

The Accuracy of Marketing Research

How does Data Quality Control Work?

Bad data leads to bad decisions. In the age of behavioral economics, in order to build a powerful brand you need exceptionally reliable insights to understand and feel your audience. How to get reliable insights?

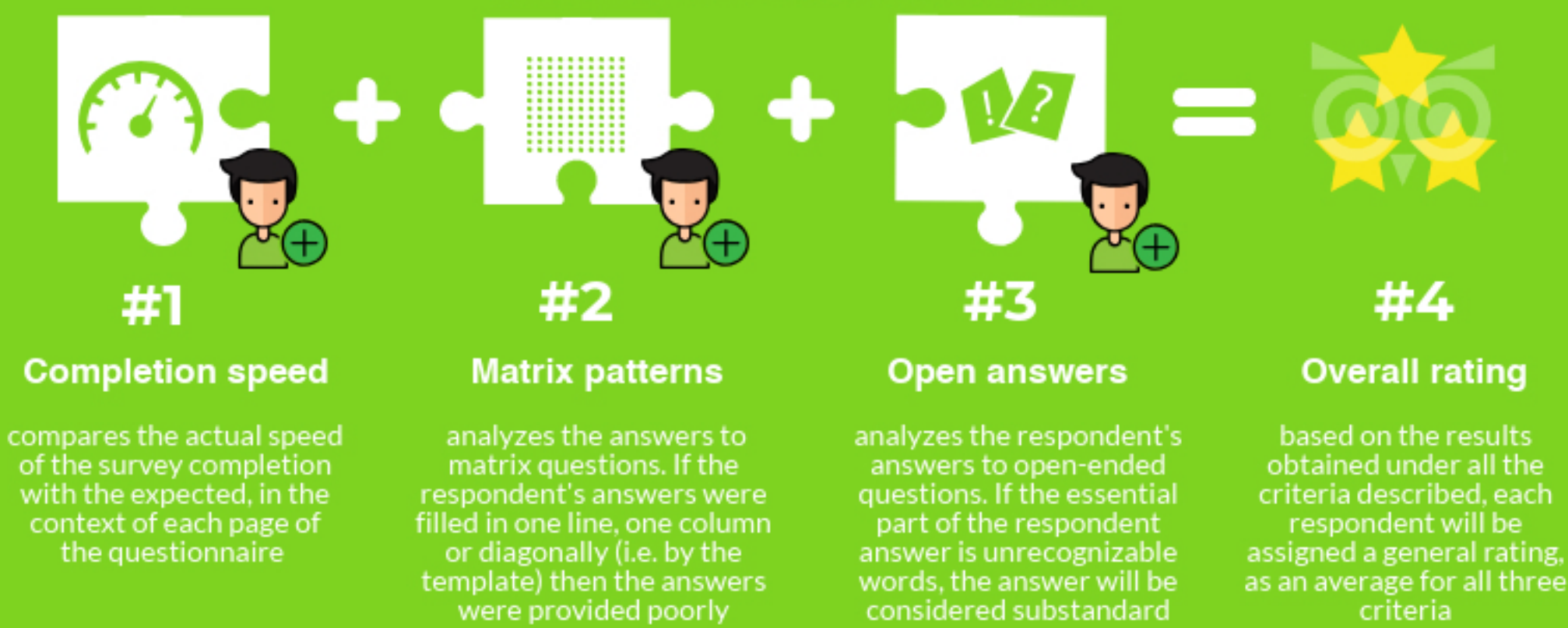
All too often survey creators are focused on the quantity of responses rather than the quality of the response. Not in every instance more responses leads to more accurate conclusions.

