

CASE STUDY

Panel Rotation Fraud

How Bad Actors Game the System

Blanc Research



The Problem: Panel Rotation Fraud

The Rotation Scheme

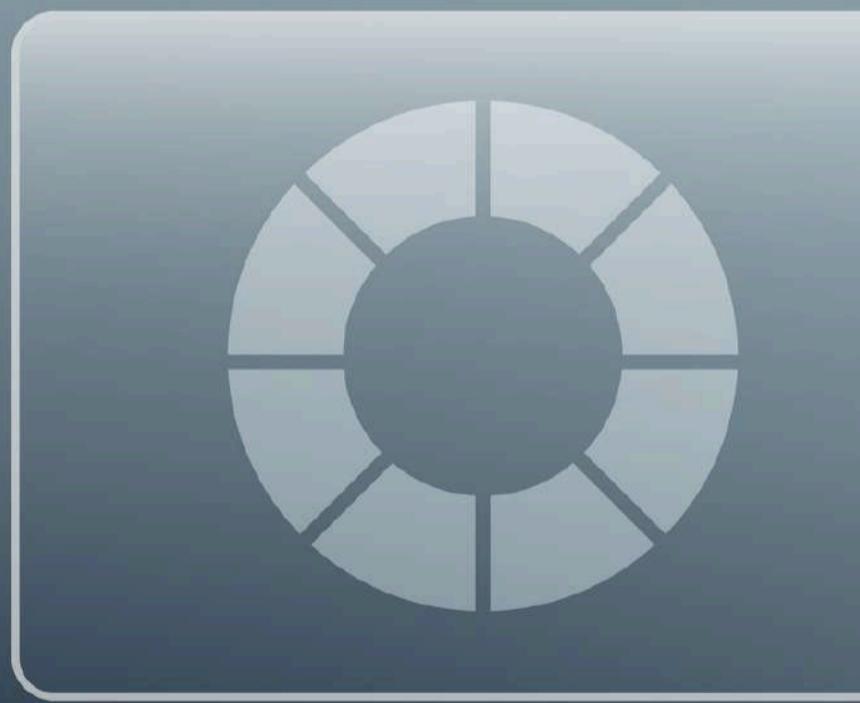
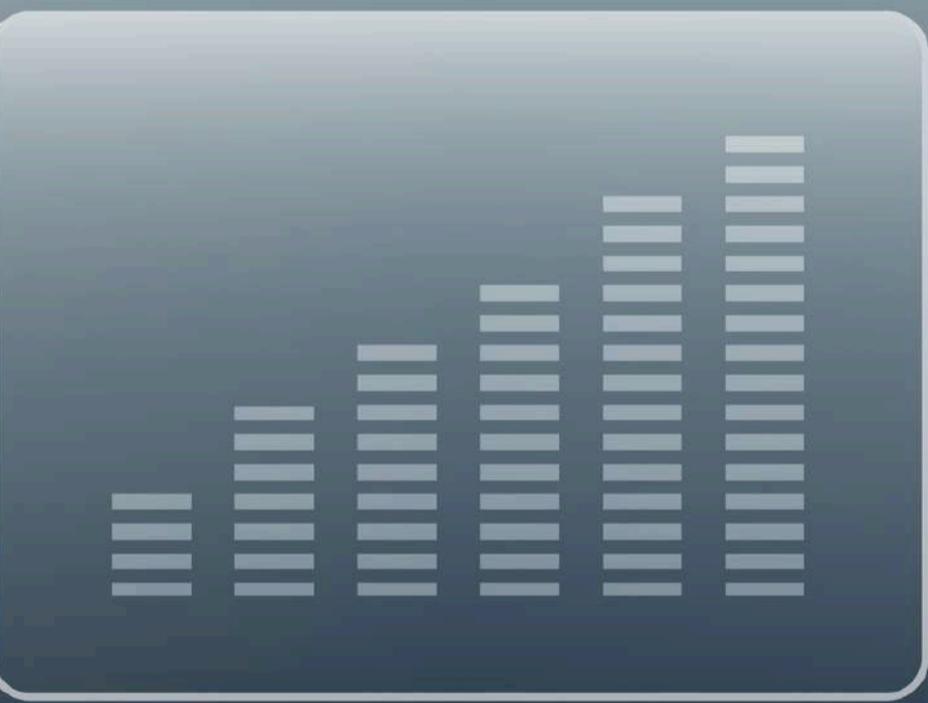
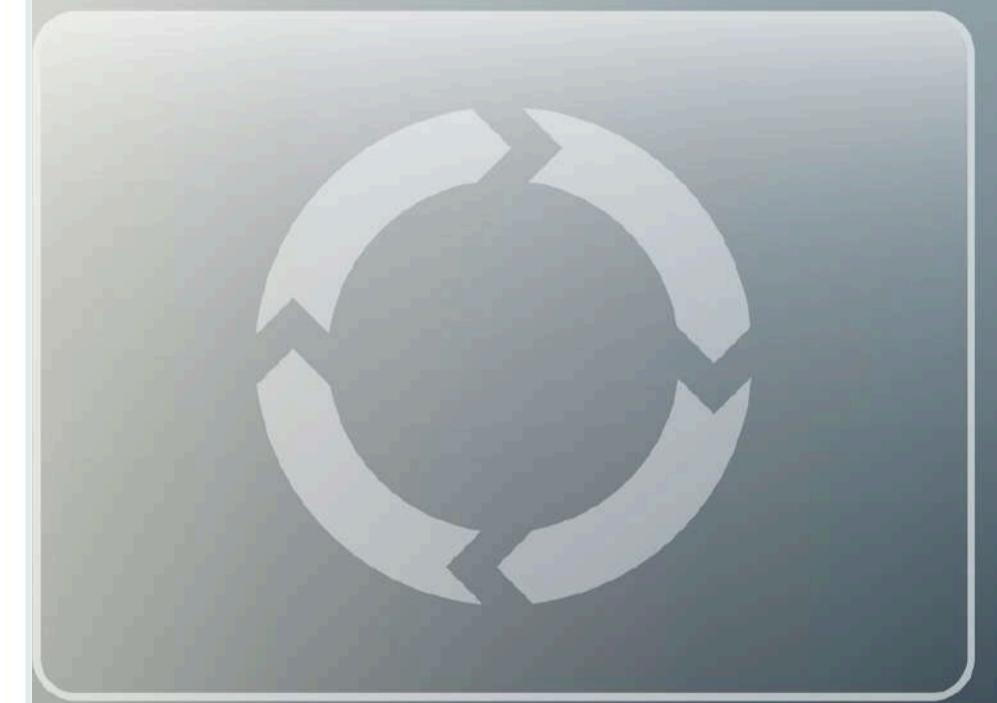
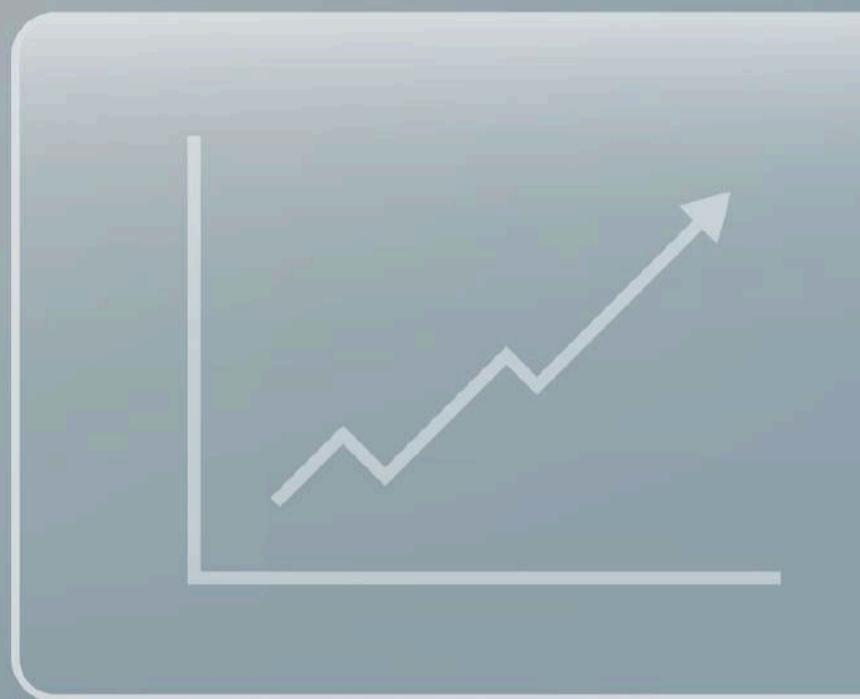
