

# Data Integrity Under Fire: A Live Test of Sample Quality



# THE COST OF COMPROMISED DATA



Misleading Insights



Strategic Missteps



Wasted Budgets



Erosion of Trust

Investing in data quality is not just a **best practice**. It's a necessity for maintaining **credibility** and **competitive advantage**.



## WHAT IS ISO 20252?

- + **Consistency**  
*Standardized Procedures*
- + **Transparency**  
*Documented Methodologies*
- + **Panel & Respondent Management**  
*Guidelines*

# PROCTER & GAMBLE'S ISO 20252 MANDATE



## P&G INVESTS MILLIONS IN MRX

- + Business decisions depend on high-quality survey data
- + Poor data quality leads to 40%+ unusable sample due to fraud, bots + generative AI interference



## P&G'S DATA QUALITY MEASURES

- + Internal | Key metric reporting, audits, data quality software
- + External | Supplier compliance with ISO 20252 certification



## ISO 20252 CERTIFICATION MANDATE | July 2025

- + All P&G quantitative sample suppliers must be certified to ISO 20252
- + Certification ensures rigorous quality standards through third-party audits





## STUDY OBJECTIVE

Understand the impact of quality in research outcomes

## SURVEY OBJECTIVE

*The West* Positioning Test

- + Identify the optimal positioning for *The West*, to drive viewership and reinforce **HISTORY**'s brand perceptions
- + Illuminate the ideal strategy among current and prospective **HISTORY** audiences

## SURVEY OVERVIEW

### Fielding Date

March 15 - 24, 2025

### Sample Size

1,000 Completes

### Target Audience

- + Adults 18-64
- + 60% male/ 40% female
- + Interested in documentaries or history/world events
- + Viewers of **HISTORY** or competitive brand

### Research Design

- + **Methodology**  
Online survey
- + **Experimental Approach**  
Sequential monadic design testing three (3) possible positioning concepts

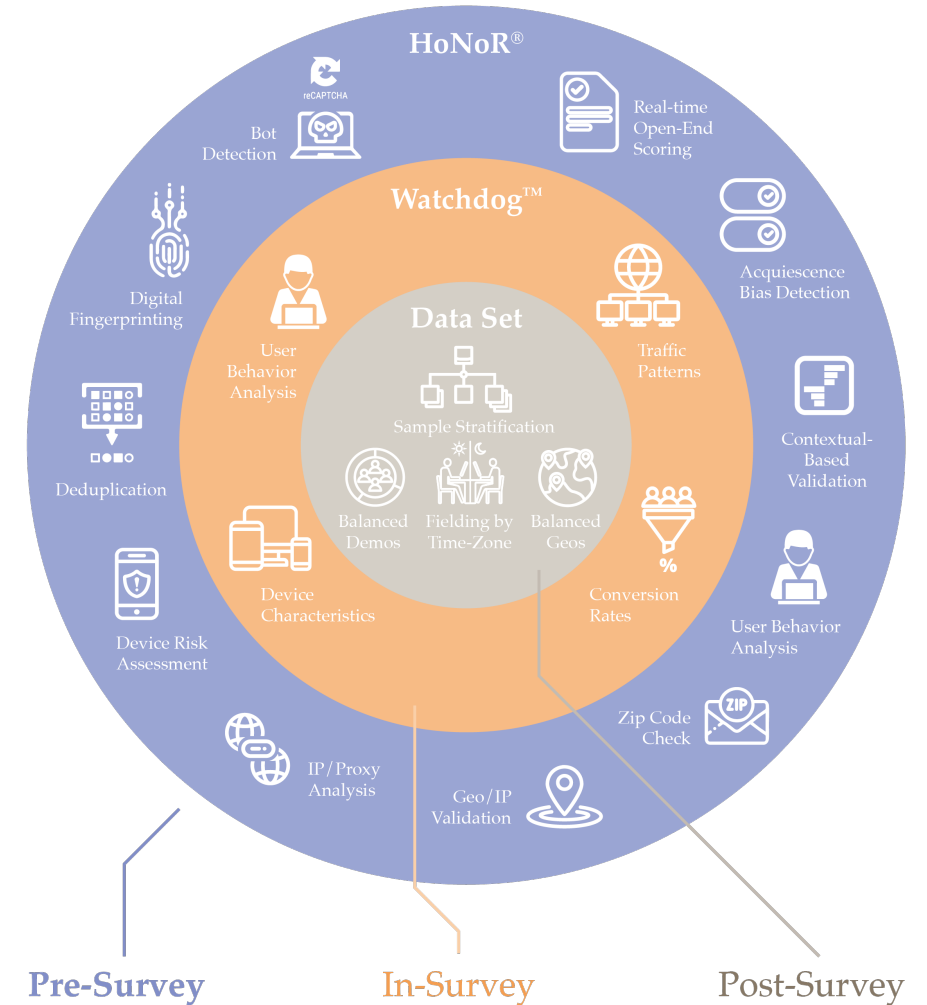
### Panel Composition

- + Survey deployed across two distinct panels:
  - 1 ISO certified panels with security checks
  - 2 Non-ISO certified panels without security checks

## ISO PANEL WITH SECURITY CHECKS

Full Circle's award-winning anti-fraud system is included at every stage of the participant's journey.

