

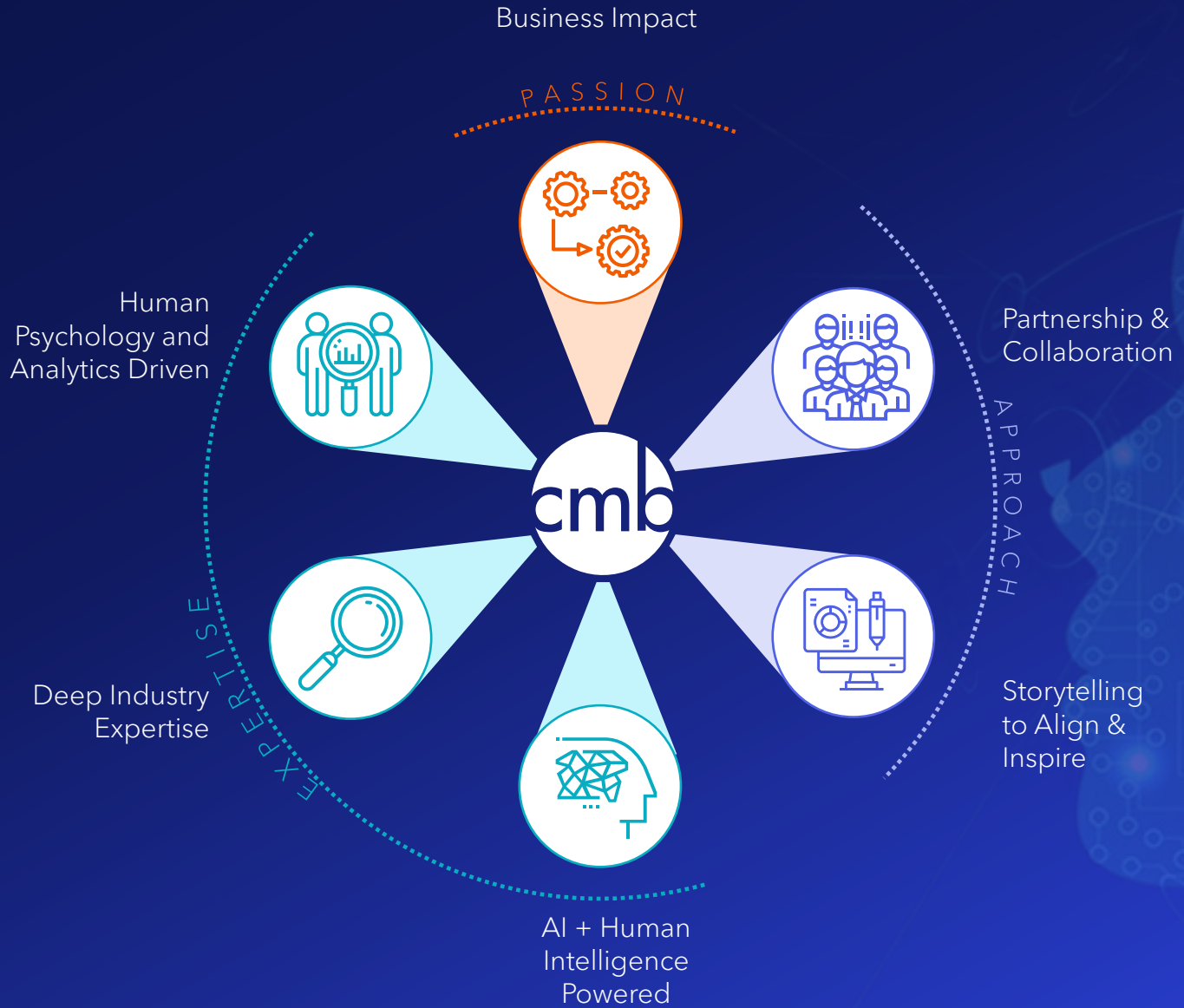
# Enhancing Data Integrity with AI+HI™ Fraud Detection