95%
Of Responses
should be in a high rate

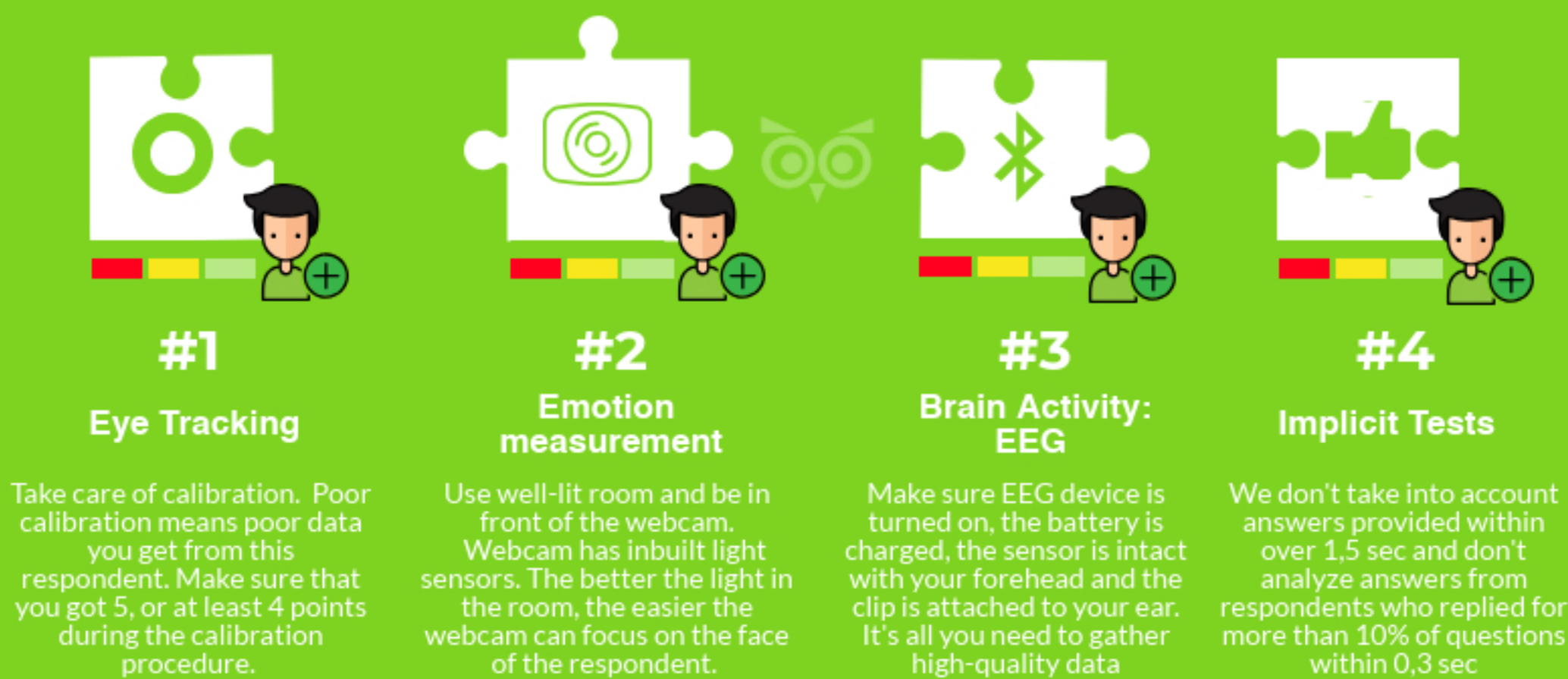
We use unique smart algorithms based on Artificial Intelligence to identify and exclude poor or bad-quality answers. Our quality control system evaluates the completion of the questionnaire by each respondent in the context of three criteria: Completion speed, Matrix patterns, and Open answers.

How do I know if I have bad data?

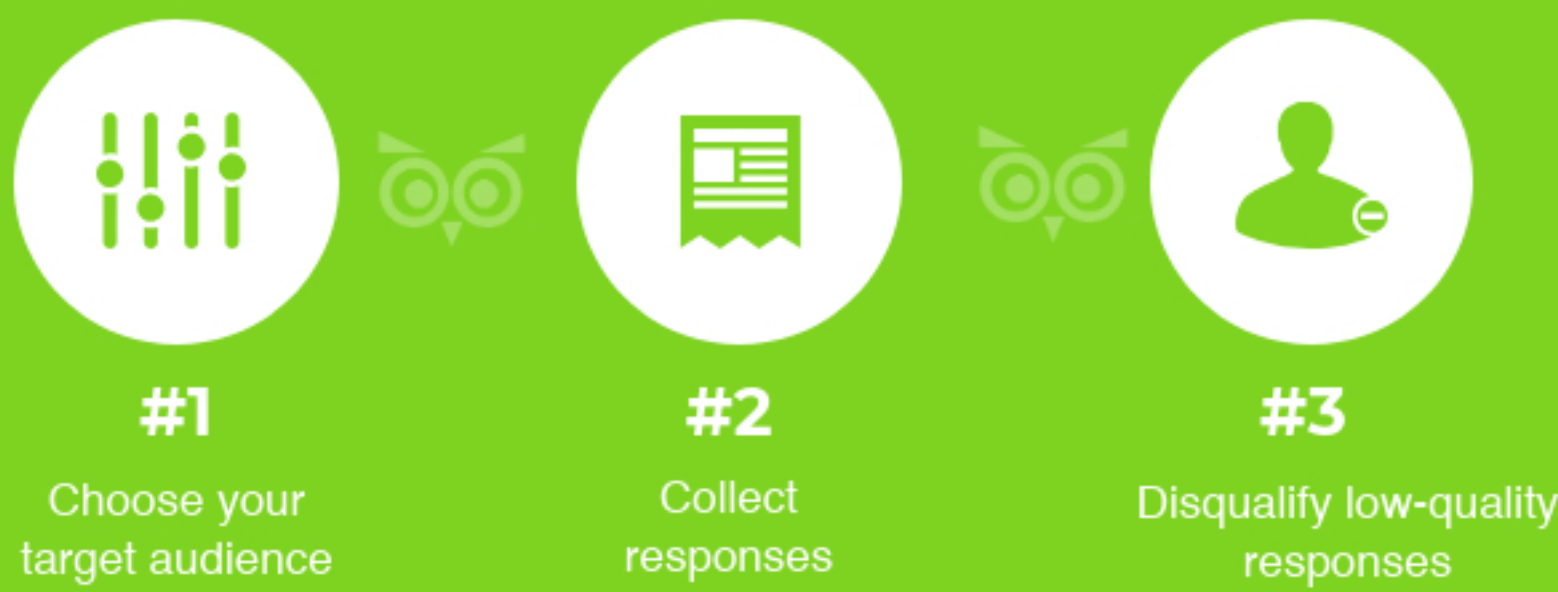
SURVEY DATA QUALITY CRITERIA



DATA GATHERED VIA NEURO-TOOLS



How to get reliable insights?



Keep your data top-quality collecting responses online

Connecting with consumers anywhere in the world you also can be sure - no "speeders" and "straight-liners" anymore. Sit back and relax, you won't pay for unreliable answers.



Combine surveys with neuro-tools and get reliable insights within 24 hours!