

Panel Management And Data Quality



First-Class

Panel Management
and Fraud Detection
Systems



SYSTEMIC APPROACH

Symmetric employs a systemic approach throughout the life of each panel member to ensuring high-quality data from panel participants.



RECRUITING



REGISTRATION



ENGAGEMENT



COMPENSATION



RETENTION

Panel Management And Data Quality



RECRUITING

Symmetric's panel members join because they want to offer their opinions and perceptions to help businesses shape and improve their products/services. We are not part of a loyalty program or a side means to earning points for online games. Panel members sincerely want to participate in marketing research. Our consumer panel was originally created in the 1980's as a mail panel. In 1996 we moved that panel online and many of the original mail panel members are still part of the online panel today. Through the last 25+ years we have focused recruiting using multiple methods- print ads, fax, telephone, refer-a-friend programs, working directly with website owners and utilizing online affiliate programs. We have a dedicated Panel Recruiting department that uses their decades of expertise to find only the best sources for recruiting our panels. They can also help you recruit your own communities if you need assistance.



REGISTRATION

- Symmetric uses an industry-leading registration process that purges bad registrants from our panels and removes risky respondents before they ever get invited to your survey. To become a panel member, potential panelists must pass our 3-phase process:
- First, they fill out the detailed registration page and pass the embedded quality checks. We verify all potential panelists through Strikelron®, which compares registration data to thousands of well-known databases that seamlessly integrate billions of records, to validate the accuracy of a person's demographics.
- Second, they complete the double-opt-in process in order to verify their identity.
- Third, those potential panel members who pass the first 2 steps will complete a follow-up survey loaded with traps, red-herring questions, IP vetting, digital fingerprint checking, and several open-ends that are personally reviewed by someone in our Quality Assurance Department. This identifies potential panel members who will take the time to answer open-ends with thoughtful, detailed responses. Those who successfully complete all these steps and provide thoughtful open-ended responses are added to our panel.



symmetric

scientifically balanced samples worldwide

www.symmetricssampling.com

For more information or to get a quote:

1-817-649-5243

info@symmetricssampling.com

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ENGAGEMENT

For over 20 years, we have offered our panel members more than just online surveys to keep them engaged. We regularly do iHuts, car clinics, taste tests, in-person and online focus groups, diary projects, and shop alongs with our panel members. Our vast array of project types makes members feel like they are part of a small community rather than a large online panel. Better member engagement means better data for you!



COMPENSATION

Symmetric's cash compensation model shows panel members we value their feedback and engagement. We never underpay participants – even if it means we pass on some projects. We believe it is more important to treat our panel members fairly. Our member communications about incentives set appropriate expectations, and our process for receiving incentives ensures a rapid payout, further underscoring how much we value our panel members.



RETENTION

Panel member participation is carefully monitored through our proprietary sampling system, Icion®. We immediately remove cheaters and underperforming panelists. This way, we retain only those participants who are committed to providing high-quality responses and data. Even with our rigorous approach to data quality, our member retention is an average of over 3 years, compared to an industry average of six months.



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A Proprietary Tool to Ensure Data Quality

At Symmetric, we aren't satisfied with providing just the highest-quality respondents available. We continue to monitor data quality throughout each survey project. Sleuth™ is a proprietary system that combines industry-leading fraud-detection tools of SampleChain, Strikelron®, BrowserHawk®, Maxmind, digital fingerprinting, and our fraud checking methods, algorithms, and a human element to review all survey data by hand. Sleuth™ ensures that each participant is a legitimate person through these checks:

- **Digital Fingerprinting:** Everyone's personal computer, laptop, tablet, or smartphone creates an individual "fingerprint" by the browser and other device-specific settings. By checking the digital fingerprint, Sleuth™ reduces the chance of having a duplicate respondent in a given survey to less than 1 in 10,000.
- **Risky Transmission Control Protocol/Internet Protocol (TCP/IP) Addresses:** A TCP/IP address is a label assigned to each device (e.g., computer, laptop, tablet, smartphone) in a computer network on the internet. We monitor all TCP/IP addresses for irregularities and block those deemed "high risk" of fraudulent behavior from surveys.
- **Geo-Location Verification:** The TCP/IP address's physical location is checked against target geographic areas to verify compliance with sampling specifications.
- **Anonymous Proxies:** We block respondents who hide their identities by routing through an anonymous proxy server or VPN.
- **HTTP Cookie:** When a person completes your survey, Sleuth™ places a small piece of computer code (a "cookie") on the respondent's computer, laptop, tablet, or smartphone. This cookie blocks the respondent from taking the same survey a second time.
- **Time Zone Verification:** We check what time zone the computing system is set to during survey login. While very few other companies do this, we have found that time zone verification identifies and removes additional respondents that do not fit your time zone/geographic requirements, further preventing fraud.
- **Reviewing Panel Partners Respondents' Past-Survey History:** When we bring our vetted, trusted sample partners into a project, we can view how many surveys they have completed in the past 24 hours. We can then decide if we should disqualify them as a professional survey taker or high-risk respondent.

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- Sleuth™ also adds a human element to data quality: all surveys programmed in our proprietary software contain open-ended questions. Every verbatim response to an open-ended question is reviewed daily by the Quality Assurance department. While online surveys are in progress or upon their completion, a series of filters and triggers alert human Investigators of possible cheating or irregular behavior (e.g., survey time elapse, straight-lining answers, non-answers, short answers, or inappropriate answers to open-ends). Symmetric's investigators review and reject questionable completed surveys if cheating or irregular behavior is confirmed. Finally, Symmetric's Quality Assurance Department daily reviews, updates panel-member fraud scores, and removes panelists with unacceptable scores from your survey and from our panels
- Even when we are not programming and hosting the survey, we still ask an open end when you launch our sample back to our site after completing your survey. Our quality assurance department reviews that open end daily and we will alert you if we find anything concerning. We also offer a service where clients can send us their open-end responses so our quality assurance team can review the results, saving clients valuable time and money. We then alert you if we find any respondents that we recommend deleting.
- We augment these tools with custom pre-screeners: a uniquely innovative, proven, and proprietary approach to data quality that detects outliers in data and removes over-reporters. By asking pre-screening questions (that are customized based on your target audience), we make sure we are getting only the right people to your survey.
- We have also partnered with SampleChain to apply their proprietary machine learning APIs to identify respondents who are either fraudulent or who have committed fraudulent behavior in the past. This allows Symmetric to look beyond your survey to evaluate respondent behavioral credibility within and outside the marketing research ecosystem.

Symmetric's Panels Stand Out From the Competition

- **Worldwide consumer panel**
Millions of members take surveys in 11 languages and in over 200 countries and territories
- **5 Specialty B2B panels**
Medical, Contractors, ITDMs, Executives, and Physicians
- **Average panel member tenure 3 years**
(industry average is 6 months)

Learn More about
Symmetric's Panels:

[CLICK HERE](#)