

Fraudsters, Fakes, and the Fight for Quality

 **Forsta**

inspired
INSIGHT





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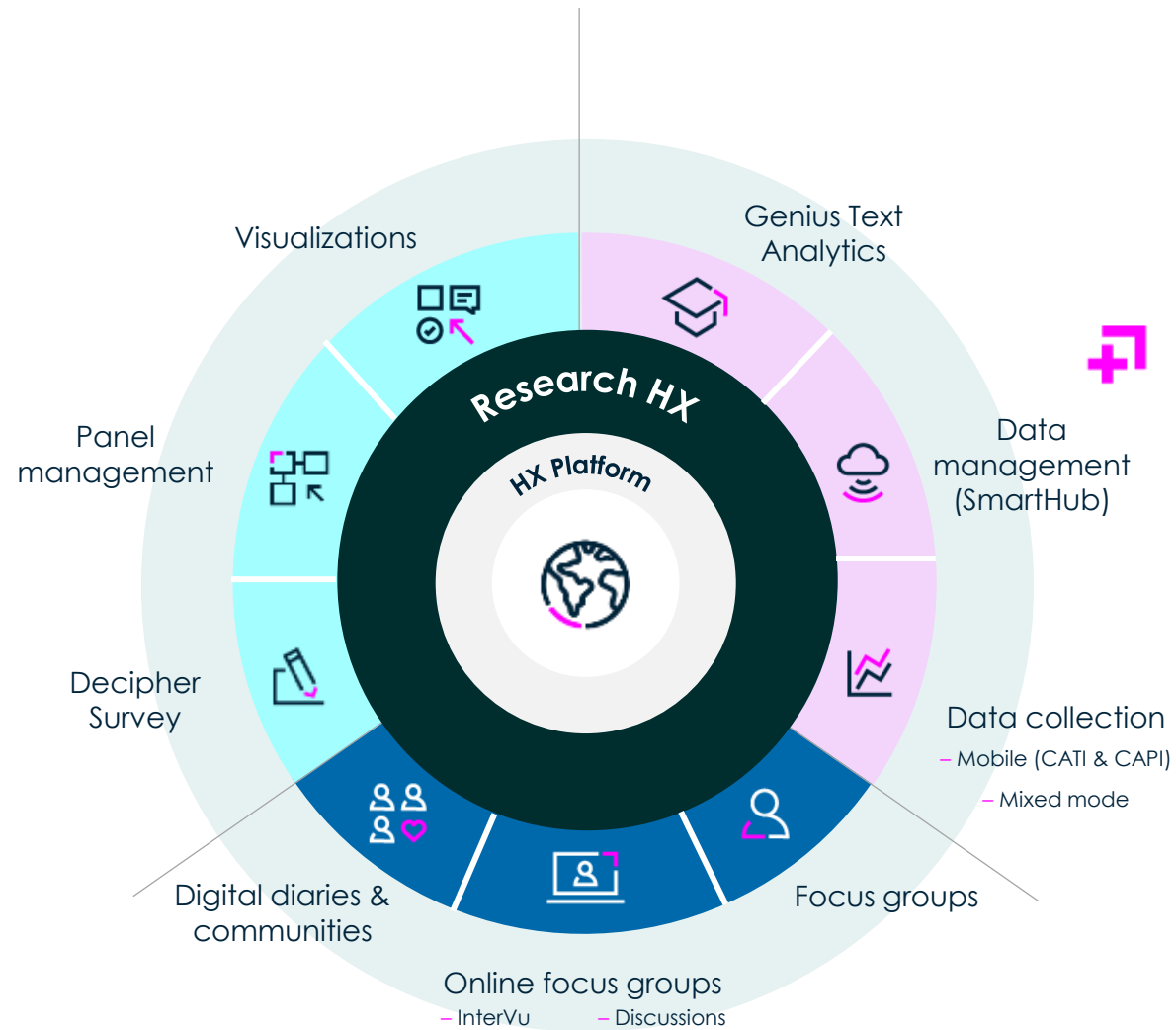
Forsta Research HX

The best-in-class purpose-built, AI instrumented solution for agency and in-house Market Research.

- A full suite of solutions for all research needs, including data collection, visualization, panel management, and qualitative research.



 **Pro Suite**



 **Plus Suite**

 **Qual Suite**

Research HX

The most powerful, flexible, connected, and reliable experience & research technology.

Forsta transcends methodological and data silos. All human experience (HX) is here.

Who we are:



3,000+
employees

30+ years
in the market

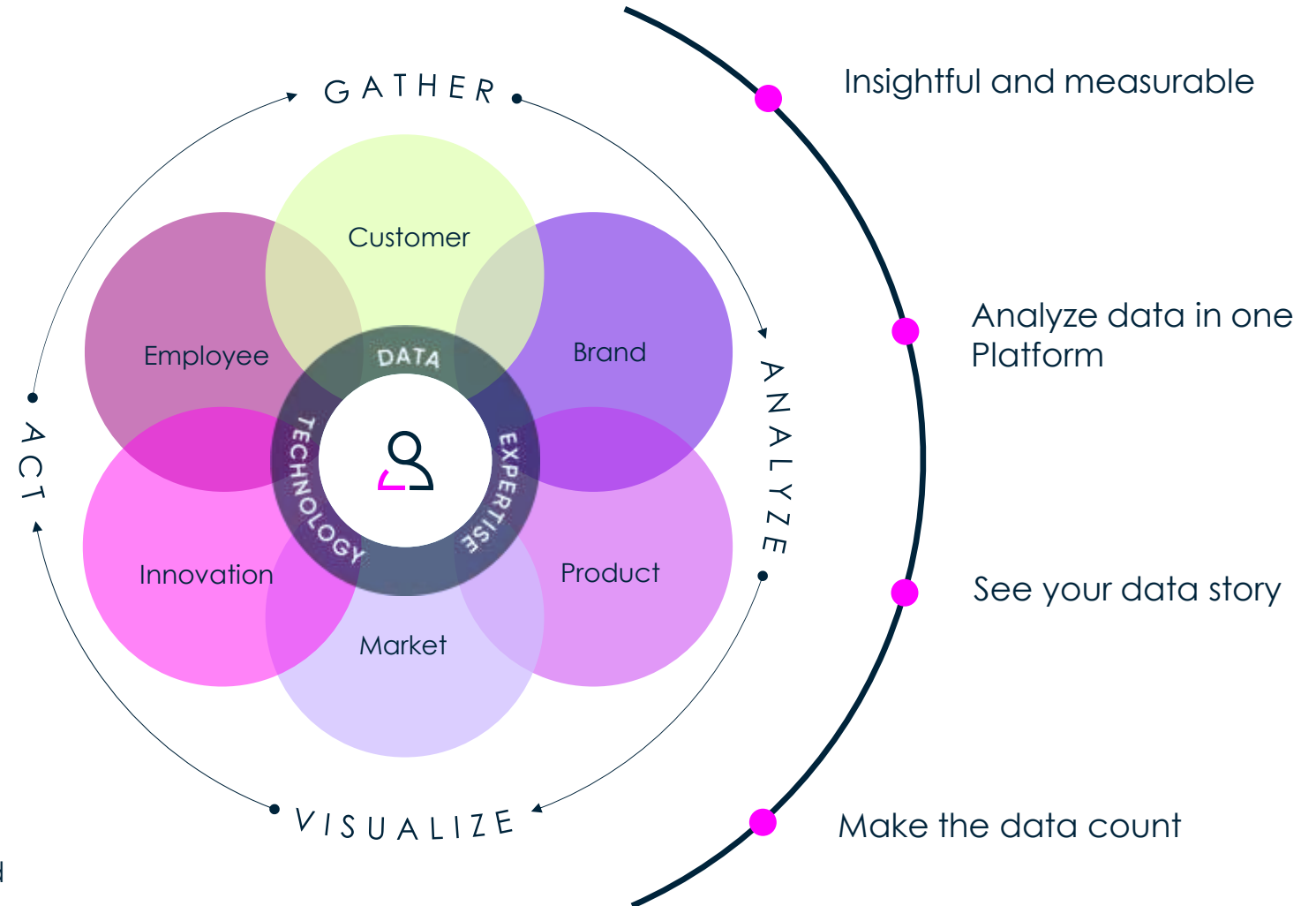


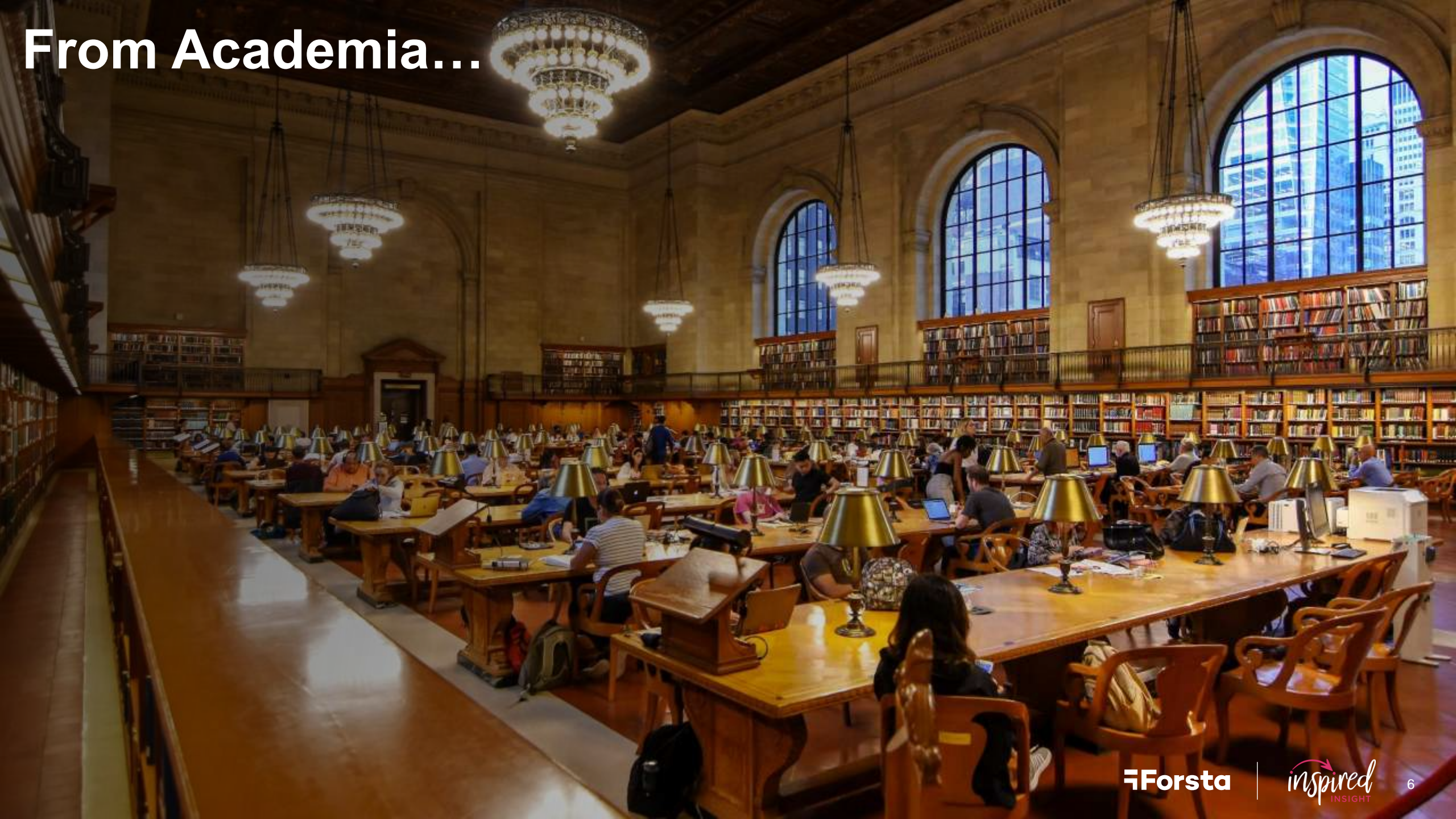
50K+
global customers

9/10
top market research
agencies use Forsta



Experts
in Market Research, Customer Experience, and
Employee Experience





From Academia...

From Academia to the Wild West: Why We Built Our Own Fraud Detection System



Fraud is Invisible, that's the problem

Modern fraud is subtle. It hides in plain sight.

Two types of fraud:

1. OPPORTUNITY FRAUD:

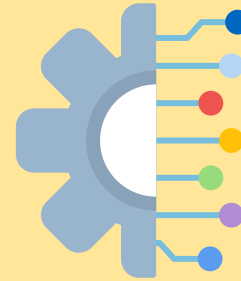
One-off, low effort,
but pollutes data

"I got 3 invites... I'll just take it again for the incentives."

2. SYSTEMIC FRAUD:

High-scale, high-sophistication

"I spoof devices, disguise IPs, lie about who I am, and farm surveys for income."