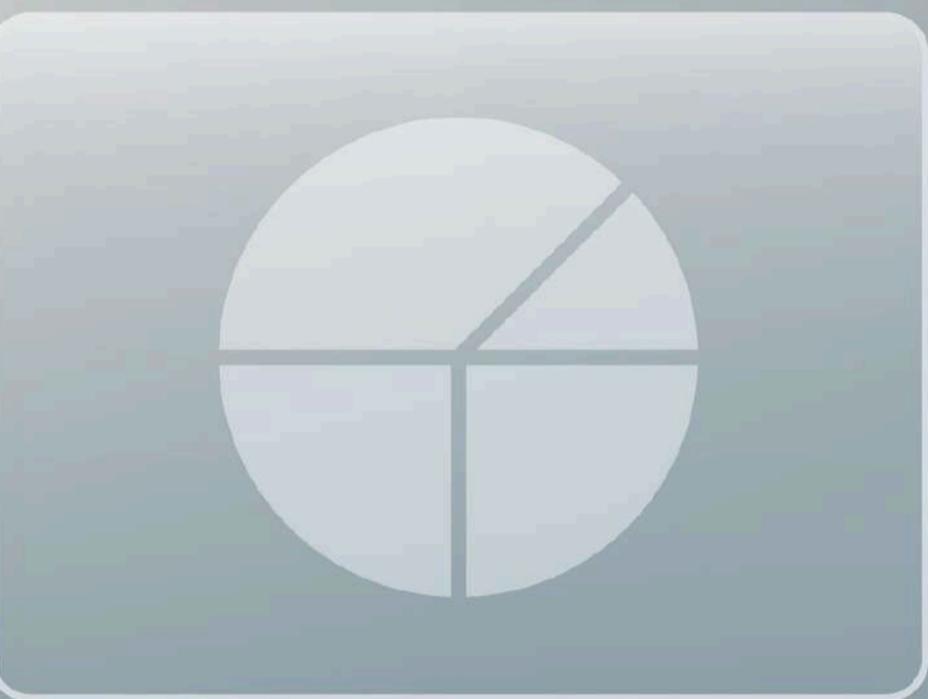
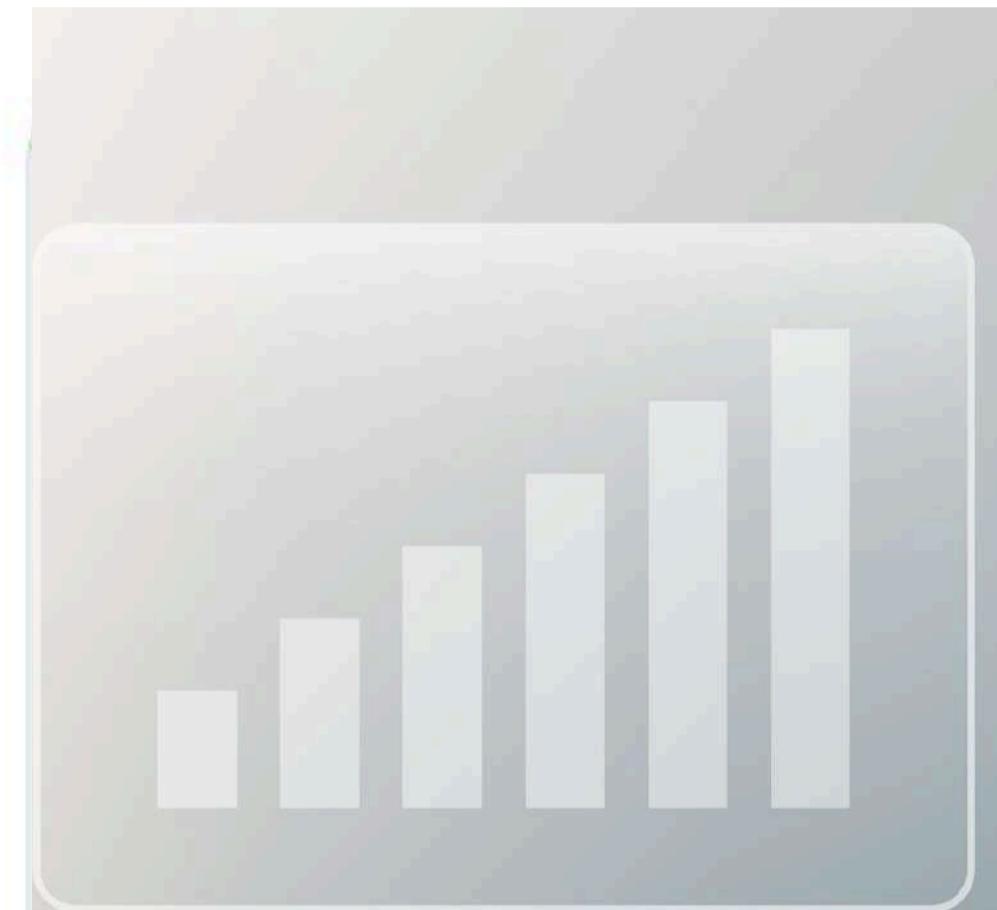
Same fraudsters rotate through multiple panels using fake identities.

