TRIANGULATING THE TRUTH

Leveraging multiple sources & methods to arrive at high-quality data

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WHAT CONSTITUTES HIGH-QUALITY DATA?

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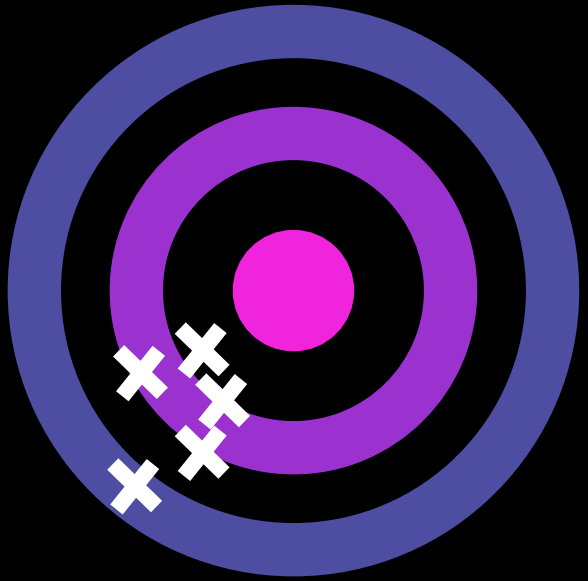
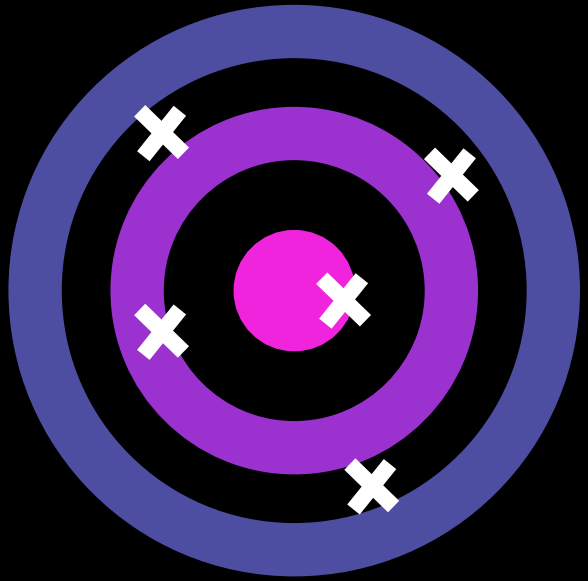
Biased data miss the truth mark, even if they can be consistent



Noisy data are inefficient, even if they can reflect the truth in the aggregate



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WHAT CAUSES BIAS & NOISE?

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PRIMARY SOURCES OF BIAS & NOISE

INATTENTION

Hard questions and unmotivated respondents lead to inattentive responses

Engage respondents in easy-to-answer surveys

FRAUD

Bots and bad actors misrepresent themselves in order to enter surveys they are not qualified to take

Invite & include quality respondents; get rid of the bad actors

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ENGAGING RESPONDENTS

Our best lever is good survey design…

- Screen and qualify carefully
- Keep an eye on survey length
- Design a conversation
- Don’t be too difficult or tricky
- Skip the grid questions
- Use open-ends sparingly

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WRITE THE KIND OF SURVEY *YOU'D WANT TO TAKE.*

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FIND THE BEST RESPONDENTS

Qualify the right people and kick out the bad ones

- Cast a broad net to find respondents
- Screen out the bots
- Smoke out the liars
- Go beyond existing panels

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CAST A BROAD NET

Some audiences require multi-sourcing

- Narrow B2B targets
- Low incidence behaviors
- Countries with poor coverage
- Longitudinal studies with lockout periods

Maintain sample blends and deduplicate responses

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SCREEN OUT THE BOTS

Some Respondents are not even people

- Look for duplicates
- Identify VPN/VPS usage
- Check geoIP against stated location
- Check OEs for quality, engagement
- Identify high survey participation

Fight tech with tech, leverage the best tools to prevent fraud

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SMOKE OUT THE LIARS

Bad actors will misrepresent who they are _and_ where they are

- Ask some qualification questions twice
- Demographics may be checked against panel profiles
- Ask reasonably narrow OE questions
- Use attention checks thoughtfully