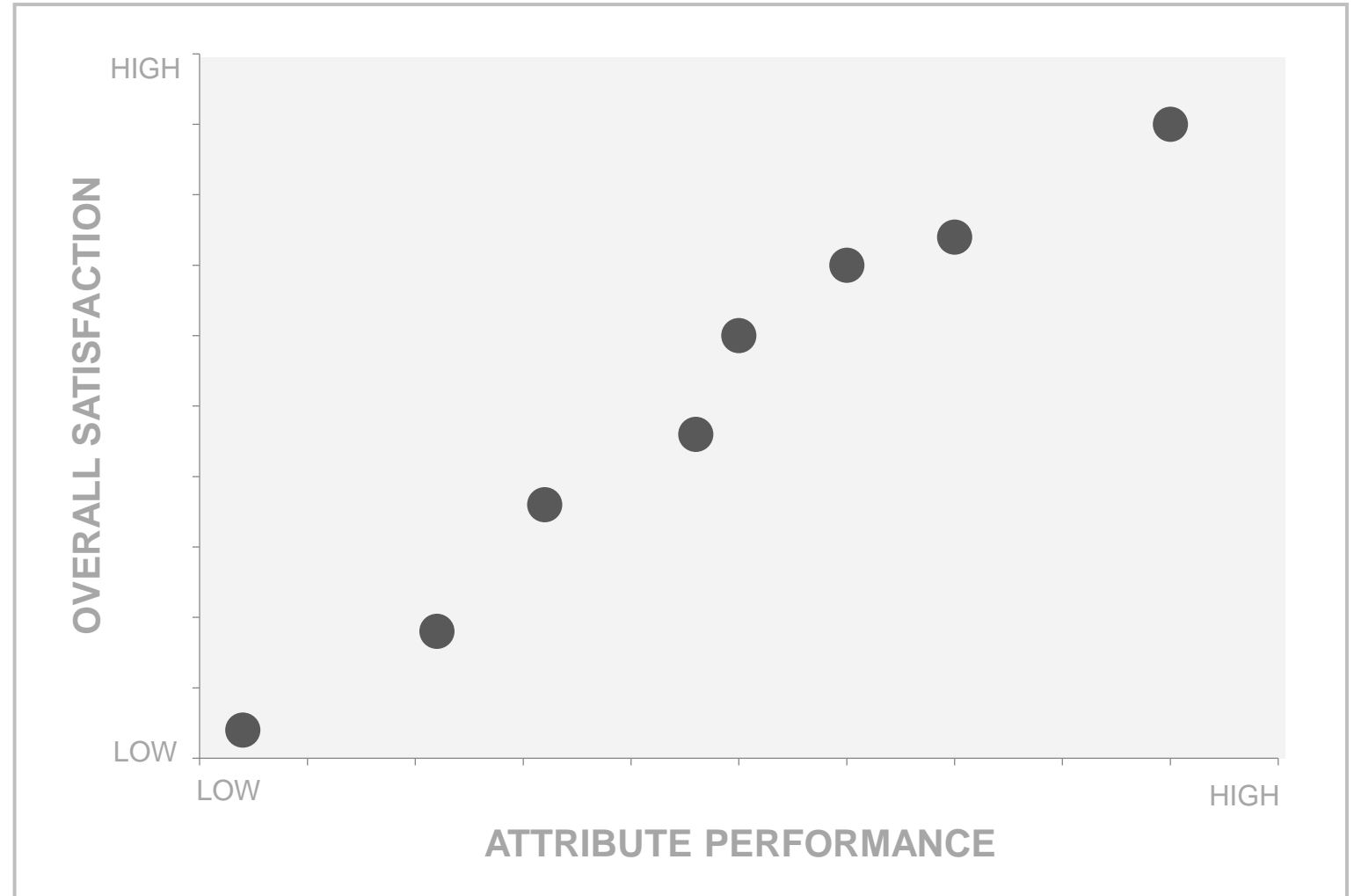


Today's fraud isn't obvious—it's engineered.

Not Fraud: Bored respondents, bad faith actors

Why Bother?

Oh Look!
We have an
interesting
relationship here.
An Insight!



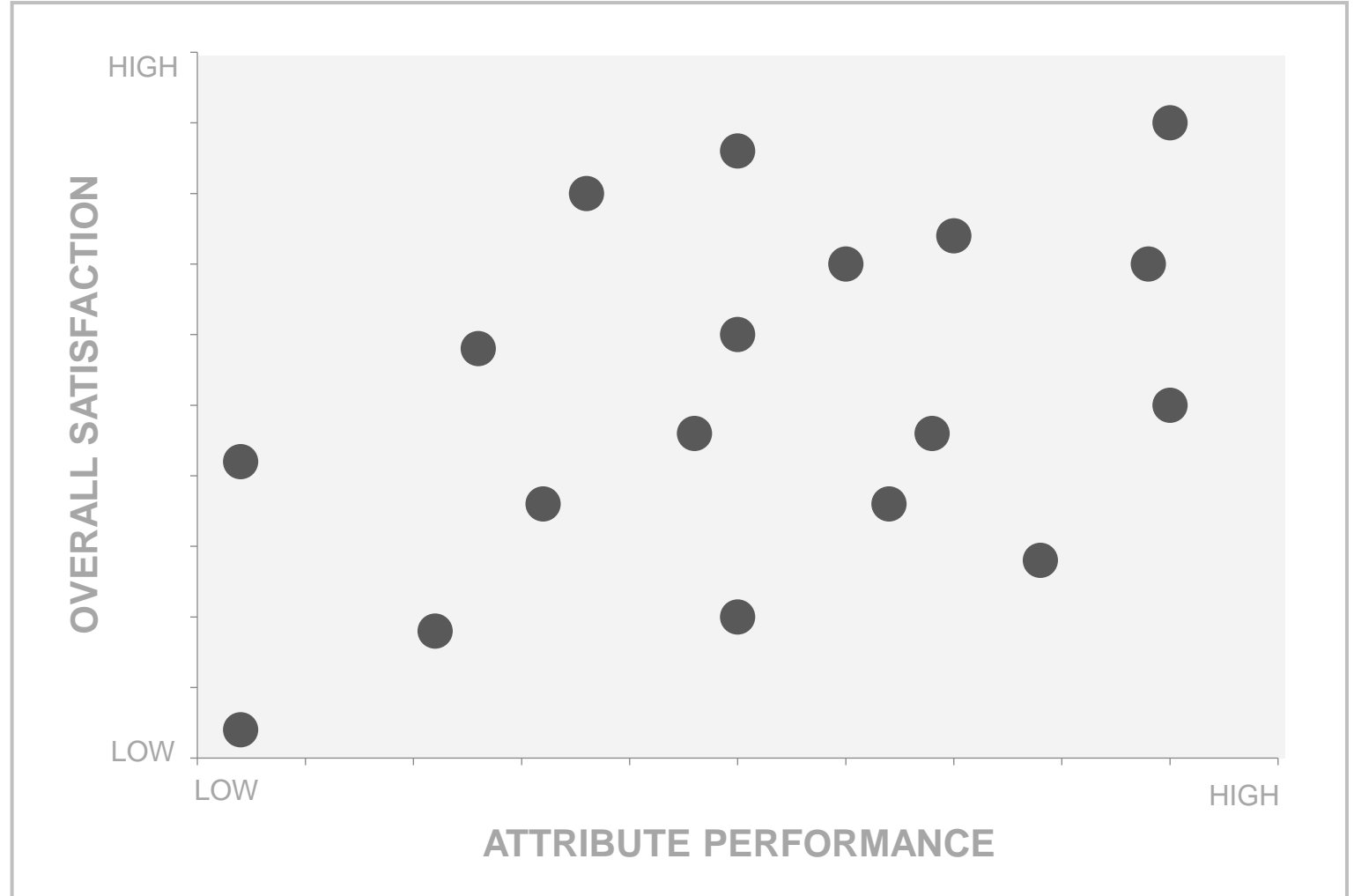
Why Bother?

