



innovate  **CASE STUDY:**

CloudResearch & InnovateMR Announce a Strategic Partnership to Advance Data Quality in the Market Research Industry

The Challenge

More than 30% of respondents in online panels are inattentive, fraudulent, or bots.¹

Low-quality data introduces randomness (noise) - and worse - systematic bias, which is a problem that extends into all areas of society: polling, market research, and beyond.

Existing solutions fail to address the problem. There are certain device signals typically associated with fraudulent respondents. Basic solutions like digital fingerprinting, IP deduplication, and geo-location tracking can catch some of the fraud. While necessary, these solutions are not sufficient to solve the industry's data problem.

The task for InnovateMR was finding a data quality solution that could scale to meet their high-volume needs. They needed a customizable solution that was also available in multiple languages, and could integrate into an existing system.

InnovateMR is a sampling and ResTech company that connects organizations with targeted audiences around the world and develops forward-thinking products to support informed, data-driven strategies, and identify growth opportunities.



I was really impressed with Sentry's approach because it felt very unique and different than anything I had seen in the space.

-LISA WILDING-BROWN, CEO, INNOVATEMR

¹CASE, 2021. Available at <https://case4quality.com/resource>

The Solution

Sentry is a pre-survey vetting system that uses advanced behavioral assessment alongside technological solutions to identify and remove low-quality participants before they can enter a survey.

By partnering with CloudResearch, InnovateMR was able to integrate Sentry via API. This seamless incorporation in the pre-survey environment allows participants to be vetted in less than 30 seconds. Almost instantly, Sentry allows only high-quality participants to enter the survey, and bars the entrance of inattentive respondents, bots, and fraudsters.

Sentry's unrivaled features include:

- Behavioral + Device-Based Fraud Detection
- 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



Reduction of **reconciliation rates** by **>50%**



Identification of high-quality partners for external sample recruitment via **Sentry's Quality Tracking Monitor**



Development of **specialized B2B modules** to ensure participants are who they claim to be



Completion of screening for approximately 3 million respondents, contributing to **industry-leading quality** across hundreds of client projects.

Uniquely positioned in the research ecosystem with expertise for both complex academic research and consumer market research for business impact, academics and corporate researchers alike rely on CloudResearch for the truth in polling, surveys and managed research.



As the online survey ecosystem has continued to advance in our industry, so have the tactics of fraudsters with nefarious intentions. Our new partnership with CloudResearch and their Sentry tool ensures that we remain on the cutting edge of survey technology.

-LISA WILDING-BROWN, CEO, INNOVATEMR