



The Quality Imperative: Reliable Data Starts at the Source

February 13th, 2019

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Meet the Presenter

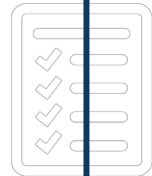


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Data Quality Can Be Compromised in Many Ways

Sample (Aggregated) Level



Sample Frame

- Sourcing
- Coverage
- Selection
- Blend
- Duplication

Panellist (Individual) Level



Engaged

- Question Design
- Screeners
- Translations
- Unrealistic QC checks

Unengaged

- Inattention
- Non-deliberate lying
- Satisficing
- Bored
- Rebellious



Fraud

- Deliberate lying
- Cheating

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Sourcing Breadth & Depth



What Are We
Trying To Achieve?

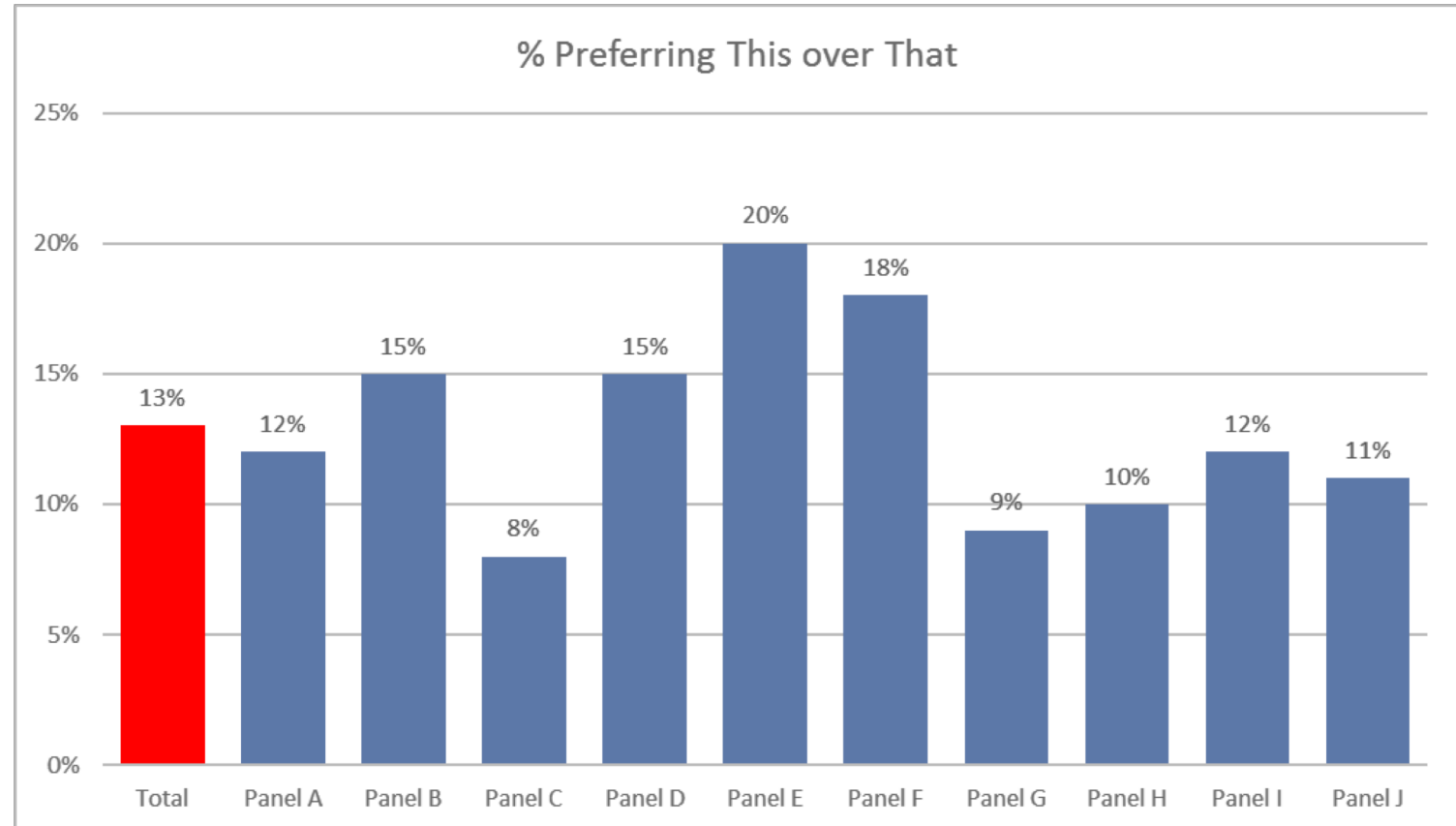
Representivity

- Each person sampled represents all the people just like him/her who were not sampled
- If all the possible opinions are present
- In their correct proportions
- We will have the truth
- For that population
- A serendipitous by-product of random sampling...

