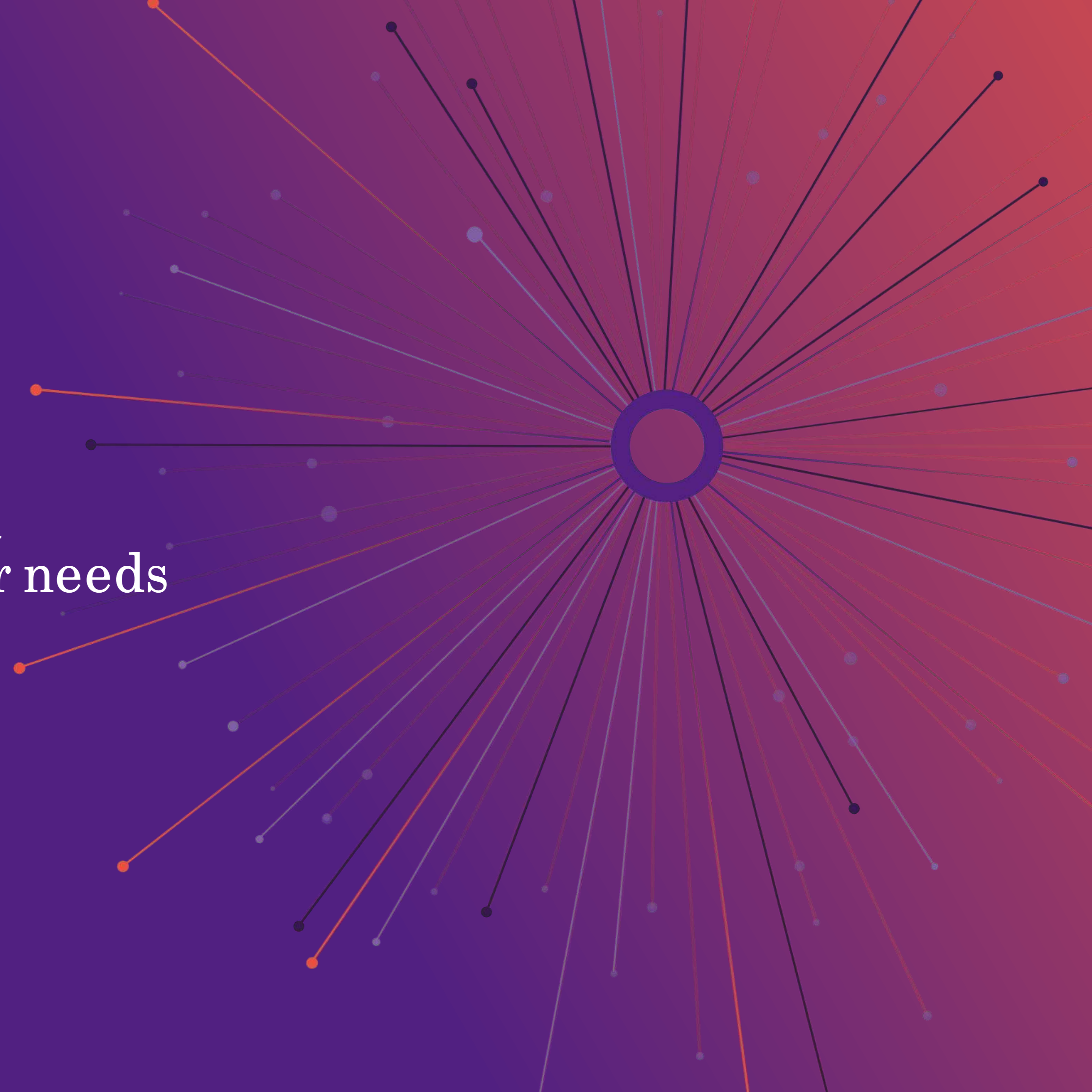




Quality in a Nutshell: How nutpods is prioritizing data quality to better meet consumer needs

April 11, 2025



Everyone knows data quality is an industry problem

The presence of bots in online surveys can significantly impact data quality, leading to **biased results and inaccurate insights.**

Journal of Marketing Research¹

The Market Research Society estimates that fraudulent or low-quality data can cost the market research industry up to **\$205MM annually.**

The Market Research Society²

Approximately **30% of online survey responses** are fraudulent or of low quality, impacting reliability and validity of market research data.

Journal of Advertising Research³

¹The Journal of Marketing Research, "The Impact of Bots on Online Survey Data Quality"

²The Market Research Society, "Fraud in Market Research"

³Journal of Advertising Research, "The Quality of Online Survey Research Data"

Traditional data quality checks aren't working

Since the launch of accessible and scalable LLMs we've seen:

