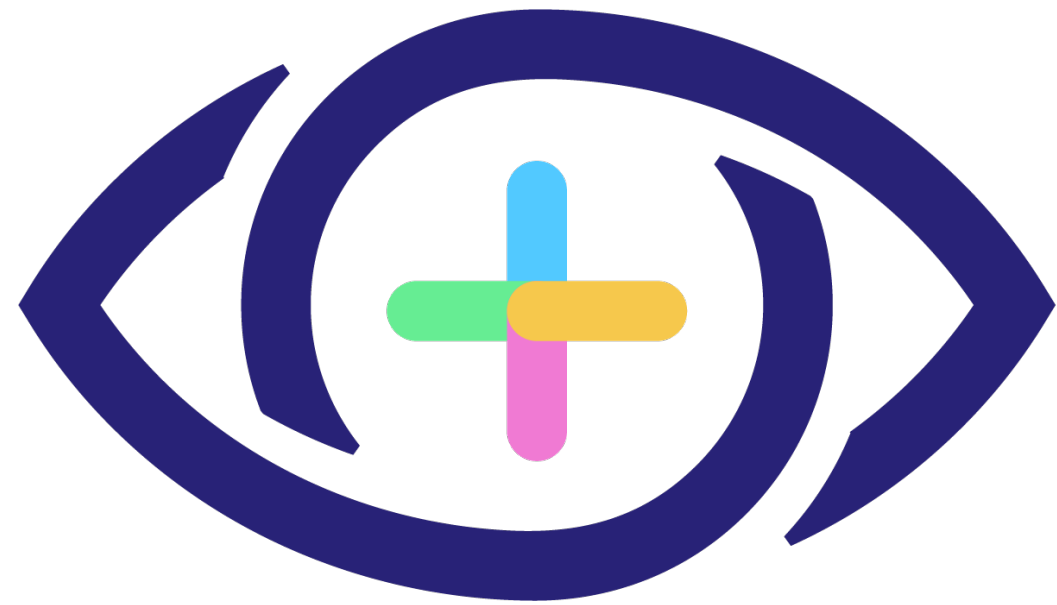


**The true cost of (poor) quality:**  
How fraud and bad data impact the  
bottom line and send clients packing

**Roddy Knowles**  
**VP, Product**



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

the data quality platform that prevents survey fraud



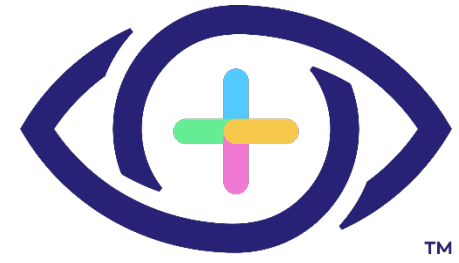
**Quality...still?**



**Why even do  
(quant) research  
at all?**



# MRX faces a monster

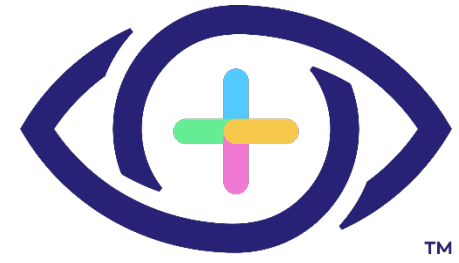


- **Constrained (and more scrutinized) budgets**





# MRX faces a monster

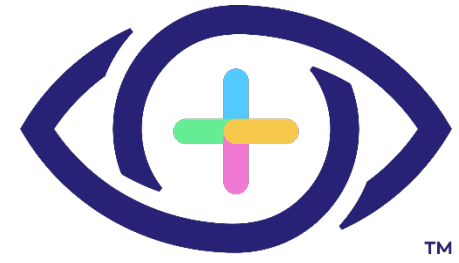


- **Constrained (and more scrutinized) budgets**
- **Pricing pressure**





# MRX faces a monster

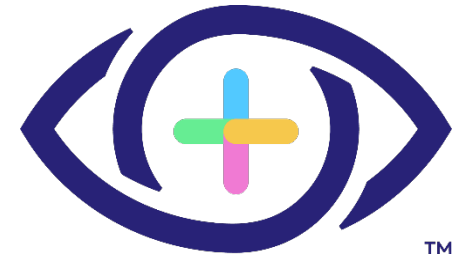


- **Constrained (and more scrutinized) budgets**
- **Pricing pressure**
- **Disengaged participants**





