



ESOMAR **28**

2015 NETQUEST ANSWERS TO ESOMAR 28
QUESTIONS TO HELP ONLINE
RESEARCH BUYERS

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Netquest answers to ESOMAR 28 questions

TO HELP ONLINE RESEARCH BUYERS

The world market research association ESOMAR has updated its “Esomar 26 Questions to help online research buyers” in order to increase transparency and awareness of key issues for researchers in deciding whether an online sampling method applies to your project.

These 28 Questions consider relevant aspects such as if the sample is representative or how does the recruitment process starts, while introducing a uniform terminology in the market research industry.

Netquest provides market researchers online consumer samples in Latin America, Spain and Portugal. We recognize the need to provide transparency and standard on our recruitment procedures and panels’ features to our regional and global clients.

In this paper, we give additional details about our recruiting process as we consider it the key advantage in the quality of our panels.

All our panels are managed following the quality ISO-Norm 26362. Our mission is to provide reliable data through satisfied people and we achieve it committing ourselves to quality. With our panel operations teams in Spain, Mexico, Brazil, Chile, Colombia, Portugal and US we have a strong local knowledge and using local strategies, our focus is on providing the highest quality online community in the region.

PANEL
QUALITY



COUNTRY	INTERNET PENETRATION	PANEL SIZE
Brazil	58%	258,284
Mexico	41.1%	216,474
Spain	74.4%	121,661
Portugal	64.9%	31,741

More panels in:

- Argentina
- Chile
- Colombia
- Peru
- Venezuela
- Bolivia
- Costa Rica
- Dominican Rep.
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Nicaragua
- Panama
- Paraguay
- Puerto Rico
- Uruguay

PANEL COVERAGE

01.

WHAT EXPERIENCE DOES YOUR COMPANY HAVE WITH PROVIDING ONLINE SAMPLE FOR MARKET RESEARCH?



Netquest was created in Spain in 2001 as a survey technology company. In 2006 we created our “by invitation only” online panel and soon became one of the preferred suppliers of online fieldwork by market researchers in Spain. Thanks to our in-house developed technology, our panels are managed and hosted with our own panel platforms.

To date, we have developed thousands of online fieldwork projects in Spain, Portugal and Mexico and are recognized as the quality provider by local and global agencies.

Our goal is to continue developing panels in the Latin American region following the same quality-based philosophy: multi-source and “by invitation only” recruitment to avoid bias and increase samples representativeness providing engaged and validated panelists to ensure consistency and predictability of the results.

02.

PLEASE DESCRIBE AND EXPLAIN THE TYPE(S) OF THE ONLINE SAMPLE SOURCE FROM WHICH YOU GET RESPONDENTS. ARE THESE DATABASES? ACTIVELY MANAGED RESEARCH PANELS? DIRECT MARKETING LISTS? SOCIAL NETWORKS? WEB INTERCEPT (ALSO KNOWN AS RIVER) SAMPLES?

Our panel recruitment is multisource, closed and “by invitation only” so users can only join our panel if they receive a personal invitation from one of our partners. Netquest does not recruit via affiliate marketing campaigns, river sampling, banners, direct marketing, etc.

Our recruitment process is complex and follows different quality controls to guarantee unique participants and to avoid duplications and fraud:

1) Close agreements with multiple internet sites with validated databases. Our partners are mostly internet portals, online service providers, online stores, airlines, communities, etc. with audited customer databases. This multisource approach gives Netquest the possibility to engage a broad range of sociodemographic profiles.

2) Users receive an email invitation to an online survey, sent by the website in which they are registered. Only one answer per participant is allowed.

Note: Thanks to this methodology, we do not purchase email marketing databases or send SPAM. The Internet sites we collaborate with validate their databases and do not engage in illegal emailing procedures.

3) After completing the survey, panelists are given one chance of joining the panel and an incentive for signing up. Invitation surveys can only be completed once so that one cannot use the same invitation to join again.