BUT...
**Add in some
BORED
respondents**



Why Bother?

THEN...
**Add in some
BAD FAITH
respondents**

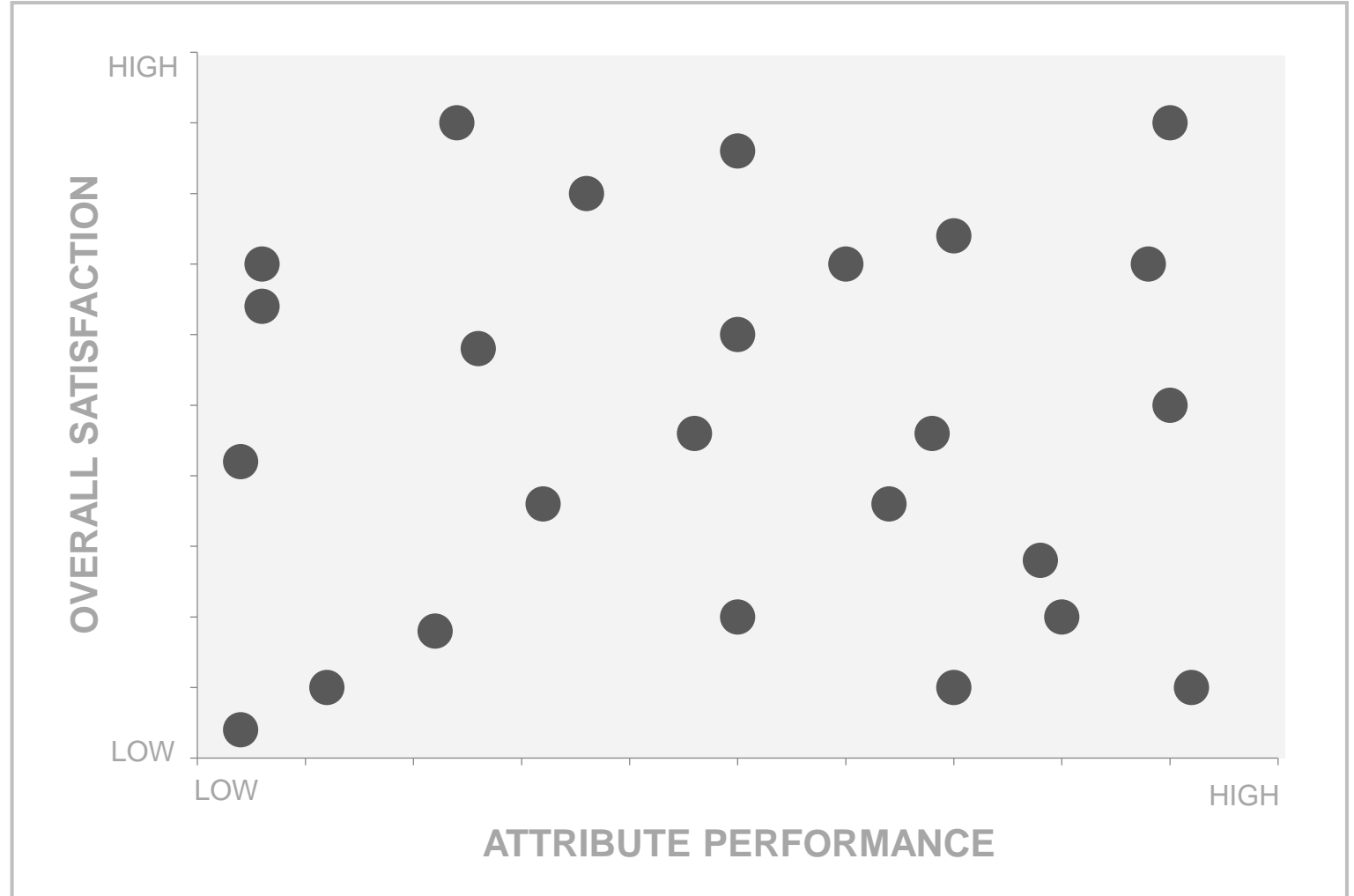


Why Bother?

THEN...

