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DATA QUALITY METHODOLOGIES AND SECURITY PRACTICES

Company Overview

DataDiggers is **a technology-first market research agency** delivering tailored insights on a truly global scale.

We specialize in **agile, high-quality data solutions** that meet the demands of brands, institutions, and agencies across every sector. Our mission is simple: **deliver meaningful, actionable answers by asking the right questions** — powered by smart technology, advanced methodologies, and a commitment to quality without compromise.

With **end-to-end multilingual capabilities** and operational hubs across five continents, we remove the barriers of location, time, and language. From global enterprises to niche consultancies, we help organizations navigate complexity and make informed decisions **with speed, precision, and confidence.**
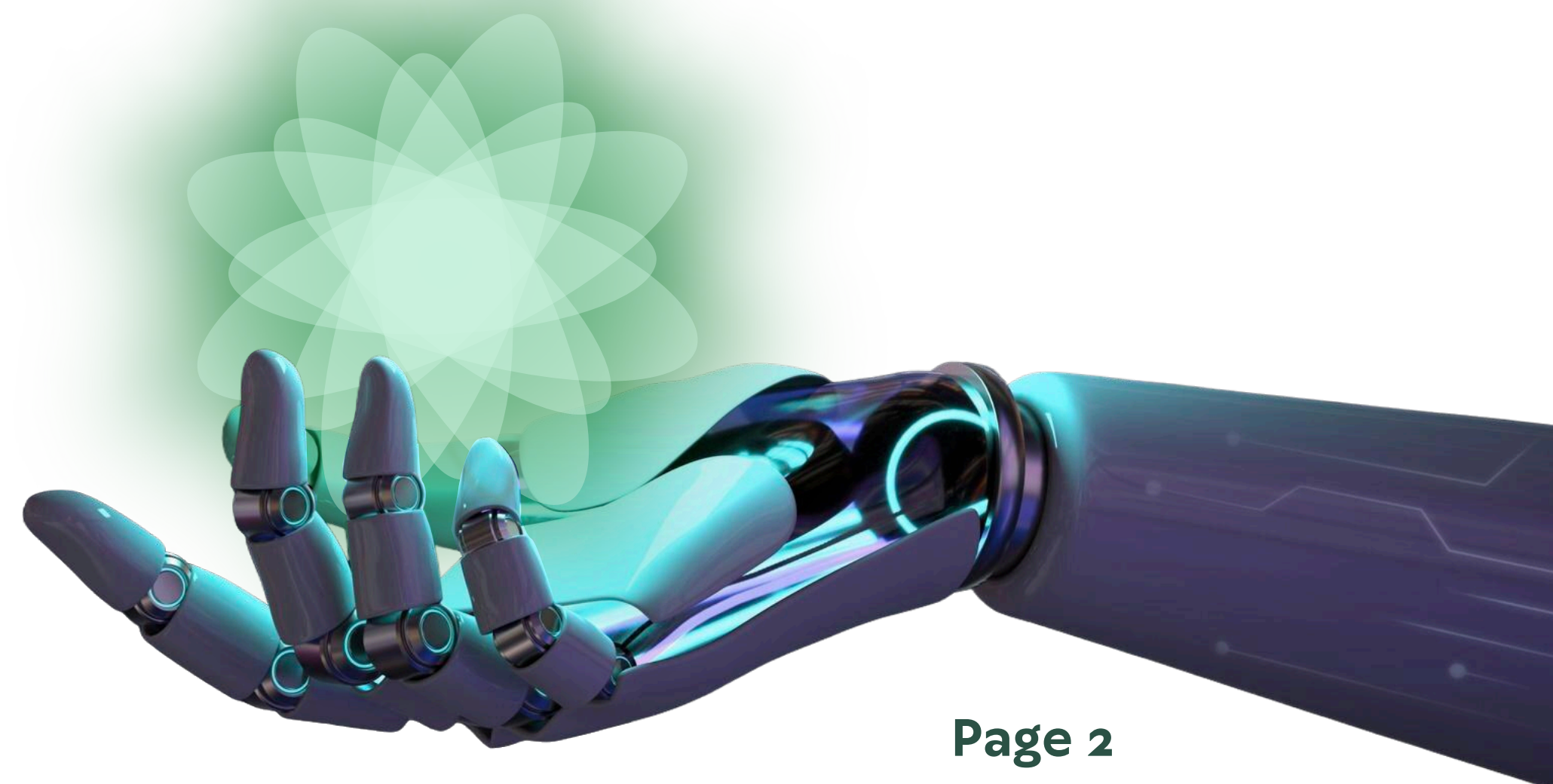
Company Overview

Over the past decade, DataDiggers has earned a strong reputation for delivering **reliable, high-quality insights** through advanced quantitative research. Our approach blends **methodological rigor, continuous innovation, and a client-first service philosophy.**

Our proprietary **MyVoice panels** feature over **2 million thoroughly profiled,** actively engaged individuals across more than 30 countries. Every year, we deliver **thousands of high-quality completes** using best-in-class online data collection methodologies.