4) After registration and double-opt in process, personal data are checked and possible duplicates removed. Our duplicate records rate is less than 1 per thousand.

SAMPLE
SOURCE

5) Sources of recruitment of a particular sample can be shared with the clients if needed.



Netquest Panel Management Quality Criteria:

- 1) Panels are hosted and managed globally by our dedicated panel management team, and exclusively for market research purposes.
- 2) We have high security measures to prevent third party access to our systems.
- 3) Panel members have access to phone and email local support service for any questions or concerns.
- 4) Panel members have password access to a secured intranet in which they can update or change personal details, redeem their points for gifts, contact our support service or review our privacy policy: www.nicequest.com
- 5) Project Management teams only send email invitations to surveys. Any other type of email communication (newsletters, advertisement, etc.) is avoided in order to prevent confusion and respondent bias.
- 6) Email communication with panel members is neutral and always with our panel corporate image.
- 7) Panelists' personal information is periodically updated; and fraudulent, inattentive or hyperactive respondents are eliminated. Bad behaviours such as straight-liners or inconsistent profiling answers are systematically screened and unsubscribed.
- 8) Thanks to our points-for-rewards system, we can double check every personal post address and detect duplications.
- 9) Local panel managers purchase, store, inventory and ship our rewards to panelists from our local offices to increase respondent loyalty and control the whole process.cercañía al colaborador.

“*I love the focus you give to Nicequest opinion surveys! It's completely different, transparent, clear and with visible results!*”
Nicequest Panel Member- Spain

03.

IF YOU PROVIDE SAMPLES FROM MORE THAN ONE SOURCE: HOW ARE THE DIFFERENT SAMPLE SOURCES BLENDED TOGETHER TO ENSURE VALIDITY? HOW CAN THIS BE REPLICATED OVER TIME TO PROVIDE RELIABILITY? HOW DO YOU DEAL WITH THE POSSIBILITY OF DUPLICATION OF RESPONDENTS ACROSS SOURCES?

Netquest uses sample from other providers only when, due to external circumstances, incidence rate becomes lower than estimated, preventing the full coverage of sample with our own resources.

Besides, Netquest follows an active recruitment policy which prevents people to sign in freely. A person can become a Netquest panel member by invitation only, so multi-panel membership is avoided. Before panelist registration and during profiling we can identify people who already belong to other panels.

Finally, all Netquest panelists have a Netquest cookie that can be used to prevent them from entering the survey from another panel source.

04.

ARE YOUR SAMPLE SOURCE(S) USED SOLELY FOR MARKET RESEARCH? IF NOT, WHAT OTHER PURPOSES ARE THEY USED FOR?

Netquest panels are only used for market research. Our panel members exclusively receive invitations to market research surveys.

05.

HOW DO YOU SOURCE GROUPS THAT MAY BE HARD-TO-REACH ON THE INTERNET?

Thanks to our multisource recruitment method, sourcing difficult targets is a relatively easy process. We close agreements with local internet sites where the solicited target group is registered and invite them after a first profiling survey to join the panel. Once they are panel members, we are able to segment their profiles and identify those who qualify for that target. If it were not possible to recruit them online we also use third part phone-to-web recruitment.

06.

IF, ON A PARTICULAR PROJECT, YOU NEED TO SUPPLEMENT YOUR SAMPLE(S) WITH SAMPLE(S) FROM OTHER PROVIDERS, HOW DO YOU SELECT THOSE PARTNERS? IS IT YOUR POLICY TO NOTIFY A CLIENT IN ADVANCE WHEN USING A THIRD PARTY PROVIDER?

