



# Panel Management And Data Quality

**Sleuth™ provides unrivaled sample purity and survey integrity**

## EXTRA VERIFICATION

Quality is always top of mind. After a consumer joins our panel and completes the double opt-in verification process, we take it one step further to confirm thoughtful and truthful responses before they are confirmed panel members. This triple-opt-in process helps ensure panelists engagement and quality



## THE HUMAN ELEMENT

Each and every survey we program contains open ended questions that ask all respondents to go into details about the survey they just completed. Those who do not answer properly are also removed from the survey completes. Validating with technology is step one; validating that someone has read your survey and understood it is an added step Symmetric offers that no one else does.

## SOURCE VETTING

In addition to building and managing our own panels for more than 30 years, we specialize in aggregating and vetting other sources. We apply our quality standards to all survey responses running through our system, whether that is through our panel, a third party, or a client list. Our experience gained from collaborating with panel partners over the years allows us to complete even your most difficult and hard-to-reach audiences with only the most trustworthy sample in the industry.



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## PANEL MANAGEMENT

- Panel members' privacy, confidentiality, and anonymity are always protected.
- We have restrictions on how often our panel members can be contacted.
- We are constantly recruiting new panelists to ensure a diverse panel.
- Average tenure of our panel members is 2+ years.
- Our typical panel member takes three to five surveys per year.
- Panel members have complete control of their membership accounts and can log in at any time to update, modify, or delete their information. After completing surveys, panelists are asked to review and update their membership accounts. Additionally, all members of each panel are asked to update their membership accounts at least once a year.
- We take a complex approach to our sampling methods – We understand this is a science.
- Panelists caught cheating or underperforming are removed from the panel.
- Our online help desk provides assistance to respondents during surveys.
- Icion® panel-tracking software monitors members' participation in surveys, and inactive members are deleted.

## DATA QUALITY WITH SLEUTH™

**Sleuth™** is an active fraud-detection system that works in parallel with Icion® (the sampling system). Sleuth™ searches for evidence of cheating or fraud on the part of potential survey participants, based on:

**Duplicate Surveys:** Digital fingerprinting is used to eliminate duplicate surveys by the same respondent. The term "digital fingerprinting" refers to the "fingerprint" created by the browser settings and other device-specific settings on one's personal computer, laptop, tablet, or smartphone. Digital fingerprinting reduces the chances of having a duplicate respondent to less than 1 in 10,000.

**Risky Transmission Control Protocol/Internet Protocol (TCP/IP) Addresses:** A TCP/IP address (e.g., 168.78.139.158) is a label assigned to each device (computer, printer, laptop, tablet, etc.) in a computer network on the Internet. All TCP/IP addresses are monitored for irregularities, and those deemed at "high risk" of fraudulent behavior are blocked from participating in surveys.

**Geo Location Verification:** The location of the TCP/IP address is checked against target geographic areas to verify compliance with sampling specifications.

**Anonymous Proxies:** If the identity of a person coming into a survey is hidden by routing through an anonymous proxy server, that person is blocked from participating in our studies.