Representivity

In Online Access Panels

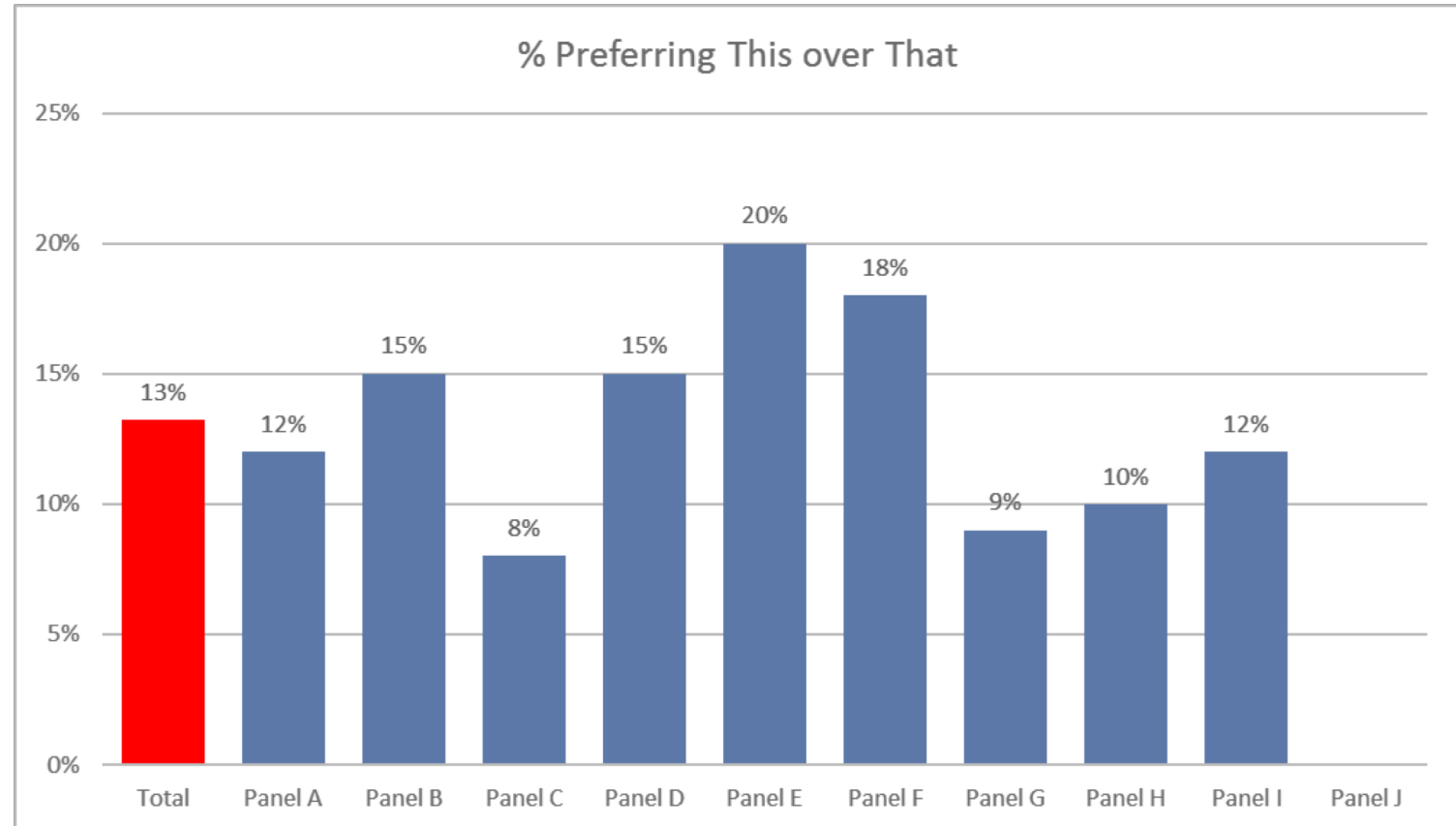
- Each Panel represents itself
- “Itself” is usually indefinable
- Further from the grand mean, more likely to be a single source



Representativity

In Online Access Panels

- Total is a stable number
- But is it right?