Following the guidelines set by ISO-26362, we can only use previously authorized suppliers based on:

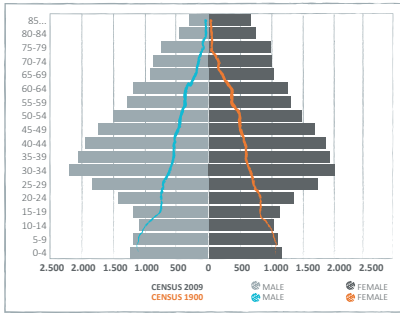
- 1) Quality** (reliability of the data obtained by the supplier, methods used in its creation and panel management are the initial indicative of expected quality, as well as the % of fraudulent answers which allows to evaluate the real quality in the projects).
- 2) Delivery** (capability to achieve big samples in the requested countries).
- 3) Price.**
- 4) Speed and reliability** (capability to quickly begin the fieldwork, accomplishment of deadlines).
- 5) Similarity in panel management** (similarity between the supplier and Netquest's panel creation and management policies).
- 6) Purchase reciprocity.**

Sometimes Netquest reaches agreements with these approved partners for very complex projects. This decision is always taken during the quotation phase and upon the client's consent.

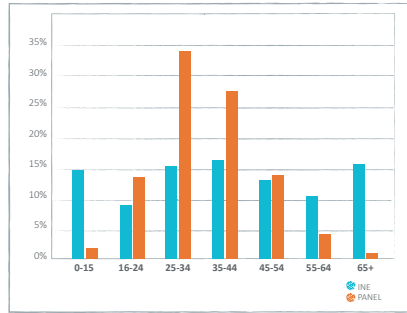
07.

WHAT STEPS DO YOU TAKE TO ACHIEVE A REPRESENTATIVE SAMPLE OF THE TARGET?

Sample is chosen in a random way among the panelists who satisfy the requirements to participate in the project. This selection is made in proportion to the quotas of the project. In addition, we apply quality policies that avoid both over-surveying and infra-surveying, so that all the panelists receive an optimal frequency of surveys.



SPANISH POPULATION PYRAMID
1900-2009. THOUSANDS OF PEOPLE
SOURCE: INE (CENSUS 1900, CENSUS 2009)



PANEL VS DISTRIBUTION
GENERAL POPULATION DISTRIBUTION IN SPAIN.

Obviously, the overall demographic distribution of our panels does not represent the general population of the country (see chart right). Netquest panel profile is adapted to the local demand of market research in each country. However, it is possible to draw representative samples of the national population by combining age, gender, region, education and other sociodemographic criteria.

08.

DO YOU EMPLOY A SURVEY ROUTER?

No. Only Omnibus projects are performed with panelist who have previously fulfilled a short questionnaire or have been filtered from other projects. This method is also applied to collect information for the panelist's profile.

09.

IF YOU USE A ROUTER: PLEASE DESCRIBE THE ALLOCATION PROCESS WITHIN YOUR ROUTER. HOW DO YOU DECIDE WHICH SURVEYS MIGHT BE CONSIDERED FOR A RESPONDENT? ON WHAT PRIORITY BASIS ARE RESPONDENTS ALLOCATED TO SURVEYS?

For Omnibus projects the panelist will access the questionnaire if his/her socio-demographic profile (age, gender, region...) is the required and none of the relevant quotas has been fulfilled.

10.

IF YOU USE A ROUTER: WHAT MEASURES DO YOU TAKE TO GUARD AGAINST, OR MITIGATE, ANY BIAS ARISING FROM EMPLOYING A ROUTER? HOW DO YOU MEASURE AND REPORT ANY BIAS?

Not applicable.

11.

IF YOU USE A ROUTER: WHO IN YOUR COMPANY SETS THE PARAMETERS OF THE ROUTER? IS IT A DEDICATED TEAM OR INDIVIDUAL PROJECT MANAGERS?

Not applicable.

12.

WHAT PROFILING DATA IS HELD ON RESPONDENTS? HOW IS IT DONE? HOW DOES THIS DIFFER ACROSS SAMPLE SOURCES? HOW IS IT KEPT UP-TO-DATE? IF NO RELEVANT PROFILING DATA IS HELD, HOW ARE LOW INCIDENCE PROJECTS DEALT WITH?