11%

Decrease in failure of straightlining check

28%

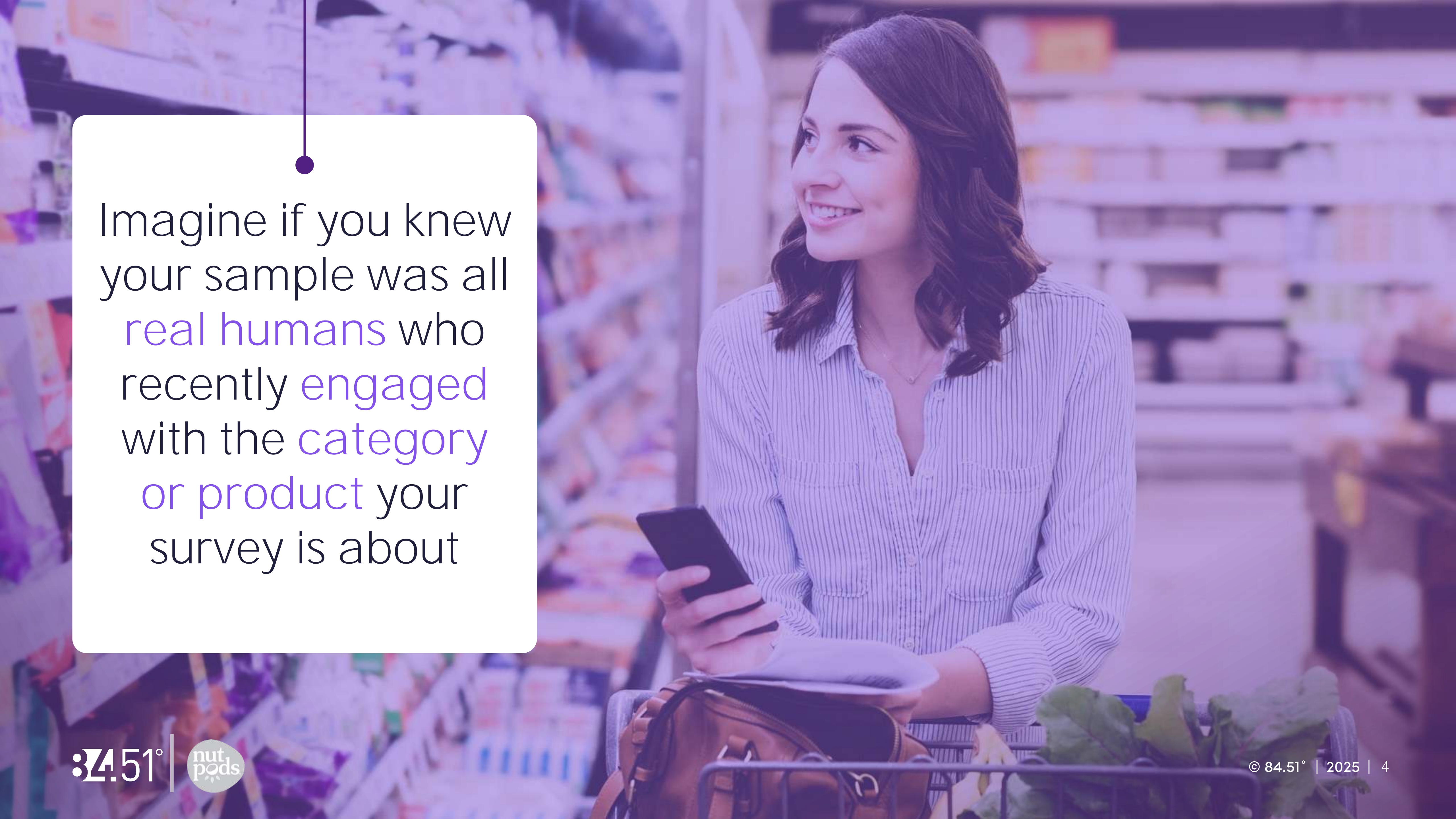
Spending more time in the survey

GREATER QUALITY

Open end responses

Source: Behavioral Sampling vs. Traditional Sampling: A Study on Data Quality, Effectiveness and Accuracy. 2023 by 84.51°.



A woman with long brown hair, wearing a light blue and white striped button-down shirt, is standing in a grocery store aisle. She is smiling and looking to her right while holding a black smartphone in her left hand. A shopping cart with green leafy vegetables is in front of her. The background shows shelves stocked with various products, slightly out of focus. The entire image has a purple tint.

Imagine if you knew
your sample was all
real humans who
recently **engaged**
with the **category**
or product your
survey is about

How do we do it

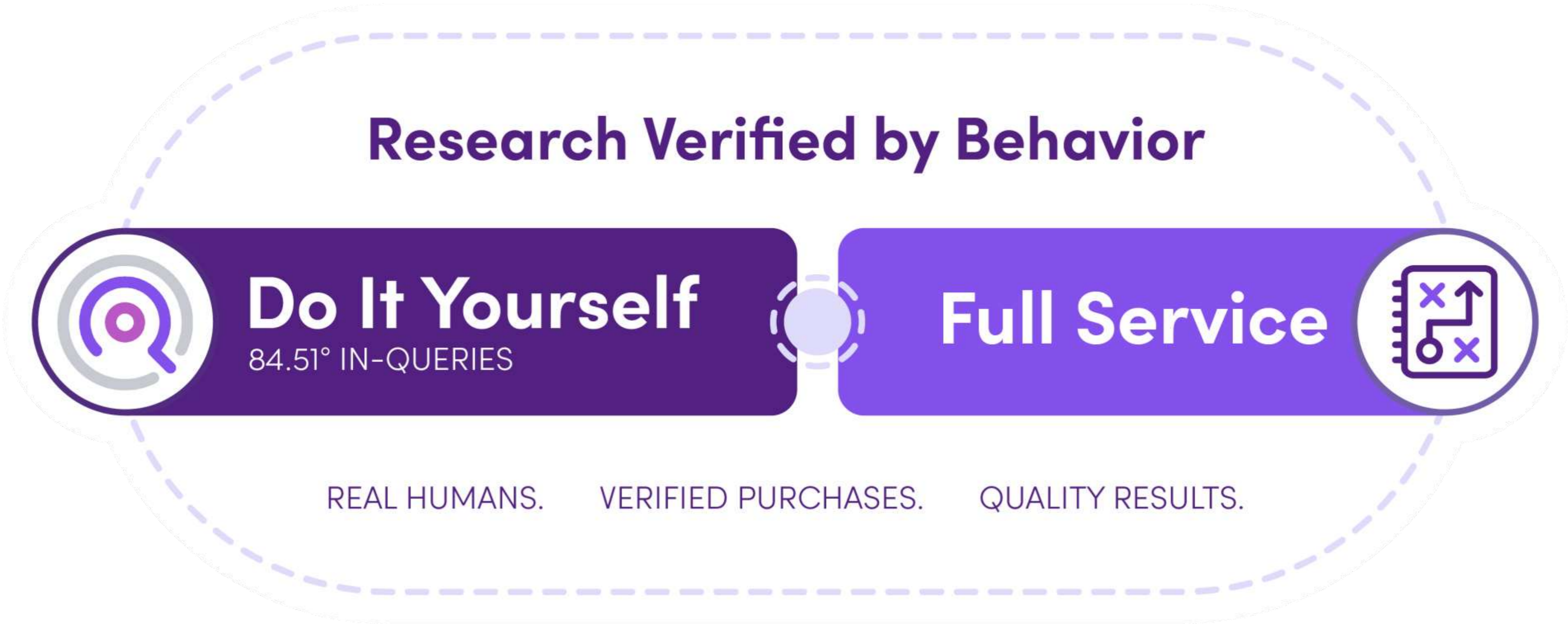


Our first-party transaction data from 62 MM U.S. households

- Value exchange – consumers sign up for the loyalty program and receive value in exchange
- Scale – 2 billion annual transactions
- UPC-level – countless analytic and insight possibilities
- Complete – over 95% coverage via the Kroger loyalty card
- Omnichannel – in-store, pickup, delivery
- Longitudinal – 4+ years of history
- Data Science – two decades of experience

Which enables all 84.51°'s **Consumer Research offerings** to guarantee real humans with verified purchases

84.51° Consumer Research





Behaviorally verified DIY platform

84.51° In-Queries

- Identified behaviors that matter
- Recruited only consumers exhibiting that behavior
- Double verified through traditional screening questions



The DIY Platform Challenge . . .

