

CASE STUDY

From 30% Fraud to Confident Segments

How One Brand Reclaimed Data Integrity



Blanc Research



The Discovery

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.

30%
BUDGET WASTED



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 

 Flagged AI patterns & speeders

 Quantified exact fraud burden: **30%**

The Rebuild: Clean Segments from Scratch

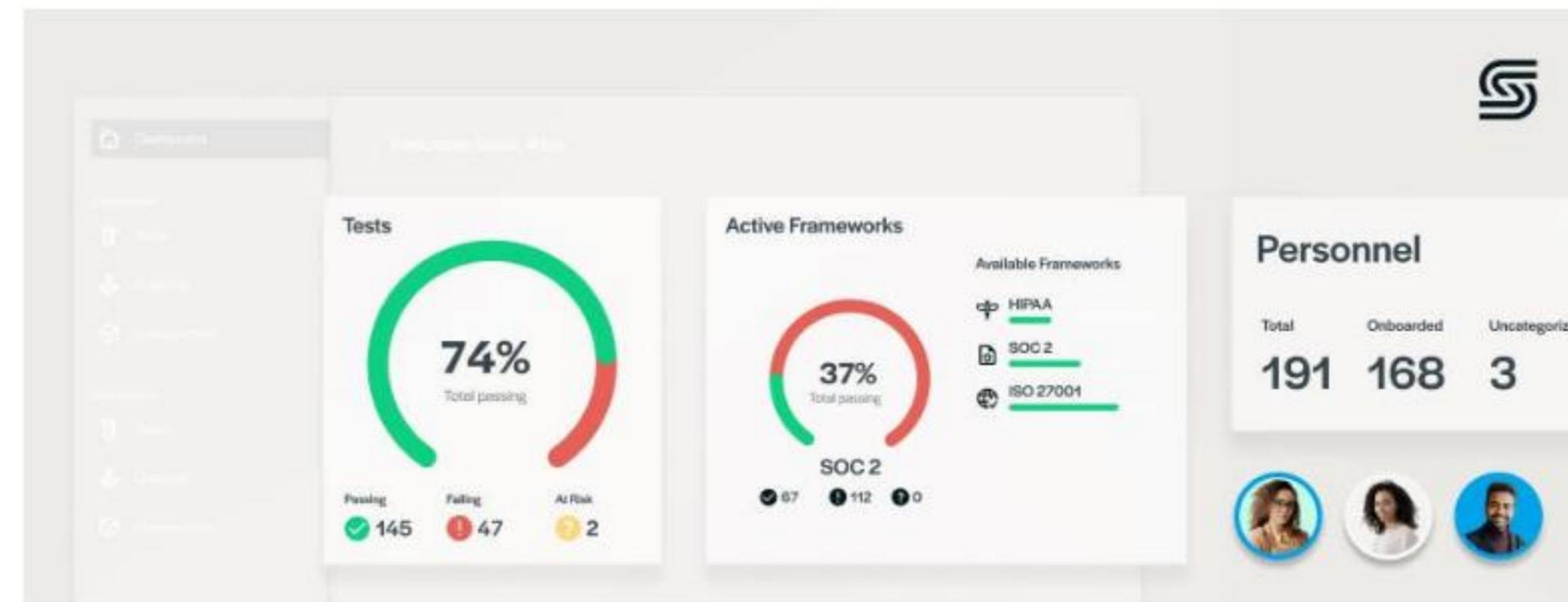
1



Locked Demographics

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

2



Real-Time Monitoring

Fraud detection flags anomalies before responses count.

After: Segments You Can Trust

✓ Verified Reach

Eliminated 30% waste. Budget now reaches verified humans.

⌚ True Alignment

Segments now align perfectly with actual customer behavior.

43%

Campaign Performance Improvement

"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

blancresearch.com

Image Sources



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