

CASE STUDY

# From 30% Fraud to Confident Segments

How One Brand Reclaimed Data Integrity



Blanc Research





# The Discovery

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## Routine Audit Shock

A routine audit uncovered that a significant portion of the survey budget was going to fraudsters.

**The Impact:** Segments were built on lies, not real customers. Every downstream decision was poisoned.





# Before: Segments on Shaky Ground



## Unverified Profiles

Self-reported age, income, and location data was never locked or validated.




## No Fraud Flags

Speeders, bots, and professional survey rotators passed as clean respondents.

## Result:

"We were targeting ghosts, not guests."

# The Turning Point: Blanc Shield Audit

Deep-dive analysis of historical panel data 

Cross-checked profiles for identity rotation 



Blanc Shield

 Flagged AI patterns & speeders

 Quantified exact fraud burden: **30%**



# The Rebuild: Clean Segments from Scratch

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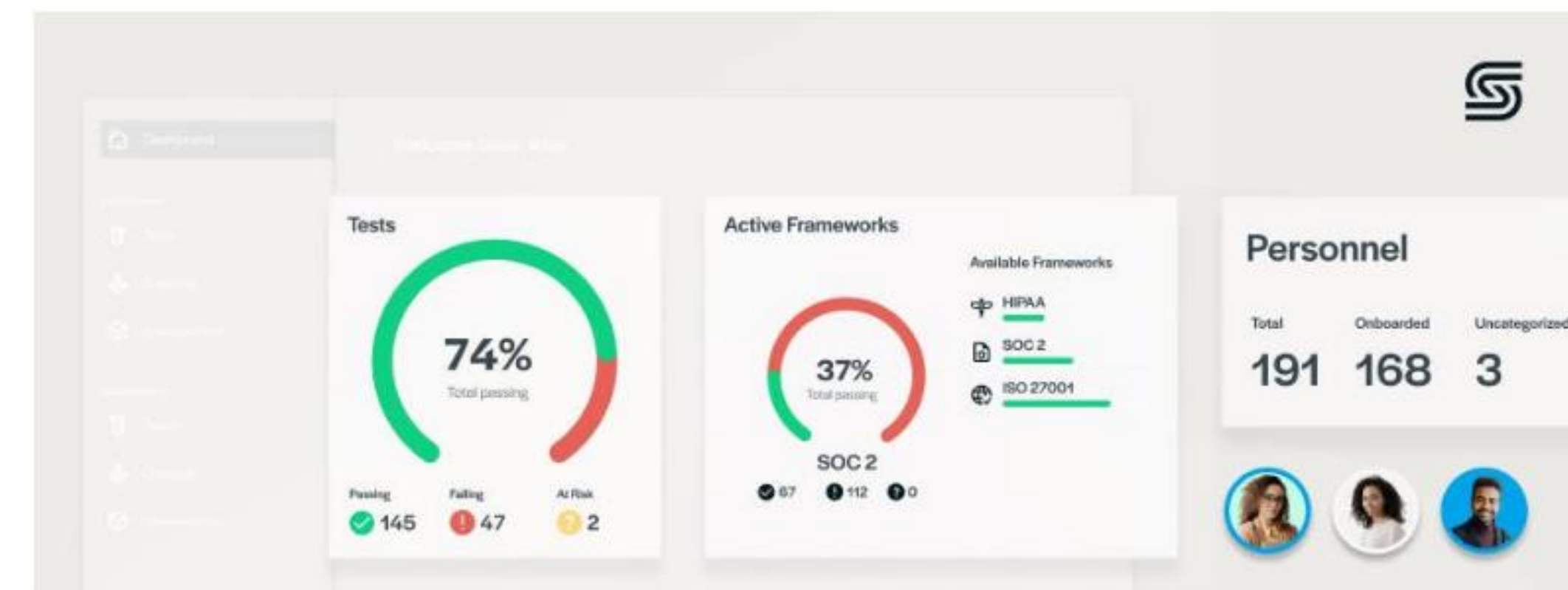


## Locked Demographics

Verified age, income, and role across all panel members.



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## Real-Time Monitoring

Fraud detection flags anomalies before responses count.



# After: Segments You Can Trust

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## ✔ Verified Reach

Eliminated 30% waste. Budget now reaches verified humans.

## ⚙ True Alignment

Segments now align perfectly with actual customer behavior.

# 43%

Campaign Performance Improvement

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"Leadership re-invests in research-driven strategy."

# Fraud Audit. Clean Data. Real Growth.

Discover how much of your research spend is wasted on fraud.

[Schedule your audit today](#)

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# Image Sources



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