# MRX faces a monster

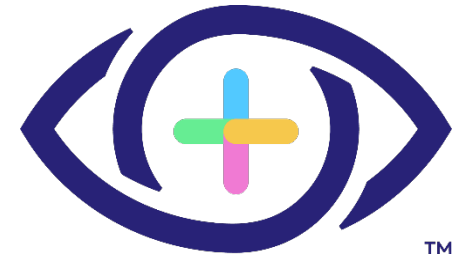


- **Constrained (and more scrutinized) budgets**
- **Pricing pressure**
- **Disengaged participants**
- **Survey farms, organized fraud**





# MRX faces a monster

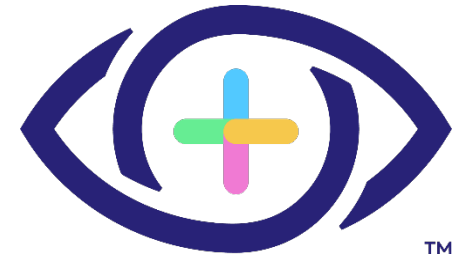


- **Constrained (and more scrutinized) budgets**
- **Pricing pressure**
- **Disengaged participants**
- **Survey farms, organized fraud**
- **Bots, non-human “participants”**





# 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



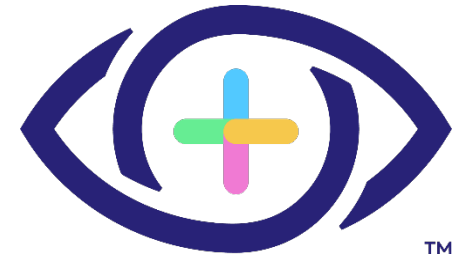




**Why even do  
(quant) research  
at all?**



# 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**



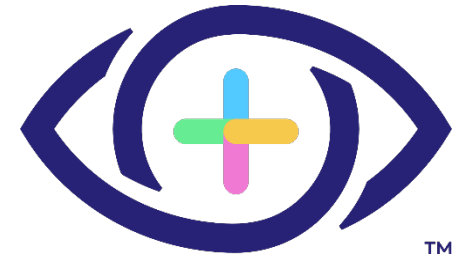
**Data should be  
representative**





**Data should be**  
**reliable**

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



**When we've just  
been masking the  
problem?**



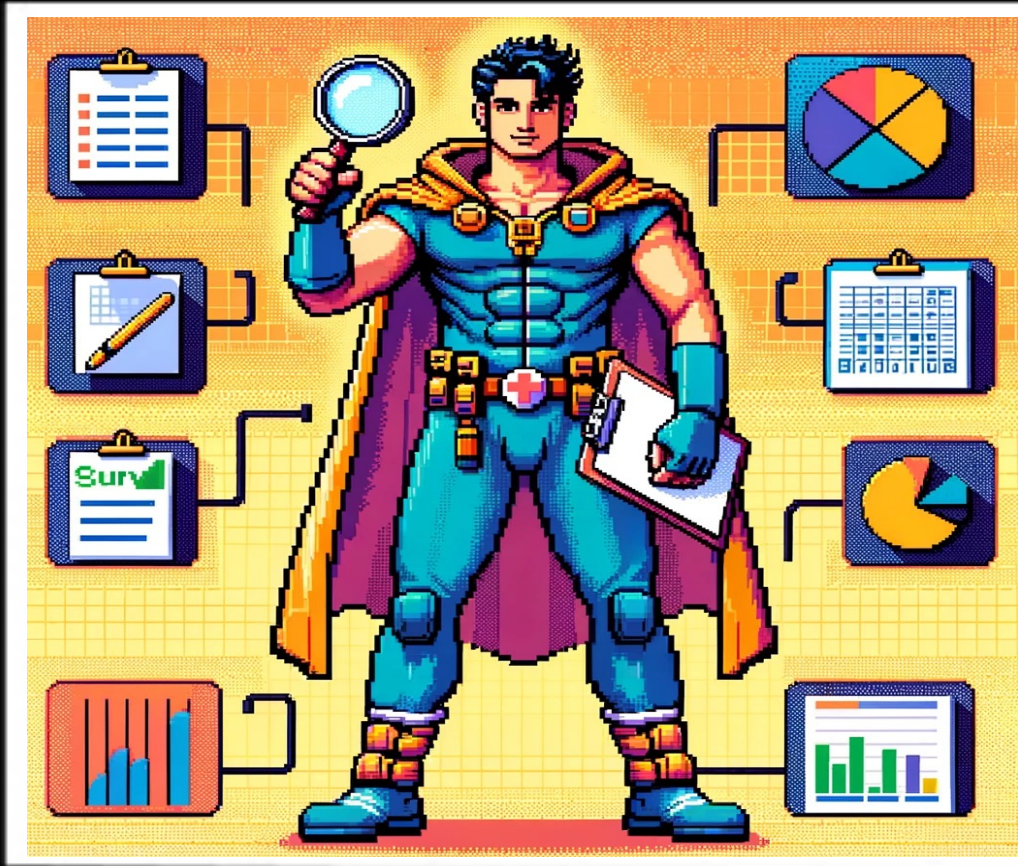
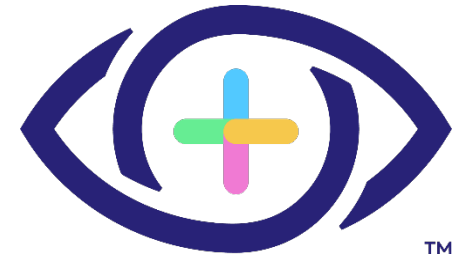




What's the  
cost?