We collaborated
with nutpods for
a head-to-head
comparison

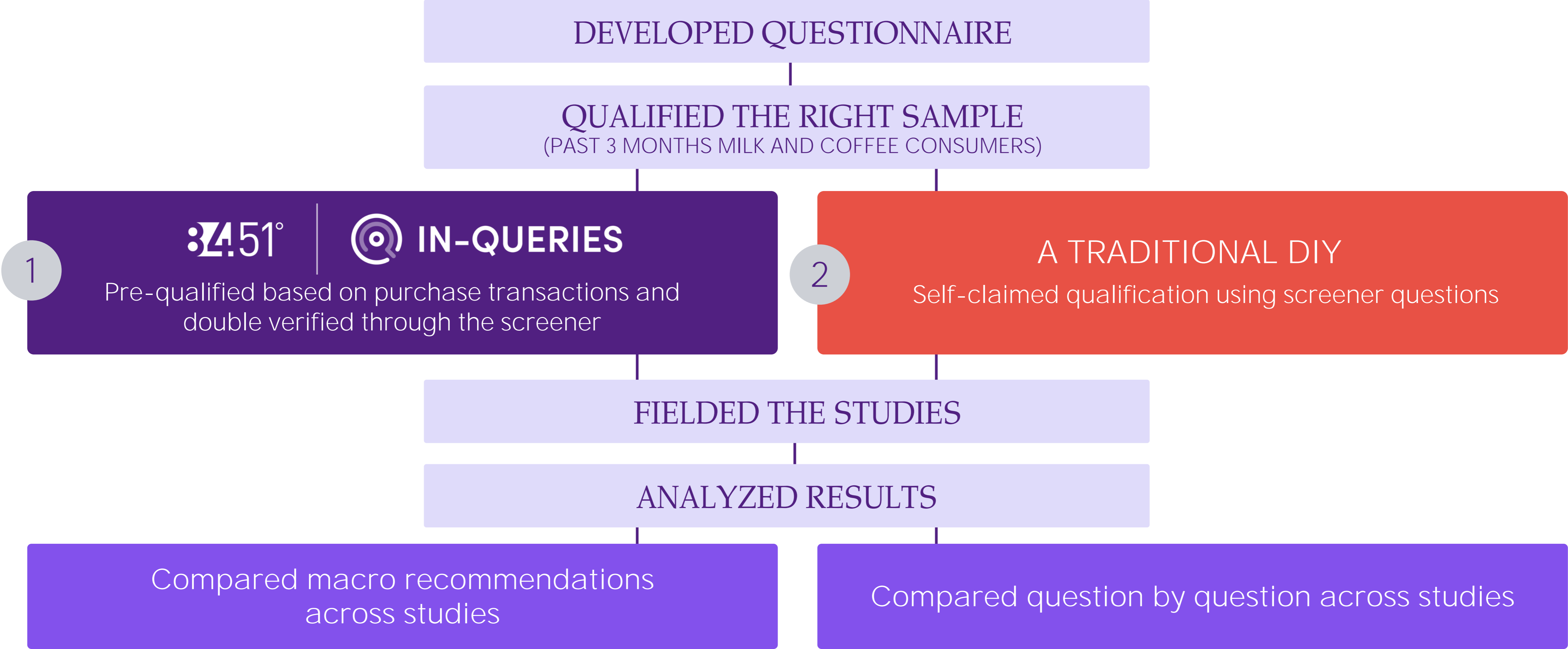


Traditional (self-claimed) DIY Platform

A well-known provider

- Identified criteria that matters
- Created questions for screener to qualify individuals
- Qualified if answer the screener correctly

We fielded the same study in two different platforms



Key business questions included:



What are consumer plant-based milk, creamer and coffee usage and perceptions?



What claims impact purchase interest for plant-based coffee creamers?



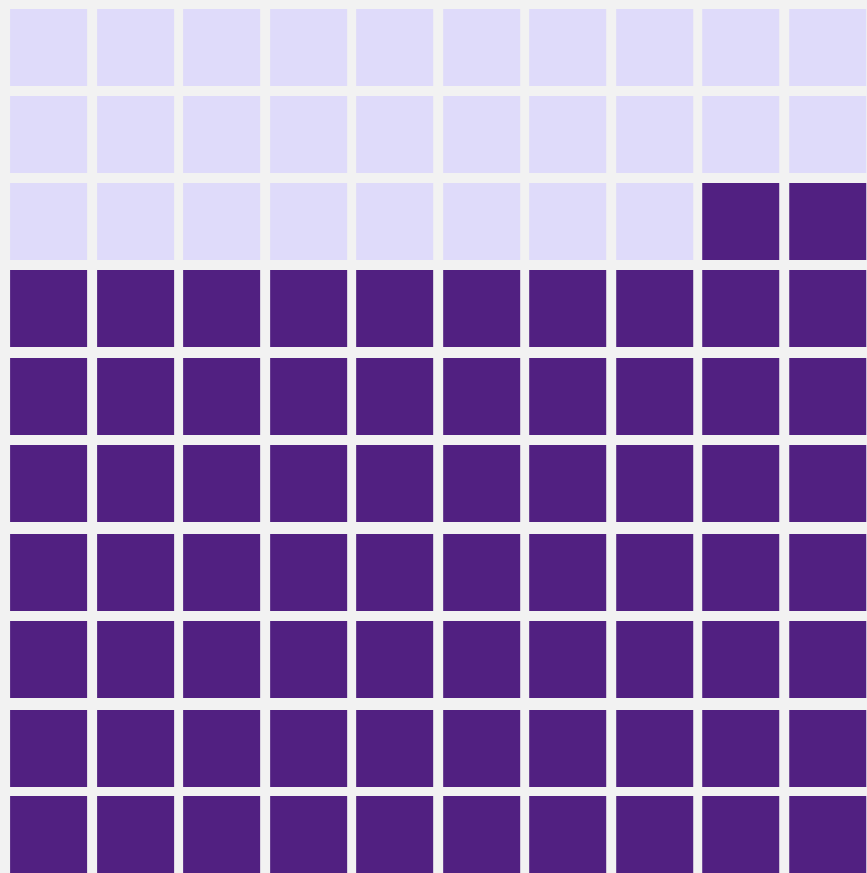
What are the top claims and what impact do they have on purchase intention for nutpods?



