

Fighting Fraud, Saving Time:

A New Approach to Online Qual Recruitment



Speakers



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**High Quality
Respondents**

2

**Speed to
Insights**

High Quality Respondents

- Quality starts when a new member first engages with us
- **The Incubation Period**
- Dedicated 24/7 compliance team
- When handing out \$2 billion in rewards to members, you better make sure that you know who these people are

**Data quality
is the
foundation of
Prodege.**

“The beginning
determines the
end.”

Speed to Insights

- Client demand has started to shift
- More and more researchers want qualitative data
- Since Prodege O&O our own panel, we began recruitment for IDI's, IHUT's, Focus Groups, Diary Studies, etc.
 - COVID hit and overnight, Prodege became go-to for Qualitative Recruitment
 - We needed a qualitative platform and engagement model to emulate a typical Qual house, and that's where itracks comes in

What makes for a good qual recruit?



Qualified
participant

Shows up early or
on time



Articulate
and engaged

Data Review

(look for anomalies)

- Area code matching
- VPN use
- Straight line answers
- All of the above usage patterns





Strategic Use of Video Articulation/Verification Question

- Tell us about last time
- Re-ask the question in screener, look for consistency
- Watch for scripted answers
- Must show face and background

Other Factors to Consider



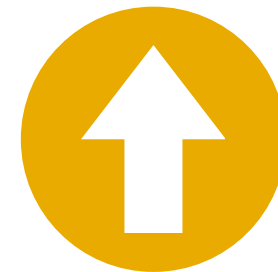
Quotas



Participant Communication



Recruit Grid Updates



Show Rates (95%+)



Client Communication



Scheduling



Thank You!

Questions?



itracks



prodege™