We provide a full spectrum of services, including:

- Global sample provision across **B2C and B2B** segments.
- Questionnaire design and translation.
- Programming, fieldwork, coding, and data processing.

Innovation is continuous — from **panel-building strategies** to delivery platforms like **Brainactive** (full-service DIY research) and **Syntheo** (synthetic insights engine).

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High-Quality Panels Backed by Proven Processes

We use a **multi-layered approach** to panel management, combining market expertise, proprietary technology, direct respondent engagement, and a **hybrid sourcing model.** This ensures we can deliver reliable, representative samples for even the most specialized audiences.

Our sampling capabilities span:

- Consumer goods & services
- Healthcare and clinical research
- Financial services and insurance
- Technology, media, and telecom
- B2B audiences across industries

At DataDiggers, **data quality is built into every step,** supported by a team of industry professionals averaging 15 years of experience.

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Methodology & Security

Data Quality Control

We apply a rigorous quality control framework for every project:

Recruiting and using only **double opt-in** panel members.

Detecting IPs and screening duplicates to ensure **unique, real participants.**

Geo-location verification and fraud prevention.

Screening for behavioral red flags (speeding, straight-lining, inconsistent responses).

Precise translation and localization to ensure respondent comprehension.

Incentive payouts in native currencies.

Running surveys only in **official local languages.**

Clients may apply their own additional quality checks. We provide real-time removal for flagged respondents via a dedicated "Quality Terminate" status, or post-fieldwork removal if preferred.

Panel Quality Sentinel

Our proprietary Panel Quality Sentinel integrates multiple checkpoints to maintain the integrity of our panels, including:

DOI Verification — unique email confirmation before activation.

Response Blitz Blocker — flags excessive survey completions in short periods.

Survey Sprinter Spotter — detects speeding behavior.

Reward Rush Blocker — monitors suspicious redemption activity.

Respondent Rejection Radar — flags unusually high rejection rates.

Fraud Activity Sentinel — identifies high-risk behaviors and patterns.

Global Standards & Advanced Fraud Prevention

ISO 20252:2019 Certified

This certification validates our commitment to global best practices, ensuring data integrity, confidentiality, and operational excellence.

Leveraging IPQS for Data Integrity

We enhance data quality through:

- **Real-time monitoring** for immediate corrective action.
- Comprehensive filtering of bots, proxies, and suspicious activity.
- Customizable parameters for project-specific quality needs.
- Geolocation and device fingerprinting to verify target audience reach.

Impact of IPQS implementation:

- Post-survey terminations reduced **from 13% to 6%.**
- Fraudulent and low-quality respondents significantly decreased.
- Quality improvements recognized by top clients across all markets.

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FAQ

1 **Recruitment frequency and process:**

Multi-channel, continuous recruitment with double opt-in verification.

2 **Survey participation limits:**

Evenly distributed invites every 2–3 days to prevent fatigue.

3 **Participant satisfaction:**

Assessed through periodic experience surveys.

4 **Information security compliance:**

ISO 27001-aligned; regular audits and stress tests.

5 **Retention:**

Tailored incentives, campaigns, and engagement content 5 days/week.

FAQ

6 **Data protection compliance:**

Full adherence to GDPR and local laws, overseen by a DPO.

7 **Recruitment validation:**

Multi-layered verification including email, IP, and postal code checks.

8 **Identity confirmation per project:**

Geo-IP, device fingerprinting, unique IDs, and secure survey links.

9 **Quality monitoring over time:**

Behavioral tracking, flagging anomalies, and profile-response consistency checks.

10 **In-survey quality controls:**

Detection of random answers, contradictions, excessive "Don't know," and speeding.

Conclusions

At DataDiggers, data quality is not negotiable — it's the foundation of everything we do.

From rigorous recruitment and fraud detection to compliance with global standards, we ensure that every dataset we deliver is accurate, reliable, and ready for decision-making.

Our integrated ecosystem — including Brainactive, Syntheo, Modeliq, and Correlix — supports clients at every stage, delivering insights they can act on with complete confidence.

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