



BEST IN-CLASS FRAUD DETECTION PROCESS

Providing Industry Leading Insights

At Thrivable, we leverage our expertise in diabetes and cutting-edge technology to provide our customers with the most trustworthy data in the industry. Our process involves several checkpoints, beginning with panelist on-boarding, which ensures the accuracy of the data before deliver you any insights.

CHECKPOINT #1: PROFILE CREATION



Review Online Profile

We check to see how 'real' our panelists look outside of our platform; have they used their email address to register on other popular platforms, have they ever been involved in a data breach, are they using a domain associated with fraudulent accounts, etc.



Look Beyond Email

We check IP address and phone number to uncover geographic discrepancies, identify if they're on any blacklists, and eliminate panelists hiding or manipulating their identity.



Put Bots to the Test

We cut out bots up front by pushing them through CAPTCHA, requiring email address confirmation, and pulling out lookalikes based on their email address, recruitment source, and registration details.

CHECKPOINT #2: SCREENING



Flag Health Irregularities

We scan panelists' responses on their screener about health conditions and treatments to identify combinations that are unsafe, highly unusual combinations, or that don't make sense.



CHECKPOINT #3: RESEARCH ACTIVITY



Purge Chronic Speeders

We monitor the panelists' completion time in the research study to see if they complete it quicker than the expected duration, we dig deeper to see if the panelist is fraudulent.



Nix Straightline Responses

We exclude responses from panelists who provide straight-lined answers in a quantitative study.



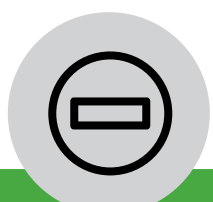
Disregard Gibberish Responses

We work with our customers to monitor responses from panelists who submit gibberish or uncompleted answers to open-ended questions to determine if the final results should be included in their answers.



Remove No Shows

We eliminate panelists from our database if they fail to attend in-person studies, ensuring a higher level of confidence in the successful fielding of your in-person research studies.



Block Non-Compliant Members

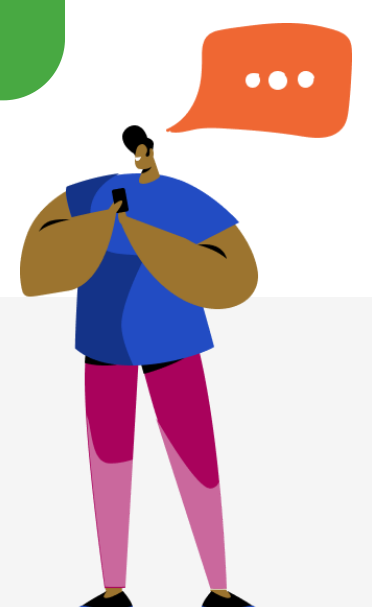
We block panelists who disregard the specified rules and guidelines of an activity from participating in future research studies.



Flag Professional Survey Takers

We limit our panelists' yearly research activities, preventing you from hearing from the same respondents and minimizing the potential of professional survey takers being included in the activity.

The most trustworthy data in the industry



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