Greater confidence in behaviorally verified results driven by sample quality

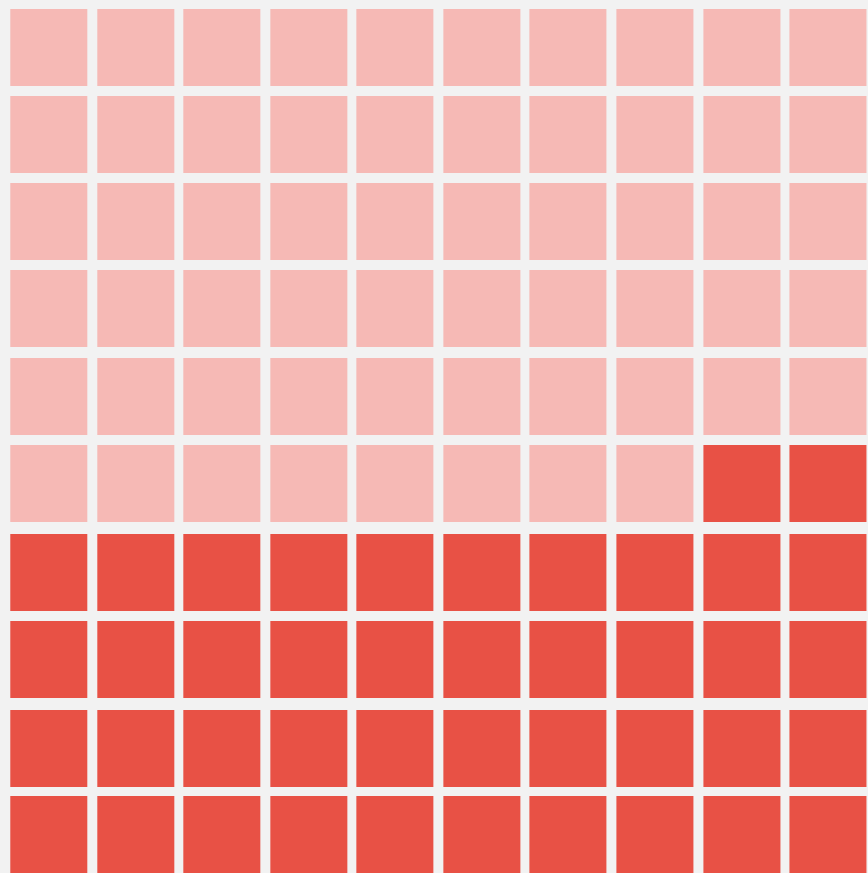
Incidence rate
% qualify for the study in the screener

