

# Commit to quality with Imperium's exclusive certification program



## Trust Shield

Trusted data is at the heart of market research: your customers need to know you're going the extra mile to deliver the best service available. Imperium Certification offers a recognized seal of approval that assures data quality.

## Accreditation From Industry-Leading Provider

- ✓ Independent seal of approval
- ✓ Assures data quality
- ✓ Validates best practice
- ✓ Yearly review for continued compliance

## Quality Certified

**Data fraud** is a big challenge for businesses – market research companies and panels – where trust is a commercial cornerstone. Organizations that can demonstrate a serious commitment to investing in high-quality data will gain status.

**Imperium certification** is your badge of quality. The Trust Shield confirms that the certified company not only utilizes the industry's #1 data-quality and anti-fraud services but that it has passed multiple checks to validate best practice.

**The certification process** is rigorous. Imperium checks the setup of tools and monitors how respondents are being excluded or quarantined. Analysts will also review frequency of usage to ensure Imperium quality tools are being deployed widely across respondents and survey traffic.

**Annual review** of the certification scheme ensures continued compliance and enables customers to choose a market research partner with confidence.

**38%** of respondents taking surveys are **dupes, fraudsters or bots**

**Data quality assured.** Start your accreditation journey today.

Get in touch at [sales@imperium.com](mailto:sales@imperium.com) or learn more at [imperium.com](https://imperium.com)