Upon register, we ask for compulsory basic sociodemographic information (personal data, sex, age, etc). Though our profiling surveys we add more than 1.000 background data, grouped into several modules: household demographics, employment and company decision making, electronic devices, automobiles, consumer finance, insurance, travel, technology, leisure, Internet habits, health, and telecommunications, etc. Socio-demographic information is updated annually, and modules for additional information are collected profiling all panel members after survey completion.

We currently have dozens of active profiling modules that collect all the information required to add to the panelist's profiles. Each time a panelist accesses a Continuous Profiling module he/she fills the corresponding one, depending on its importance and how often its information is updated.

13.

PLEASE DESCRIBE YOUR SURVEY INVITATION PROCESS. WHAT IS THE PROPOSITION THAT PEOPLE ARE OFFERED TO TAKE PART IN INDIVIDUAL SURVEYS? WHAT INFORMATION ABOUT THE PROJECT ITSELF IS GIVEN IN THE PROCESS? APART FROM DIRECT INVITATIONS, TO SPECIFIC SURVEYS (OR TO A ROUTER), WHAT OTHER MEANS OF INVITATION TO SURVEYS ARE RESPONDENTS EXPOSED TO? YOU SHOULD NOTE THAT NOT ALL INVITATIONS TO PARTICIPATE TAKE THE FORM OF EMAILS.

Email invitations are sent by the project manager in charge under the supervision and approval of the local panel manager. All invitations to surveys, following ISO 26362:2009 standards, contain:

- 1) The same clear and transparent text announcing the availability of a new project without giving either the questionnaire length or the survey topic.
- 2) An access to the general conditions of panel, where we inform that the surveys don't take longer

than 25 minutes and that the incentive is proportional to its length. In case the survey length exceeds 25 minutes, we inform the respondent in the first page of the questionnaire to avoid bias at the moment of accessing the survey.

- 3) A project name related to neutral topics in order to locate the project in case panelists need technical support.
- 4) A unique access URL to the survey.
- 5) Email templates are translated into the local panel language.
- 6) No communication on survey length or amount of the incentives in order to avoid bias.



SAMPLE EMAIL INVITATION TO PARTICIPATE IN A SURVEY

14.

PLEASE DESCRIBE THE INCENTIVES THAT RESPONDENTS ARE OFFERED FOR TAKING PART IN YOUR SURVEYS. HOW DOES THIS DIFFER BY SAMPLE SOURCE, BY INTERVIEW LENGTH, BY RESPONDENT CHARACTERISTICS?

Members of Netquest panels receive redeemable points for every survey they complete, also for those where they are screened or filtered out. Points are exchanged in their local panel website for more than 1,000 different gifts (www.nicequest.com). Each survey gives a number of points based on its length and complexity. For surveys over 30 minutes, the amount of points increase exponentially in order to keep motivation and engagement. Incentives are purchased, stored and delivered by Netquest from each local office of the company.



15.

WHAT INFORMATION ABOUT A PROJECT DO YOU NEED IN ORDER TO GIVE AN ACCURATE ESTIMATE OF FEASIBILITY USING YOUR OWN RESOURCES?

To give an accurate estimate of viability we need:

- 1) Number of completes required.
- 2) Filters and required quotas.
- 3) Duration of the fieldwork.
- 4) Detailed information of the project specifications.

16.

DO YOU MEASURE RESPONDENT SATISFACTION? IS THIS INFORMATION MADE AVAILABLE TO CLIENTS?

Respondents' satisfaction is periodically measured through a 5 value scale questionnaire that is shown at the end of surveys. This helps internally to identify overall satisfaction and opportunities for improvement.

In any case, in Netquest we believe more in the observational data, rather than in this kind of questions. Namely, the basic indicators that we hold to measure the respondent satisfaction are the evolution of the response rates, the number of gifts exchanged, etc.

17.

WHAT INFORMATION DO YOU PROVIDE TO DEBRIEF YOUR CLIENT AFTER THE PROJECT HAS FINISHED?

