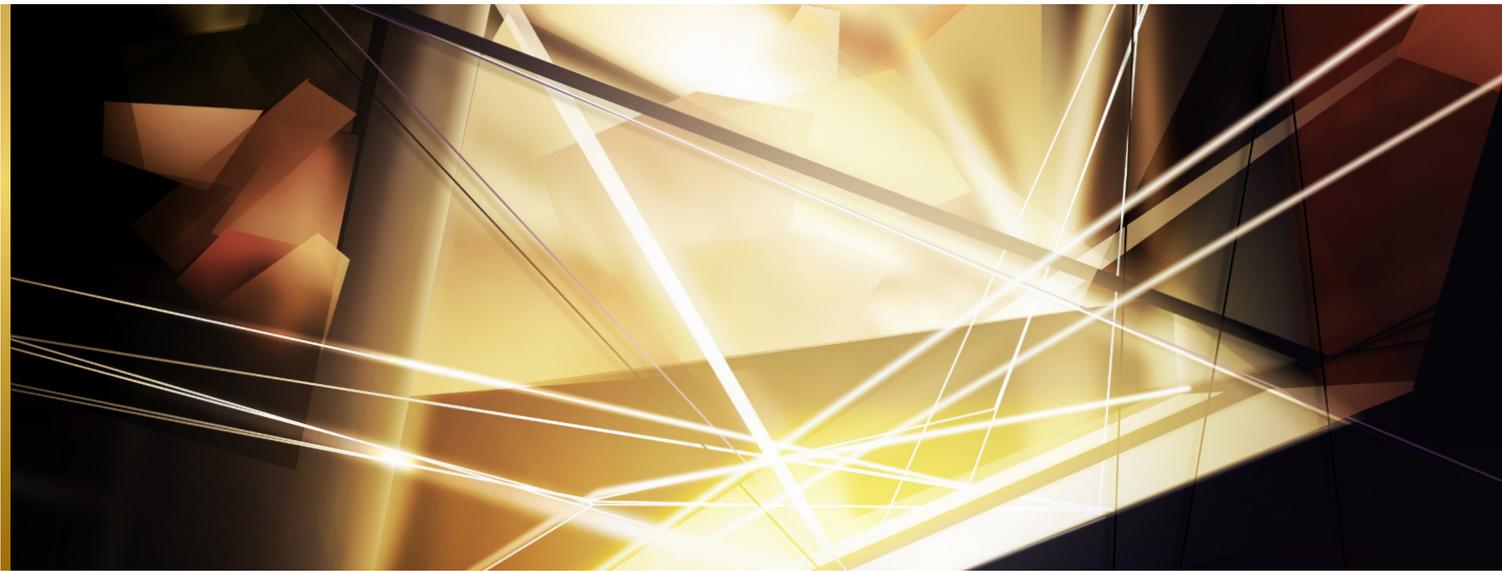


Industry Leading Data Quality Tools



Unrivalled and proprietary tools: pre, post and in-survey

Are you using reliable data sources?

Are your survey respondents unique and real?

Are your survey respondents providing engaged, trusted responses?

Only Kantar offers a rigorous and unique set of quality checks for every respondent entering your surveys - regardless of source - ensuring you can trust the insights you uncover.

For more information please contact your local representative or visit www.kantar.com

Quality tools offer a way to assess the validity of sources, respondents and their responses.

Our unrivalled and proprietary tools are experience-driven. We deliver unique methodologies and layers of quality control developed based on years of panel and fieldwork management - ensuring you receive real, trusted and engaged feedback for your analysis.

Kantar's industry-leading suite of quality tools include:

- AI machine learning to support the detection of potential fraudulent behaviour
- Ongoing IP address and browser checks to validate respondents
- Pre-survey measures, such as Kantar's Honesty Detector, to remove over-reporters
- In-survey measures, such as speeding checks, to monitor respondent engagement
- A responsive suite of survey tools to ensure an optimal and consistent experience on any device
- Post-survey engagement scoring for data-driven respondent feedback

Whether we use our proprietary double opt-in (DOI) panel or DOI sources from our private network, all respondents who enter your survey pass through Kantar's **unique** quality checks.



Identity Verification:

The IP address of panellists is checked to confirm where they are located and compared against a known list of fraudulent servers



Device Detection:

We match the respondent's device to suitable surveys to provide a better respondent experience, giving you better-quality data



Unique Responders

Our proprietary and industry standard digital fingerprinting tool is used to identify and eliminate duplicates from a study



Honesty Detector:

Our patented statistical approach is used to eliminate over-reporters before they enter your surveys



Survey Health Score:

Our proprietary metric that delivers you better data as a result of higher consumer engagement

For more information please contact your local representative or visit www.kantar.com