



Quality Commitment: Pacific Market Research and CloudResearch Partner to Raise Data Quality Standards

The Challenge

“When we started using Sentry the difference in our data quality was like night and day,” said Natalie Lutz, Director of Online Data Collection at Pacific Market Research. It may not sound like it, but coming from a firm like PMR that is a big statement. And, it’s a big statement mainly because PMR already has a reputation for high quality-data and actionable consumer insights.

Nevertheless, in recent years, maintaining that reputation has become increasingly difficult because most online panels are full of fraud. Fighting fraud while maintaining standards and competing with other firms willing to deliver something less exacting is not easy.

“In the last couple of years we have seen more and more fraudulent respondents coming from the panels we work with,” said Natalie Lutz. “We are seeing more clever, bot-like respondents. They have become so clever that sometimes they blend in with the data very well. We take quality very, very seriously and the fact that these cases are hiding in our data is terrifying to me.”

Complicating the matter further, PMR often runs studies for which it isn’t easy to apply additional quality controls. For example, while it is common to read open ended answers as one indicator of quality, that’s challenging when studies are run in languages that people on staff do not speak. It also is prohibitively expensive and time consuming when studies gather several thousand or even tens of thousands of completes. So, PMR set out to find a solution that could fight survey fraud and reduce their anxiety about bad data while being flexible enough to be used with studies of varying complexity.

PMR leverages market research to help their clients better understand their competitive landscape, evaluate their options, and make business decisions with confidence. They provide comprehensive consultative research solutions for their partners, identifying and designing customized research approaches to tackle their clients’ issues and create actionable strategies.

The Solution

PMR chose CloudResearch's Sentry® system to address their challenge. Sentry was ideal for this situation because it works as a pre-survey screening system where respondents from any sample supplier are vetted in under 30 seconds. High-quality respondents continue to the survey while fraudsters, bots, and inattentive respondents are sent back to the supplier, improving data quality and reducing the time spent fielding studies and cleaning data afterward.

Sentry's unrivaled features include:

- Behavioral + Device-Based Fraud Detection
- Open-Ended Quality Verification
- Attention Verification
- Respondent Honesty Verification
- Targeted B2B Verification
- Bot-Like Mouse-Movement Detection
- Auto-Translation Detection
- IP Deduplication
- Digital Device Fingerprinting
- Geo-Location Tracking

The Results

Adopting Sentry led PMR to realize several benefits.

First, the team at PMR spent less time on quality assurance. "We still do our quality assurance," said Lutz, "but Sentry really cuts down on the time we have to spend doing that." For most projects, PMR spends about half the time they previously spent on QA.

When projects are very large, Sentry also serves as a substitute for having people check the quality of open-ended responses. While it would be completely unfeasible to have a team of people read 40,000 open-ended responses, Sentry is able to automatically check the quality of respondent answers.

Another benefit of Sentry has been the ability to run studies in more languages. Because Sentry currently works in 30+ languages, it allows PMR to conduct studies that may not be feasible without it. Lutz said, "We don't have staff that speak all of these languages. And we don't have time to translate every response. So having an extra layer on foreign language surveys is very reassuring that we are delivering quality for our clients."

Finally, the most important benefit PMR has realized is confidence in their data. Even after beefing up their own quality control processes, Lutz expressed gratitude for the peace of mind delivered by Sentry. "That Sentry can give us this security, it's very reassuring to me that we have this extra check happening."

With the kind of protection delivered by Sentry, the teams at PMR can be confident in what they deliver to their clients.