At Project completion, and in compliance with ISO 26362:2009 quality standard for the managing research panels, Netquest provides the following information to the client:

- 1) The invitation and the questionnaire used.
- 2) The sample design.
- 3) The fieldwork period.
- 4) The data validation methods and the number of cases that have been excluded from the final results following this validation.
- 5) The participation rate and the calculation method.
- 6) The limitations (if there are any) in the project's commissioning to define the target.
- 7) The subcontracting (if any) and the suppliers involved.
- 8) The Project has been performed in agreement with the policy.

“

"I would like to thank you for the gift you sent me and to let you know that you can count on me to participate in your surveys truly and sincerely"
Member of our Spanish panel after receiving our invitation gift.

”

18.

WHO IS RESPONSIBLE FOR DATA QUALITY CHECKS? IF IT IS YOU, DO YOU HAVE IN PLACE PROCEDURES TO REDUCE OR ELIMINATE UNDESIRE WITHIN SURVEY BEHAVIOURS, SUCH AS (A) RANDOM RESPONDING, (B) ILLOGICAL OR INCONSISTENT RESPONDING, (C) OVERUSE OF ITEM NON-RESPONSE (E.G. "DON'T KNOW") OR (D) SPEEDING (TOO RAPID SURVEY COMPLETION)? PLEASE DESCRIBE THESE PROCEDURES.

The Panel Manager of each country is the data quality responsible. Control is performed on the following aspects:

- 1) Consistency between sex and age data provided in the survey and in the registration.
- 2) Time needed for conducting the survey is not equal or less than the 20% of the estimated average time required to complete the survey.
- 3) Inconsistent answers in the mandatory open questions.

4) Incorrect answer on trick questions (checkout questions) during the survey.

Panelists who don't pass the quality control are first warned, then they are removed temporarily from the panel activity and, in case of recidivism, finally unsubscribed.

19.

HOW OFTEN CAN THE SAME INDIVIDUAL BE CONTACTED TO TAKE PART IN A SURVEY WITHIN A SPECIFIED PERIOD WHETHER THEY RESPOND TO THE CONTACT OR NOT? HOW DOES THIS VARY ACROSS YOUR SAMPLE SOURCES?

The applied policy is the same for the whole panel, regardless of its sample origin. A panelist can't receive more than one survey invitation every 5 days. The average number of invitations during 2011 was 1 each 19 days.



NICEQUEST BRAZIL WEBSITE



20.

HOW OFTEN CAN THE SAME INDIVIDUAL TAKE PART IN A SURVEY WITHIN A SPECIFIED PERIOD? HOW DOES THIS VARY ACROSS YOUR SAMPLE SOURCES? HOW DO YOU MANAGE THIS WITHIN CATEGORIES AND/OR TIME PERIODS?

Similar to the previous case. We do not differentiate between invitation and participation and we maintain the policy of 5 days without receiving any invitation, whether the panelist has participated or not. From here on, we try to send spaced invitations to those panelists who are not very active.








21.

DO YOU MAINTAIN INDIVIDUAL LEVEL DATA SUCH AS RECENT PARTICIPATION HISTORY, DATE OF ENTRY, SOURCE, ETC., ON YOUR SURVEY RESPONDENTS? ARE YOU ABLE TO SUPPLY YOUR CLIENT WITH A PROJECT ANALYSIS OF SUCH INDIVIDUAL LEVEL DATA?

Following ISO 26362:2009 specifications, Netquest collects and uses individual level data information to understand and determine respondent's participation and analyze segment behavior to improve its incentive strategy.

We are able to supply certain data to the clients, always caring of panelist's confidentiality.

The collected data includes:

-  **Recruitment source**
-  **Check box for double-opt in registration contentment**
-  **Reward history**
-  **Quality answers data**
-  **Date of entry**
-  **Participation history**
-  **Received surveys history**

Data is stored during panel membership and is deleted once the panelist or Netquest have confirmed membership cancellation.

22.