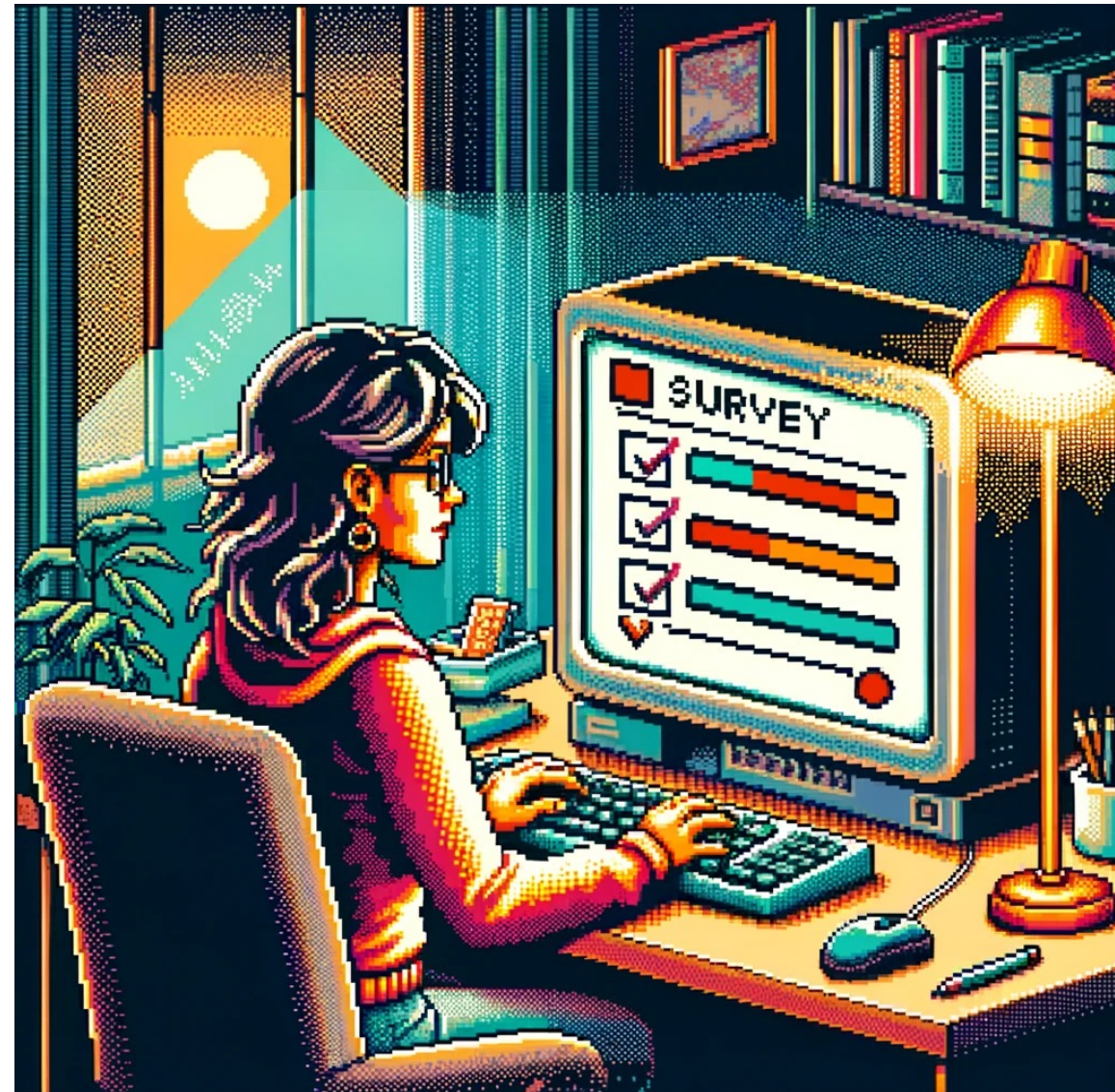
# Choose Your Fighter



**How would you like to waste your money?**



# B2C

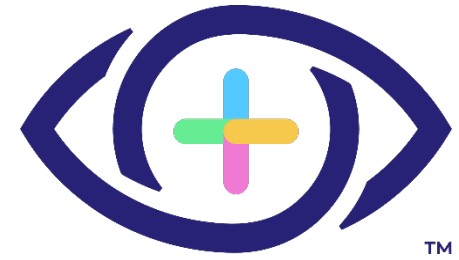


**LOI: 12 min**  
**N: 500**  
**OE: 3**  
**CPI: \$5**  
**Complexity: Low**  
**Removals: 20%**

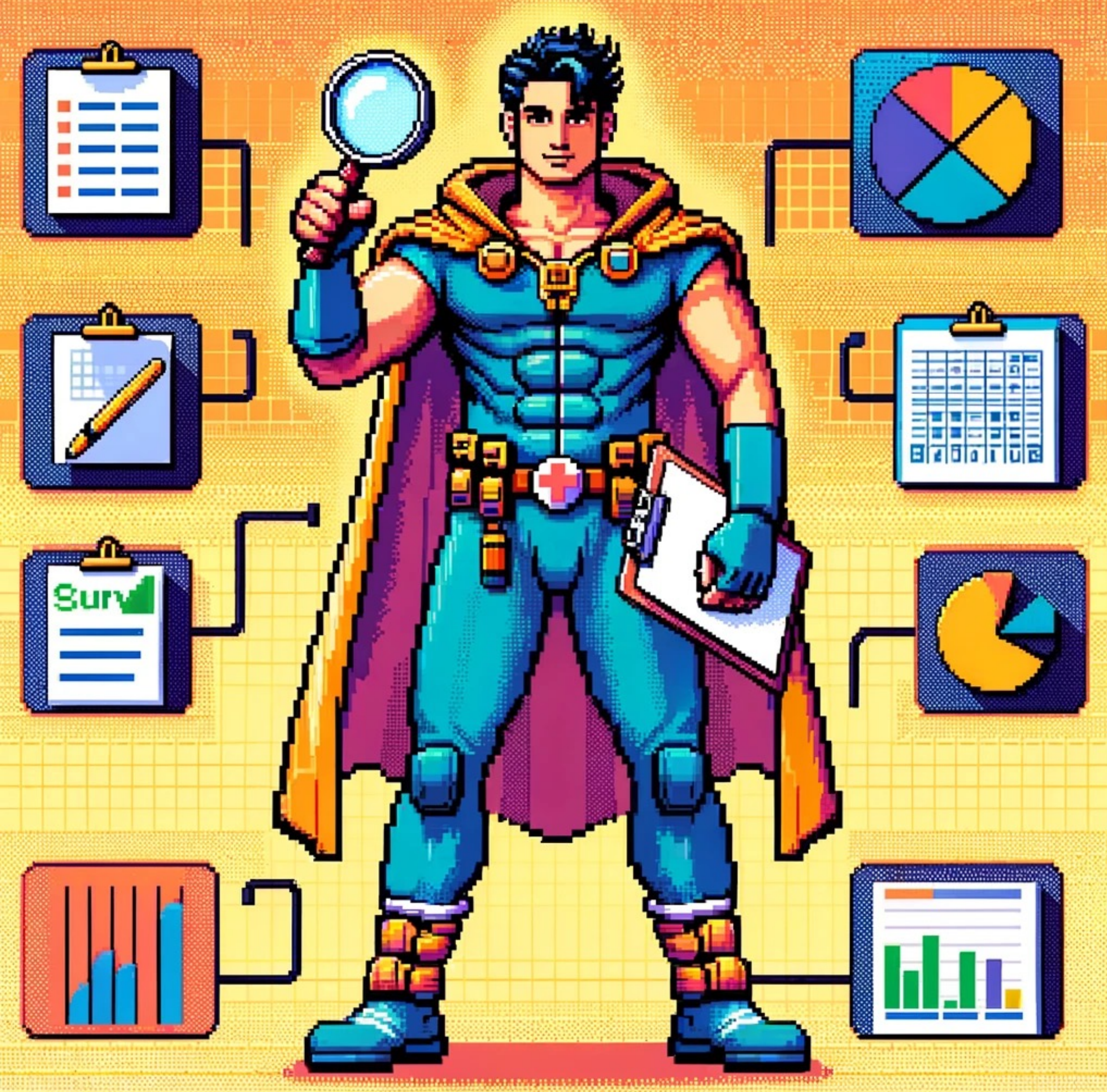
# B2B



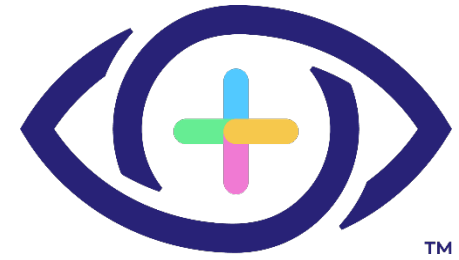
**LOI: 15 min**  
**N: 500**  
**OE: 3**  
**CPI: \$10**  
**Complexity: High**  
**Removals: 30%**