84.51° In-Queries



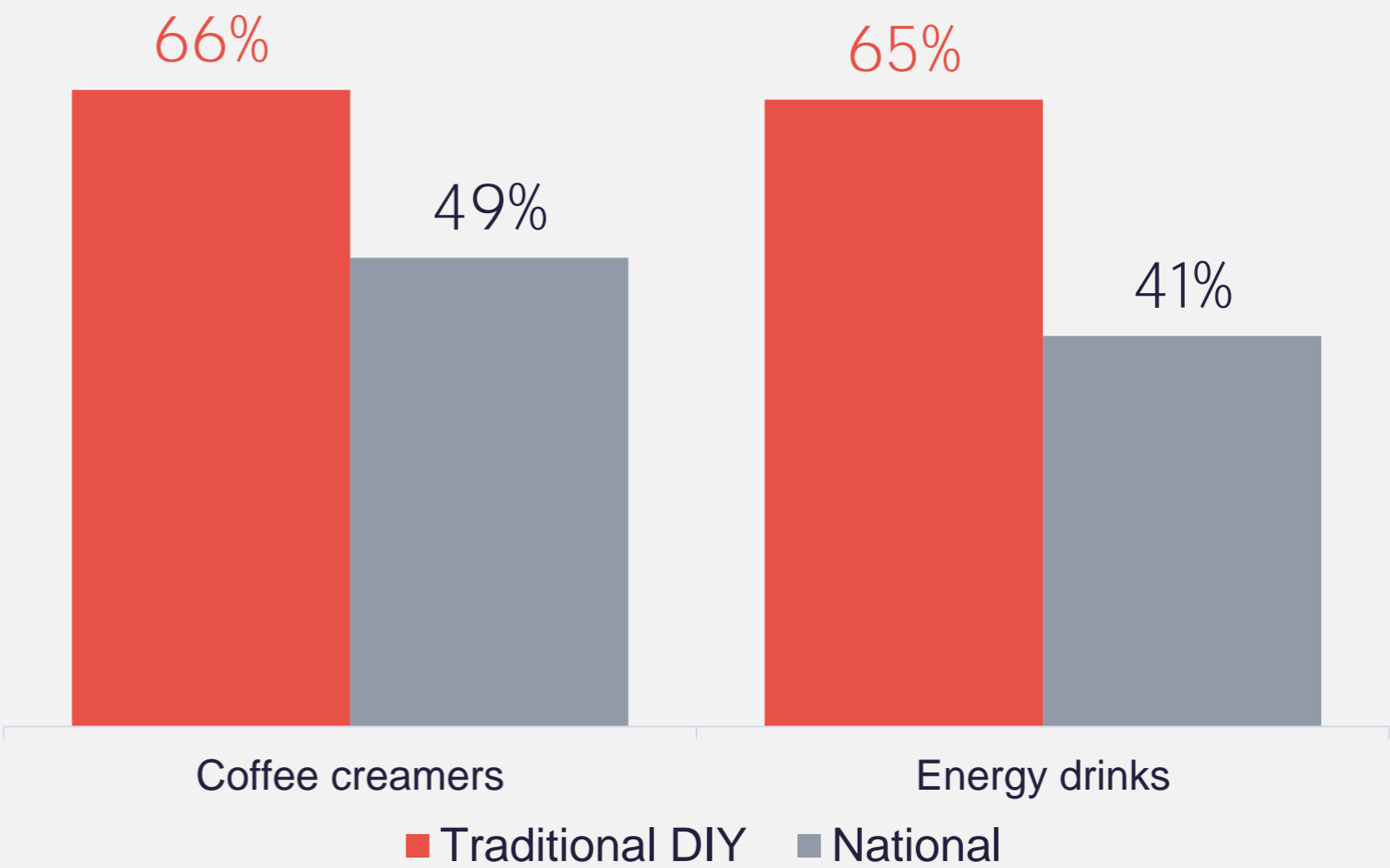
72%

Traditional DIY



42%

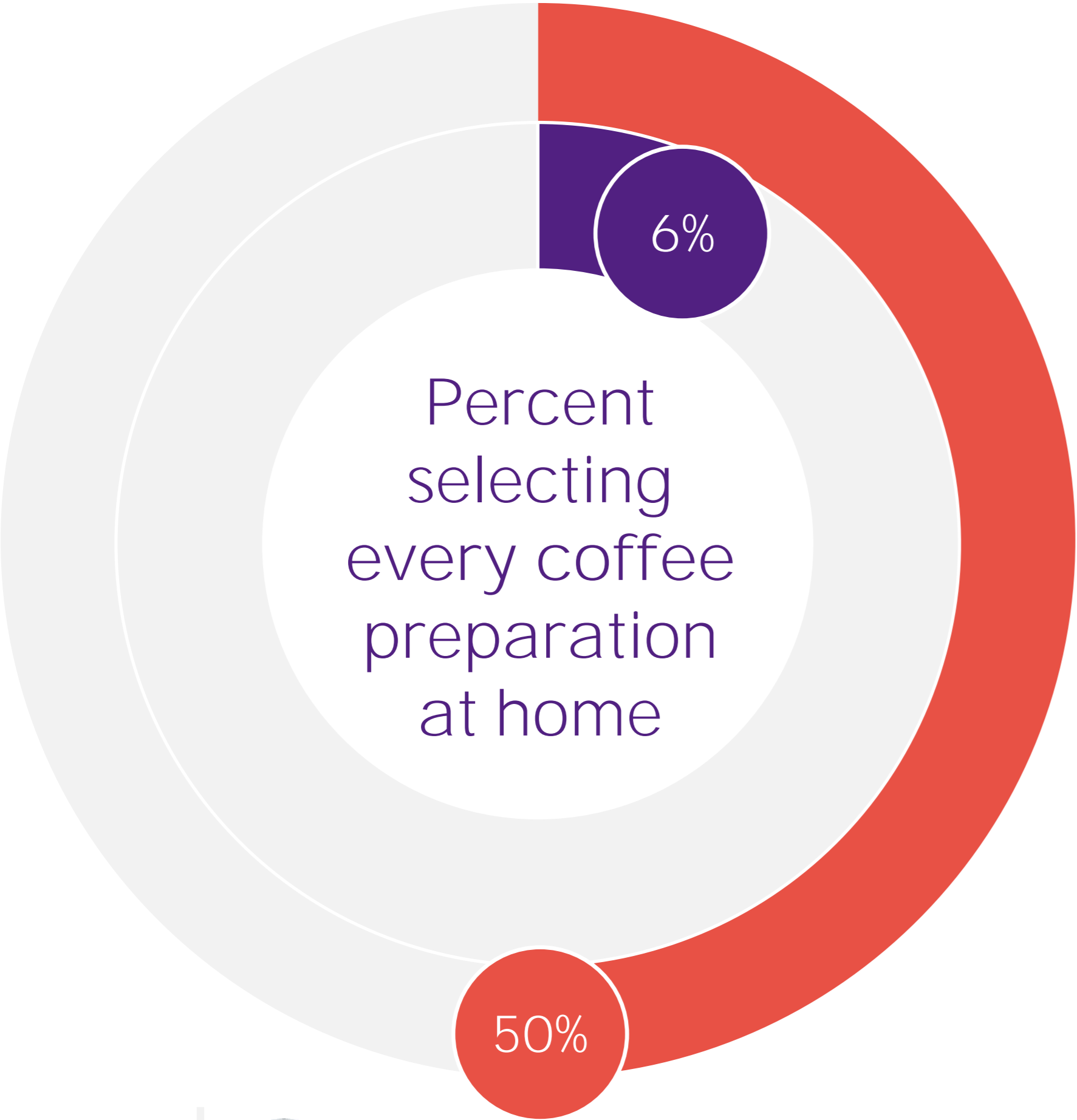
Accuracy
% buying compared to national numbers



Source: Circana, LLC, Total US – All Outlets, NBD Dollar Adjusted, 52 Weeks Ending September 8, 2024

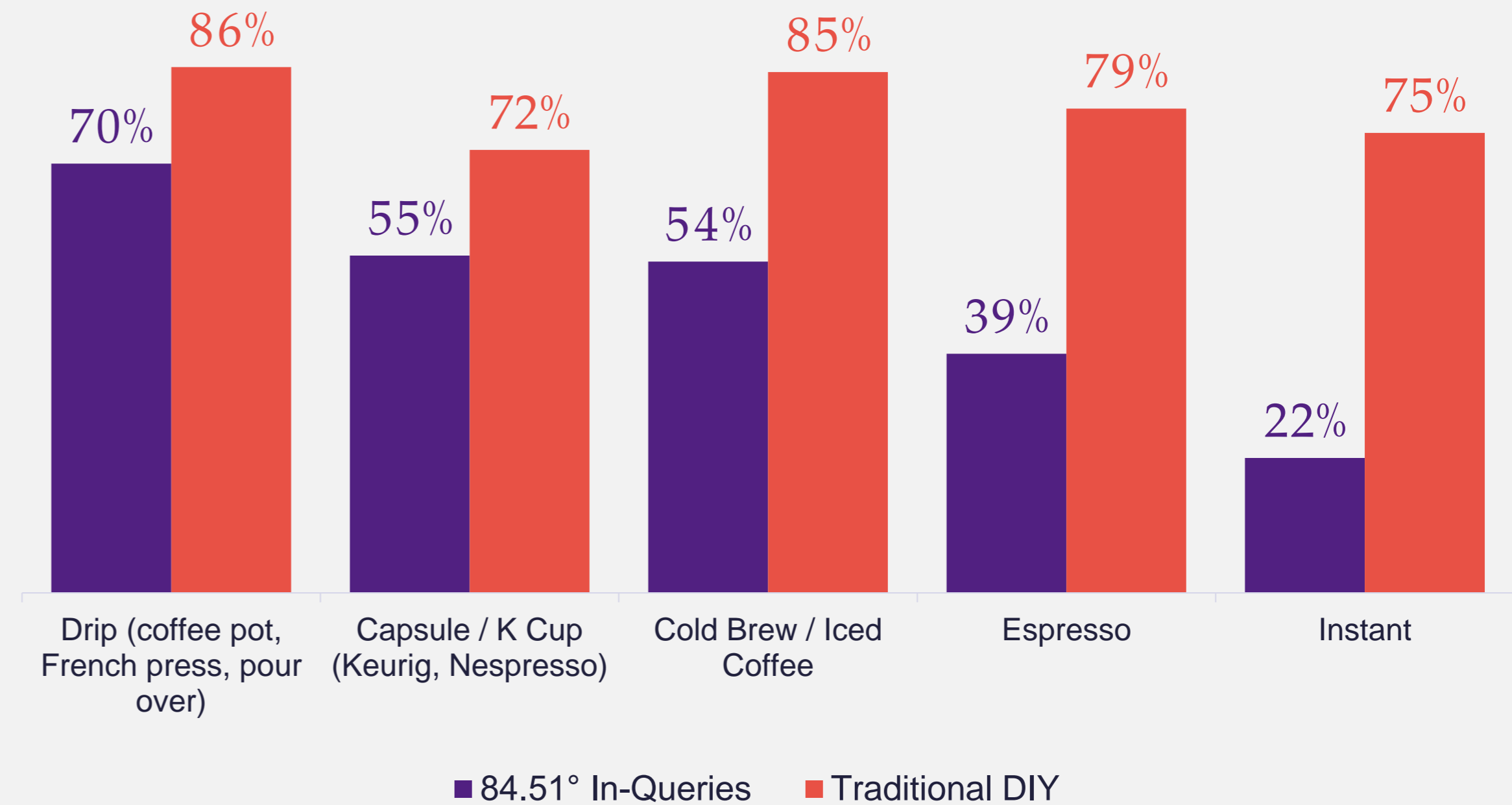
The ‘yes to everything’ phenomenon muddies the insights for coffee prep

