

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.



Blanc Research



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



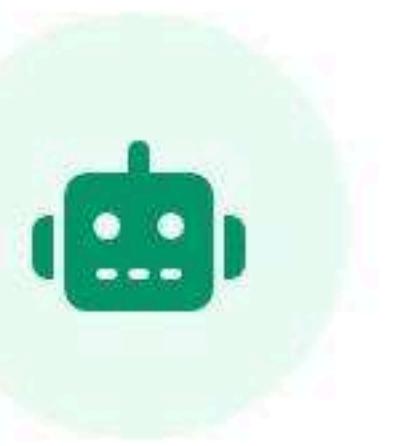
Fake Profiles

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.

The supplier never verified panelists. No checks.

- No monitoring.

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%

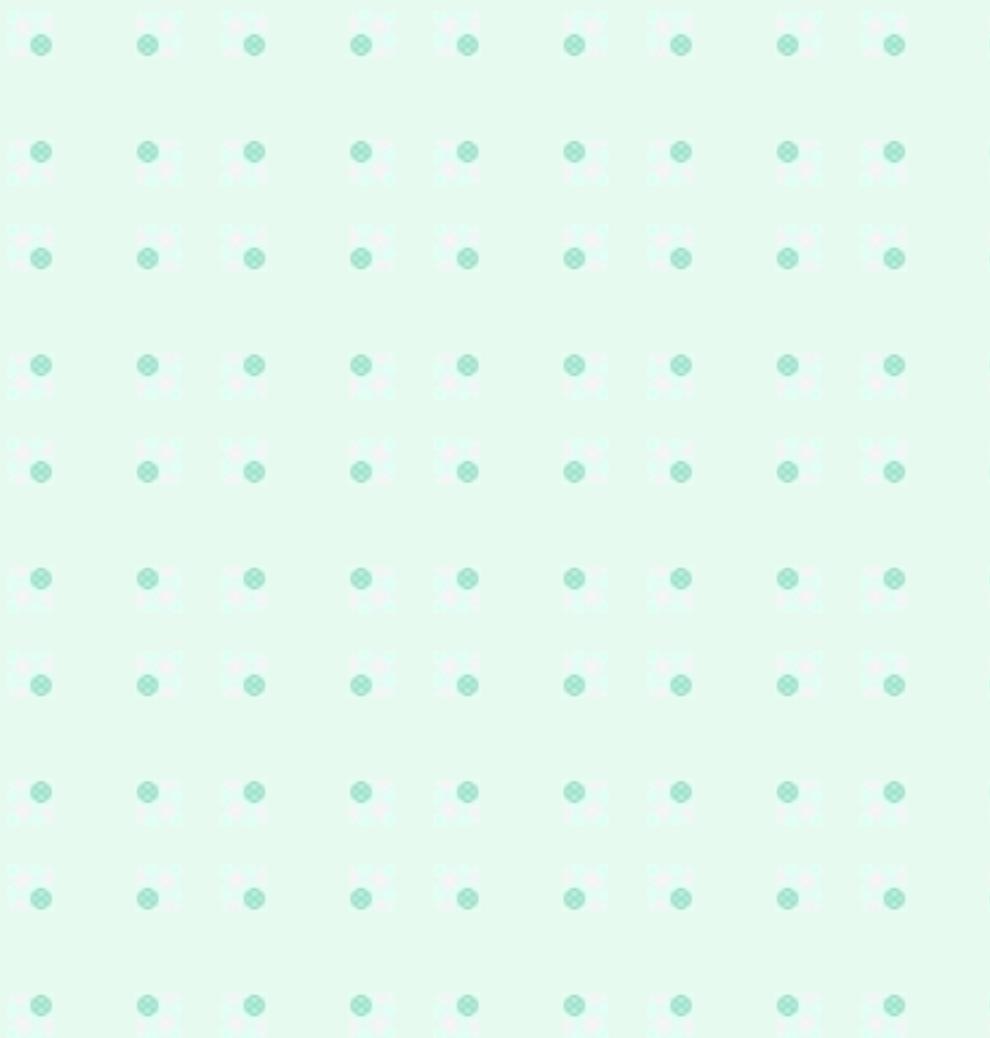
FRAUD RATE (-84%)

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."

Blanc Research delivers verified data at enterprise quality.

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