Quirk's

November 20, 2024



# Leading insights and strategy consultancy



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# Panelists



**MONIKA ROGERS**  
VP of Growth Strategy

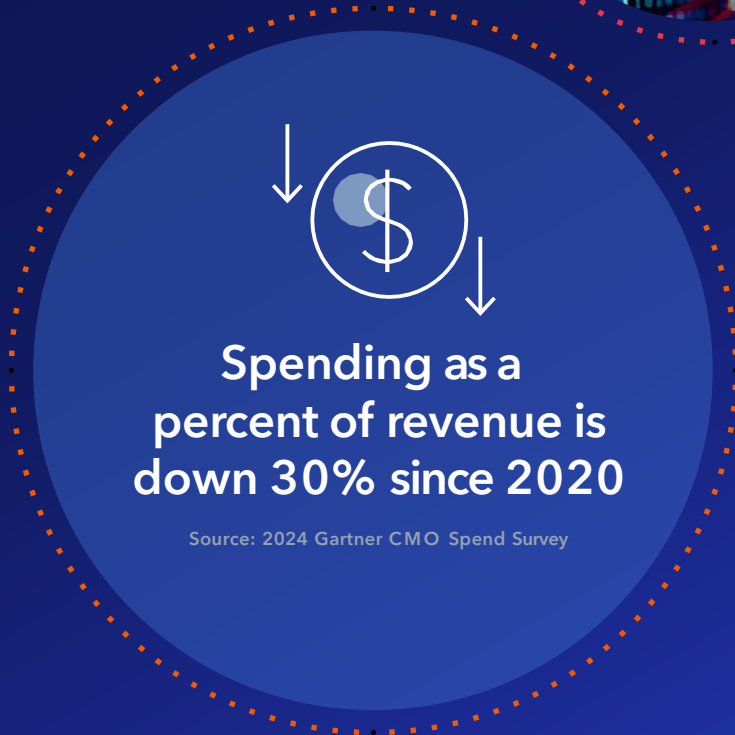


**AMANDA MCMAHAN**  
Senior Insights Consultant



**RICHARD SCIONTI**  
VP of Product & Innovation

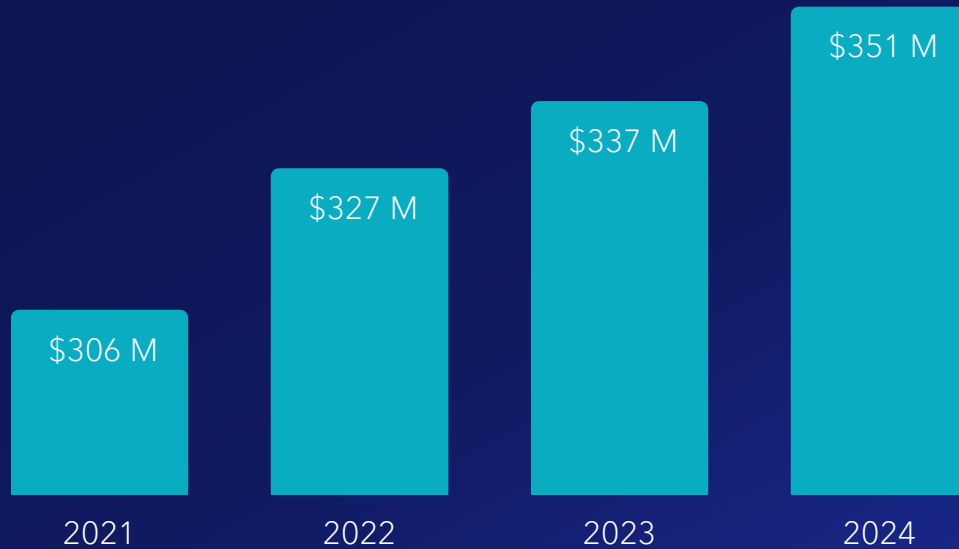
# Marketing leaders and consumer insights pros are at crossroads



Is speed and efficiency enough?