And behaviorally verified consumers are closer to other published source percentages



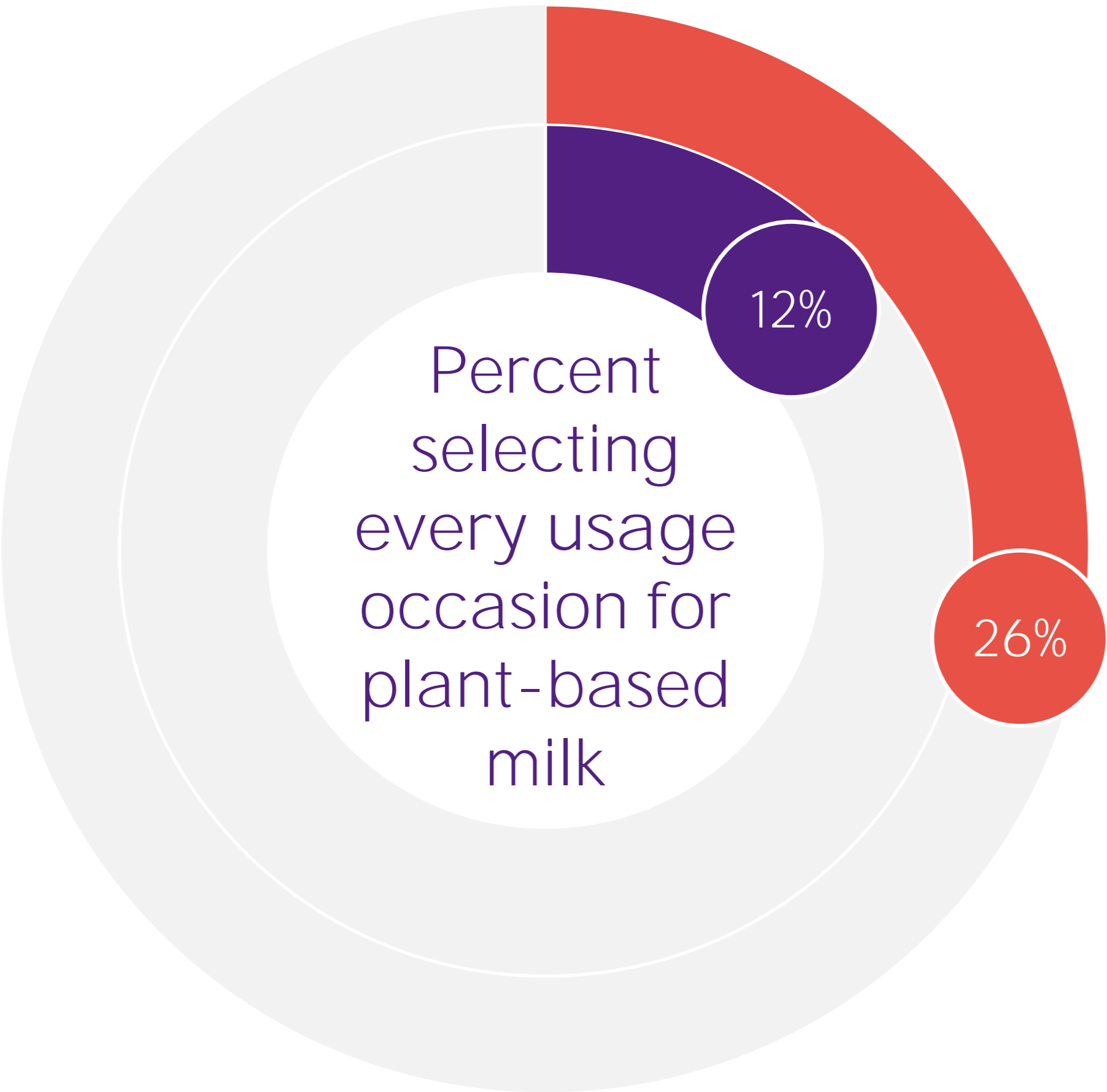
What types of coffee are prepared at home

% selected



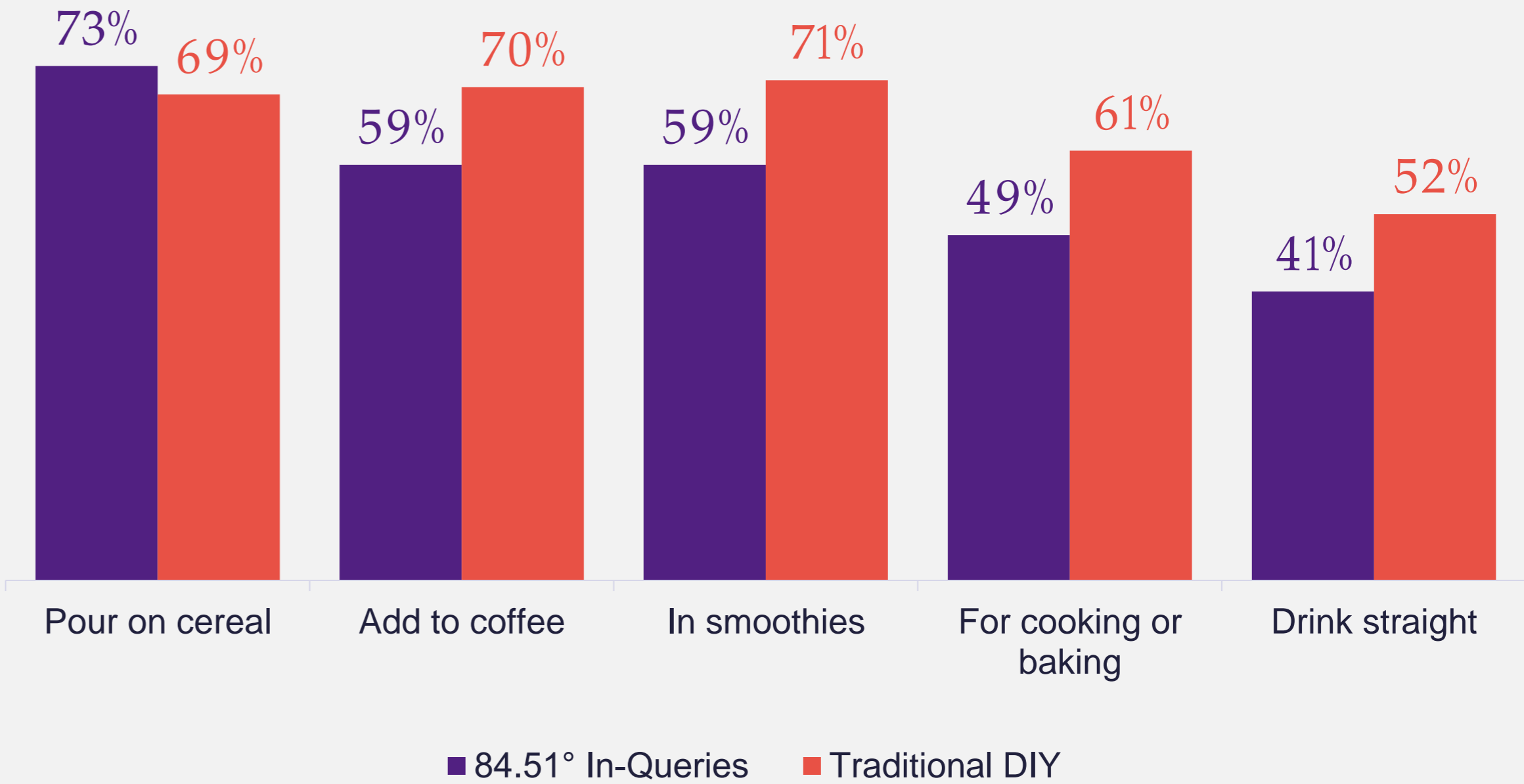
How do you MOST OFTEN prepare your coffee at home?
84.51° In-Queries n=150; Traditional DIY n=252

