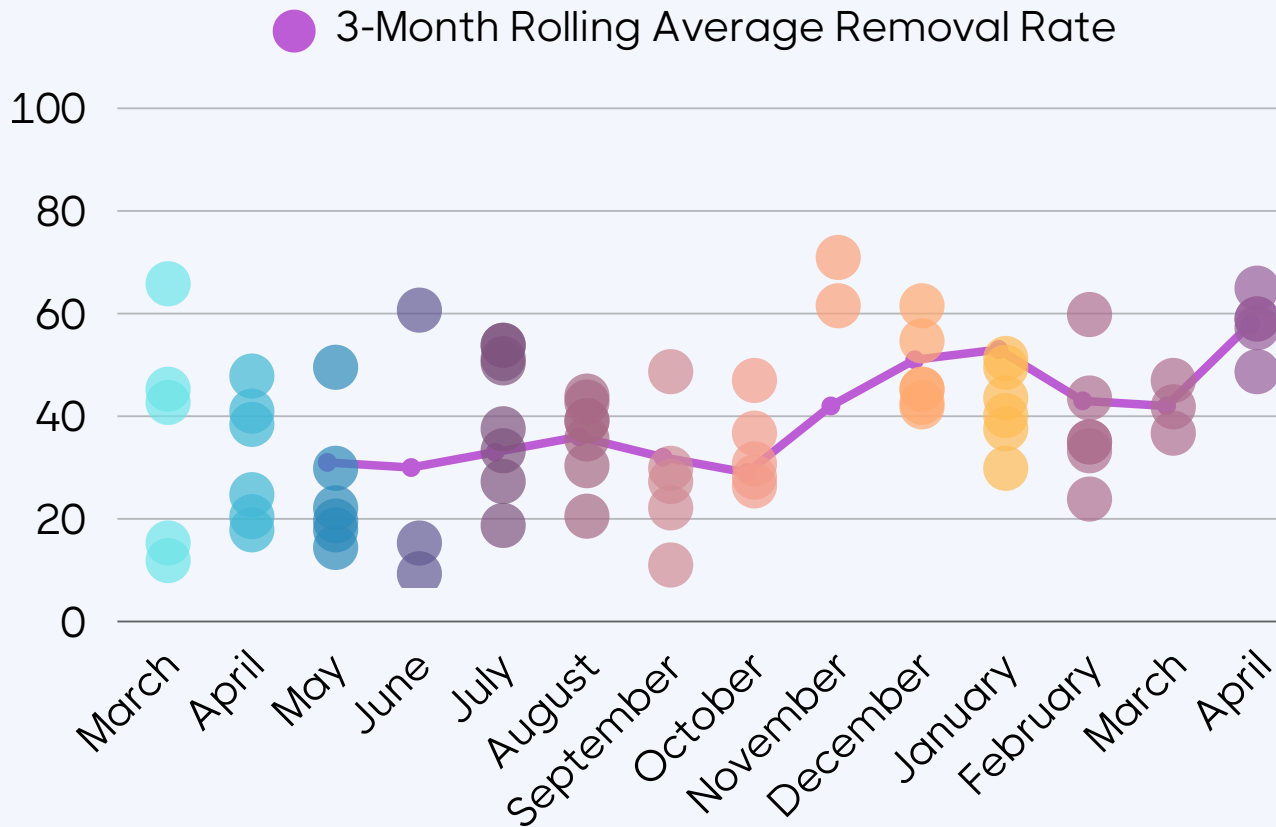


DATA QUALITY

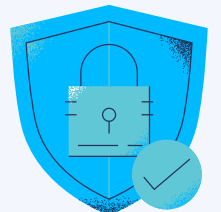
MONTHLY REPORT



In the last 3 months

58%

of completes in our surveys were removed as bots, fraud or low-quality respondents.



Data quality in market research has been worsening over time, with inattentive, fraudulent and AI-generated responses continuing to rise.

To protect our clients' data from bad actors, we've developed our own quality checks.