# Survey fraud presents a huge risk to business impact

## Money Lost Paying Fraudulent Participants



Source: Tremendous, 2024

## Business Losses from Market Research Fraud



Source: Cloud Research, 2024

The research industry estimates 15-30% of survey responses are fraudulent

Source: Disqo, 2021



# Fraud is everywhere in market research—no one is safe



63%

accept some level of fraud as part of conducting market research studies



64%

have had a project delayed or negatively impacted by fraud



56%

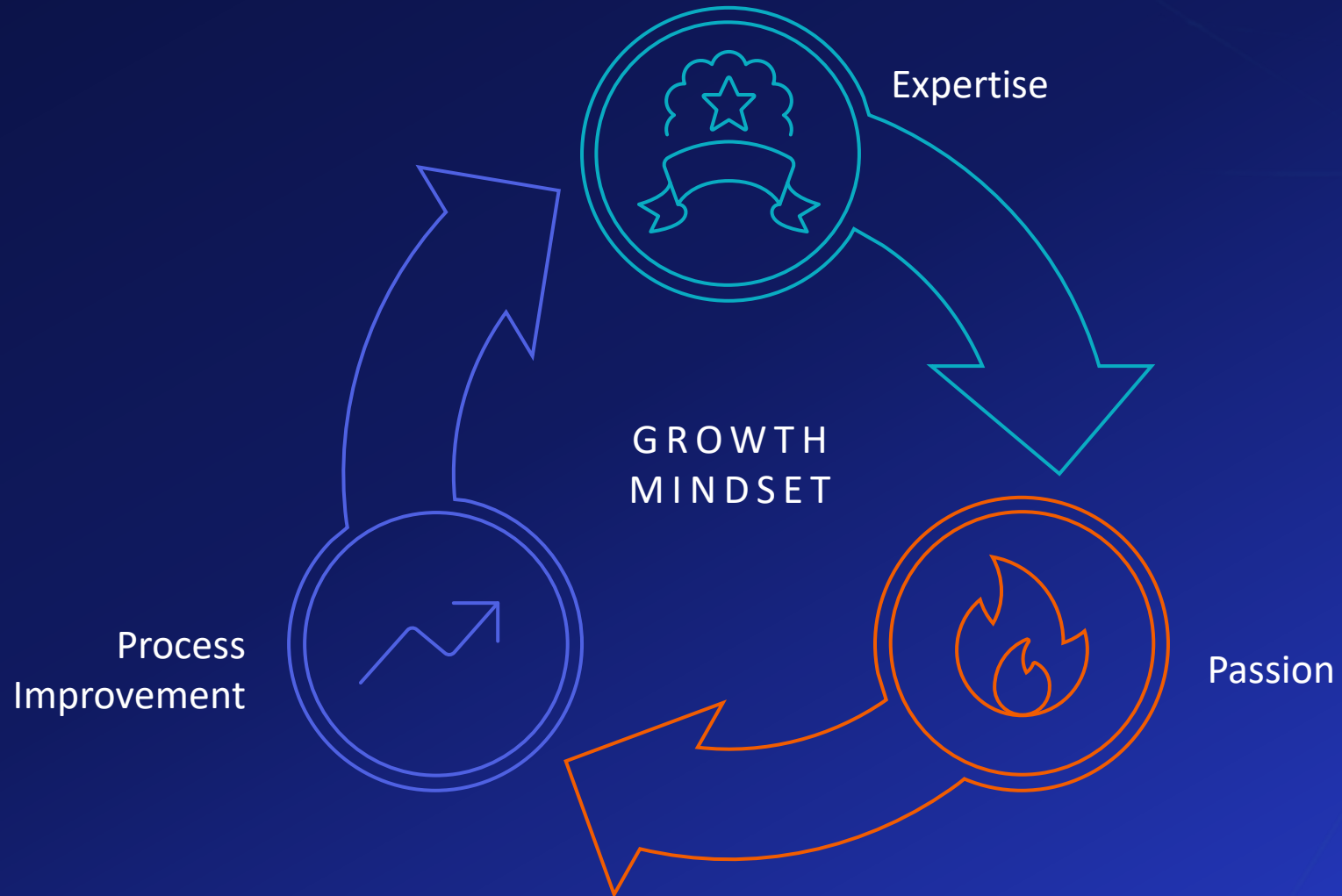
claim their decision-making has been impacted by fraud

# CMB has made a significant investment in improving data integrity

Fraud is only one part of the story...



