

At Quest, we ensure a positive data collection experience, start to finish - It's what we do well. We leave the analysis to the experts. That's you. We are confident when we say



**WE
CHAMPION
QUALITY**

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When it comes to ensuring quality in sample and data collection services, Quest Mindshare has focused on a number of initiatives around Respondent engagement through technology & process. With an approach that is centered on developing internal systems that accurately track response metrics in real time, Quest can monitor speed of response, quality of open ends and key stroke activity (to passively detect straight lining). The invigilation of Respondent metrics has enabled a real time interaction model that is specific to survey focused. The system also encourages and supports positive respondent behavior as individuals interact with Quest's network -- strengthening the emotional response to questions.

This in-the-moment system, that capitalizes on respondent attention and engagement, provides instant feedback to Quest's panelists. We know that bridging the gap of real humans offering their conscious decisions and opinions with the digital space is key to empowering these individuals to upkeep their survey taker agreements (to the best of their abilities).

Importantly, Quest devotes considerable resources to verification. Before business panel respondents are invited to participate in studies, every new profile undergoes LinkedIn validation in order to be deemed an 'A' class respondent. Existing panelists are currently being vetted for LinkedIn validation, alternative forms of validation if LinkedIn is refused and general interaction.

Quest delivers Data that is verified, accurate, timely and exactly as promised. While fraud continues to plague the industry, providers are forced to respond, and retroactive approaches no longer suffice.

It's why Quest developers confronted the issue head on, devising new technology that launched in 2017:

Quest DETECT™.

QUEST DETECT™

THE TECH & THE TOOL

Built with the the latest and greatest in security technology, **DETECT™** operates passively to avoid the attention of fraudulent characters and employs a variety of detection signatures that determine real versus automated interaction.

Seamlessly integrated with the Quest TITAN™ Sampling Platform, components of **DETECT™** include Geo technologies with extensive tagging capabilities and server to server mapping, Device Mining, Digital fingerprinting, Intelligent Response Analysis and Pattern Detection all coupled into a propriety algorithm that delivers at the transaction.

The **Quest Detect** tool is consistently improved by a team of in-house developers working in conjunction with Third Party, non-industry, development teams. Quest personnel provide round-the-clock support services to clients worldwide, 24-7.

WHEN YOU DON'T KNOW WHO TO TRUST

Trust in Quest's primary objective: providing quality product of sample and data, with an un-rivaled, customer service experience.

CONFIDENCE IN PERFORMANCE

It's why our Clients consistently rate us top of their supplier list - they can trust in us to deliver efficiently, effectively. When our sample is removed from a study, we question who was removed and why - because we trust in our product to deliver our promise of Quality.