



Comprehensive Checklist for Evaluating Online Panel Supplier Quality

The biggest challenge in online research today is achieving consistent data quality. Researchers are spending too much time and money on preventing, identifying, and correcting data issues.

Is your panel supplier taking responsibility for your data?

On the next page is a checklist to keep on hand when evaluating potential sample providers. From standard offerings to advanced quality controls, this tool will allow you to evaluate providers side-by-side and make a smart choice.



1. Basic “Table Stakes” Protections

If all of these boxes are not checked, find a different supplier now!

- ☐ Basic blocking of duplicate completions using IP tracking
- ☐ Basic Geo location detection
- ☐ Entry-level BOT protection (e.g., Recaptcha or similar)
- ☐ Proxy/VPN/Location Spoofing detection
- ☐ Detection of speeders, straightliners, and other inappropriate in-survey activity
- ☐ Incorrect or inappropriate open-ended questions responses review and tagging

2. Advanced fraud prevention protection

These may be technology and practices applied in-house or through a partner platform like dtect.

- ☐ Enhanced duplication detection using digital fingerprinting technology
- ☐ Enhanced Geo location detection using digital fingerprinting technology
- ☐ Superior CAPTCHA system (e.g., HCaptcha)
- ☐ AntiFraud Detection Score implementation
- ☐ AI-busting tools for analyzing respondent interaction
- ☐ Enhanced location spoofing detection (using third-party tech similar to major companies)

3. Quality Assurance Practices

- ☐ Knowledge testing of panelists with customized screening questions relevant to specific target respondents
- ☐ Respondent tracking system to monitor past performance
- ☐ Continuous monitoring of fraud trends in the market research industry
- ☐ Development of new anti-fraud techniques to adapt to trends

4. Targeting and Screening

- ☐ Effective methods for targeting the right respondents from profiling data
- ☐ Thorough screening procedures prior to entering survey
- ☐ Qualification checks in-survey to ensure only appropriate respondents participate

5. Transparency and Collaboration

- ☐ Willingness to discuss specific fraud prevention measures
- ☐ Openness about their “proprietary system” details
- ☐ Collaboration with clients on targeting, screening, and qualification
- ☐ Options for balancing budget, time in the field, feasibility, and quality
- ☐ Transparency and flexibility about trade-offs between different quality measures vs. survey traffic and completions
- ☐ Clear communication about the impact of quality measures on project cost

6. Industry Standing

- ☐ Experience providing audiences relevant to your project needs
- ☐ Reputation in the market research industry
- ☐ Adherence to industry standards and best practices
- ☐ Participation in industry initiatives for quality improvement

Are your suppliers found wanting? Connect with Quest Mindshare at info@questmindshare.com