

# AUTHENTIC RESPONSE'S AUTHENTIC VALIDATION



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It all boils down to the data. Accurate, authentic, reliable data.

Holding online security and panel integrity to the highest standard, Authentic Response developed Authentic Validation –a proprietary, industry leading multi-step validation process that ensures your data set includes only responses that have been positively identified as authentic. With security checks from the panel registration process to post survey analysis, you can rest comfortably knowing you have the best possible protection against duplication and fraudulence. After all, quality data is our best practice and something our clients never pay for.



## The Authentic Validation Process



- **Invitation Only:** We recruit via invitation only. Unlike the vast majority of panel providers who use an open recruitment process, you cannot “Google” us to register for our panel. By knowing our audience before they join we help stop professional panelists at the front door.
- **Double Opt-in:** In 2000 Authentic Response developed and patented Double Opt-In Recruitment. Today it is an industry standard (U.S. Patent No. 6,167,435). During this process demographics, firmographics, and psychographics are collected to progressively profile each respondent. This extra step produces a more engaged participant and enables us to reach your desired population faster and more cost effectively.
- **Profiler Trap Questions:** Our profile traps take a number of forms including questions that detect pattern responders, checks that measure answer consistency, etc. By combining a number of these tests we are able to weed out ‘speeders’, pattern responders, ‘satisfiers’, and ‘gamers’ who would otherwise appear in your data set.
- **CAPTCHA Verification:** You’ve probably seen this before -a Web site security check asking you to type in a string of letters and numbers found within a distorted image. Survey ‘bots’, once difficult to weed out even with the use of unique links and ID codes, are unable to solve this challenge-response test and are prevented from registering.
- **Physical Address Validation:** New panelists are validated against known, deliverable addresses.

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- **MyView Security Checks:** Our invitation only registration process hinders 'gamers' from joining a panel multiple times using different e-mail addresses. As 74% of consumers have at least 2 e-mail accounts<sup>1</sup> and free e-mail providers such as Gmail, MSN and AOL have no limitations on new accounts per person, this check helps eliminate an obvious security threat.
- **Similar User Data Detection:** Using programmed algorithms and ongoing examination by our data quality team, we're always on the prowl for panelists with similar user data—a surefire sign of someone trying to beat the system by signing up with multiple accounts.
- **Secondary Data Checks:** We compare results from internal profiling surveys to data conducted by well respected, third party researchers to ensure that our panelists are providing accurate information on an ongoing basis.
- **PreQual and MyView Data Consistency:** We constantly look at multiple sets of data to validate responses. Prior to entering a survey, or within our MyView portal, panelists are occasionally asked questions already on file. This helps to ensure that our data is current and allows us to flag any suspects.



- **Digital Fingerprinting:** We use standard cookies to prevent respondents from taking the same survey multiple times. But we also take it a step further: our digital fingerprinting is a proprietary, industry leading technology that uses a hidden code to sniff out unique PC-specific identifying characteristics to determine past attempts at participation and seamlessly prevent respondents from taking the same survey multiple times.
- **IP Duplication Security:** While every computer on the Internet has a unique identifying number, or IP address, most users who connect to the Internet are routed through an IP address assigned by their network provider. For each survey, we do not allow more than a set number of connections from the same IP Address within a specific timeframe. This technique, combined with our other security checks, helps eliminate duplication and fraud.
- **RelevantView's RelevantID:** In addition to our digital fingerprinting we also use RelevantID -a widely adopted duplication detection technology. A free service to all Authentic Response clients, this system adds an additional layer of independent, third party validity and support to our suite of industry leading security processes.
- **Geo IP Check:** A powerful system that automatically cross references each panelists' IP address before they access any survey with their original IP address. Those with different addresses are flagged and investigated. This check also allows us to validate based on location and country of origin depending on the panelists' Internet Service Provider.
- **Known Fraudulent Proxy Detection Security:** Another technological bellwether, respondents coming from a known batch of suspect Proxy Servers, both domestic and international, are prevented from accessing all surveys.
- **Dual ID Code Security:** Each and every survey includes two links. These ID codes are created at the onset of the survey and can be validated by the hosted Web site. Prior to distributing an incentive we always double check against the IDs to ensure there was no manipulation.

<sup>1</sup> David Daniels, Vice President Jupiter Research (Dec. 2007)

Registration

MyView  
Portal

Pre-  
Fielding

In-Field

Ongoing

- **One Click URLs:** All of our survey invitations include one-click URLs to prevent forwarding to other e-mail accounts or posting on message boards. We also do not allow panelist referrals because this is another potential security threat.
- **Fast Time Detection:** In addition to the profiler traps that can detect speeders, we also record the overall completion time for all surveys. If a respondent quickly breezes through survey questions or has a long delay before hitting one of the final pages of the survey, they are automatically flagged. If this is recurring the respondent is removed from our panel.
- **Real Time Fraudulent Term-outs:** This unique, live communication process allows clients to forward respondents who have provided poor quality, enabling us to know in real-time which panelists should be investigated. This also prevents the time consuming process of data scrubbing during or after fielding as these respondents are never reported against quotas or completion totals.



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- **PayPal Cross Reference:** Our staff proactively monitors whether respondents are using the same e-mail address to access surveys and their PayPal account (the online system we typically use to reward respondents). Those with different e-mail addresses are suspect and removed accordingly.
- **Web site Partner Data Consistency Checks:** We work with our Web site partners to match answer responses to our panel profilers. If a panelist provides inconsistent data we can quickly identify and remove him or her from the panel. We also monitor the data quality of our partner Web sites to make sure their respective panelists are unbiased and highly responsive. Web sites with quality issues are removed from our network—a process made possible by owning our recruitment engine.
- **Live Customer Service Team:** We provide live customer service to our panelists. During the course of this interaction we are able to discern whether a panelist is undesirable and weed them out accordingly.
- **Suspect Panelist Investigations and Research:** If we or our clients detect an issue with any respondent based on his or her responses, our Data Quality team will quickly investigate all aspects of the panelist's behavior from the Web site they joined through, their past survey behavior, and their algorithmic security score. This helps us remove questionable participants and allows our Data Quality team to stay one step ahead by sending test versions of our new security releases as a development platform.

