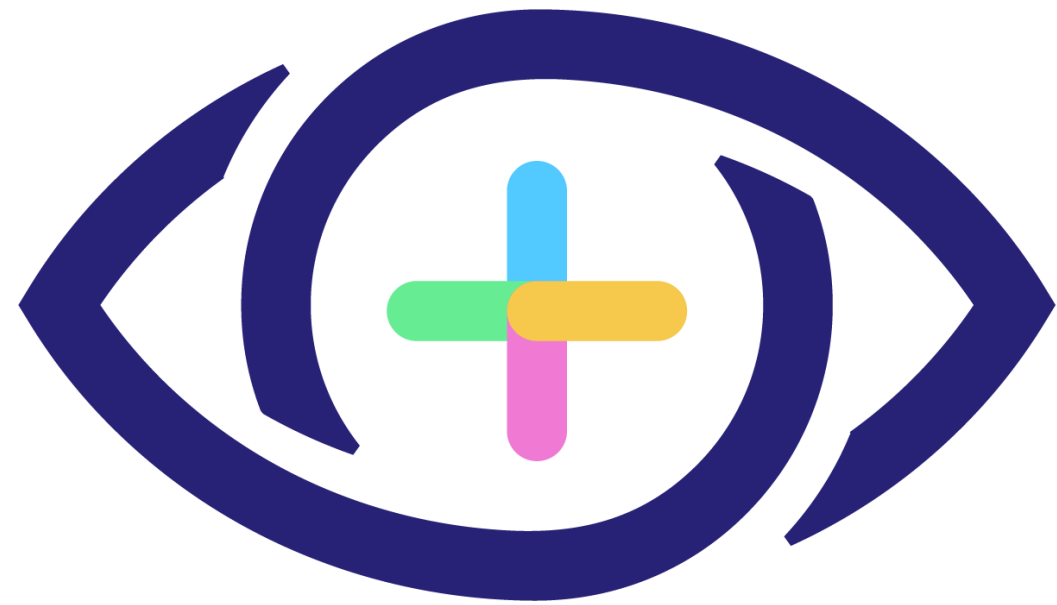


**The true cost of (poor) quality:**  
How fraud and bad data impact the  
bottom line and send clients packing

**Roddy Knowles**  
VP, Product



**dteect**<sup>TM</sup>

the data quality platform that prevents survey fraud

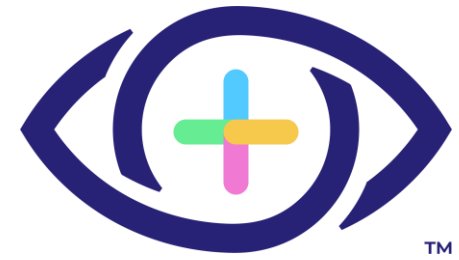


Quality...still?



Why even do  
(quant) research at  
all?

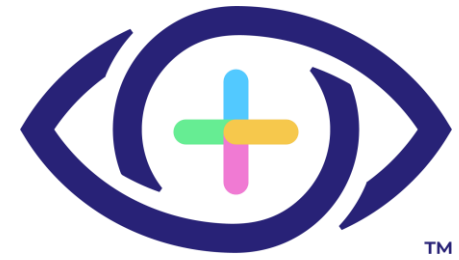
# MRX faces a monster



- Constrained (and more scrutinized) budgets



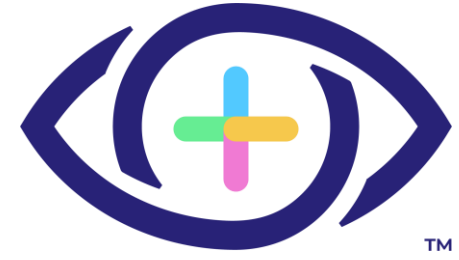
# MRX faces a monster



- Constrained (and more scrutinized) budgets
- Pricing pressure



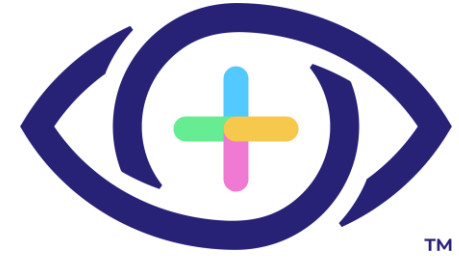
# MRX faces a monster



- Constrained (and more scrutinized) budgets
- Pricing pressure
- Disengaged participants