- 1 Pre-survey quality checks with HoNoR®
- 2 In-survey quality checks with Watchdog®





Quality impacts response reliability.

- +

ISO Panel Data

+

Non-ISO Panel Data
- Spread = 10%-82%

Spread = 17%-54%
- Std Dev = 15

Std Dev = 7

KEY FINDINGS

THE IMPACT OF DATA QUALITY

ISO Panel

Non-ISO Panel

Q9. Which of the following, if any, would you use to describe [BRAND]? AMONG PANEL										
Brand	Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6	Brand 7	Brand 8	Brand 9	Brand 10
Attribute 1	14	19	20	21	16	21	18	14	11	25
Attribute 2	27	51	39	46	24	58	33	38	18	44
Attribute 3	46	62	57	54	35	61	43	46	31	56
Attribute 4	13	25	19	27	14	28	16	29	14	29
Attribute 5	37	24	25	26	33	22	44	22	21	44
Attribute 6	17	48	46	49	16	51	18	41	16	36
Attribute 7	13	34	29	39	14	39	16	27	11	22
Attribute 8	12	31	28	32	13	37	12	32	10	20
Attribute 9	75	58	48	47	75	56	82	46	63	74
Attribute 10	17	29	25	45	14	31	13	31	12	24
Attribute 11	21	37	33	34	24	35	23	30	20	45
Attribute 12	32	21	19	19	26	31	37	25	14	23
Attribute 13	12	35	21	53	10	33	11	30	12	12
Attribute 14	20	28	26	38	22	33	29	37	13	25
Attribute 15	37	45	39	39	35	54	46	46	34	51

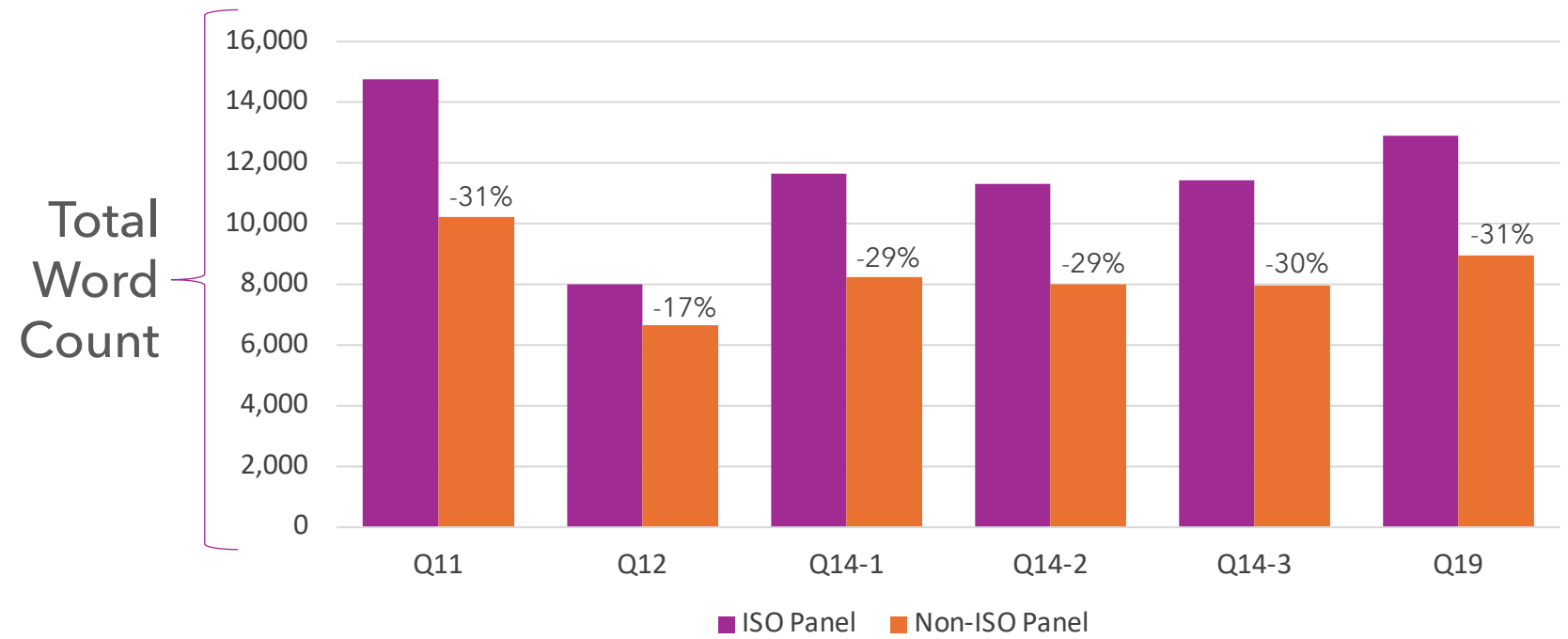
Q9. Which of the following, if any, would you use to describe [BRAND]? AMONG NON-PANEL										
Brand	Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6	Brand 7	Brand 8	Brand 9	Brand 10
Attribute 1	21	23	20	20	20	28	21	21	19	26
Attribute 2	26	33	29	33	24	34	21	31	25	25
Attribute 3	29	43	39	35	28	47	31	33	29	43
Attribute 4	25	24	30	27	21	24	20	26	26	24
Attribute 5	28	26	31	24	28	28	35	21	21	33
Attribute 6	17	35	28	35	22	37	18	31	18	29
Attribute 7	22	30	29	32	19	28	22	28	18	20
Attribute 8	21	26	23	28	23	29	21	29	20	19
Attribute 9	52	34	40	30	50	41	54	30	48	51
Attribute 10	19	24	26	33	23	22	23	33	22	23
Attribute 11	25	29	28	28	26	22	21	23	22	34
Attribute 12	26	19	26	22	26	26	29	27	23	26
Attribute 13	17	31	29	39	18	21	21	24	21	20
Attribute 14	24	36	31	30	25	34	27	35	23	24
Attribute 15	32	32	28	30	28	37	33	31	31	37

