QUEST MINDSHARE™

DATA QUALITY

What does Quest Mindshare do to protect against bad survey data and online fraud?

The Problem of "Bad Data"
The biggest challenge in online research today is achieving consistent data quality. To put it plainly, avoiding bad data.

Bold statement, but we all know too well what "bad data" looks like, and the problems it causes. How much time, resources and cost do you and your teams devote to preventing, identifying and correcting data issues? Lots, and in Quest's opinion, too much.

Before we go further, all of us have to acknowledge that data quality problems come from several sources and the determination of data quality can be subjective:

- Can you and/or your research partners target, invite, screen and qualify the "right" respondents? Or are you letting in unqualified people who shouldn't be answering your questions?

- Is your survey design causing boredom, fatigue, and frustration so qualified respondents disengage and just want to get to the end?

- Are you seeing actual fraudsters who are using all the means they have to evade detection, misrepresent themselves, and cheat their way through your survey?

Quest loves to collaborate with our clients so we can work together to ensure the best targeting/screening/qualification and survey experience possible. When we move to purposeful fraud, there are several questions you should ask yourself initially:

- "Do we know how our suppliers are trying to be part of the solution?"

- "Are they providing us the best available protections, or the bare minimum?"

- "Is what we're getting enough... to feel like it's a true solution for fighting fraud?"

Let's talk about what Quest does for these questions and how we address the ever-present fraudsters who are attacking research projects.

DATA PROTECTION

Standard Offerings – a First Step

In the market research industry, certain baseline measures are considered essential for protecting survey integrity. These should be "table stakes" – protections that every reputable supplier should provide:

- Basic blocking duplicate completions using IP tracking.
- Basic IP Geo fencing.
- Recaptcha (or similar entry level) based BOT protection.
- Proxy/VPV/Location Spoofing detection.

These are often touted by suppliers as their "anti-fraud proprietary system". This, however, is bare minimum protection and *SHOULD* be the standard offering in the industry for reputable panel providers. Ask your suppliers what they do offer – you may be surprised at what they don't tell you! And to our earlier points, if they won't discuss what they provide specifically at this "table stakes" level, you should find other suppliers.

Elevating the Game

Quest has adopted the industry leading data quality platform, **dtect™**, which offers a multi-layered defense, beyond the basics. How dtect differentiates from basic industry offerings:

- Enhanced Duplication detection using the latest in digital fingerprinting technology.

- Enhanced Geo fencing using the latest in digital fingerprinting technology.

- Employing HCaptcha (far superior to the much cheaper and less effective ReCaptcha) coupled with industry leading fingerprint technology to create an AntiFraud Detection Score.

- AI busting tools that analyze respondent interaction.

- Enhanced location spoofing detection utilizing the same third party tech as companies like Amazon and Netflix.

Quest then leans heavily into quality. While becoming more popular now, Quest has been knowledge testing panelists for over 8 years and has accumulated an unmatched amount of data and expertise:

- **Knowledge testing**, where customized screening questions relevant to the specific target respondents are asked prior to survey entry.

- **Respondent tracking** among our panels to monitor past performance and match the best supply to client projects.

- **Continually monitoring** fraud within the market research industry to spot emerging trends (such as "ghost completes" spoofing redirects) and develop new anti-fraud techniques.

All of these different tools are user driven and can dramatically affect the performance of any project. Be it budget, time in field/feasibility and quality. Be sure to communicate to your rep what matters most to you and find that balance that gets you the best possible outcome, every time.

The Quest Difference

No one has a magic bullet, but our promise is to ensure our team has the best technology and systems available to get you the best possible outcome on all your research.

Talk with us about your research, your issues with fraud, and let's work together for better data.