# MRX faces a monster

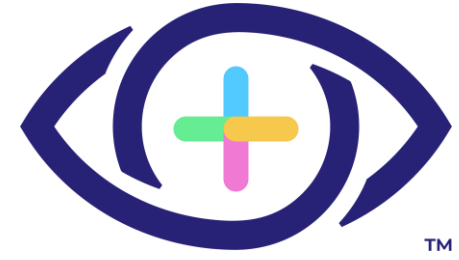


- Constrained (and more scrutinized) budgets
- Pricing pressure
- Disengaged participants
- Survey farms, organized fraud





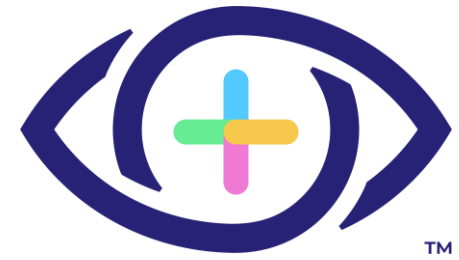
# MRX faces a monster



- Constrained (and more scrutinized) budgets
- Pricing pressure
- Disengaged participants
- Survey farms, organized fraud
- Bots, non-human “participants”



# MRX faces a monster



- Constrained (and more scrutinized) budgets
- Pricing pressure
- Disengaged participants
- Survey farms, organized fraud
- Bots, non-human “participants”
- AI



What really stands in our way is (still)...



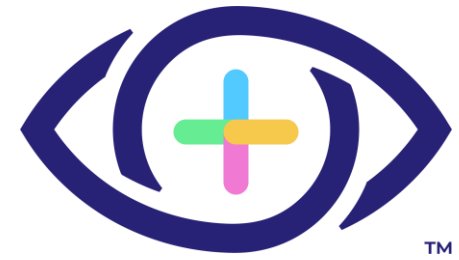
# Quality





Why even do  
(quant) research at  
all?

# We've made this bed by...



- Obfuscating the data collection process
- Focusing on treating the symptoms
- Masking the problem through data cleaning





Data should be  
clean



Data should be  
real



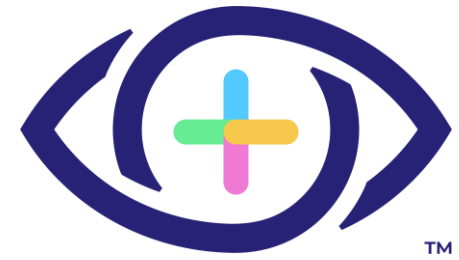
Data should be  
representative





Data should be  
reliable

And who's going to sleep with us now...



