The Evolution of Fraud
Why Static Rules Fail Against Smart Criminals

Blanc Research   November 2025

The Old Guard: Traditional Safeguards

Trap Questions

"Select option 2" or simple logic checks.

Speed Filters

Removing any sub-6-minute completions.
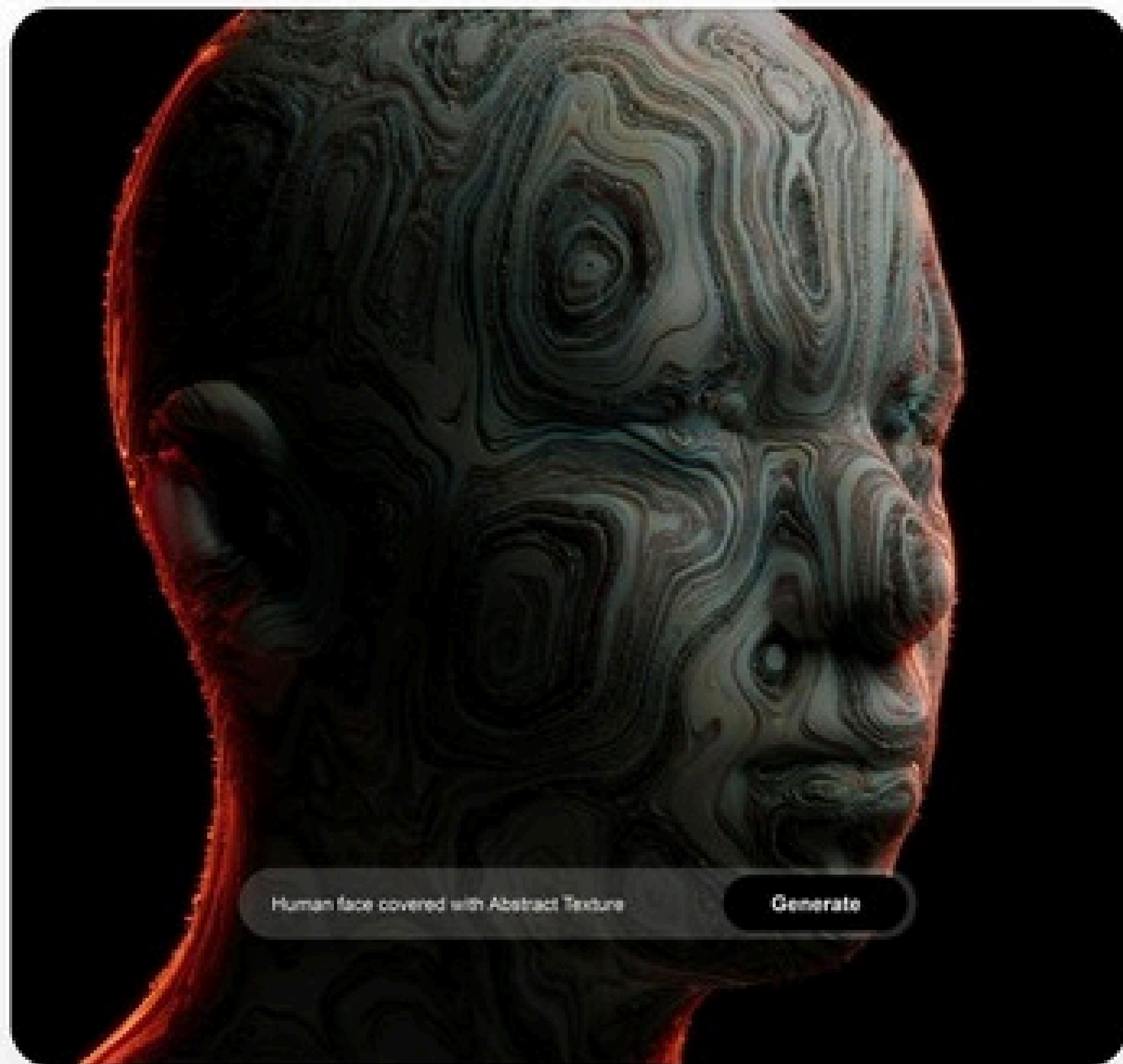
Duplicate Checks

Basic IP and email cross-referencing.

Basic Attention Grids

Simple matrix questions to catch straight-lining.

| How Fraud Evolved Faster

Human face covered with Abstract Texture

Generate

Trap Memorization

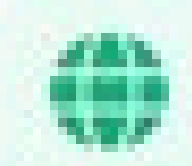Farms share databases of common traps.

95% pass rate

for standard checks.

Perfect Pacing

Bots now simulate human pauses and variable typing speeds. Indistinguishable from fast readers.

⚠ Static rules are no longer sufficient against these adaptive methods.
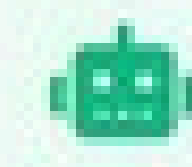
The Gap Keeps Growing

🌐 VPN Rotation

Bypasses IP checks by proxying from 50+ different cities.

✉️ Burner Emails

Cost pennies. Unique email per panel registration.

🤖 AI Rephrasing

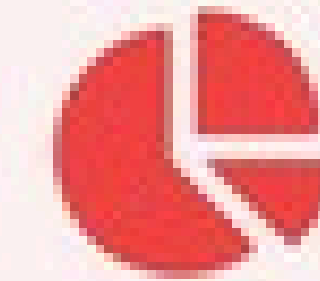Generative AI rephrases duplicates to bypass semantic spam filters.

👥 Panel Rotation

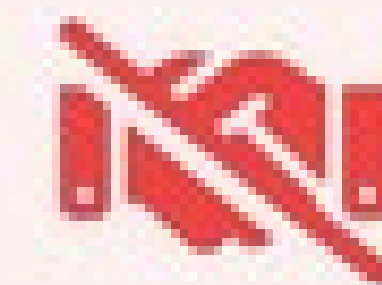Fragments identity across multiple vendors to avoid detection.

| The Real Damage: Polluted Insights

Fake Segments

30% fraud = 30% wasted budget + entirely misled strategy.

Lost Trust

Campaigns fail, and leadership blames the research quality.

Modern Defense: Adaptive Layers

Identity Verification

Locks profiles across time to prevent recycling.

Behavioral ML

Analyzes mouse entropy, scroll patterns, and hesitation.

Cross-Panel Blacklists

Catch rotators jumping between different vendors.

Semantic Scoring

Static Rules Die. Adaptive Systems Win.

Blanc Shield evolves with fraud—staying one step ahead.

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