DO YOU HAVE A CONFIRMATION OF RESPONDENT IDENTITY PROCEDURE? DO YOU HAVE PROCEDURES TO DETECT FRAUDULENT RESPONDENTS? PLEASE DESCRIBE THESE PROCEDURES AS THEY ARE IMPLEMENTED AT SAMPLE SOURCE REGISTRATION AND/OR AT THE POINT OF ENTRY TO A SURVEY OR ROUTER. IF YOU OFFER B2B SAMPLES WHAT ARE THE PROCEDURES THERE, IF ANY?

Our "by invitation only" recruitment process avoids fraudulent registration and duplicates, yet we use the following mechanisms on a regular basis to scan for duplicates:

- 1)** Panel members with inconsistent data in their data fields (name, address, email, etc) and registration profile are flagged and not invited until identification is confirmed.
- 2)** Inconsistency in survey data and profile are flagged for potential fraud detection.
- 3)** As long as a panel member redeems his points for physical rewards, address, street and city are manually checked in search for professional fraudulent or duplicates.
- 4)** We use a control via cookie to ensure that 2 different panelist identities don't access from the same computer.

We don't differentiate between consumer or business samples when using these procedures.

23.

PLEASE DESCRIBE THE 'OPT-IN FOR MARKET RESEARCH' PROCESSES FOR ALL YOUR ONLINE SAMPLE SOURCES.

- 1) Firstly, internet users are profiled in the partner's questionnaire they respond online. If they are invited to join the panel, only personal data, email and password are required. Detailed links to our terms and conditions and privacy policy are displayed in the invitation together with an incentive for joining the panel.
- 2) After registration, users receive a confirmation email with a link (double opt-in) for joining the panel.
- 3) To verify member existence we use personal details such as address and phone numbers to detect duplications.

24.

PLEASE PROVIDE A LINK TO YOUR PRIVACY POLICY. HOW IS YOUR PRIVACY POLICY PROVIDED TO YOUR RESPONDENTS?

Netquest privacy policy follows ISO 26362:2009's indications and states local Data Protection regulation (Spain, Mexico, Brazil, etc.). Netquest currently complies with all security levels according to local legislation on data protection. In Spain we reach security level nr3 which includes personal data related to health, religion, political opinion, etc. Netquest also subscribes ESOMAR standards for conducting online research as well as local market research associations. In addition, Netquest Mexico is member of the Mexican Internet Association (AMIPICI), which recognizes businesses or institutions that promote compliance with information privacy and are legitimately established.

Access to the general conditions and privacy policy:

http://www.nicequest.com/portal_nicequest/zona_publica/condiciones.jsp (in spanish)

All our panelists must accept the general terms and the privacy policies in order to complete their registration.

25.

PLEASE DESCRIBE THE MEASURES YOU TAKE TO ENSURE DATA PROTECTION AND DATA SECURITY.

Netquest has its databases and servers hosted in high security facilities in Virginia (USA). Physical access is completely restricted to unauthorized personnel. The software access is restricted to system administrators. Netquest has signed confidentiality documents and strictly follows the safety regulations in the treatment of Personal Data. The accesses are performed with a permit system that prevents theft of passwords, and information travels over the internet always encrypted.

Full backups of all the panel information are scheduled daily. These copies are also transferred every day to data centers in Ireland to ensure redundancy of information in different geographical locations.

26.

WHAT PRACTICES DO YOU FOLLOW TO DECIDE WHETHER ONLINE RESEARCH SHOULD BE USED TO PRESENT COMMERCIALY SENSITIVE CLIENT DATA OR MATERIALS TO SURVEY RESPONDENTS?

There's no 100% reliable method to protect confidential client material. Eg. no one can prevent the panelist from taking a photo of the screen. However, Netquest applies the following security actions:

- 1) Disabling the right button of the mouse to avoid the use of its functions.
- 2) Continuous deleting of the clipboard, to avoid the copy through the use of ctrl+C / ctrl+V.
- 3) Avoid survey's print.
- 4) Specific anticopy softwares.
- 5) Anticopy strategies. E.g. Insert individualized "watermarks" in the pictures. In this way, if a panelist wants to spread a picture, we can identify who has been the author.
- 6) Warning messages.

