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

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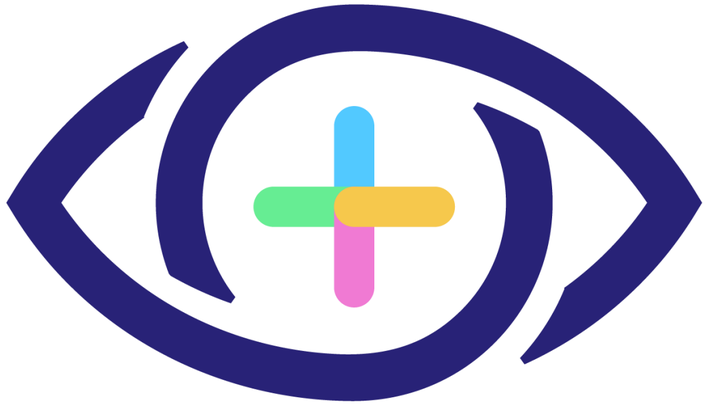

dtect™

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**

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

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

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…

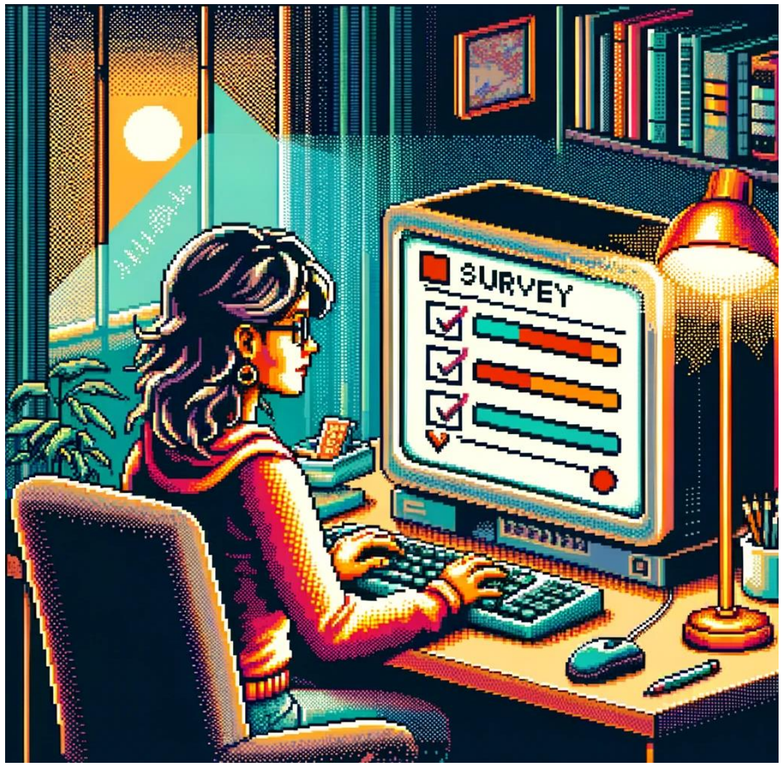
when trust in survey research is so low?

What’s the cost?

Choose Your Fighter

How would you like to waste your money?

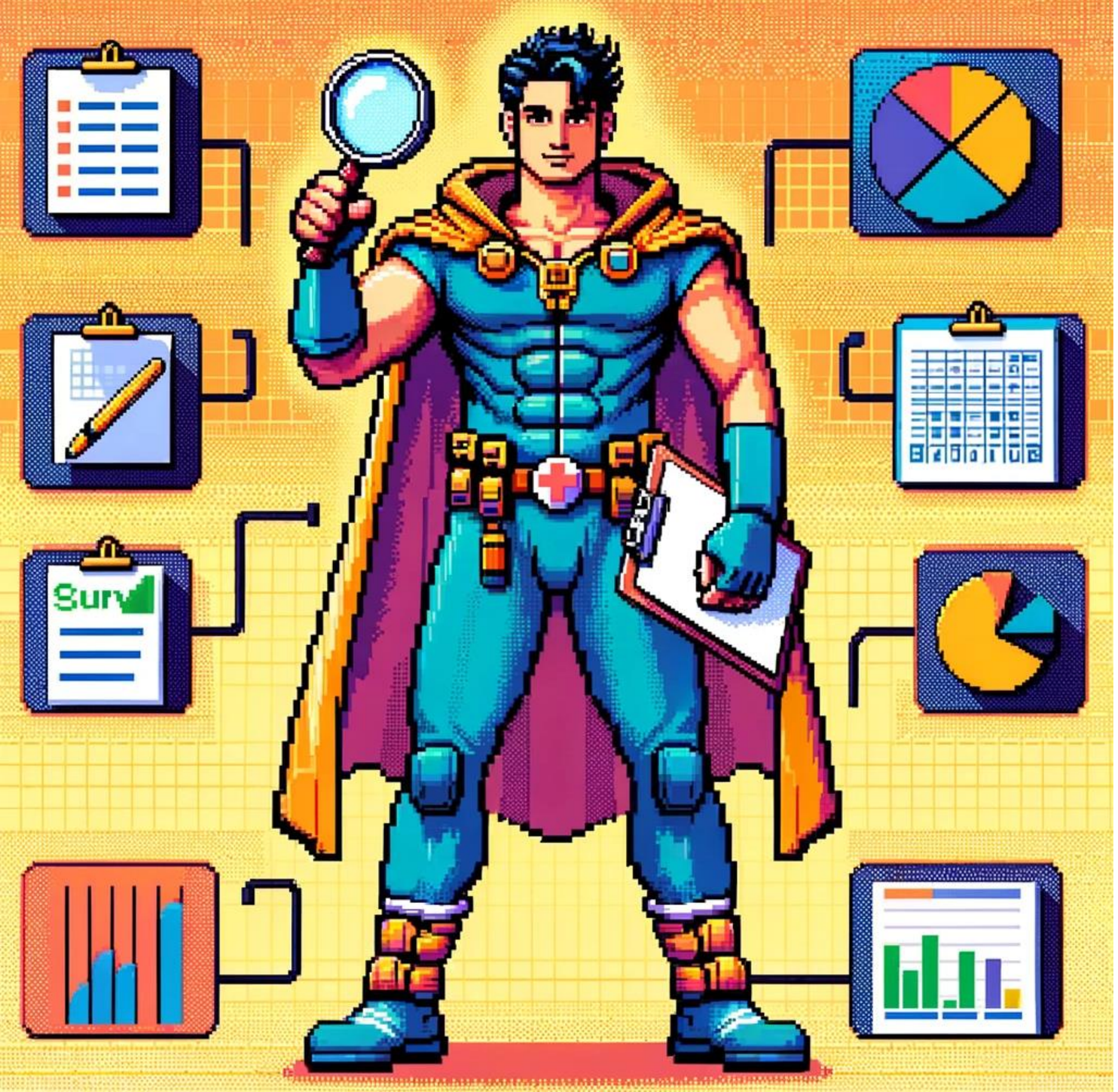
B2C



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 dtect

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

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