

Boost data quality for your primary research projects with Rep Data

You need quality data from your market research projects. We make it easy. By combining our team's expertise with the latest technology, you can gain high-quality insights for decision making across your organization.

Our approach to quality is multi-faceted, something we call "quality squared." Our Quality2 commitment means that you get:

- **Service Quality:** we deliver every project with the highest level of customer care.
- **Data Quality:** we deliver ongoing, layered quality checks throughout a project lifecycle.

Rep Data Protective Quality Layer

Pre-Field Quality including digital fingerprinting, bot detection, behavioral tracking, cross panel tracker, geo-IP detection, url manipulation.

In-Field Quality including re-captcha, open-end pre-screening, attention checks, red herrings quality removal, verbatim quality checks, verbatim platform checks, speeder checks, illogical answer checks.

Post-Field Quality including client feedback and supplier feedback.

"Working with Rep Data gives us greater certainty and peace of mind that we will be able to deliver what we promised to our clients."

Brian Rafferty, Siegel+Gale



Stop spending your time painstakingly cleaning data and throwing away responses. You can save time and costs by engaging a partner that focuses on data collection quality throughout every project, from the way we recruit respondents all the way to rigorously checking data quality pre-, during, and post-field.

Representative Sample

Reputable Panels

Repeatable Process

Reps who Over-Deliver

With Rep Data, you get:

- Representative, diverse sample crowdsourced from multiple, reputable suppliers on every project.
- In-house expertise delivered by knowledgeable, responsive research experts, who work hard to ensure your project delivers the data you need.
- Expert project management for fieldwork to eliminate common challenges in the data collection process.
- Data quality checks at every phase of the project, both by humans and the latest technology.
- Access to leading fraud mitigation solutions that we've co-authored via our best-in-class partnerships—part of our commitment to quality.



“Rep Data’s collaboration on each step of the data collection process helped us create a positive respondent experience, and higher quality outcomes.”

Michele Linn, Mantis Research

We believe there is a balance to be found in the data collection space in order to achieve better data quality. Our team takes a thoughtful, highly collaborative approach that brings creative solutions to the table in order to deliver clean primary research data for every project.

By prioritizing respondent experience, we help ensure trustworthy data from engaged, qualified survey participants. Because we conduct unbiased, efficient sourcing from multiple panels and sample suppliers, we are able to deliver more representative results - even for niche audiences.

Our layered fraud mitigation techniques create a clean, healthy and efficient market research ecosystem, which equals clean, quality data. We use:

- **Digital Fingerprinting** which examines potential respondents based on their past external activity before they engage in a survey.
- **Text Analytics** which measures and scores a respondent’s engagement in real-time by analyzing overall quality and thoughtfulness of open-end responses.
- **Respondent Level Tracking** which tracks a respondent’s rate of activity across the market research ecosystem, and is useful in flagging professional survey takers.
- **Proprietary Hidden Variable Technique** used during respondent screening that can only be accessed and viewed by bots, eliminating them from the respondent pool.



Rep Data offers full-service data collection solutions for primary researchers. Contact us today to boost your data quality:

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