

CASE STUDY

Panel Cleanup: Turning a Cheap Panel into a Trusted One

How Verification and Fraud Scoring Transformed Low-Quality Data Into Boardroom-Ready Insights.




The Cost of Cutting Corners

A mid-market CPG brand relied on a low-cost panel provider. The promise? High volume at rock-bottom rates. The reality emerged fast:

 Duplicate or inconsistent responses

Concept tests contradicted real-world sales

 Demographics didn't align with CRM



The Real Cost
\$180K Annual Waste

Why the Panel Was Broken

The supplier never verified panelists. No checks.

No monitoring.



Fake Profiles

Created solely for incentive farming. One person managing dozens of accounts.



Mismatched Demographics

18-year-olds claiming executive roles to qualify for high-value B2B studies.



Bot Floods

Automated scripts flooding high-incentive surveys in minutes.

Result: A panel that looked big was actually small and dirty.

Layered Defense Protocol

Identity Layer

- ✓ Email & phone validation
- ✓ IP geolocation checks
- ✓ Device fingerprinting
- ✓ Demographic locks



Behavioral Layer

- ✓ Speed analysis
- ✓ Attention traps
- ✓ Text consistency
- ✓ Incidence stress tests



Ongoing Layer

- ✓ Quality scoring (130+ markers)
- ✓ Real-time flagging
- ✓ Auto-replacements
- ✓ Post-field ML feedback



BEFORE

Unverified

42%

FRAUD RATE

85%

CONCEPT ACCURACY



LOW CONFIDENCE

AFTER

Verified

8%

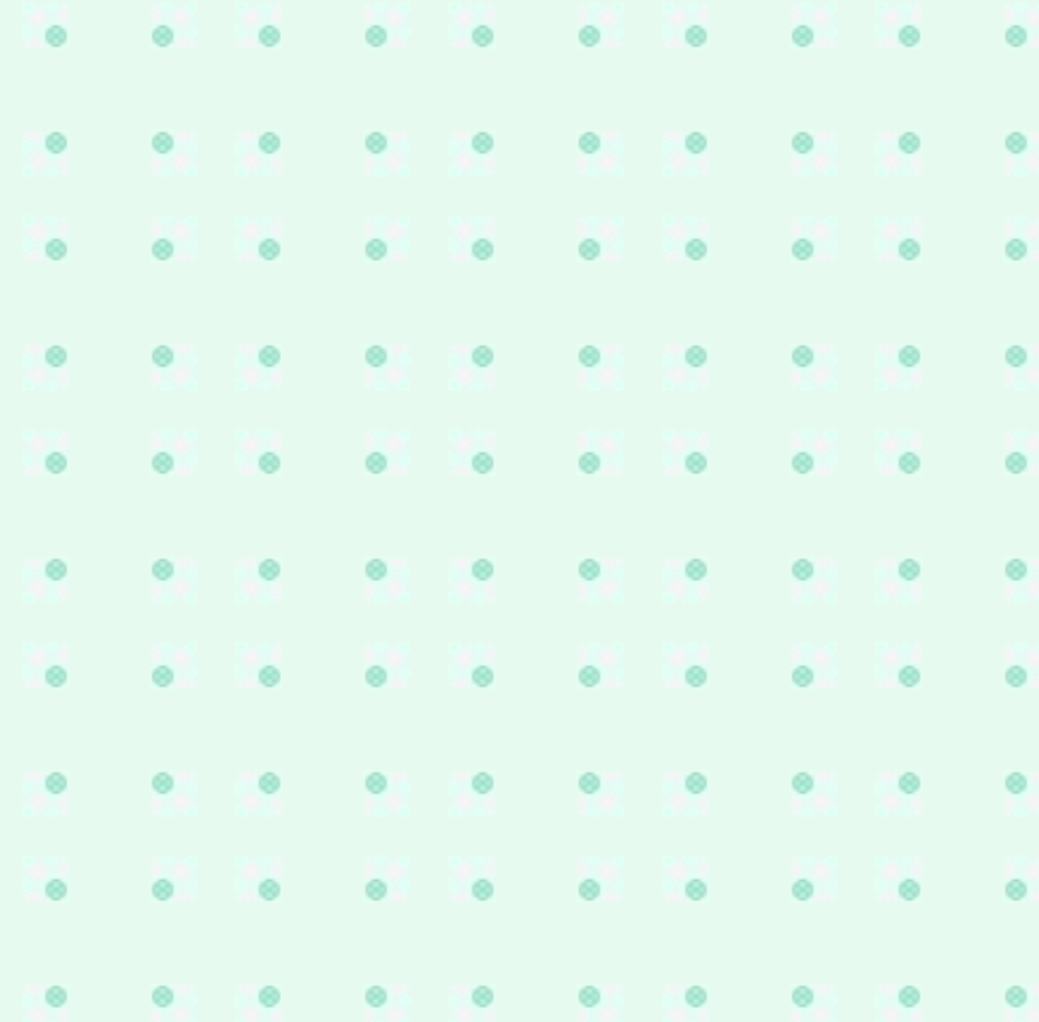
FRAUD RATE (-84%)

96%

CONCEPT ACCURACY



HIGH CONFIDENCE



Three Key Lessons

1

Quality Beats Quantity

A smaller, verified panel (2,000 clean) outperformed the old large panel (8,000 unverified). More responses ≠ better insights.

2

Verification is Continuous

One-time checks fail. Ongoing scoring and real-time flagging caught degradation early. Quality drifts without monitoring.

3

Transparency Builds Trust

When the CMO saw the debrief (fraud caught, bans issued), she trusted the data again and made bolder decisions.

The Path Forward

- ✓ Saved **\$45K annually** on waste
- ✓ Launched 2 winners competitors missed
- ✓ Freed CMO time for strategy

"Cheap panels don't scale. Verified, scored panels do. Invest in quality once—reap ROI every project."

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