Highly-Diversified Proprietary Assets

Loyalty Panels

- 28 Global Markets
- >100 leading brands directly invite their customers to join
- Unmatched for engaging high-value demographics & B2B



Traditional Panels

- 40 Global Markets
- >200 diverse sourcing Partners, across broad media channels
- Excellent geographical coverage and at-scale in all markets



Mobile Panels

- 19 Global Markets
- Opens recruitment sources unavailable on desktop
- Unique demos & data collection (e.g. directed shop / meters)



Integrated Panels

- 46 Global Markets
- >100 direct community, social & gaming platform integrations
- Drives young, male and hard-to-reach specialty audiences





Validity in Online Panels

Is largely a matter of faith

- Face validity - does it look right?
- Confirmation – this is right, therefore that is right...
- And then you have to think about other sources of error

Total Survey Error – Online Access Panel Surveys

Panel Environment

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Panel Environment

Data Quality Elements

- Survey Software/Programming: How does the survey look, feel and work?
- Invitation mode and wording
- Panel Management Practices: Panellist Tenure
- Panel Management Practices: Attention Measurement/Panellist Training
- Panel Management Practices: Resting

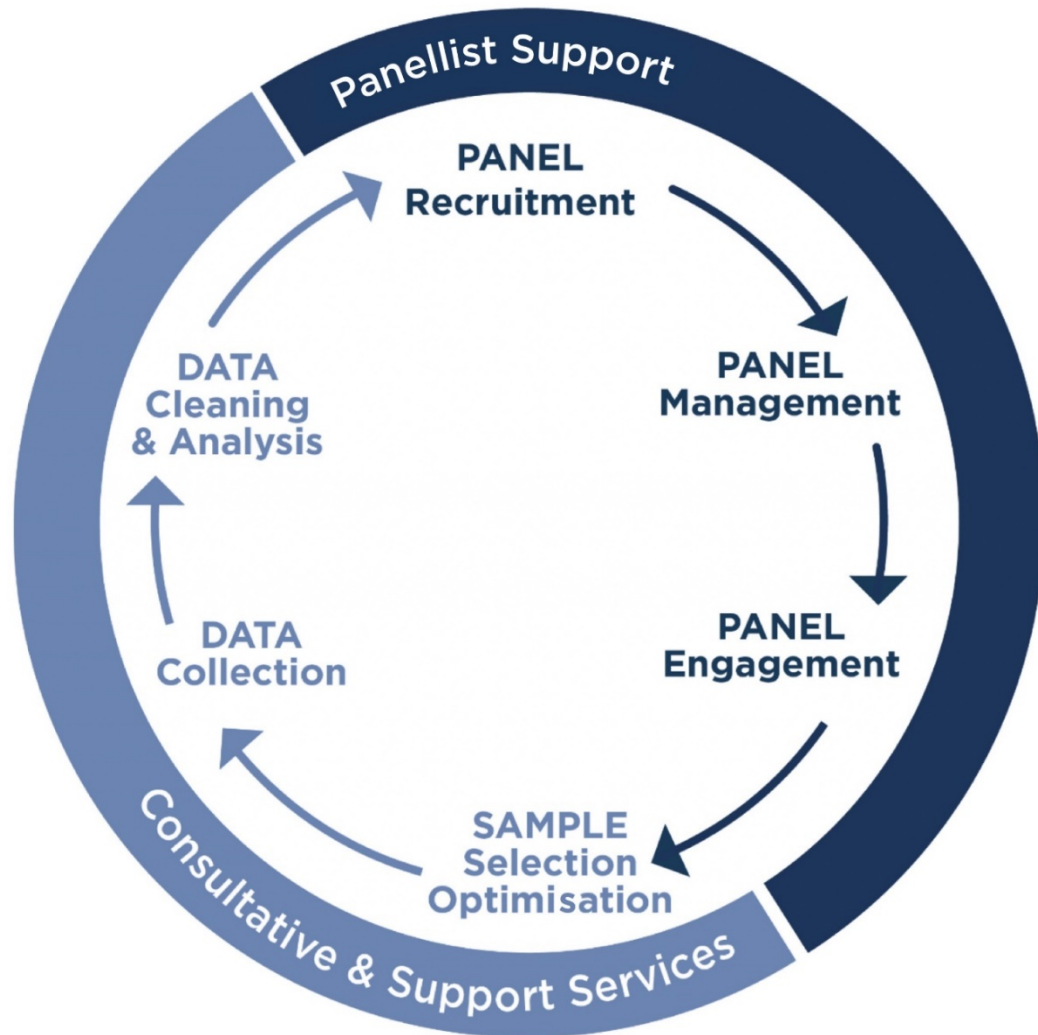
Breadth + Depth = Quality





A Commitment to Transparency





Total Research Quality[®] - ("TRQ") System

Quality data begins long before the data is collected and ends long after the analysis is complete.