**Add in some
Fraudulent
respondents**

**And your insight
is lost! You end up
with nothing to say.**



Data quality issues can lead to stress and worry



Stress and worry is the top negative impact



Workload and managing field are the next largest negative impact



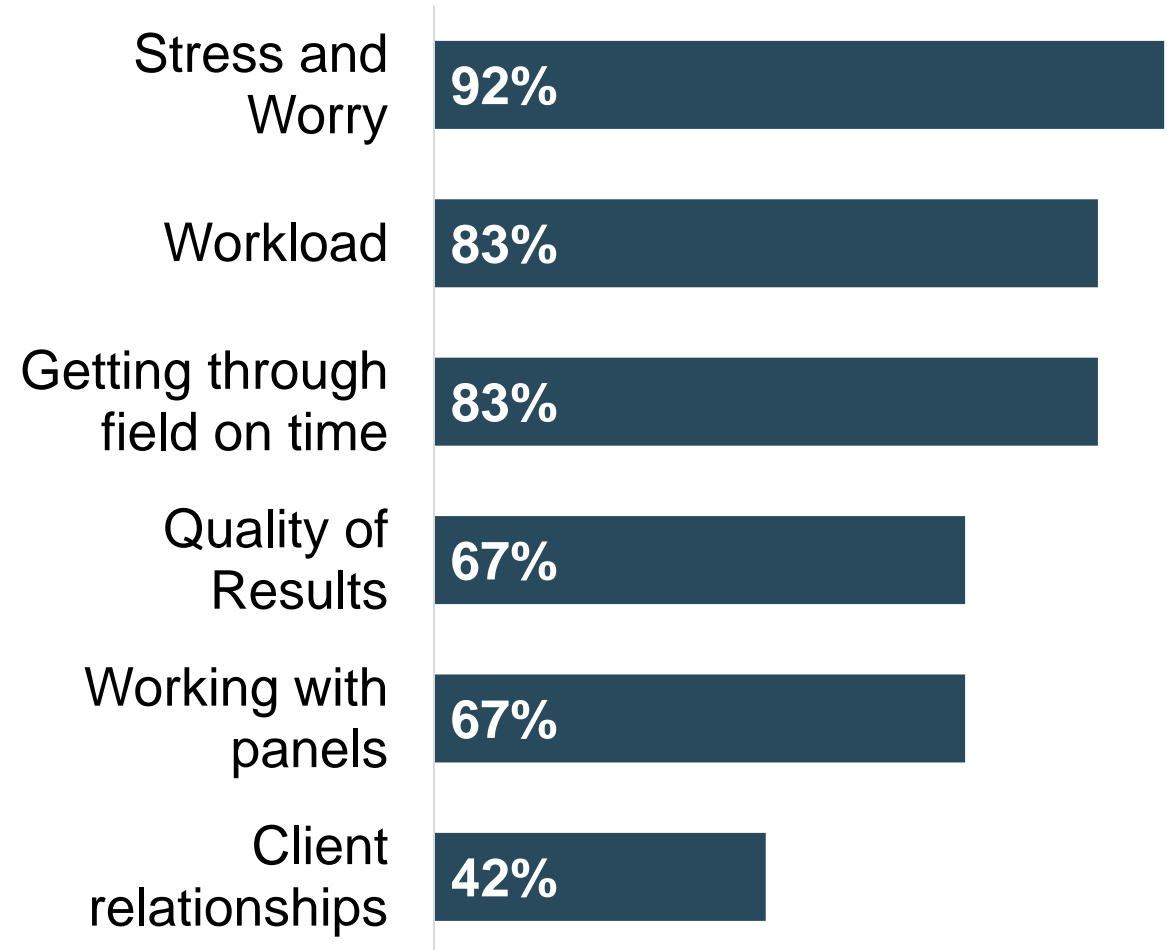
Working with panels are negatively impacted



Client relationships are less negatively impacted, but this our biggest worry

Hidden Costs that Spawned our Evolution

Internal Survey of Inspired Project Teams, 2022



Myth: Old Tools Still Catch Modern Fraud

They catch boredom—not deception.



