

FRAUD INVESTIGATION



How Bots Skew Your Market Research Data



| The Silent Threat: Bot Contamination



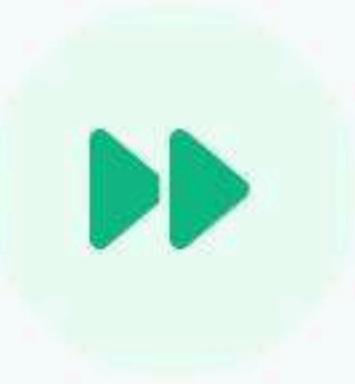
15-35%

of online survey responses globally are now automated bots.

The Impact

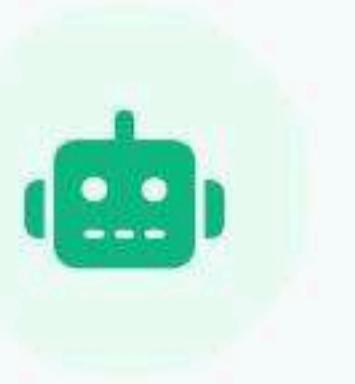
- ⚠️ **Bypass Defenses:** Modern bots beat CAPTCHAs and basic IP filters.
- ⚠️ **False Data:** Internally consistent but factually false patterns.
- ⚠️ **Flawed Decisions:** Strategy based on machine-generated "opinions."

Understanding Bot Taxonomy



Simple Bots

Speed-runners. <90s completion. Straight-lining. Fail simple traps.



Hybrid Bots

Automation + Human heuristics. Pass 60% of attention checks.



AI-Trained

GPT-powered. Generate coherent text mimicking human variance.



Bot Farms

Coordinated networks using shared proxies, VPNs, and cloud services.



Identical Timing



Pattern Repetition



Semantic Plagiarism

| The Study: Tech Brand Tracking

PROJECT SCOPE

Consumer Electronics

Brand perception & purchase intent.

SAMPLE SIZE

3,847 Responses

Targeting US tech consumers.

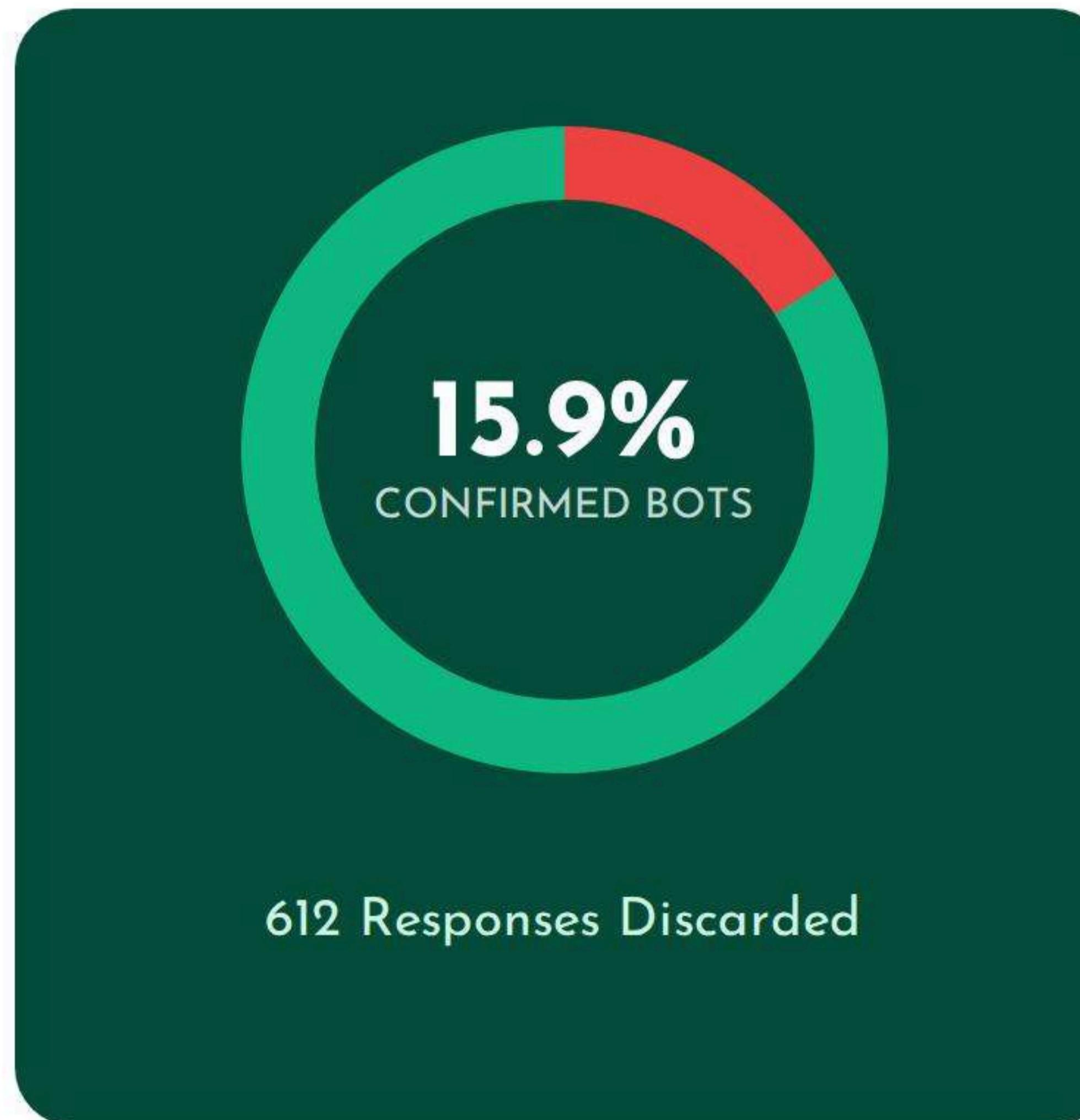
RED FLAG

22% Suspicious

847 responses flagged by platform scoring.



Deep-Dive Analysis Results



- Cloud Infrastructure **68% from 3 Provider ASNs**
- Response Time **Bots: 3.2m / Humans: 8.7m**
- Text Analysis **55% used Templated Phrases**
- Matrix Questions **Perfect Straight-Lining**

| How Bot Data Nearly Derailed Strategy

🤖 Bot-Skewed Data

Brand Awareness

67% (Inflated)

Purchase Intent

2.4x Reality

Risk: Client planned \$2M marketing push based on false "brand strength."

✓ Clean Data

Brand Awareness

52% (Accurate)

Market Position

Stable

Action: Shifted strategy to address "perception gaps" revealed by clean data.

Total ROI: \$2.45M Saved

Building Bot-Resistant Research

Immediate Remediation

- ✓ Re-fielded 612 responses with verified panelists.
- ✓ Recalibrated all client expectations with clean dataset.
- ✓ Alerted network security partners to bot infrastructure.

Future Prevention Framework

- ✓ **Multi-Layer Detection:** Device fingerprinting & behavioral biometrics.
- ✓ **AI Defense:** Use AI models updated quarterly to match bot evolution.
- ✓ **Strict Sourcing:** Exclude cloud-hosted IPs and limit proxy usage.



Clean Data is Competitive Advantage

Partner with Blanc Research.