27.

ARE YOU CERTIFIED TO ANY SPECIFIC QUALITY SYSTEM? IF SO, WHICH ONE(S)?

Yes, since March 2012 Netquest has been certified with the ISO 26362:2009 certification for online panels (Access panels in market, opinion and social research).

🔗 The way a panel recruits, surveys and rewards is key to the reliability of obtained data.

🔗 Netquest cares about every detail, only thinking about the researcher daily work.

🔗 That is why we are the only sample provider in Latin America, Spain & Portugal certified with the ISO 26362 Standard.



28.

DO YOU CONDUCT ONLINE SURVEYS WITH CHILDREN AND YOUNG PEOPLE? IF SO, DO YOU ADHERE TO THE STANDARDS THAT ESOMAR PROVIDES? WHAT OTHER RULES OR STANDARDS, FOR EXAMPLE COPPA IN THE UNITED STATES, DO YOU COMPLY WITH?

Following ISO 26362's recommendations, Netquest allows the registration of people under 14 years old only with paternal consent and until a minimum age of 8.

When we pretend to recruit panelists less than 14 years old, a paternal consent from either the father, the mother, the legal representative or any other adult responsible of the minor is necessary, before initiating any contact with the child.

When there is an evidence during the recruitment stage suggesting that the panelist could be less than 14 years old (and this fact wasn't known beforehand) the consent of the father, mother, legal representative or any other adult responsible of the child, must be obtained before continuing with the recruitment process. A contact telephone number will be requested to confirm the legal tutor's consent.

The permissions to contact children have to be renewed.

Please contact your local Netquest office for more information:

NETQUEST BARCELONA

Tel. (+34) 93.205.00.63
europa@netquest.com
asia@netquest.com

NETQUEST MADRID

Tel. (+34) 91.788.29.80
iberia@netquest.com

NETQUEST MEXICO

Tel. (+52) 55.5687.3198
americas@netquest.com

NETQUEST BRAZIL

Tel. (+55) 11.3067.6111
br.sales@netquest.com

NETQUEST LISBON

Tel. (+351).211.582.178
iberia@netquest.com

NETQUEST CHILE

Tel. (+56) (2) 2348.6372
cl.sales@netquest.com

NETQUEST COLOMBIA

Tel. (+571) 675.55.09
americas@netquest.com

NETQUEST USA

Tel. (+323) 812.1967
americas@netquest.com



NETQUEST HEADQUARTERS BARCELONA



CORPORATE WEBSITE
WWW.NETQUEST.COM



PANEL WEBSITE
WWW.NICEQUEST.COM



www.netquest.com
info@netquest.com



Netquest Brazil
SÃO PAULO

Rua Artur de Azevedo 1767
Cj. 177, 05404-014
São Paulo
Tel: (+55) 11.306.76111



Netquest Mexico
MEXICO CITY

Bosque de Ciruelos 140
Col. Bosques de las Lomas
11700 Mexico City
Tel: (+52) 55.5687.3198



Netquest Southern Cone
SANTIAGO DE CHILE

Andrés Bello 1245, Of. 506
7500560 Providencia
Santiago de Chile
Tel: (+56) (2) 2348.6372



Netquest Colombia
BOGOTÁ

93 B Street
17-25, Of. 406
Bogotá
Tel: (+571) 675.55.09



Netquest Iberia
LISBON

Av. da República, nº6,
7ª Esq., 1050-191
Lisbon
Tel: (+351) 211.582.178



Netquest Iberia
BARCELONA

Gran Capitán, 2-4.
Nexus I Building,
08034 Barcelona
Tel: (+34) 93.205.00.63



Netquest Iberia
MADRID

Sta María Soledad Torres Square, 1
4th floor, office 9
28004 Madrid
Tel: (+34) 91.829.82.98



Netquest USA
NEW YORK

902 Broadway,
6th & 7th floor
10010 New York
Tel: (+323) 812.1967