Incentive Farming

Each rotation earns survey incentives repeatedly.

Data Corruption

Researchers unknowingly collect duplicated, biased answers.



"Creates fake response patterns."

Real Impact on Research

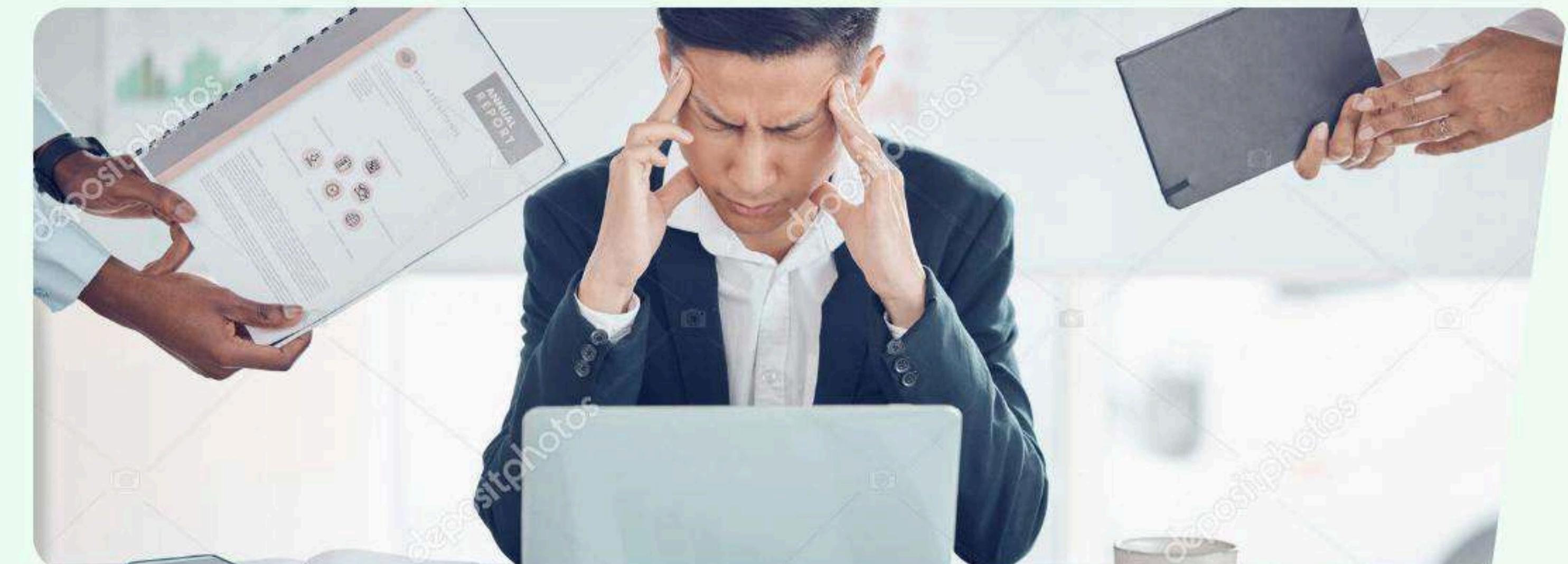
⚠
27%

DATA CORRUPTION

Of responses came from rotating fraudsters, skewing all insights.

False Trends

"Artificial consensus on fake preferences invalidated campaign strategy."



How Fraud Went Undetected



No Verification

No cross-panel identity verification between platforms.



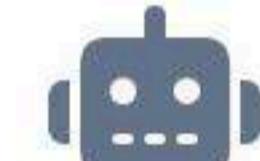
Rotating IDs

Rotating names & emails made duplicate detection impossible.



Hidden Patterns

Response patterns weren't flagged as suspicious.



Auto-Pay

Incentives paid automatically without fraud checks.

The Business Cost

Campaign Failed

\$2.3M

Budget spent on wrong audience targeting due to skewed data.

Lost Trust

Leadership now questions all market research reliability.

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Blanc Shield: Prevention



Cross-Panel Lock

Identity verification locks duplicate accounts across providers.



AI Behavioral Detection

Pattern detection flags suspicious rotations automatically.



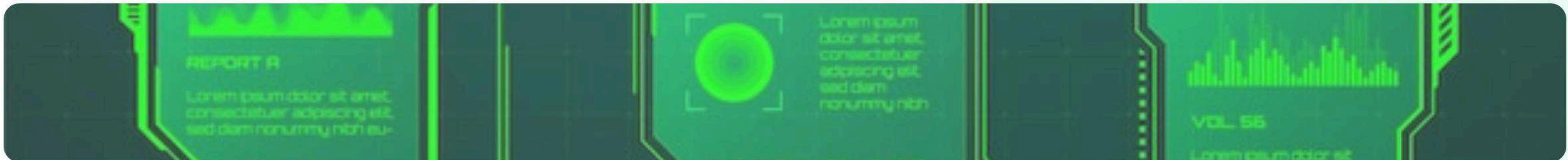
Real-Time Alerts

Fraud alerts stop bad actors before responses are counted.



Audit Trail

Full reporting proves data integrity to stakeholders.



Clean Panels. Real Insights. Confident Decisions.

Blanc Research detects and stops panel rotation fraud before it corrupts
your data.

blancresearch.com