A comprehensive integrated system of tools, metrics, procedures, and policies that operates throughout the entire lifecycle of each participant across every project we complete to ensure our clients are receiving the highest quality research data available.

Total Research Quality uses automation tuned manually

TRQ is a dynamic system built to ensure panelists are engaged, representative and validated.



Dedicated Data Quality Team

Investigating and Identifying attacks

Rules configuration

New technology implemented



Robust Process

Establishes best practices

Streamlines feedback loop

Captures data for metrics

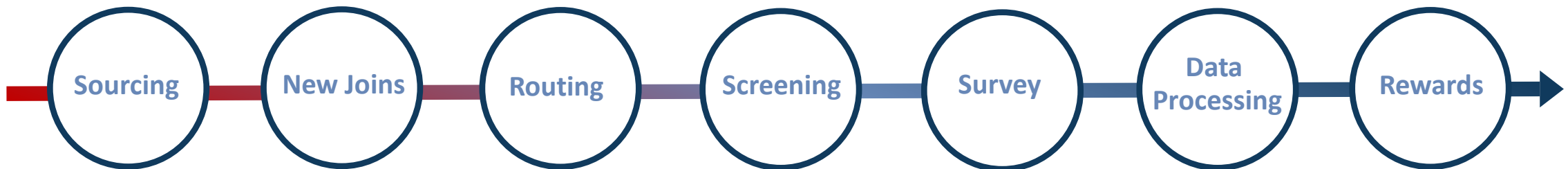
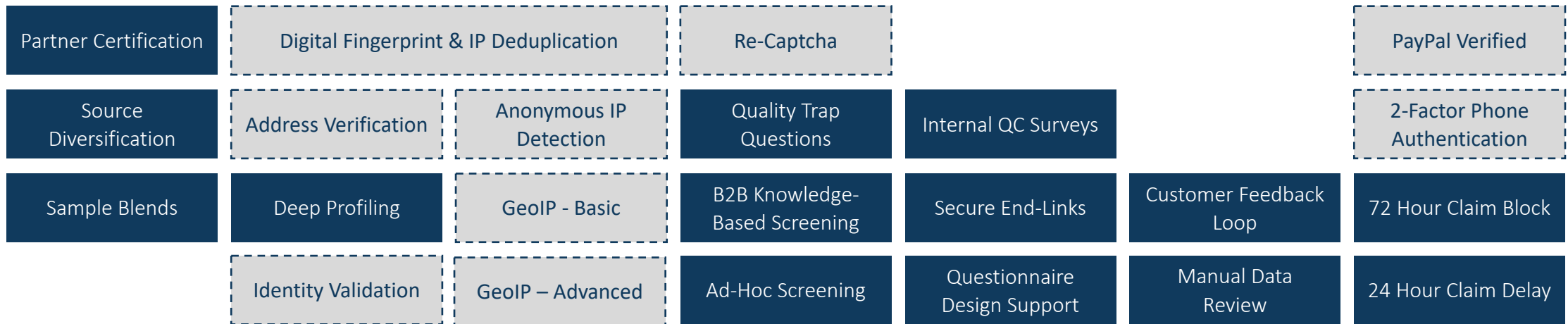


Automated Checks

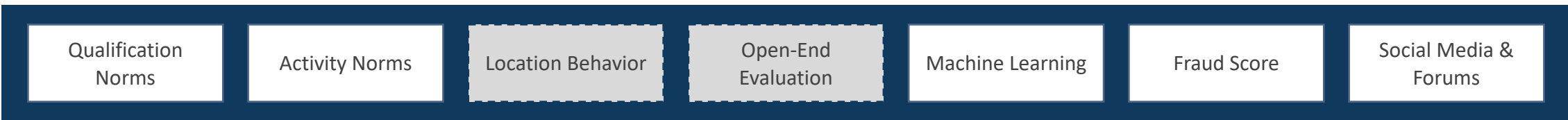
Provides scale and speed

Applied consistently

Deep, End-to-End Quality Management



Always-on behavioural monitoring



Using Best-in-Class 3rd-Party Tools

Thank You!

Contact us:

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