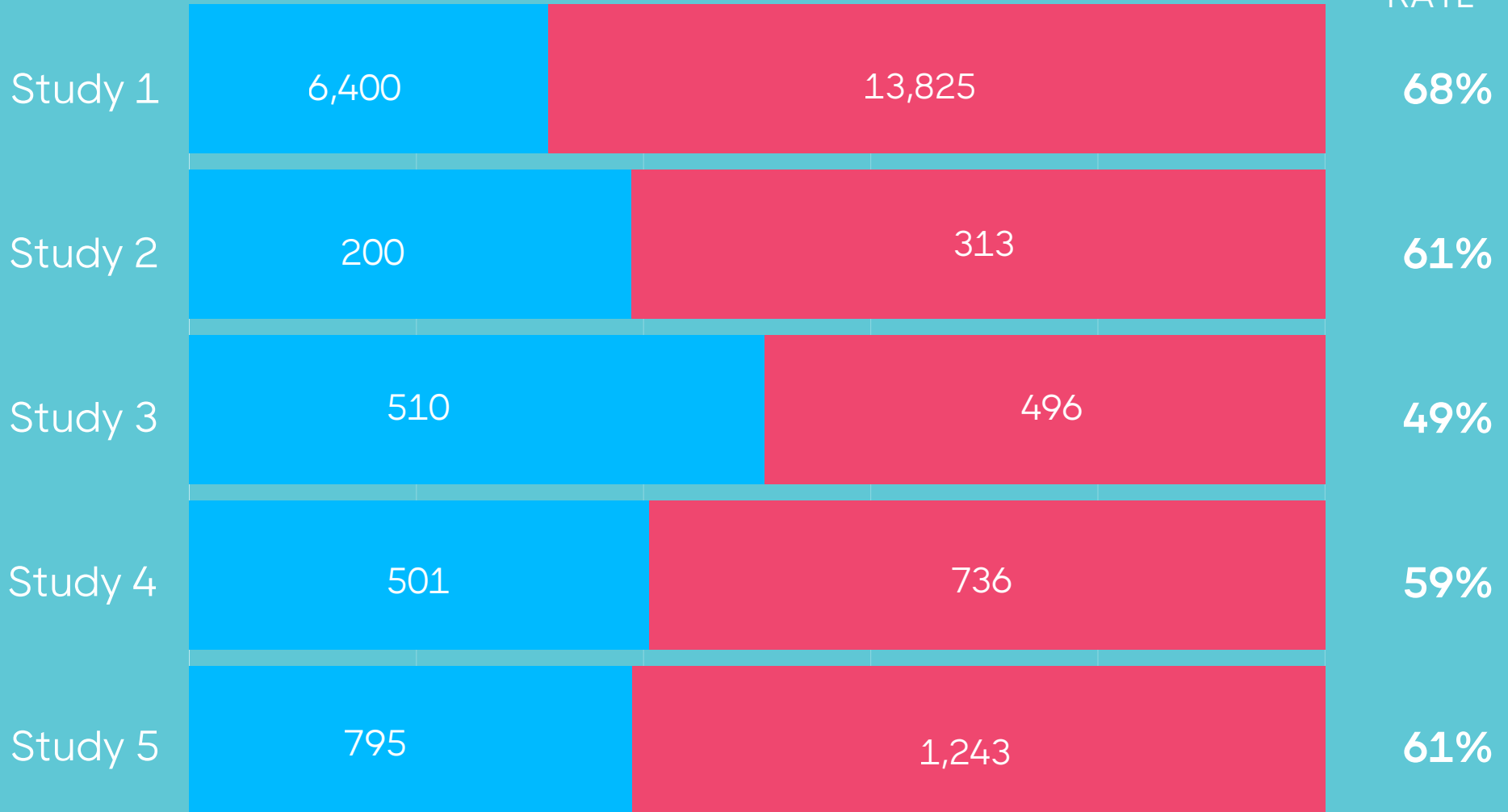
Here's what we found in our April studies.



Last month, we removed an average of 66% of respondents who completed our surveys.

● Completes ● Removals

REMOVAL
RATE



We don't just collect data, we protect its **integrity**.

Our platform uses **AI-driven detection** and built-in algorithms to remove fraudulent or low-quality responses. But a smart machine is only a start.

No data leaves our hands without a thorough **human review**.

We named our system **Agatha**, because she teaches us how to be good detectives.

Ready to learn what Agatha can do for you?

Email us at info@groupsolver.com