And the ‘yes’ phenomenon makes it hard to find insights on plant-based milk occasions



Usage for plant-based milk

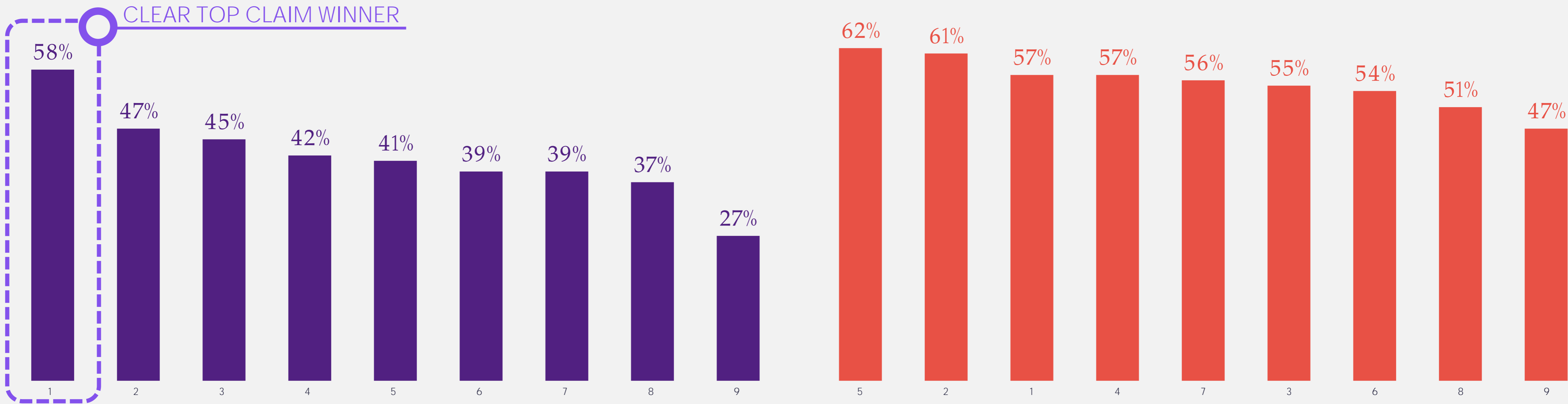
% selected



How do you use plant based milk in your home?
84.51° In-Queries n=150; Traditional DIY n=252

