated reporting by country and by source (proprietary versus partner) for key operational and quality metrics. Reporting is typically shared as a structured summary aligned to the project setup.

**Common metrics we can provide include:**

- Sample composition and blend (including the project sourcing mix, typically 70% proprietary and 30% partner, unless otherwise agreed)
- Demographic distributions (for example age, gender, region or city tier, and other quota variables used)
- Fieldwork performance (invitations sent, starts, completes, screen-outs, conversion rates, and pacing over time)
- Length of interview and completion time patterns (expected LOI versus observed timings)
- Drop-off and partials (break points and abandonment rates)
- Quality outcomes (flags and removals based on validation checks, where applicable)
- Device split (mobile versus desktop where captured for the study)

Sample report templates can be shared with buyers on request, based on the metrics used for their specific project.





**Dynova  
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# CONTACT US



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# THANK YOU

Thank you for your time and interest in our booklet. We hope it gave you a clear overview of our services. We look forward to connecting with you.