## KEY FINDINGS

### THE IMPACT OF DATA QUALITY

Lower quality leads to less-thoughtful responses.

+ Non-ISO panel respondents had 30% fewer words for open-ends



KEY FINDINGS

**THE IMPACT  
OF DATA  
QUALITY**

Positioning Preference Differences

Positioning	ISO Panel Preference	Non-ISO Panel Preference
1	34%	35%
2 ✓	47% (Clear Winner)	38%
3	19%	27%

## KEY FINDINGS

### BUSINESS RISKS OF POOR DATA QUALITY

#### The absence of data quality leads to:

- + **Misinformed business decisions**  
*Strategies based on unreliable insights*
- + **Unreliable brand positioning**  
*Weak consumer messaging*
- + **Financial inefficiencies**  
*Wasted marketing & production budgets*
- + **Missed opportunities**  
*Failure to effectively capture the right audience*

Non-ISO panel data suggested a more divided preference, potentially leading to a misguided marketing strategy.

## KEY TAKE-AWAY

**BOTTOM  
LINE:  
QUALITY  
MATTERS**

## Better data = smarter business decisions

- ✓ Reliable research results in confident decision-making
- ✓ ISO panels deliver more stable, actionable insights
- ✓ Low-quality data distorts audience understanding and brand strategy
- ✓ Investing in data quality ensures optimal audience targeting and ROI



*done right*

# DATA INTEGRITY ~~UNDER FIRE~~

1

## AUDIT YOUR SAMPLE SOURCES

**Why** Not all panels are created equal.

**Action** Ask every sample provider: Are you certified to ISO 20252? Demand transparency about recruitment, validation and anti-fraud procedures.

2

## BE LIKE PROCTER & GAMBLE: REQUIRE CERTIFICATION

**Why** ISO 20252 offers standardized, third-party-verified confidence.

**Action** Set a deadline to transition all of your online quantitative sample suppliers to ISO certified partners.

3

## INVEST IN QUALITY CHECKS PRE, DURING & POST-SURVEY

**Why** Fraud evolves. A one-time check isn't enough.

**Action** Layer tools like HoNoR® (pre-survey) and Watchdog® (in-survey) into your respondent journey, especially for self-programmed surveys.

4

## DON'T JUST MEASURE OUTCOMES—MEASURE INTEGRITY

**Why** Spread and standard deviation differences show quality isn't just about responses; it's about response reliability.

**Action** Compare metrics such as open-end word count, attribute spread and standard deviation across sources to uncover weak spots.

5

## EDUCATE STAKEHOLDERS ON THE COST OF COMPROMISE

**Why** Poor data can lead to strategic missteps, wasted budgets and eroded trust.

**Action** Share examples such as the positioning test results: One sample had a clear winner; the other, a muddled view.

6

## EMBED DATA INTEGRITY INTO YOUR RFPs

**Why** Procurement needs to align with research rigor.

**Action** Add ISO certification, anti-fraud tech usage and open-ended quality metrics into your proposal and evaluation templates.

7

## TREAT DATA QUALITY AS A COMPETITIVE ADVANTAGE

**Why** Accurate insights = market leadership.

**Action** Frame investments in quality as ROI-positive. Prioritize stable insights over speed or cost alone.

# THANK YOU!



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