



Trustworthy Data Starts Here

How DataDiggers Ensures Data Quality &
Prevents Fraud in Market Research



Why Data Quality Matters

Your research is only as strong as the data it's built on. Poor-quality or fraudulent responses don't just waste time — they **distort strategy, inflate budgets, and risk wrong decisions.**

At DataDiggers, we believe **only high-quality, verified data is good enough.** Every part of our market research infrastructure is designed to ensure that your insights come from **real people, real opinions, and real behaviors** — fraud-free, consistent, and truly representative.



Our Multi-Layered Approach to Data Integrity

We combine **advanced technology** with **expert human oversight** to guarantee that every data point we deliver is authentic, accurate, and actionable.



Proprietary Global Panels

30+ rigorously managed MyVoice panels.

2M+ active panelists across North America, Europe, MENA, APAC, and LATAM.

Rich profiling: 70+ attributes (demographics, behavior, industry, purchase intent).

Continuously refreshed databases for real-time targeting precision.



Intelligent Pre-Screening

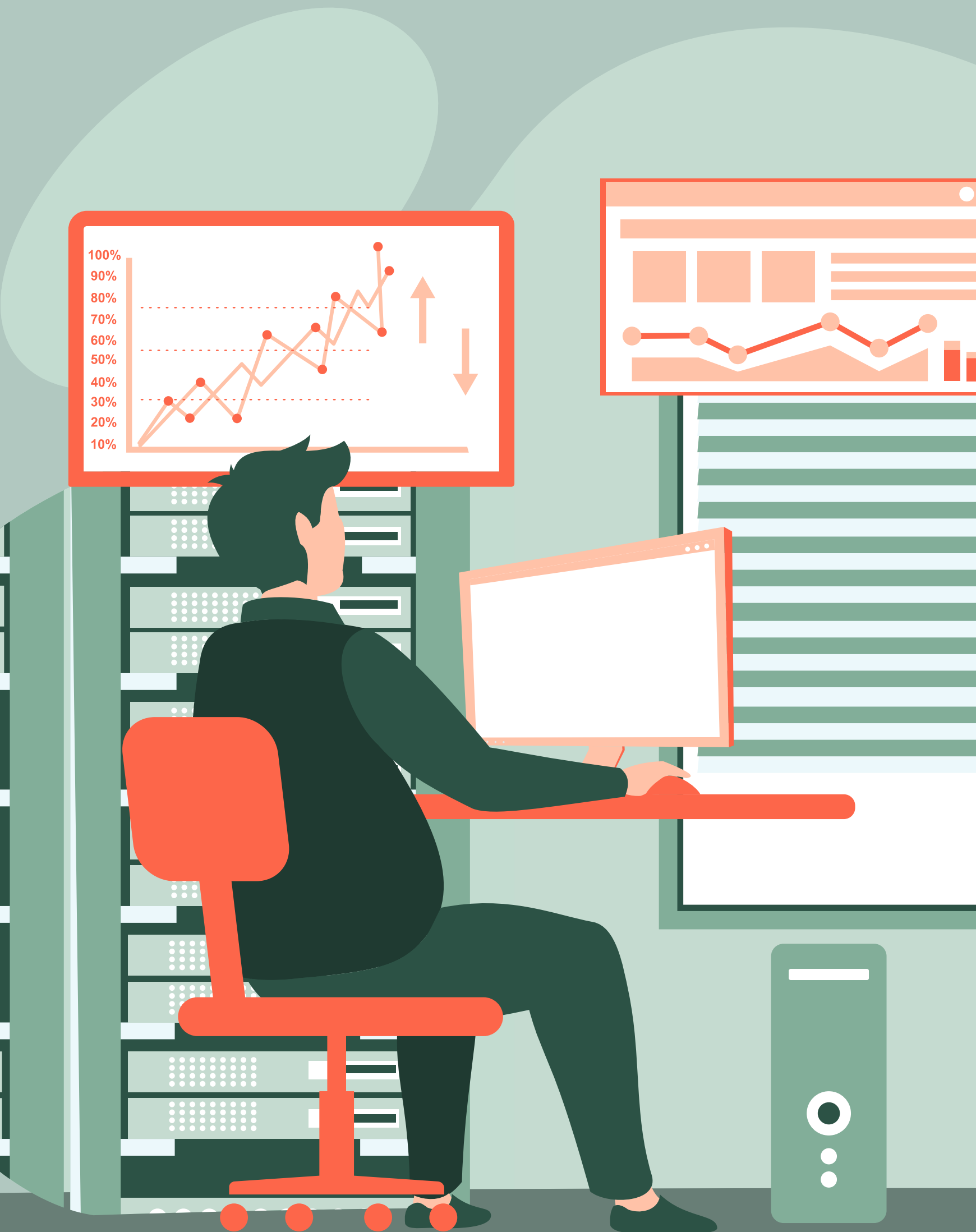
AI-driven pre-survey validation.

Ongoing behavior scoring from device data, participation history, and past quality.

Real-Time Response Monitoring

Detects straight-lining, speeding, gibberish, and inconsistent answers.

NLP filters to remove low-quality open-ended responses.



Identity & Location Verification

GeoIP tracking for location accuracy.

Integrated IPQS fraud detection engine.

Device fingerprinting, CAPTCHA, deduplication, and bot blocking.

Enterprise-Grade Tools

Built-in fraud prevention for self-serve projects.

Real-time low-quality response filtering.

Smart routing to prevent sample mismatch.

Integrated third-party protection (e.g., Research Defender).





Compliance Without Compromise

ISO 20252:2019 certified research processes.

ESOMAR member, aligned with industry ethics.

Fully GDPR-compliant with double opt-in and transparent opt-out.

Built to Earn Your Trust

Data integrity isn't a feature — **it's our promise**. We've built an ecosystem where **human judgment, smart automation, and ethical design** work together to safeguard your projects from start to finish.

When you work with DataDiggers, you get:

Real, verified people — not bots or fake identities.

Quality responses — not filler data.

Transparent processes — not generic claims.

A partner fully committed to data quality and fraud prevention.



Let's Raise the Bar — Together

Your research deserves a foundation you can trust. Whether you're running full-service projects or managing your own fieldwork in Brainactive, DataDiggers ensures clean, high-integrity results every time.





Get in touch about your next project

Get the right people every time.

Request a Quote