

SIDE-BY-SIDE COMPARISON

Blanc Shield vs Basic Checks

When Fraud Defense Gets Real: How Layered
Protection Changes Everything.



Blanc Research
December 2025



Two Studies. Same Specs. Different Outcomes.



Goal: Understand how new investment products would resonate with consumers.

A financial services firm ran two parallel omnibus studies to compare data quality.



1,500 Target Completes



25-Minute Survey



\$5 Incentive



10-Day Field Window

What "Basic Checks" Missed

The Stack

- IP logging (duplicates)
- Basic speed traps
- Attention check grids
- Manual review

What Slipped Through:

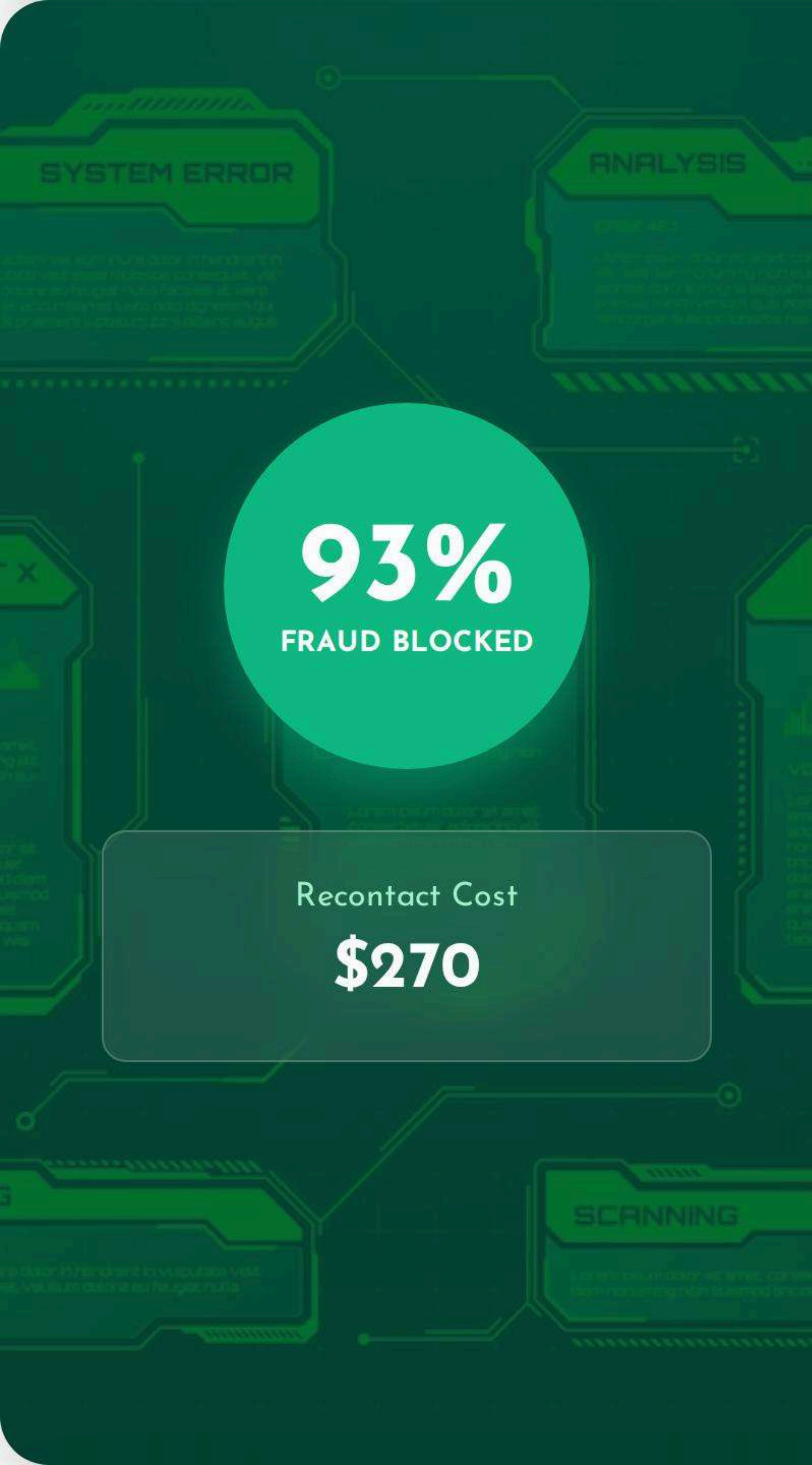
- ✗ 127 Duplicate Devices
- ✗ 89 VPN Masked
- ✗ 203 Straight-liners

Data Confidence: Medium ★★☆☆



Recontact Cost

\$2,175



93%
FRAUD BLOCKED

Recontact Cost
\$270

What Blanc Shield Caught

The Defense Stack:

- Real-time anomaly detection
- Device Fingerprinting (130+ signals)
- ML fake response scoring
- Semantic open-end analysis

Live Blocks:

- ✓ **127** Devices Blocked
- ✓ **156** Speeders Rejected
- ✓ **34** Copy-Paste Answers

★ Data Confidence: Boardroom Ready

Impact: A Clear Winner

METRIC	BASIC CHECKS	BLANC SHIELD	ADVANTAGE
Fraud Caught	29%	93%	+64 pts
Keeper Rate	71%	96%	+25 pts
Recontacts	435	54	-87%
Total Study Cost	\$9,260	\$6,615	-\$2,645
Actionable Insights	68%	94%	+26 pts

The Real Cost of Basic Checks: **\$31,740 Wasted Yearly**

Same Study. Different Decisions.

Basic Checks Path

Data Signal:

47% Interest (Inflated by fraud)
Strong among 25-34 age group

"Launch to 25-34 segment."

RESULT: FLOPPED

Targeted wrong audience. \$500K+ Wasted.

Blanc Shield Path

ROI 188:1

Data Signal:

31% Genuine Interest
Clusters in 35-49 Affluent

"Refine messaging. Target older affluent."

RESULT: EXCEEDED TARGETS

+43% Performance. Strategy Saved.



Why Blanc Shield Matters

1

Basic Checks Miss Most Fraud

Even "good" defenses let 29% slip. Fraudsters train against simple rules.

2

Cost Savings vs Decision Impact

Saving \$2k on the study is nothing compared to preventing a \$500k failed launch.

3

Data Quality Compounds

Twelve clean studies build a trusted asset that informs every strategic move.

Ready to upgrade your fraud defense?

Blanc Shield turns noisy data into signal.

Launch Blanc Shield Today

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