IMPERIUM®

Imperium is the leading provider of data quality and anti-fraud solutions to the marketing research industry and beyond.

RelevantID®
Real Answer®
QualityScore™

Ensure clean survey data
with Imperium's next-generation data quality solutions

On average,

38%
of respondents taking surveys are dupes or **fraudulent/bots**

Complex frauds require a specialist response.
Our trusted, platform-independent solutions leverage passive machine-data and behavioral-data to provide a swift and effective defense for market research companies looking to screen respondents in real time.

Fully Automated Process Targets Dupes, Fraudsters, Bots And Survey Farms

✓ Cloud-based, platform-independent anti-fraud solution

✓ Designed to combat the most sophisticated fraud technologies

✓ 100% independent third-party validation tools

✓ Invisible to users with no impact on experience

✓ Customizable with flexible deployment options

Imperium's Survey Data Quality Solutions

RelevantID® flags and removes duplicates and fraudsters, mapping each survey respondent's ID against dozens of data points to verify credentials and avoid duplication. The GDPR and CCPA-compliant tool checks the respondents' behavior through Imperium's proprietary algorithm to build a daily IP address blocklist.

Real Answer® evaluates the quality of open-end survey responses. Available in 27 languages, it checks and scores for attributes including profanity, nonsense and offensive terms, as well as for cut-and-paste or duplicate answers. Real Answer® can also run a text classification algorithm for specific open-end questions to deliver precise results.

QualityScore™ provides a fully automated multi-point check to ascertain the quality of a respondent's data and determine if they should be included in the final data set. All page data is collected and passed through a 20+ point ML model using a combination of passive data and survey responses to catch and isolate poor quality respondents.

> **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 integrity assured. Start your free trial today.

Get in touch at sales@imperium.com or learn more at imperium.com