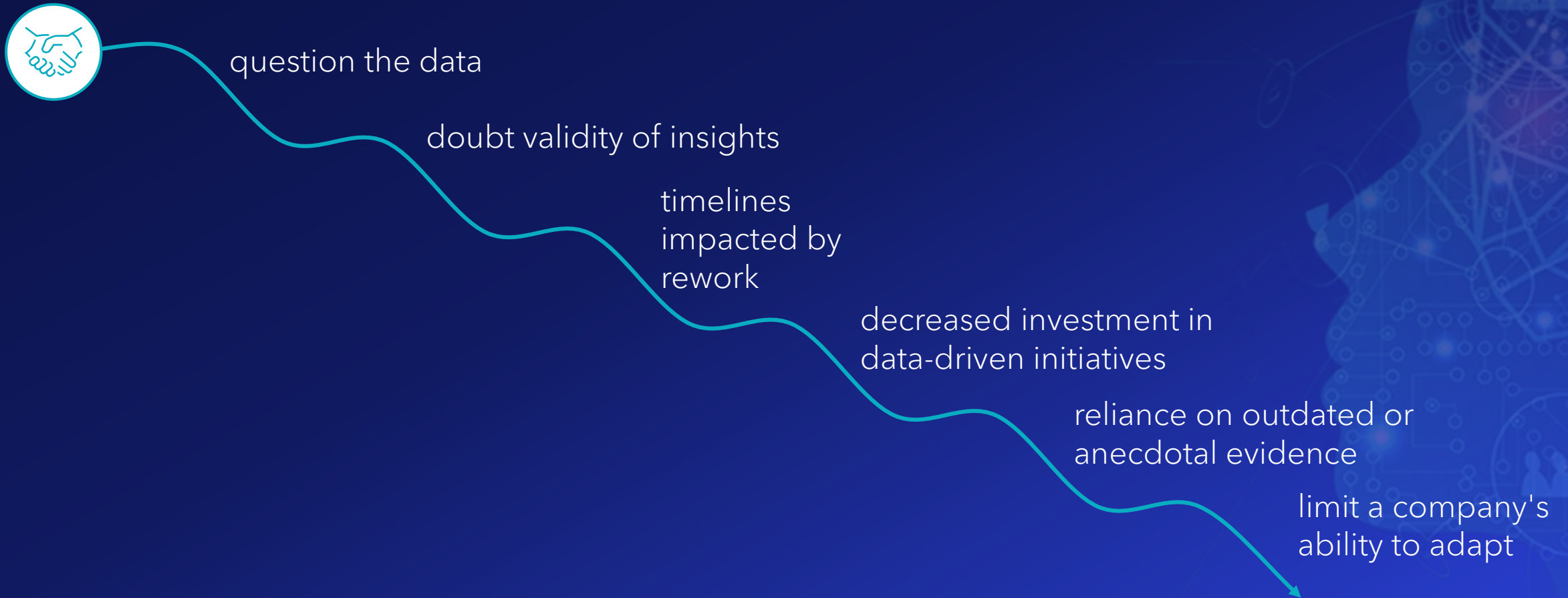
# Embarking on the data quality journey



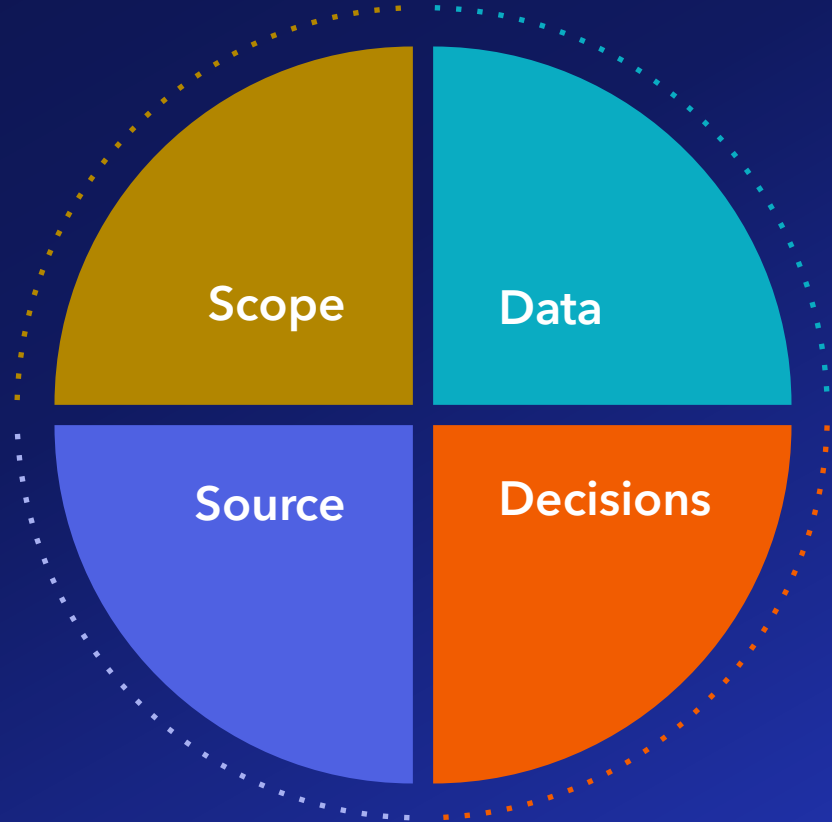




# Bad data cascades into client impact



# The root of the problem is client confidence in...





**Building a better  
solution meant  
rethinking  
everything**



# Fighting fraud with AI

## GUIDELINES & GUARDRAILS



Artificial  
Intelligence +  
Human  
Intelligence  
philosophy