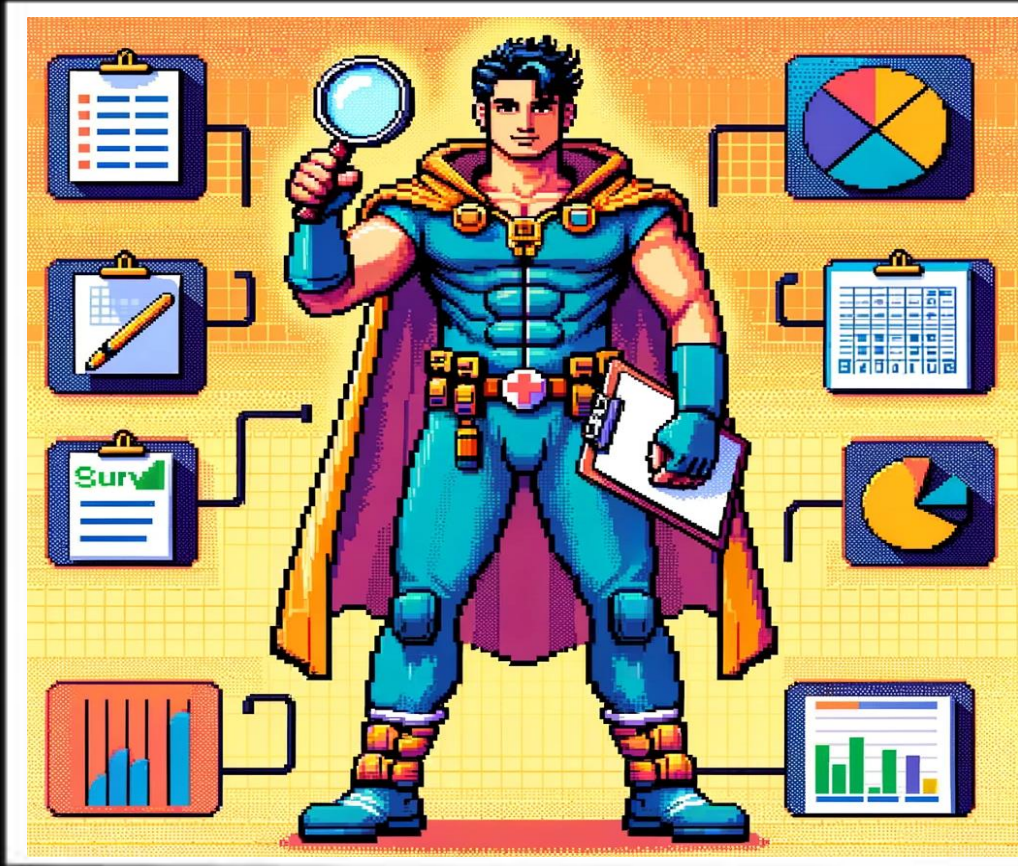
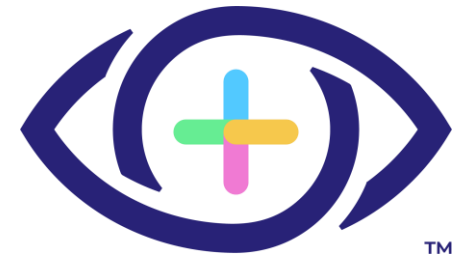
when trust in  
survey research is  
so low?





