

# Where always-on recruitment meets best-in-class fraud detection

## 🚩 CHECKPOINT#1: BOT DETECTION, IDENTITY VERIFICATION, AND PROFILE VALIDATION



### Review Online Profile

We verify panelists' authenticity by checking if they're registered on other platforms using their email, involved in data breaches, or associated with fraudulent domains.



### Look Beyond Email

We verify IP addresses and phone numbers to detect geographic inconsistencies, blacklist status, and prevent identity concealment.



### Put Bots to the Test

We prevent bots by implementing CAPTCHA, confirming email addresses, and identifying lookalikes based on email, recruitment source, and registration details.

## 🚩 CHECKPOINT#2: HEALTH CONDITION VALIDATION



### Flag Health Irregularities

We analyze panelists' screener responses for health conditions and treatments, flagging unsafe or highly unusual combinations, or inconsistencies.



## 🚩 CHECKPOINT#3: PARTICIPANT ACCOUNTABILITY TRACKING



### Disregard Gibberish Responses

We collaborate with clients to review responses from panelists for gibberish or incomplete answers to decide their inclusion in final results.



### Remove No Shows

We remove panelists who miss in-person studies, boosting confidence in successful fielding of your research.



### Block Non-Compliant Members

We restrict panelists from future studies if they violate activity rules and guidelines.