## Guidelines documentation



## ETHICAL AND PRACTICAL USE



Efficacy



Ease of Use



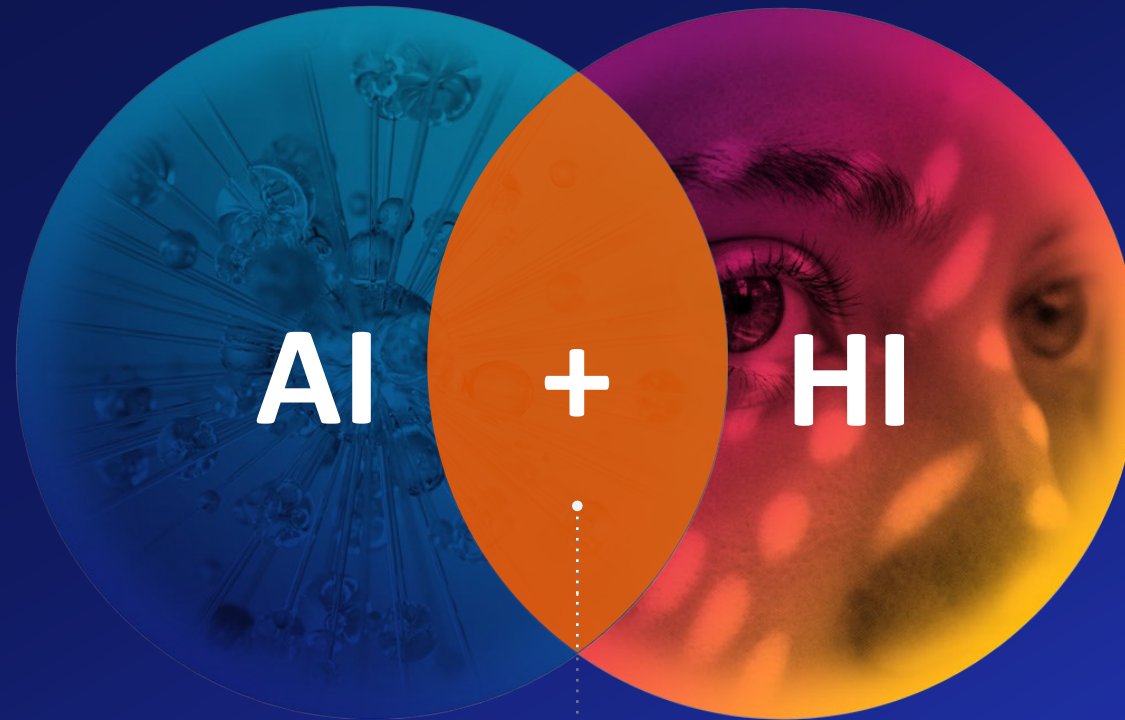
Automation



Best Practices

# The power is in the human-AI balance

The temptation to lean heavily on AI for quick wins is strong, but it comes with a hidden cost



The answer lies **not in choosing between human and artificial intelligence but** operating in the **sweet spot where they intersect.**