**Sample**



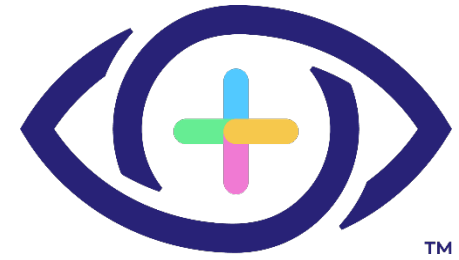
**B2C: \$250**

**B2B: \$750**





**Field Mgmt**



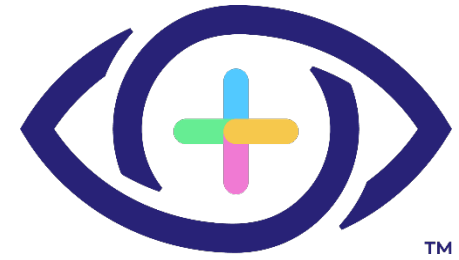
**B2C: \$115**

**B2B: \$230**





# Data Cleaning



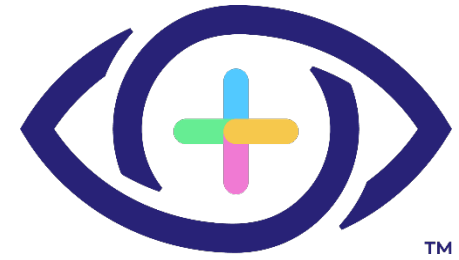
**B2C: \$225**

**B2B: \$340**





# Refielding



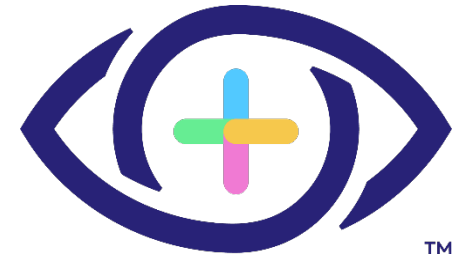
**B2C: \$70**

**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

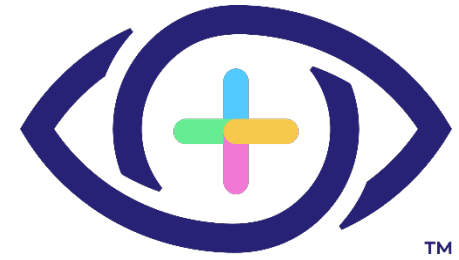
**Waste: \$660**

# B2B

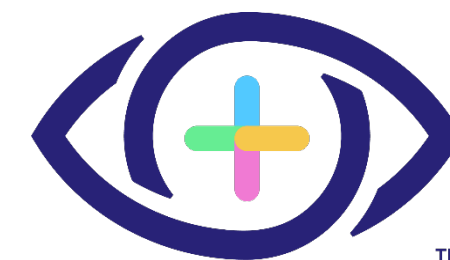


Sample: \$750  
Field Mgmt: \$230  
Data Cleaning: \$340  
Refielding: \$145

**Waste: \$1465**







**You've reached  
the boss**





The real **cost** is  
losing a **project**





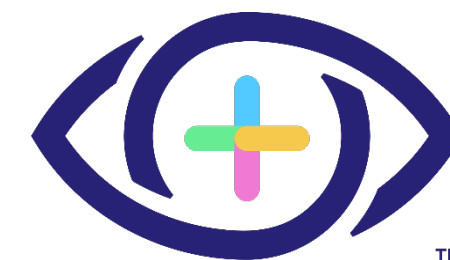
The real **cost** is  
losing a **client**





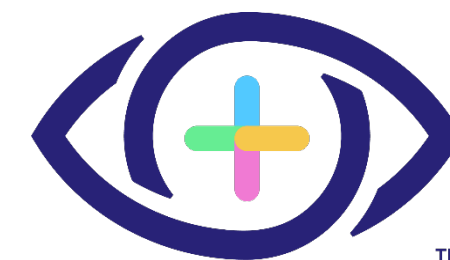
What should  
you **do**?





**Stop threats  
before they  
start (a survey)**





**...which is why  
we built dtect**





**Lead** the  
discussion

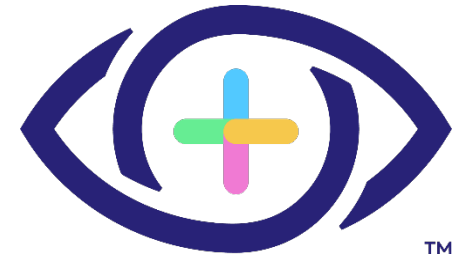




**Lead** with your  
quality program



# 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**



# GAME OVER

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www.res.tech



detect™