Some behaviors require thoughtful, human interventions

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GO BEYOND EXISTING PANELS

Sometimes we'll run out of qualified respondents

- Consider recruiting to expand reach
- Fresh respondents mitigate panel conditioning
- May provide truth baseline for panel respondents

There may be no substitute for custom recruiting

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CASE STUDY

CATI augment to increase feasibility & check data quality

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- Technology Media and Telecoms

Clients

- Clients come from 120+ industries and range from Fortune and FTSE 100 firms to unicorns

Reputation

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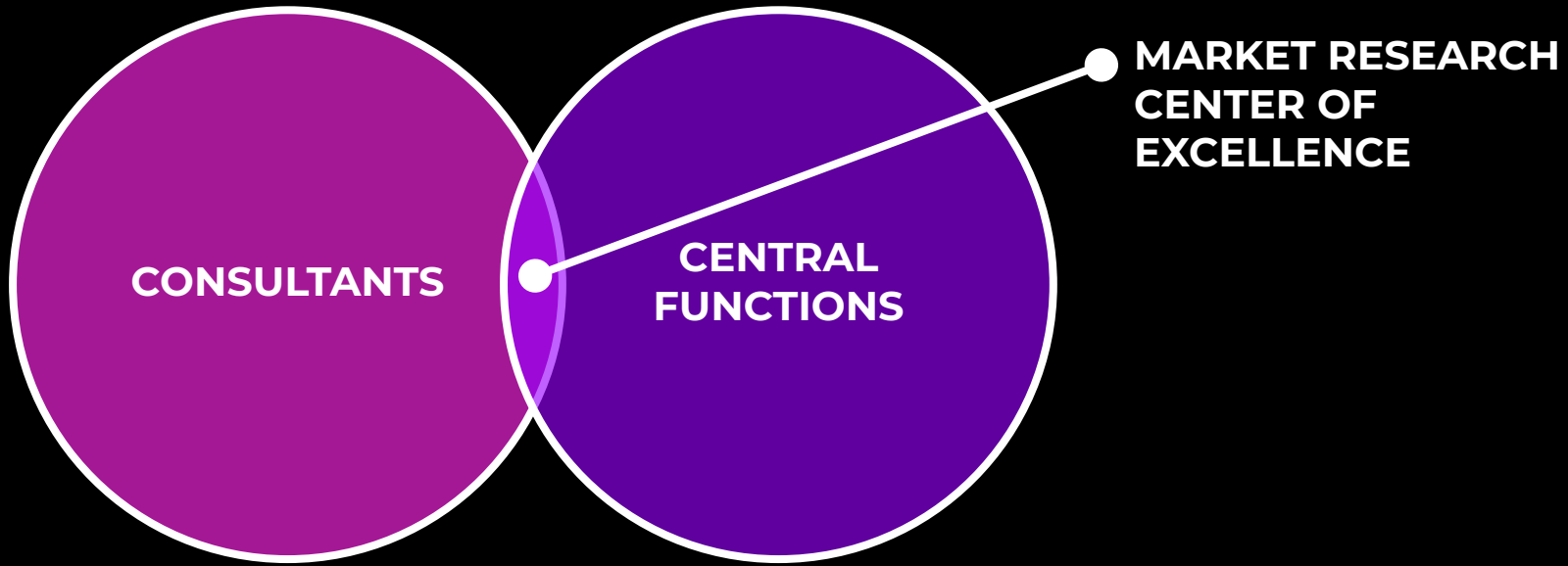
What is the Market Research Center of Excellence?

Think of us as “consultants to the consultants”



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Understanding willingness to pay via direct pricing questions

For a single patty burger meal at a fast food restaurant, what price would you consider to be....

Attractive
(representing a good value for the money)?

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Understanding willingness to pay via direct pricing questions

For a single patty burger meal at a fast food restaurant, what price would you consider to be....

Expensive
(not out of the question, but you'd reconsider)?