**Speeding
≠
Fraud**



**Straightlining
is a rookie
move**



**Attention
checks are
outdated**



**Open-ends
aren't silver
bullets**

Bad data only comes from “Bots” myth needs to go

This is a 1-year lookback across
all our survey traffic touches

MALICIOUS

5,490

2%

FRIENDLY

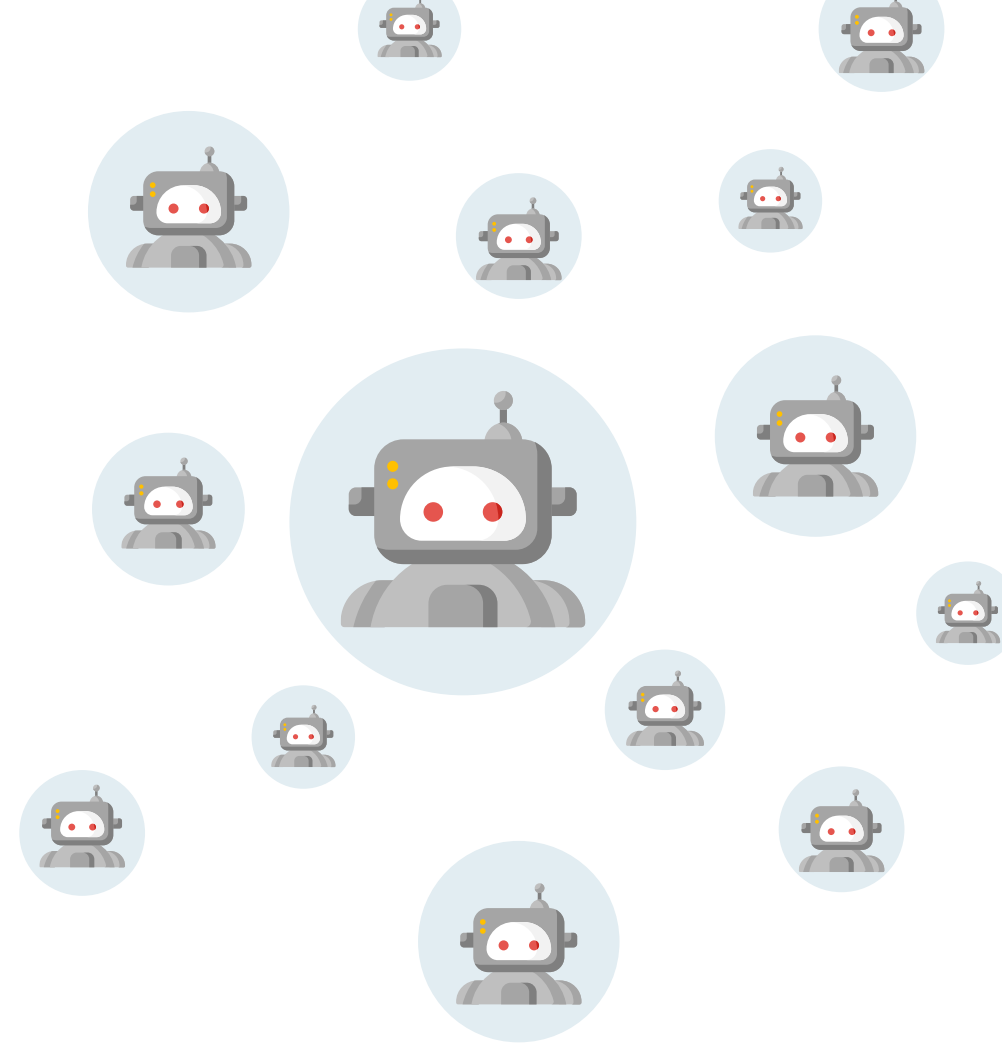
2,784

1%

HUMAN

271,356

97%



Bad data only comes from “Bots” myth needs to go

This is a 1-year lookback across
all our survey traffic touches

MALICIOUS

5,490

2%

FRIENDLY

2,784

1%

HUMAN

271,356

97%

Bad bots are only
2% of all traffic



But we remove
about 20-30% of
consumer sample
completes due to
low data quality!

THE TOOLS

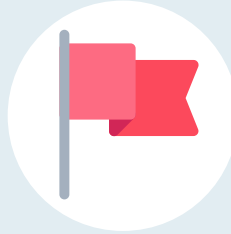
 **Forsta**



Fingerprint



Device-based
intelligence



Survey
Behavioral Flags



Ecosystem
Monitoring

Device Based Intelligence



VPN status



Privacy Settings
Detection



Virtual Machine
Detection



Bot Detection



Incognito Mode
Detection



Device
Tampering



Precise
Geocoding



Developer
Console Open



Repeat entry from
multiple unique links

Real Time Intelligence

Visitor Id	Fingerprint Flags Count	Fingerprint Result	# of Unique Links Tried
5WNUCH0E6Q3CTCK1A82x	3	Multiple Links, Incognito Mode, VPN	8
nmAjiOMGX0Ei2etC0Y1I	2	Multiple Links, VPN	2
6BzuQUSTaGtpJL7zRU0w	3	Multiple Links, Verified Bot, VPN	6
Hh0LEPO9nm153TP8UCFG	2	Incognito Mode, VPN	1
yHXZDD0Nhp9203ZX75N1	2	VPN, Privacy Settings	1
sexO956SgfT0RQd51BjF	3	Multiple Links, Verified Bot, VPN	5
UTXQM7dXiAy8L73Pb0P0	4	Multiple Links, Verified Bot, VPN, Virtual Machine	2
zzXFQ670nWWLyI0ETYE0	1	VPN	1
zOj71iO1qpSV1uH0Nev4	1	VPN	1
rA9te0l3RhMkGaD6gyjV	2	Multiple Links, VPN	5
VO5Ghndrpx4aky03TqXn	2	Multiple Links, VPN	3
Fgkxn3IHUSwjLA5sIYY0	2	Incognito Mode, VPN	1
nhaw0BLDBdYssecFB9TY	3	Multiple Links, VPN, Privacy Settings	2
4goleb0bvInD94rbrAyq	3	Verified Bot, VPN, Virtual Machine	1
Nhk1Lvfmlekrw5V0qqWk	2	Multiple Links, VPN	4

Real Time Intelligence

Visitor Id	Fingerprint Flags Count	Fingerprint Result	# of Unique Links Tried
5WNUCH0E6Q3CTCK1A82x	3	Multiple Links, Incognito Mode, VPN	8
nmAjiOMGX0Ei2etC0Y1I	2	Multiple Links, VPN	2
6BzuQUSTaGtpJL7zRU0w	3	Multiple Links, Verified Bot, VPN	6
Hh0LEPO9nm153TP8UCFG	2	Incognito Mode, VPN	1
yHXZDD0Nhp9203ZX75N1	2	VPN, Privacy Settings	1
sexO956SgfT0RQd51BjF	3	Multiple Links, Verified Bot, VPN	5
LTXQM7dXiAv8L72Ph0D0	4	Multiple Links, Verified Bot, VPN, Virtual Machine	2
zzXFQ670nWWLyI0ETYE0	1	VPN	1
zOj71iO1qpSV1uH0Nev4	1	VPN	1
TA9te0I3RnIVKgaD6gyjv	2	Multiple Links, VPN	5
VO5Ghndrpx4aky03TqXn	2	Multiple Links, VPN	3
Fgkxn3IHUSwjLA5sIYY0	2	Incognito Mode, VPN	1
nhaw0BLDBdYssecFB9TY	3	Multiple Links, VPN, Privacy Settings	2
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Consumer Privacy?