The leading claim is clearly identified when using behaviorally verified sample

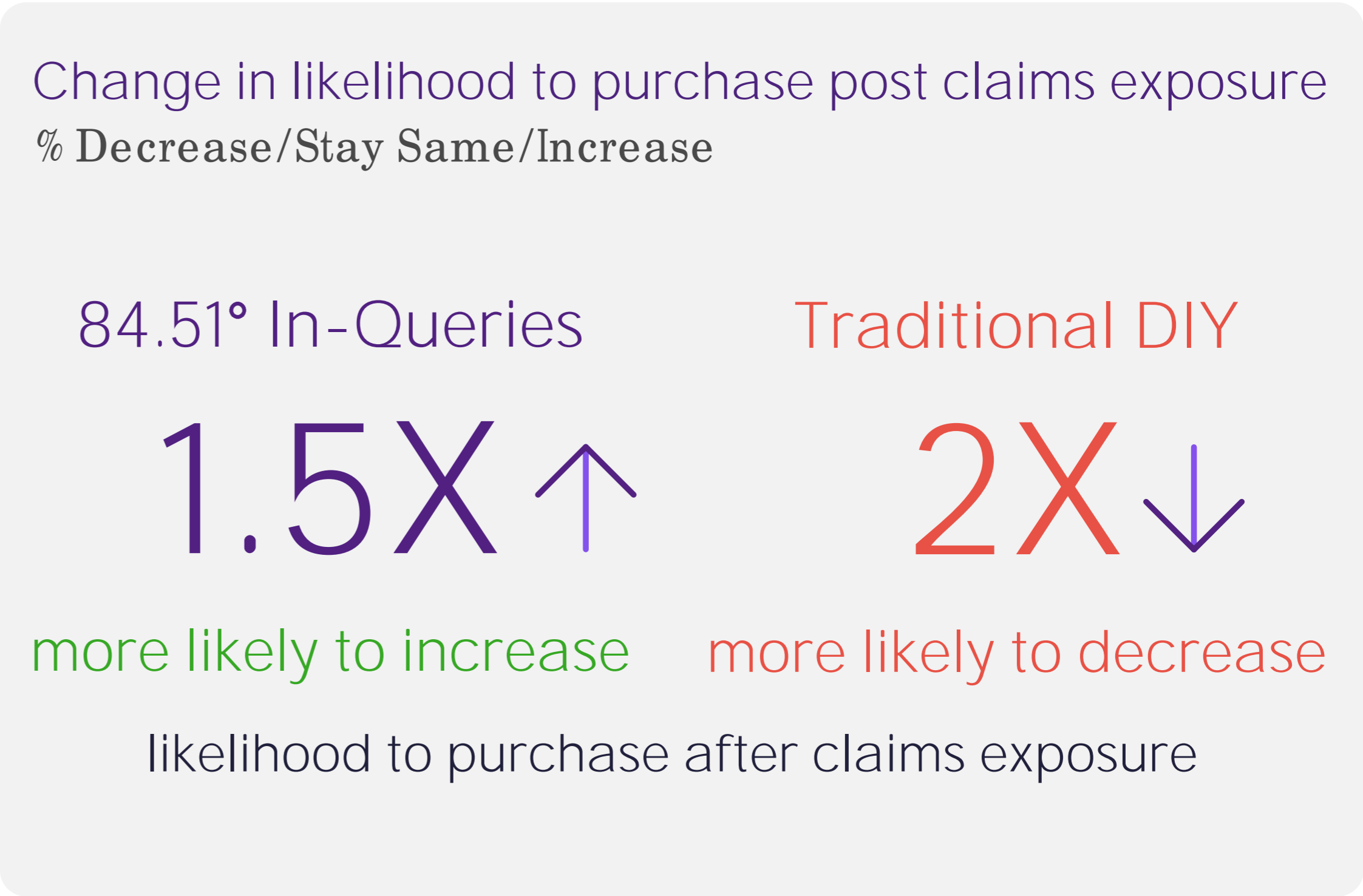
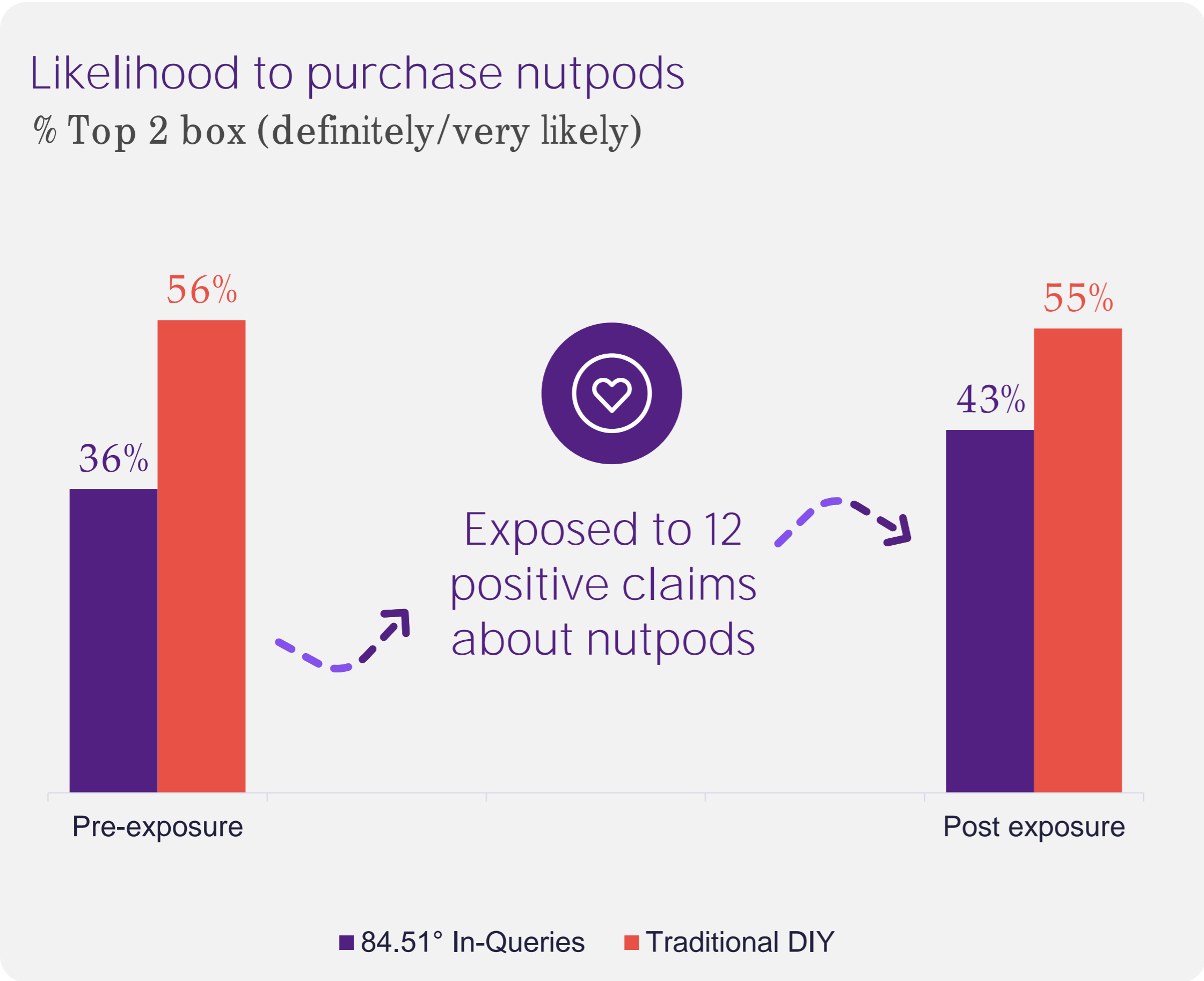
Statement impact on interest in plant-based creamers
% Top 2 box (most/very impactful)



To what extent would the following statements positively impact your interest in plant-based coffee creamers?
84.51° In-Queries n=150; Traditional DIY n=252

84.51° In-Queries Traditional DIY

And the results are consistent with expectations pre and post claim exposure leading to greater confidence



How did things differ across the key business questions



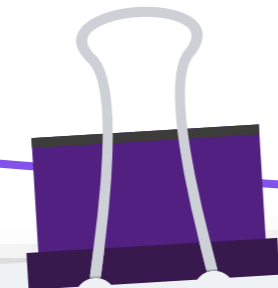
What are consumer plant-based milk, creamer and coffee usage and perceptions?



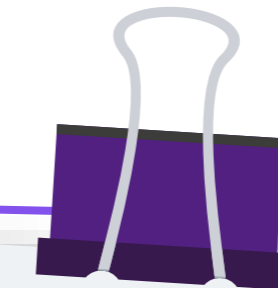
What claims impact purchase interest for plant-based coffee creamers?



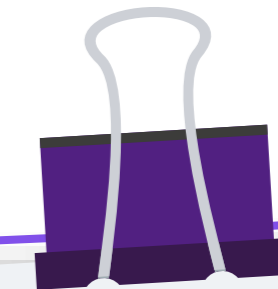
What are the top claims and what impact do they have on purchase intention for nutpods?



Traditional DIY is between **2X-8X** more likely to have respondents **select everything** on **habits and practices** data making key marketing decisions hard



84.51° In-Queries clearly **identified** the **top claim** that would **impact plant-based creamer purchase** interest the most



Traditional DIY data was **non-sensical** with **claims driving less interest** in **purchase likelihood** for nutpods

Behaviorally verified sampling methods drove greater clarity

Is behaviorally verified sample more efficient and effective?



Are there differences in usage occasions and perceptions among self-claimed and behaviorally verified sample?



Would I make different business decisions if I used self-claimed sample?



Thank you.

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