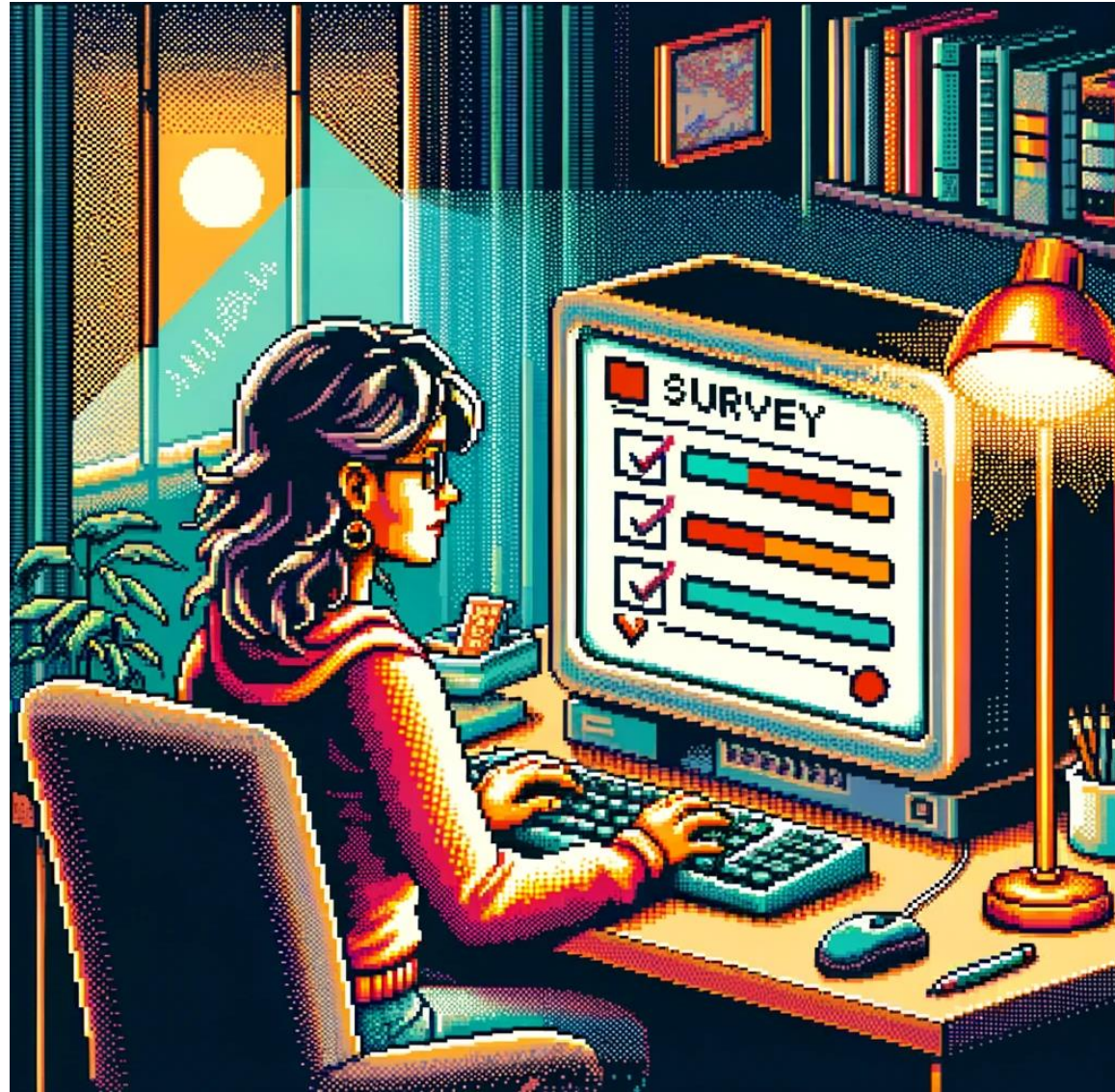
What's the  
cost?

# Choose Your Fighter



How would you like to waste your money?