# CMB's data integrity strategy is AI-enabled, Human-driven



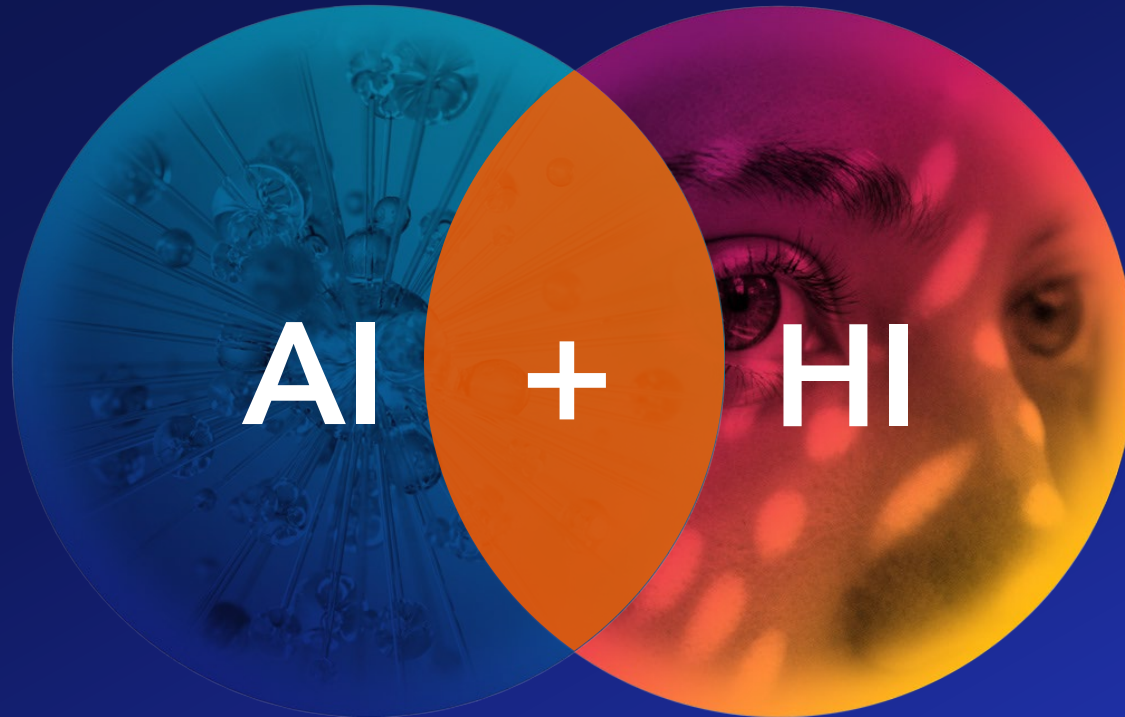
Embedded  
fraud  
prevention



AI-enabled  
duplicate  
detection



AI+HI™  
text entry  
analytics



Intelligent  
instrument  
design



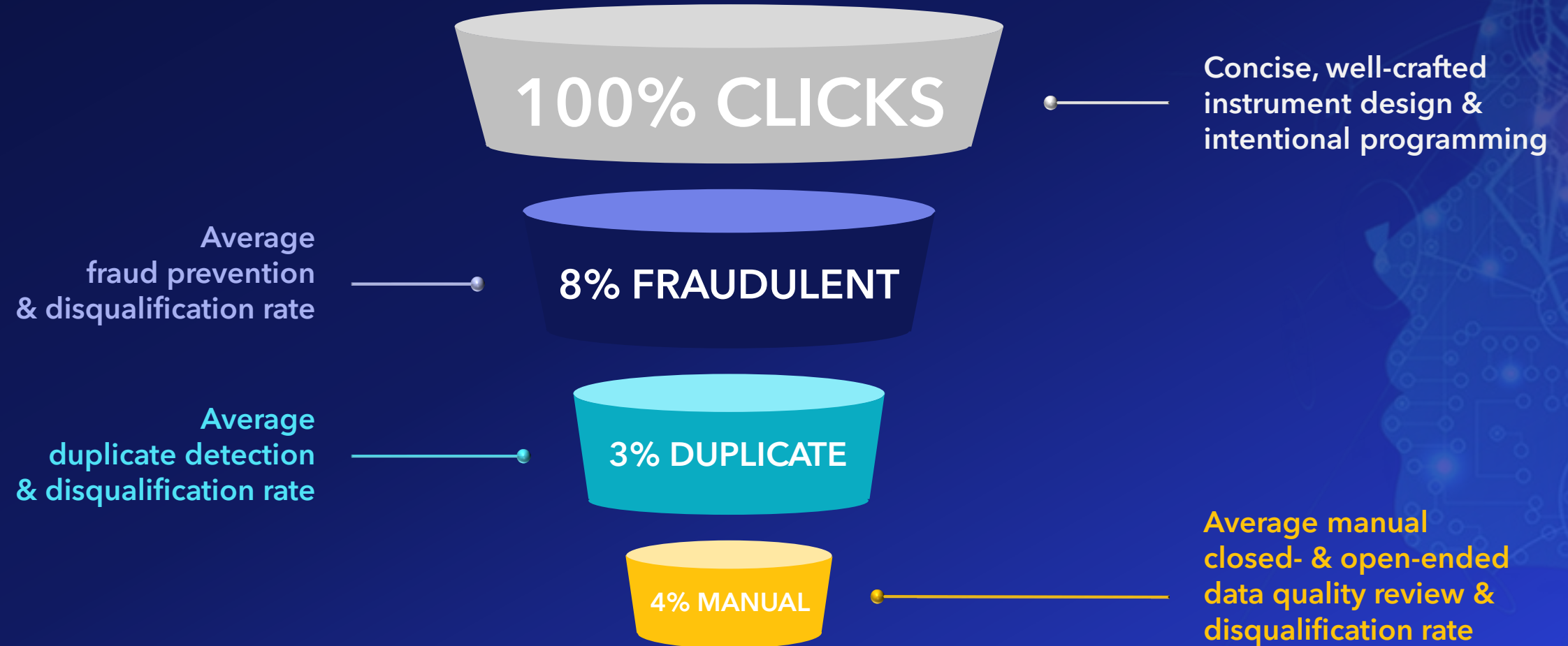
Intentional  
survey  
programming



Expert  
syntactic  
analytics



# Human-guided AI tools significantly reduce the workload



# Tracking progress and improving as we learn

Vendor 1

Fraud Rate:	10%
Duplicate Rate:	6%
Valid Accepted Rate:	80%
OE Quality Score:	Low
Overall Rank:	#8 of 20

Trended:



By project type:



Vendor 2

Fraud Rate:	5%
Duplicate Rate:	2%
Valid Accepted Rate:	85%
OE Quality Score:	Moderate
Overall Rank:	#3 of 20

Trended:

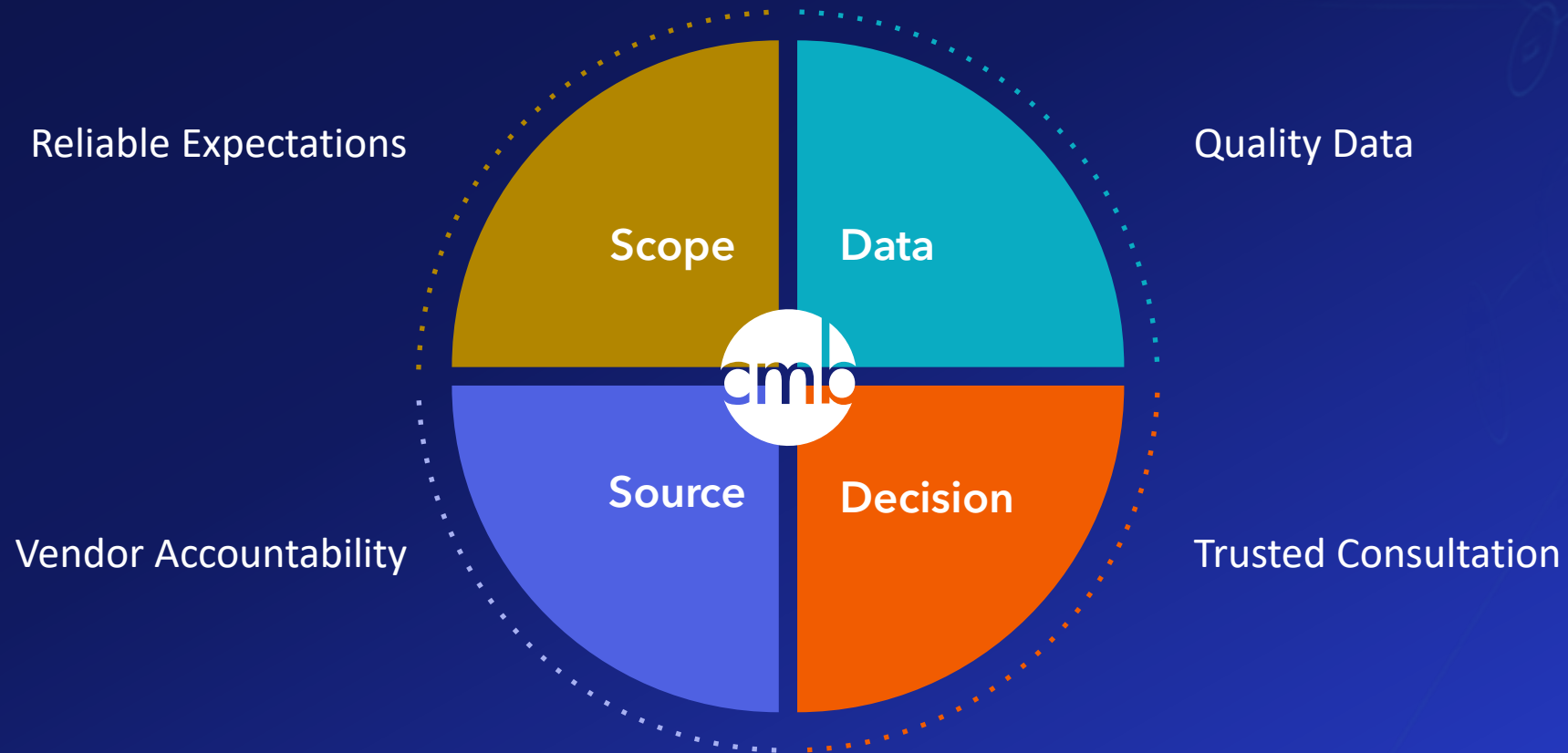


By project type:





# Confidence across the ecosystem drives impact



# Enhancing data integrity demands ongoing commitment



**FRAUD  
STRATEGY**

Playing the long-game



**OPEN-END  
EVALUATION**

Discriminating low engagement  
from fraud



**RESPONDENT  
ENGAGEMENT**

Improve data quality

# Thank you!

GenAI tools can  
only take you so far...

breakthrough results come from  
how we deploy and integrate them



Learn more about AI+HI™  
and Data Quality