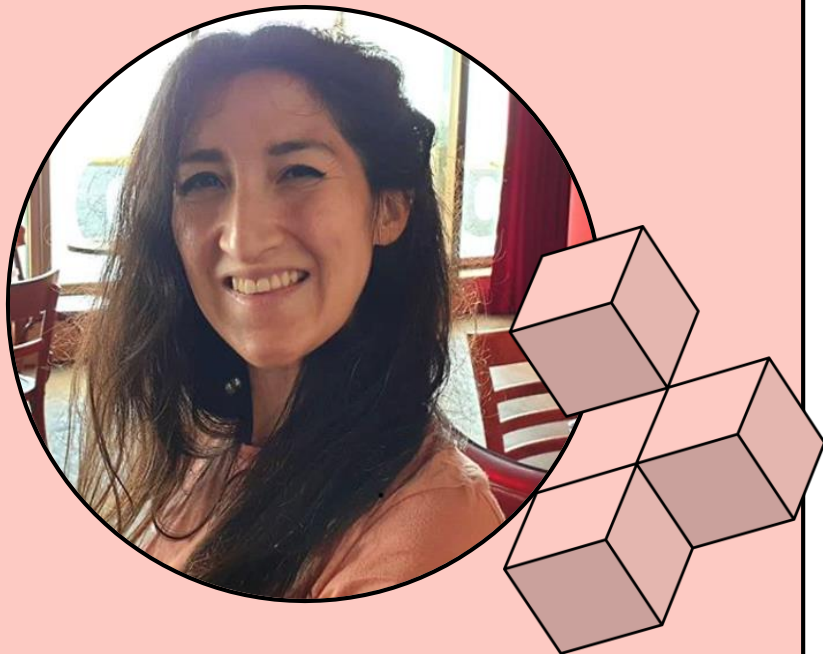




Why quick research doesn't have to be **dirty**



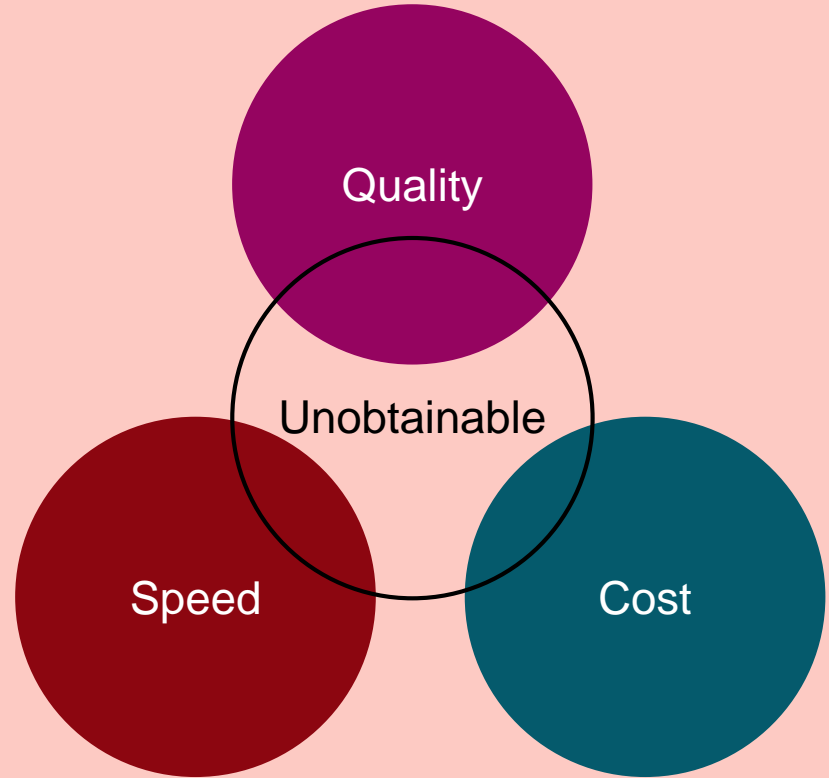
Hello!



Vanessa West

Principal Product
Manager, Attest

Ah...
that old
mantra...



The problem with 'Quality' in the online market research world

Quality IS a challenge

- Inattentiveness
- Doing it for the dollar
- The rise of click-farm and bot-farms

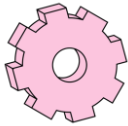
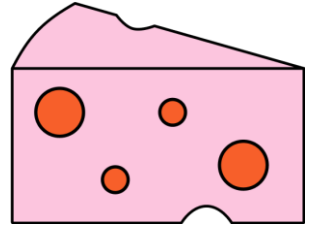
You should be asking how your partners
mitigate these challenges.



