Forsta

Staying one step ahead of the bad actors.

Fighting survey **fraud** while **improving data quality** and **security** for the market research industry.

Cint

RESEARCH DEFENDER

July 19th, 2023

a **PG Forsta** company

Forsta client types

End clients

Research sponsors or brands

Nike, eBay, Walmart, Disney...

Research firms

Firms focused primarily on research

Can be consultancies or MR Firms

CMB, Nielsen, Burk, Peerless, McKinsey, BCG

Panel companies

These customers are panel companies that use our platforms to program surveys and collect data

CINT, Dynata, Kantar, Prodege, Innovate, etc.

Different types of data quality issues

Fraud

- Repetitive responses
- Systematic behavior
- Similar IP addresses
- Using the same exact open end answers
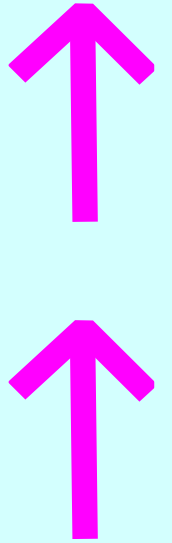- Open end responses in the wrong language

VS

Unengaged

- Key smashing
- Contradictory responses
- Profanities
- Poor open end response quality

Online fraud is a global trend that extends across industries.

Digital market research has inherent vulnerabilities around link redirection between platforms that make it a vulnerable target.

Industry problem | What are "ghost completes"?
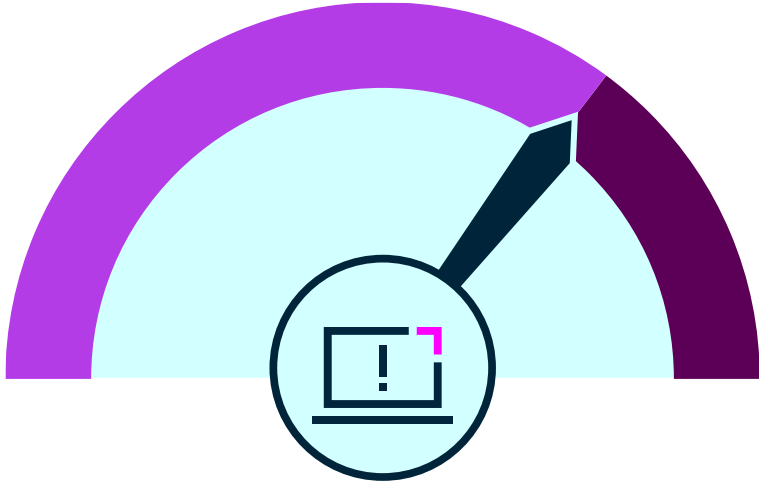
Survey fraud has increased drastically through 2023.
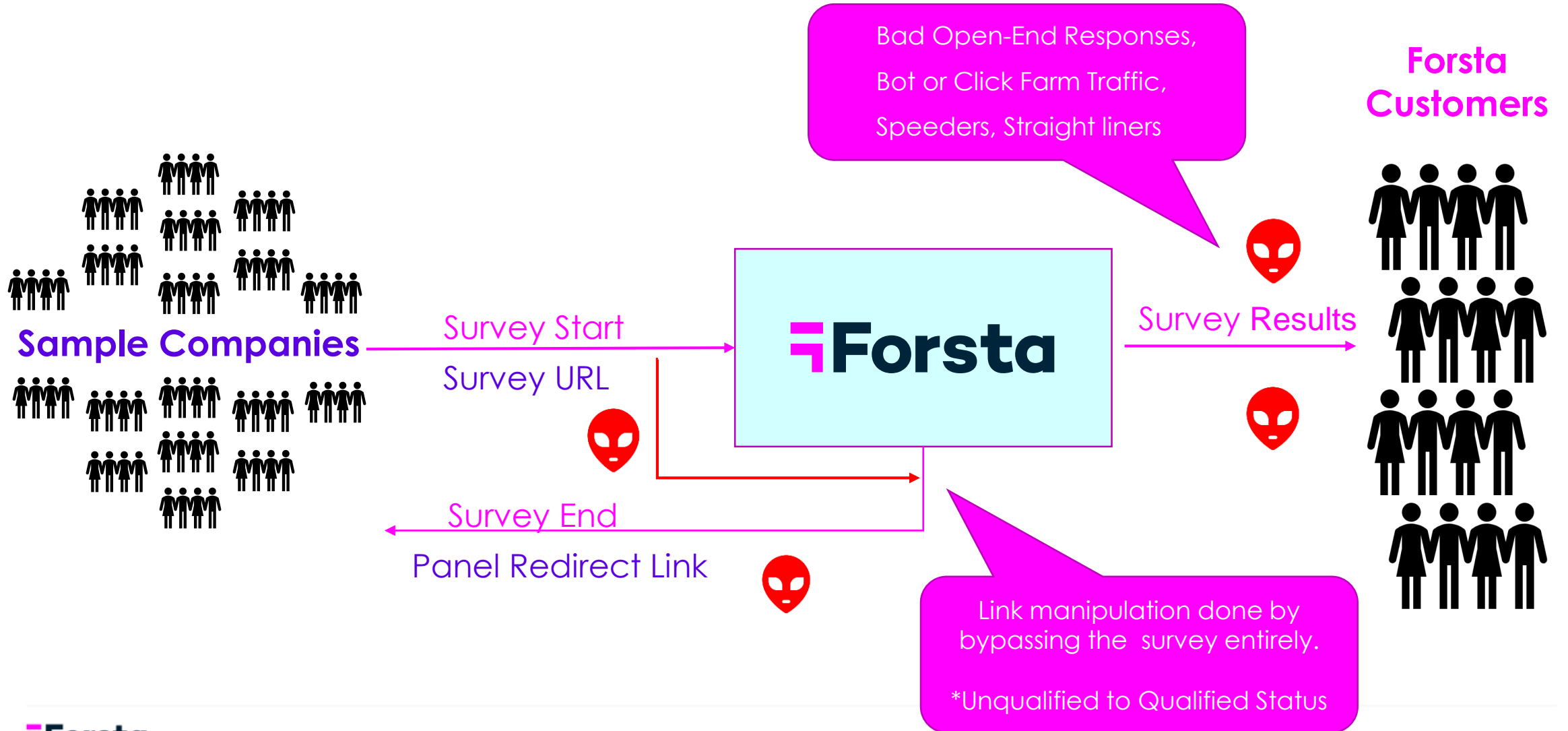Ghost completes are the primary driver of global sample fraud.

How it works

– Links are manipulated enabling panelists to be falsely classified

– Fraudulent panellists to wrongfully claim compensation/rewards.

– These instances are commonly known as:

Ghost completes	Link jumpers	Link manipulators

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Industry solutions | for these problems

Sample providers

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Customer

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Server-to-server (S2S) Integration

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Survey **results**

Market Research Agencies

S2S connection **eradicates ghost completes**

R.D.-helps **mitigate** examples of **fraud on the customer end**