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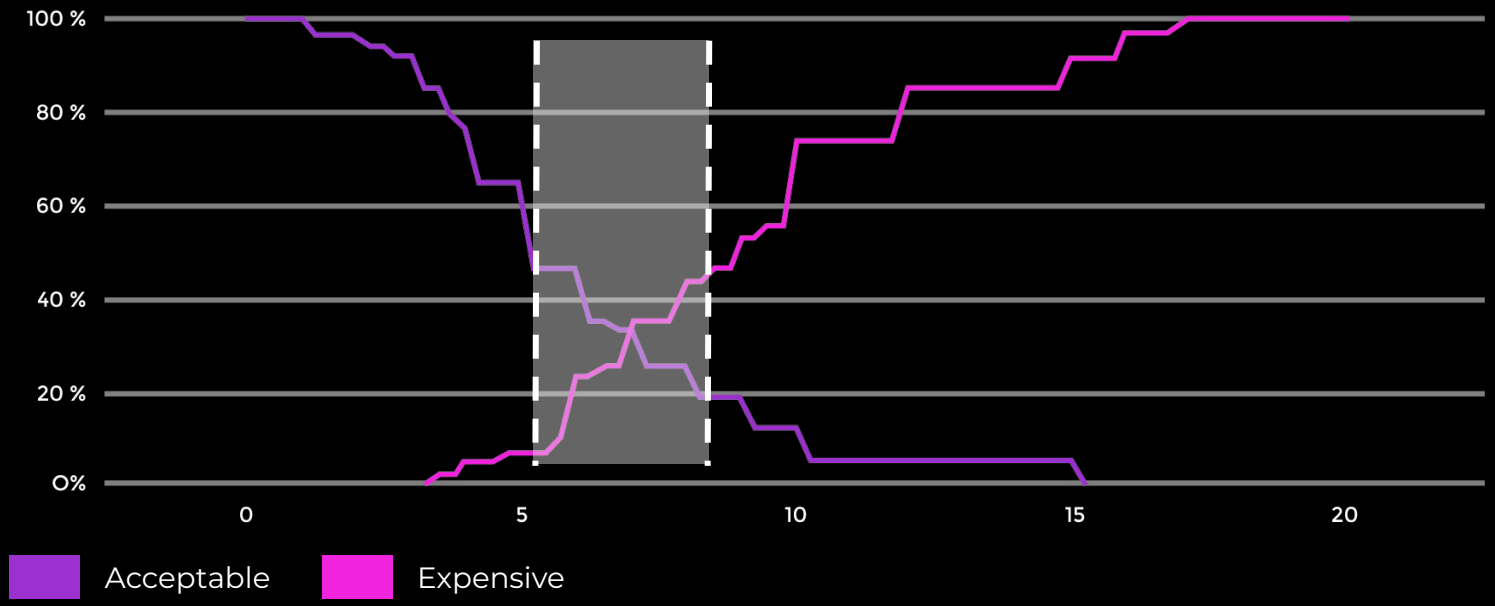
Psychological price thresholds at $6, $7, $8



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Examples of Niche B2B Audience We Survey

Everyone MUST be a decision-maker for their product/service/offering – deep understanding of pricing and product features

- Managed detection & response
- Log management solutions (SIEM, Observability)
- Load balancing, web & app security
- Virtual private servers & cloud solutions
- Electrolytic and film capacitor purchasers
- Case management & tracking for Govt officials
- Tax compliance software
- Robotic process automation
- EHR solutions for assisted living / skilled nursing facilities
- Fleet-related payment solutions
- Spare parts managers
- Meeting room software

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- Spare parts managers
- Meeting room software
- Background check software
- Personal hygiene distributors
- Wheelchair accessible vehicles
- Patient payment collection & financing solutions
- Captive credit groups of equipment manufacturers
- Banks with industrial equipment financing
- Fund family investment managers
- Investor communications provider
- Employee learning management systems
- Financial reporting software (SEC/SEDAR Reporting, GRC/SOX Compliance, Statutory Reporting, Management Reporting)
- Benefits management for PEOs

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THE CHALLENGE

- We cast a wide net...
- We screened out the bots...
- We smoked out the liars...

BUT IT WASN'T ENOUGH!

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THE SOLUTION

Going beyond traditional panels to **leveraging CATI / custom recruit**

- Tap into different pool of people
- Better mitigates data quality issues
- Can act as source of truth for panel

THANK YOU

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