



3-Minute Fraud Audit for Your Next Study

A Quick Checklist That Catches 80% of Fraudulent Responses

| Why Quick Fraud Audits Matter

Traditional fraud detection takes weeks—by then, data is already contaminated. Researchers often lack simple, actionable frameworks for quick assessment.

- 🕒 **Too Slow:** Traditional methods delay insights.
- 🗑️ **High Waste:** Costly sample wastage and delays.
- 🚶 **Blind Spots:** Decisions made on bad data.

The Key Challenge

Balancing speed with accuracy. Companies are making decisions on compromised data without knowing it.



| The 3-Minute Fraud Audit Framework

1

Speed & Pattern

Identify suspiciously fast completions and straight-lining patterns immediately.

2

Duplicate & Geo

Cross-reference IP addresses and ensure geographic consistency.

3

Text Quality

Scan for copy-paste, gibberish, and low-effort open-ended answers.

Simple Scoring System:

● Green (Clean)

● Yellow (Review)

● Red (Fraud)

| The Project: Brand Awareness Study



2,500

Respondents

Across 5 countries

2 Weeks

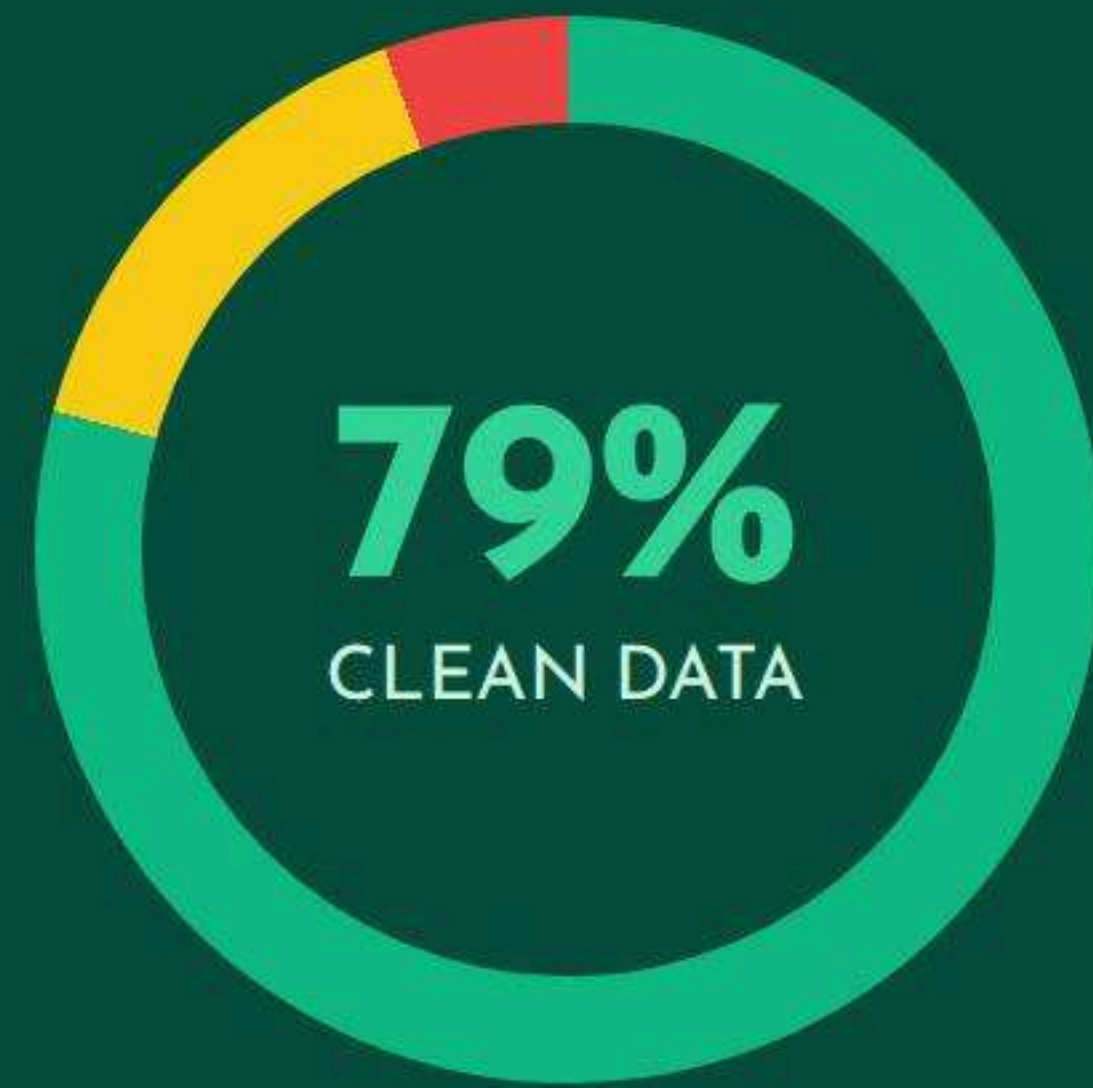
Timeline

Real-time audit required

Objective

Implement the 3-minute audit at the survey endpoint to filter bad data immediately, without delaying fieldwork or increasing costs.

| What the 3-Minute Audit Revealed



Clean (Green)	1,980
Review (Yellow)	380
Fraud (Red)	140

DETECTION RATE

86%

of confirmed fraud caught in real-time

TIME SAVED

2 Weeks

of post-field cleaning prevented

WASTE REDUCED

25% → 3%

Final sample wastage reduction

MONEY SAVED

\$18,000

in wasted incentives saved

| Real-World Consequences & Wins

Data Quality Improvement



Clean data improved from **71% to 96%** after audit filtering, ensuring high-confidence results.

Insight Accuracy



Brand awareness metrics shifted **12%** (correcting the direction) after removing fraudulent responses.

Timeline Acceleration



Completed analysis **5 days early**. Stakeholders received insights while the market was still moving.

Budget Optimization



\$18K savings redirected to deeper analysis and additional follow-up questions.

| Implementing Quick Fraud Audits

Key Takeaways

- ✓ Simple, rapid audits catch the majority of fraud without adding complexity.
- ✓ Real-time filtering prevents data contamination from the very start.
- ✓ The three-metric approach (speed, geography, text) covers 80% of patterns.

Best Practices

- ✓ Train survey teams on the 3-minute audit framework.
- ✓ Use traffic light scoring (Green/Yellow/Red) for clarity.
- ✓ Document audit decisions for transparency and learning.

Transform Your Data Quality Today

Adopt the 3-Minute Fraud Audit framework in your next study.