Quality

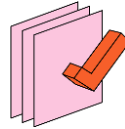


Creating a best in class, multi-layered approach



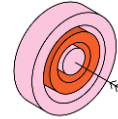
The approach

Mitigating the risk of poor quality data. A tried and tested approach



Before, during and after

Taking advantage and building for different parts of the survey stage

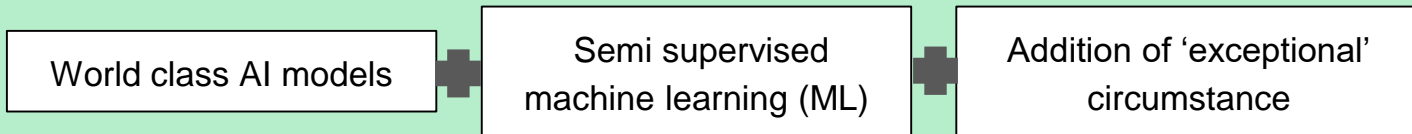


Targeting solutions

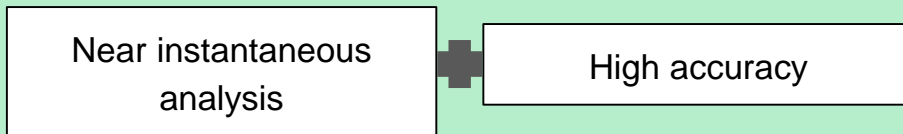
Different assessments built: rule based, Machine learning techniques, behavioural sciences, attention checks

