| The Problem: Campaign Failure

Marketing took the blame.

Despite high hopes, the campaign metrics flatlined immediately.

↓ **CTR**   ↓ **Conv.**

Below Benchmarks   Low Conversions

INITIAL CONCLUSIONS:

✗ Creative Issue

✗ Media Issue

✗ Execution Issue

| The Assumption: "Solid Insight"

✓ Audience Needs
Research confirmed audience desperately wanted Feature X.

✓ Messaging Test
Copy and creative tested positive in pre-launch surveys.

✓ Purchase Intent
Data showed strong intent to buy immediately.

Result: Teams optimized ads — not the data.

What Was Missed

The data looked clean. Too clean.

Standard quality checks failed to catch the underlying rot because the signals were mimicked perfectly.

Fast Completions

Passed standard speed checks (bots programmed to pause).

Consistent Responses

Internal consistency was high (bots straight-lined intelligently).

| The Audit

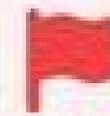⚠️ **Post-Campaign Audit**

The issue wasn't execution. **It was input.**

Synthetic Behavior Detected

Human Inconsistency Missing

Significant Low-Quality Flagged

| The Real Cause

Data failed before marketing. Insights were built on:

Imitated Behavior

Bots mimicking human actions to pass filters.

Optimized Responses

Answers designed to qualify for incentives, not truth.

Non-Representative

Participants who didn't reflect the actual buyer persona.

Marketing executed perfectly — on faulty signals.

| The Cost Compounds

1 **Budget Wasted**
Resources poured into a strategy destined to fail.

2 **Strategy Misaligned**
Product and messaging drifted away from real customer needs.

3 **Confidence Lost**
Stakeholders began doubting all research outputs.

Fixing execution couldn't fix broken foundations.

"When data fails, marketing never stands a chance."

Protect insights before activation.

- ☑ Validate behaviour, not just answers
- ☑ Detect fraud early, not post-launch
- ☑ Bring defense into workflows

Blanc Research