# B2C



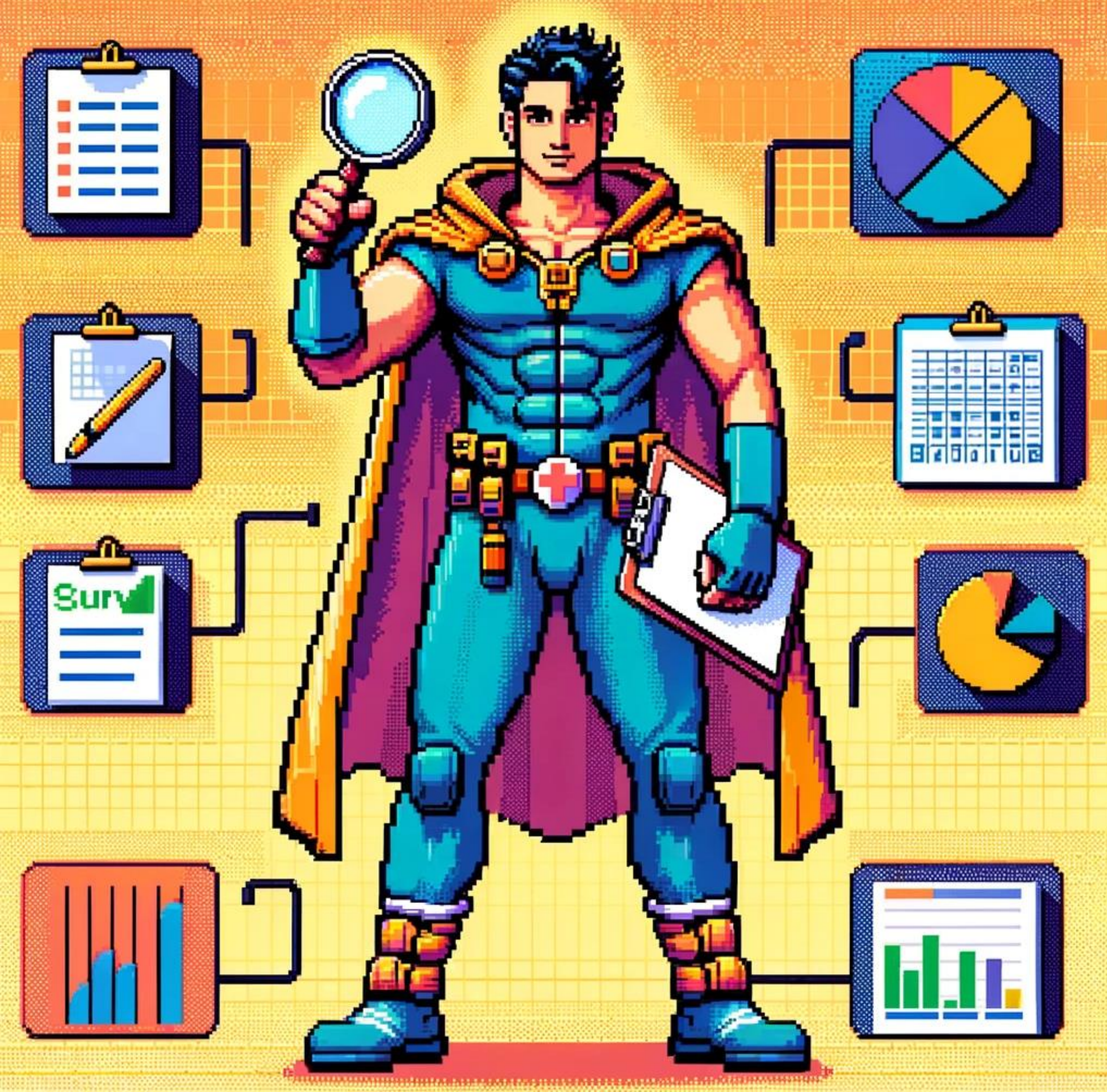
LOI: 12 min  
N: 500  
OE: 3  
CPI: \$5  
Complexity: Low  
Removals: 20%

