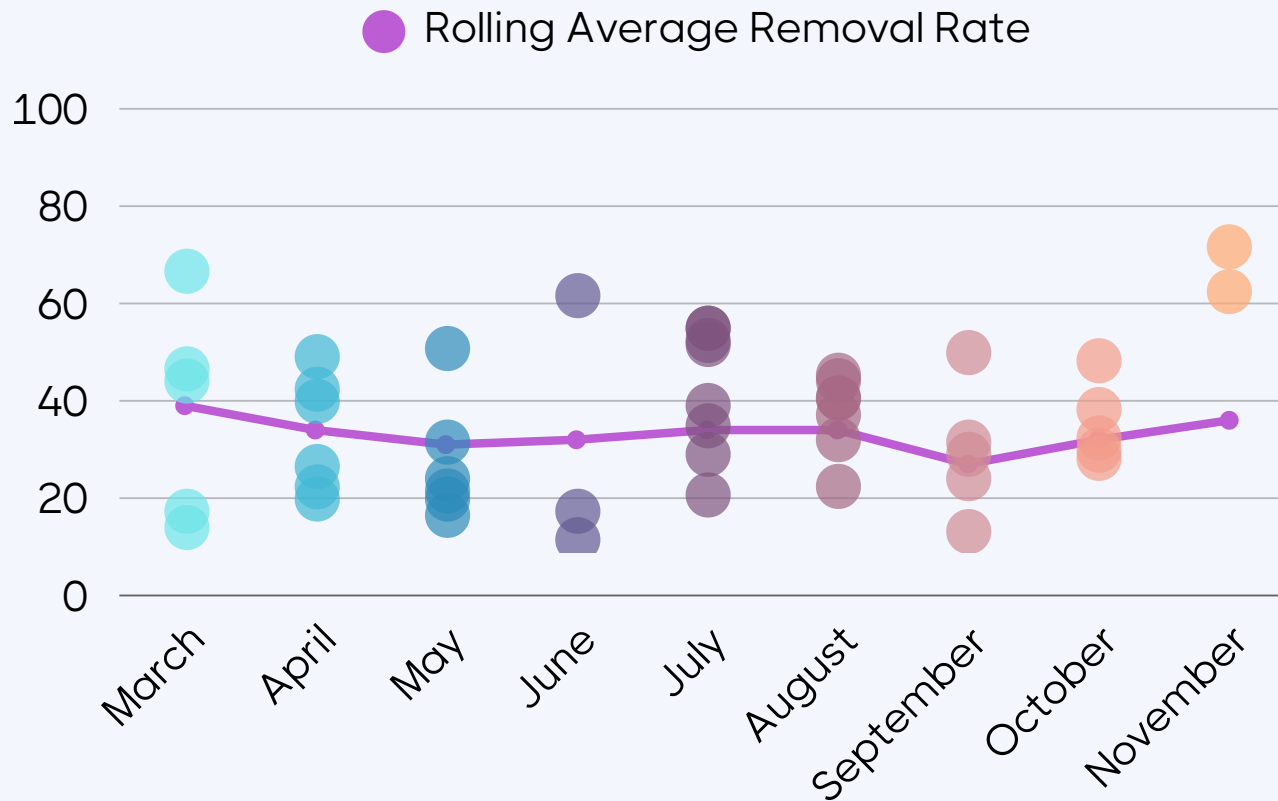


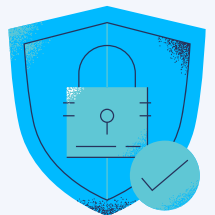
DATA QUALITY MONTHLY REPORT



Since March this year

36%

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



Data quality in market research remains at risk, with fraudulent and AI-generated responses continuing to rise.

To protect our clients' data, we've further strengthened our quality checks to remove bad data for our clients.

Here's what we found in our October and November studies.



Across these seven studies, we removed an average of 53% of respondents who completed our surveys.



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 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

