



Defeating Fraudsters:

ONE CLIENT'S SOLUTION TO THE SURVEY
DATA QUALITY CRISIS

WHO ARE WE?

A QUICK INTRO



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THE TRIGGER:
DECLINING QUALITY

How has
YOUR data
quality been
lately?





OUR SOLUTION
A WHOLISTIC APPROACH

The Right
Questions

+

The Right
Vendor

THE RIGHT QUESTIONS

COMPONENT 1

Attention
Check



Straight
Liner
Check



Bot
Check



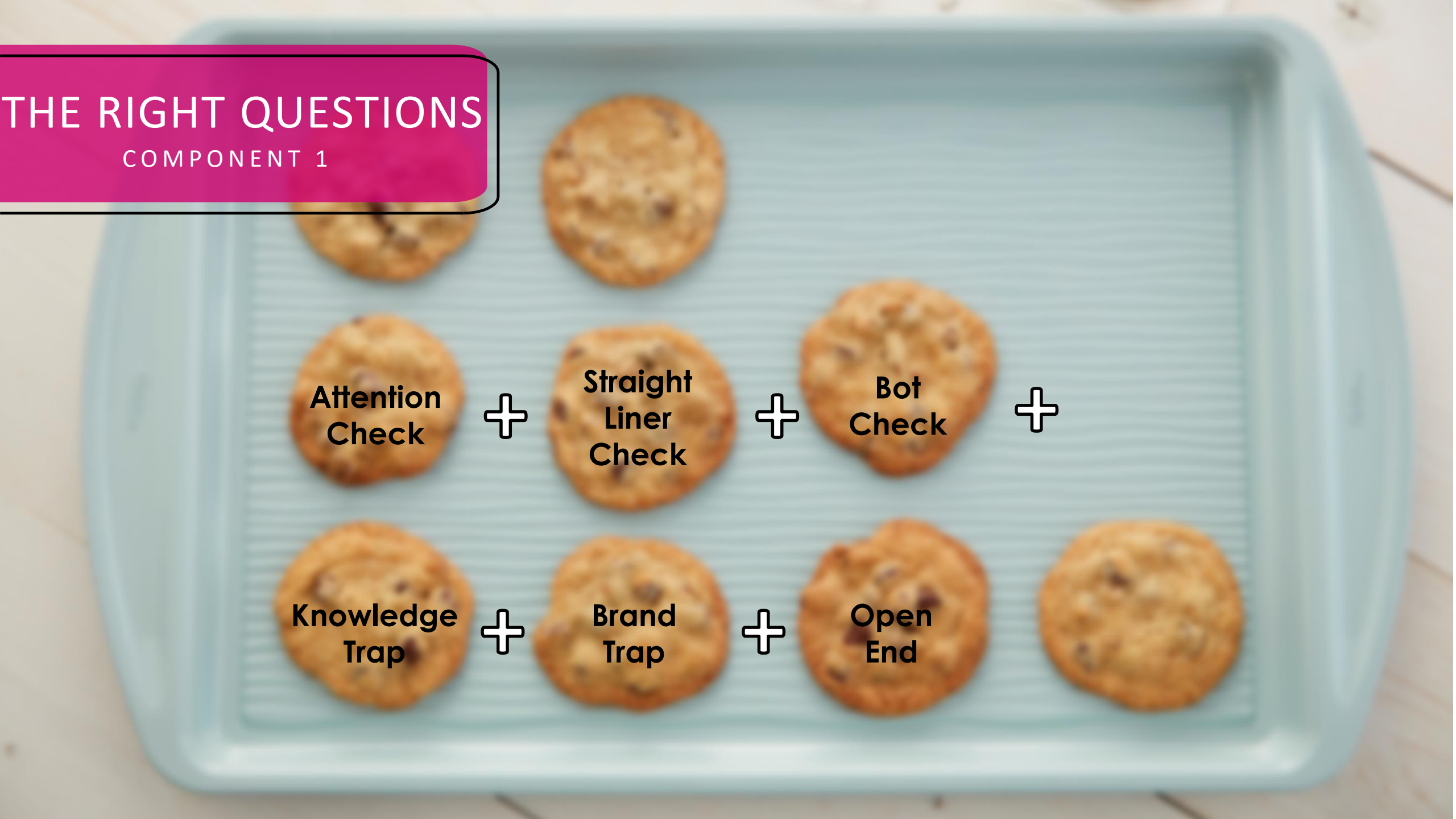
Knowledge
Trap



Brand
Trap



Open
End



When baking, which of the following products would you consider using to make sure your baked good doesn't stick to the pan? Select all that apply.

- Butter / oil / shortening
- Cooking spray
- Honey
- Milk
- Egg whites
- None of these

Select any highlighted options as they do not prevent sticking

You mentioned purchasing sprinkles within the past 12 months. Which of the following brands of sprinkles have you ever purchased? Select all that apply

- Ben & Jerry's
- Betty Crocker
- Cake Craft
- Cake Mate
- Chocomaker
- Dreyer's
- Wilton
- None of these

Select any highlighted options as they do not offer sprinkles

What types of sweet treats have you made (or are planning to make) with the sprinkles you purchased in the past 12 months?

- [Text box]

Provide a response that does not focus on sweet treats

Respondents disqualify if they:

Knowledge Trap



Brand Trap



Open End



Customized to subcategories of interest

THE RIGHT VENDOR

COMPONENT 2

**Scoping
Our
Needs**

**Matching
Sample To
Need**

**Validating
Sample
Quality**

**Creating A
Partnership**

THE RIGHT VENDOR

COMPONENT 2

Scoping Our Needs

- What types of business needs do you have?
- How does the business need intersect with the research need?

Matching Sample To Need

- Lower cost, lower quality sample may be sufficient for gen pop or lower stake questions
- We recommend using higher cost, higher quality sample for go/no-go decisions, or those requiring a niche consumer target
- Wilton uses two sample vendors for 90% of projects
 - Gen pop: low-cost panel provides near real time, directional feedback
 - Category Consumers: high-quality vendor supports corporate strategy, Brand Health, and product development needs

THE RIGHT VENDOR

COMPONENT 2

Conducted a due diligence market check of our target sample, '**The Sample Duel**':

- Survey: Developed and programmed by Wilton. Questions range from our standard screening ones to those we feel only true product users can correctly answer.
- N=100 completes, comped by vendor; specs held constant
- Timing: Held constant; we field first thing Friday and close Monday morning).
- Scoring: The 'Overall' quality score is the percentage of each vendor's sample which answered all 3 questions.
- Deliverable: A blinded scorecard summarizing results from all past players sharing how current player compared

Validating Sample Quality

Our Sample Duel concluded that the incumbent was no longer competitive from a cost and sample quality perspective.

- **Support**: Beyond sample quality, we look for support which is consistently responsive and delivers results.
- **Communication**: Not too frequent where its cumbersome, and not so infrequent that we forget your name.
- **Feedback**: Data quality remains high when sample providers operationalize feedback to defeat ever-evolving fraudsters.
- **Output**: A partnership which makes our job easier.

Provider	Overall	Format	Brand	Open-End
Vendor 1	43%	85%	44%	99%
Vendor 2	42%	75%	44%	97%
Vendor 3	40%	69%	41%	97%
Vendor 4	39%	74%	41%	96%
Vendor 5	32%	78%	41%	82%
Vendor 6	32%	59%	36%	92%
Vendor 7	30%	58%	30%	92%
Vendor 8	20%	51%	22%	93%
Total	39%	72%	40%	96%

Creating A Partnership



Thank you!