# B2B

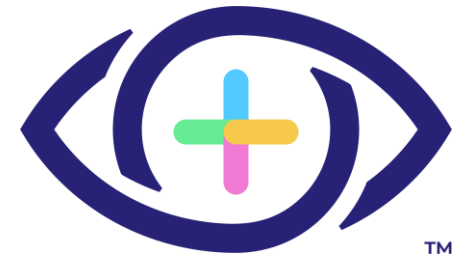


LOI: 10 min  
N: 500  
OE: 3  
CPI: \$10  
Complexity: High  
Removals: 30%





Sample

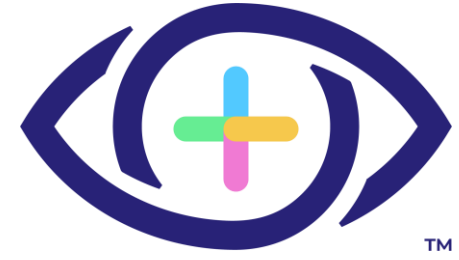


B2C: \$250

B2B: \$750



**Field Mgmt**

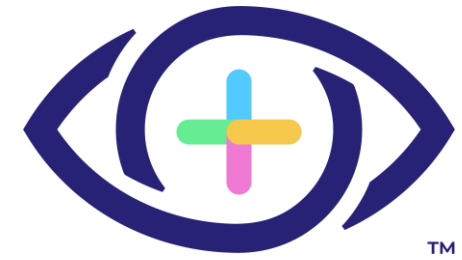


**B2C: \$115**

**B2B: \$230**



# Data Cleaning



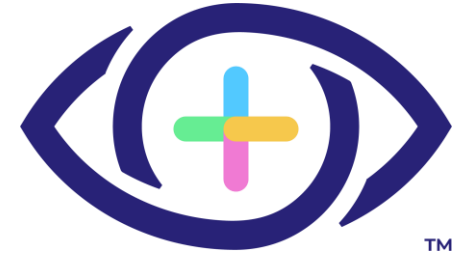
B2C: \$225

B2B: \$340





Refielding

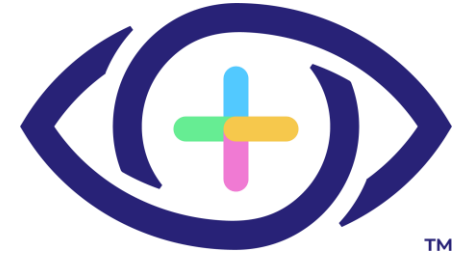


B2C: \$70

B2B: \$145

*Bonus:  
Missed Deadline*

# How would you like to waste your money?



- a) Sample
- b) Field management
- c) Data cleaning
- d) Refielding
- e) All of the above

# B2C



Sample: \$250  
Field Mgmt: \$115  
Data Cleaning: \$225  
Refielding: \$70

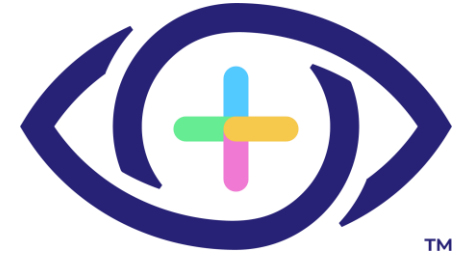
**Waste: \$660**

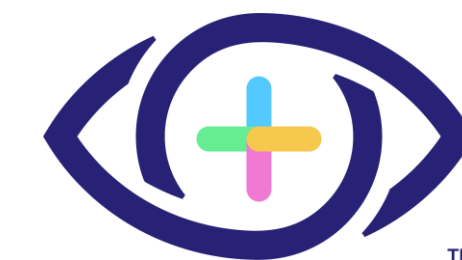
# B2B



Sample: \$750  
Field Mgmt: \$230  
Data Cleaning: \$340  
Refielding: \$145

**Waste: \$1465**





You've reached  
the boss



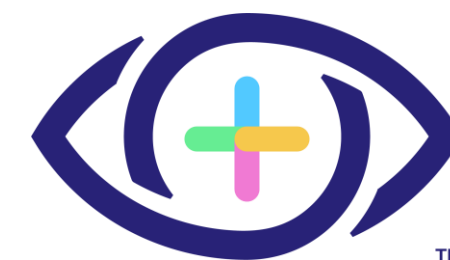
The real cost is  
losing a project



The real **cost** is  
losing a **client**



What should  
you do?



Stop threats  
before they start  
(a survey)





...which is why  
we built dtecht

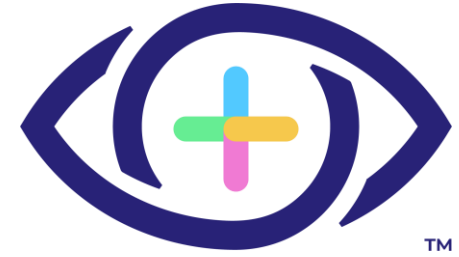


**Lead** the discussion



Lead with your  
quality program

# Craft an effective data quality playbook



- ✓ Employ best-in-class tech
- ✓ Address fraud threats comprehensively
- ✓ Be selective with supply
- ✓ Account for the whole project lifecycle
- ✓ Educate yourselves *and* your clients
- ✓ Employ best-in-class humans

# GAME OVER

Roddy Knowles  
[rknowles@res.tech](mailto:rknowles@res.tech)  
[www.res.tech](http://www.res.tech)



detect™

# Who doesn't like scratch tickets?



**dtecht**

**There's nothing fun about survey fraud.**  
*But there's joy in catching the culprits.*

Scratch the circles and win a prize if you reveal fraud.

