



## Keep your panel clean and high quality with Imperium's database hygiene solutions

On average,  
**23%** of panel respondents are not who they say they are, or are **fraudsters**.

### Clean your database with a dynamic technical toolset.

Deployed together, data-validation tools automate the resource-intensive processes necessary for panels to deliver trusted, verified respondents from first registration onwards.

### Fully automated process ensures accurate, high-value datasets

- ✓ Cloud-based, platform-independent data-verification solution
- ✓ 100% independent third-party validation tools
- ✓ Essential quality control for self-reported information
- ✓ Real time and batch processing benefits
- ✓ Customizable with flexible deployment options

### Panel + Database Cleansing Solutions:

**RegGuard®** provides a full-scale respondent check for new panel entries upon registration. Utilizing Imperium's survey quality tools, it verifies each respondent's ID and checks OE responses to ensure information is of a suitable quality.

**Verity®** compares billions of records across thousands of consumer databases to authenticate the accuracy of respondents' self-reported information. Verity Challenge™ adds an extra level of challenge-based authentication.

**Address Correction™** improves deliverability by verifying the accuracy of self-reported information using the most up-to-date postal records. Errors can be notified or corrected in real time or batch mode. CASS™ certified.

**Real Mail™** reduces the bounce-rate and prevents senders being added to block lists by cutting fake or defunct email addresses. On average, 12% of email addresses in a database/panel are incorrect or fraudulent.



***We have to be able to stand 100% behind our data – which is precisely why we rely on Imperium's data quality tools.***

– Nate Lynch, CEO, Full Circle Research Co.



**Data quality assured.** Start your [free trial](#) today.

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