Overview: Answer Quality

Combining



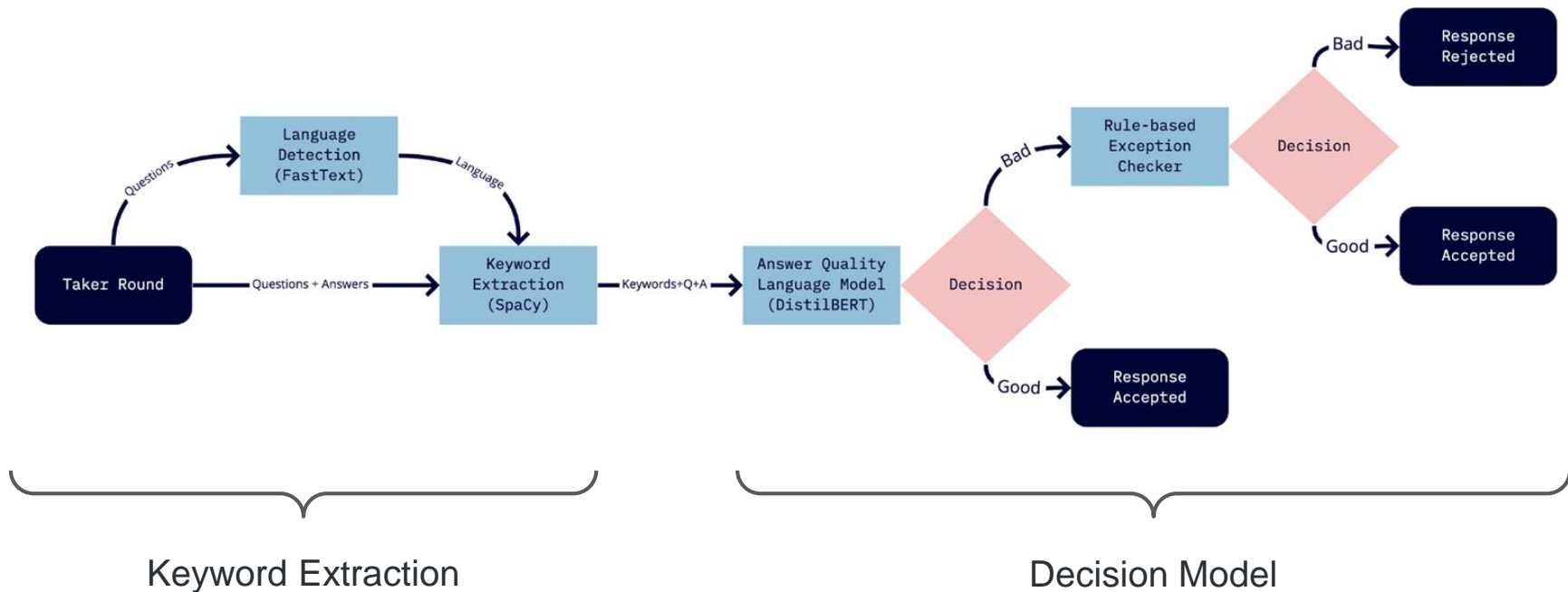
So we have



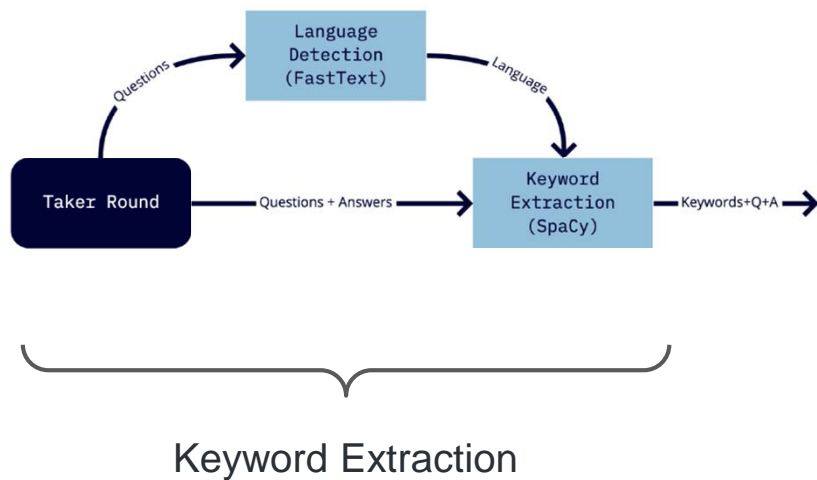
Example

Key word extraction	<p>Q: On what occasion would you eat this snack? How appealing do you find this idea? What are your favourite foods? Where do you buy snacks?</p>
Prediction	<p>A: I want to go for a walk in the park ❌ A: I'd eat this snack at the gym because raisins are my favourite energy food ✅</p>
Rule	<p>A: I'd buy this when kjsdf sdfjndn ❌ A: I'd buy this when I went to the ABC store ✅</p>

How our model works



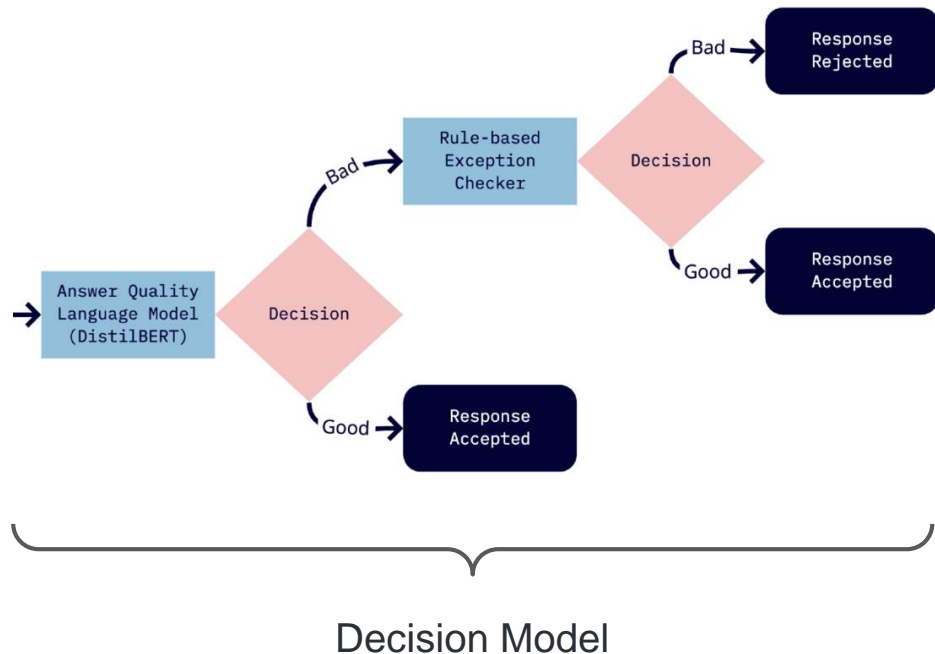
How our model works



Detect what language the question is written in using FastText.

1. Extract **top 10 keywords** from all questions in the survey using TextRank.
2. Pass Keywords + Q + A to the model.

How our model works



DistilBERT model:

- Speed is crucial
- Works in multiple languages
- ~1 million open text responses
- Trained in a multi-GPU setup over 3 days

Check for:

- Brands
- Postcodes and Zip Codes
- Currency check
- Emoji check
- Numerical check



Creating a positive impact for our clients

“It is what we were looking for in terms of data quality and we are now no longer afraid to ask open-ended questions! It is better because it empowers us to be sure that this is good data we are presenting to our internal teams and then onto our customers.”

Justine Catala, CMI Project Manager Active Beauty at Givaudan

It IS possible!

