

CAN YOU REALLY **TRUST** YOUR DATA?

Fraudsters are constantly learning,
evolving and getting smarter.
So do we.



At MM-Eye Ltd, we believe that on average,

**40% OF INTERVIEWS
ACHIEVED VIA PANELS
ARE NOT GENUINE**

In some markets and with some panel providers, it's as high as 90%

Whilst panel providers will provide a whole list of automated checks to ensure data quality, based on our experience, it's just not enough to stop fraudsters.

Research agencies need to be even more vigilant and stringent with their quality control checks; **not relying solely on panel providers to do it for them.**

5-point check-list

Is your research agency doing the basics?

1

Validate responses against hard facts, such as buyer profiles and sales figures

2

Validate responses against logic, such as mean responses, historic data, and the quality of written verbatims (i.e. expectations of the audience and their language of origin)

3

Be prepared to remove completes they don't trust – and deal with the backlash that sometimes ensues from panel providers

4

Be prepared to extend fieldwork to obtain genuine responses

5

Carry out thorough data integrity checks and share their findings with you before sending a final report

The MM-Eye Data Validation Framework

We go further (and beyond, to keep up with the bots)

We are constantly looking for new ways to catch fraudulent responses. We combine AI driven automated checks, live in-survey checks and post survey human oversight to verify that we have genuine respondents, with valid responses.

If we don't believe the response is genuine, at any stage in this validation process, we delete it (and replace it).

AI DRIVEN AUTOMATED CHECKS

- **Straight lining checks** to flag respondents selecting the same answer for most or all questions - indicating they may not be attentive.
- **Respondent behaviour checks**, such as speed checkers to screen out responses that fall below a reasonable threshold of completion time.
- **Overclaiming limits** to check number of brands mentioned in relation to spontaneous awareness and next intended brand/s.
- **Automated survey data validation**, against brand penetration/ownership levels, built into the survey script.

LIVE IN-SURVEY CHECKS

- **Red herring questions**, designed to catch respondents not paying attention and ensure they actively read the questions.
- **Trap questions** which include fake options. These are rotated to limit programmed click-farms and cheats, to stop them automating responses.
- **Hidden question only visible in html** - genuine respondents therefore don't see this question only automated bots.
- And we **only work with our trusted panel provider partners**. If we believe that fraudulent response rates are too high (and steps aren't in place to improve), we don't work with them.

POST SURVEY HUMAN OVERSIGHT

- **Manual review of all verbatim responses**, to identify bots, fraudulent responses or unengaged individuals. Including – gibberish, nonsensical or AI generated answers.
- **Weekly, comprehensive review of entire dataset**, including a deep dive into both open-ended and closed-ended questions.
- **Post data collection validation of brand or product ownership**, as a proportion of interviews achieved – ensuring ratio is in line with national sales.

IT WORKS!

In the last 12 months, the number of interviews removed post completion has dropped due to our integrated live survey checks.

In a recent UK brand health tracker, with these extra checks in place, **post survey removals fell by 34% in 2026.**

Removals now happen in real-time, at source, not post completion. Improving both accuracy & speed of delivery.



We'd love to talk

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