Real Time Intelligence

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zzXFQ670nWWLyI0ETYE0	1	VPN	1
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**Opportunity
Fraud**

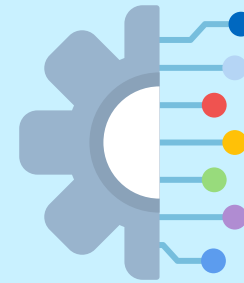
Real Time Intelligence

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Hh0LEPO9nm153TP8UCFG	2	Incognito Mode, VPN	1
yHXZDD0Nhp9203ZX75N1	2	VPN, Privacy Settings	1
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rA9te0I3RhMkGaD6gyjV	2	Multiple Links, VPN	5
VO5Ghndrpx4aky03TqXn	2	Multiple Links, VPN	3
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**Systemic
Fraud**

Real Time Intelligence

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Hh0LEPO9nm153TP8UCFG		Incognito Mode, VPN	
yHXZDD0Nhp9203ZX75N1		VPN, Privacy Settings	
sexO956SgfT0RQd51BjF		Multiple Links, Verified Bot, VPN	
UTXQM7dXiAy8L73Pb0P0		Multiple Links, Verified Bot, VPN, Virtual Machine	
zzXFQ670nWWLyI0ETYE0		VPN	
zOj71iO1qpSV1uH0Nev4		VPN	
rA9te0I3RhMkGaD6gyjV		Multiple Links, VPN	
VO5Ghndrpx4aky03TqXn		Multiple Links, VPN	
Fgkxn3IHUSwjLA5sIYY0		Incognito Mode, VPN	1
nhaw0BLDBdYssecFB9TY		Multiple Links, VPN, Privacy Settings	2
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*Today's fraud
isn't obvious—
it's engineered.*

Survey Behavior Flags: Behavior Doesn't Lie

- Copy-paste in open-ends
- Characters typed per second
- Uses the delete key or not
- Random choosers flagged using statistical tools
- Repeat survey touches

Beauty Queens are Copy Paste



“This brand works collaboratively with clinicians, academics and healthcare professionals to provide solutions based on real world clinical data. Their emphasis on evidence-based practices and ongoing research assures that their technologies remain in sync with the most recent medical advances.”

Survey Ecosystem Monitoring

VM detection ⓘ



254 ↗ +103%

API Calls

Incognito mode ⓘ



318 ↗ +61%

API Calls

VPN ⓘ



646 ↗ +38%

API Calls

13 ↗ +0%

API Calls


Survey Ecosystem Monitoring

VM Detection

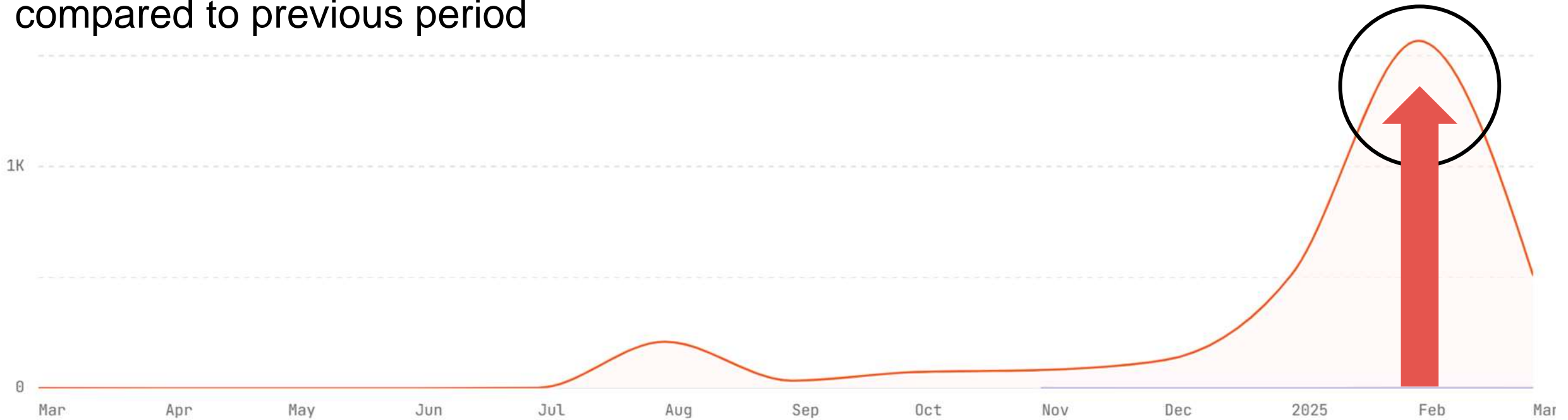
3,117

+77,825%

compared to previous period

Hourly Daily Monthly   

 Current period  Previous period



Real Quality is built by Design

Quality Isn't a Tactic. It's a Strategy.



DEDICATED RESOURCES



Build a team with the tools and time to do it right.



Removal Timing: in survey and/or after survey.



Define fraud – Align on what is and isn't fraud internally. Gray areas are where risk thrives.



Fix the incentive problem:

Agencies want high-quality data, delivered on time. Panels want maximum throughput, minimum disruption.

Key Takeaways



Fraud is invisible—
assume it's there.



Don't patch problems.
Build systems.



Monitor at three levels:
respondent, survey,
and ecosystem.



Share data. Fight
fraud together.

Q&A



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