Taking advantage of the leaps forward in technology:

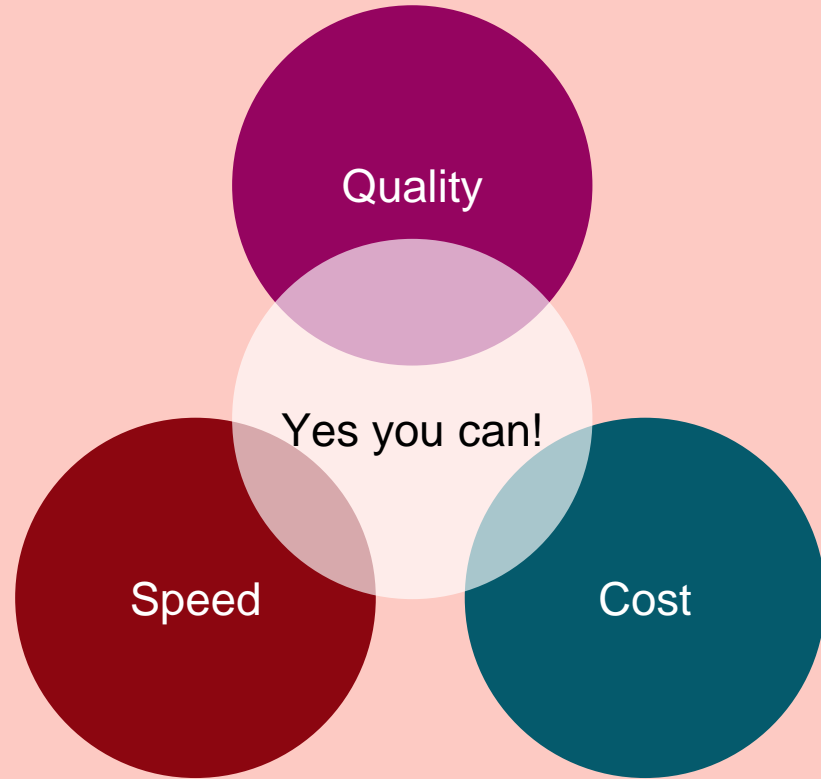
Having:

- Tech supported automation...
- ... Efficient respondent sourcing...
- ... World class AI and ML models..

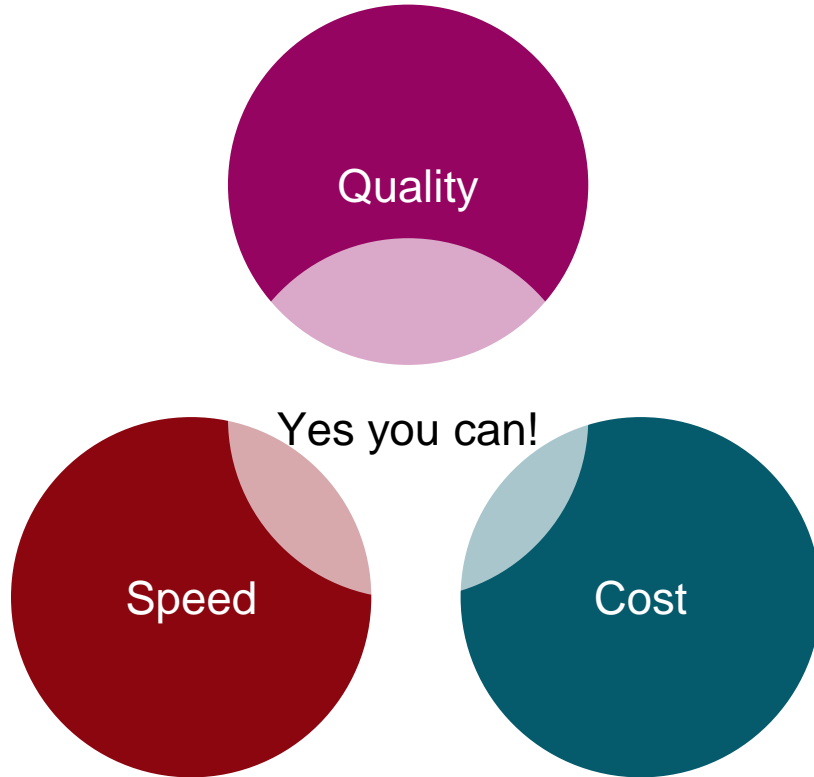
Means:

- Reduced project management...
- .. Quicker turnaround times...
- .. Better data quality...

Everyone in our industry should be able to take advantage of agile methods.



It IS possible!



“When I think about Attest, I think about it as the best of all worlds.

So you're getting the **high quality data** with appropriate samples in various different markets that you would get from any of the big monolithic research and insight companies, but with a self service front-end that frankly allows you to **manage costs more effectively**.

It helps you to build capability both amongst yourself and amongst your marketing teams, so you're **not overly relying on agencies** and specialists.”

Ross Farquhar, Marketing Director, Little Moons



Hungry for more?

Thank you!

