



## ***Protecting Data Quality Before It Reaches Your Survey***

**Real Participants. Meaningful Participation. Reliable Data.**

### **RADAR™ (Respondent Analysis & Data Anomaly Recognition)**

is our proprietary quality framework designed to strengthen respondent validation before data enters your study.

At Research Results, quality has always been at the center of everything we do.

In today's research environment, technical legitimacy alone is not enough. Participants may pass fraud checks yet still rush through surveys, provide low-effort open-ended responses, or engage inconsistently.

#### **RADAR addresses that gap.**

By evaluating both technical legitimacy and behavioral engagement, RADAR helps ensure participants are prepared to contribute thoughtfully rather than simply qualify. When participants are legitimate and engaged, data quality improves and so does confidence in your results.

### **Protection That Goes Beyond Basic Fraud Checks**

Traditional tools focus primarily on technical fraud markers. RADAR extends validation further, combining technical safeguards with behavioral and engagement evaluation to identify participants who may technically "pass" but are unlikely to contribute thoughtful responses.

#### **RADAR Includes:**



**Layered Validation:** Multiple safeguards designed to reduce risk before data collection progresses.



**Technical Fraud Protection:** Detection of bots, duplicate activity, device risks, and high-risk patterns using best-in-class technologies.



**Behavioral & Engagement Assessment:** Evaluation of attentiveness, consistency, and response patterns to identify disengagement before it affects results.



**Adaptive Intelligence:** Validation depth adjusts based on observed signals, minimizing friction for strong participants while applying deeper review when risk indicators are present.

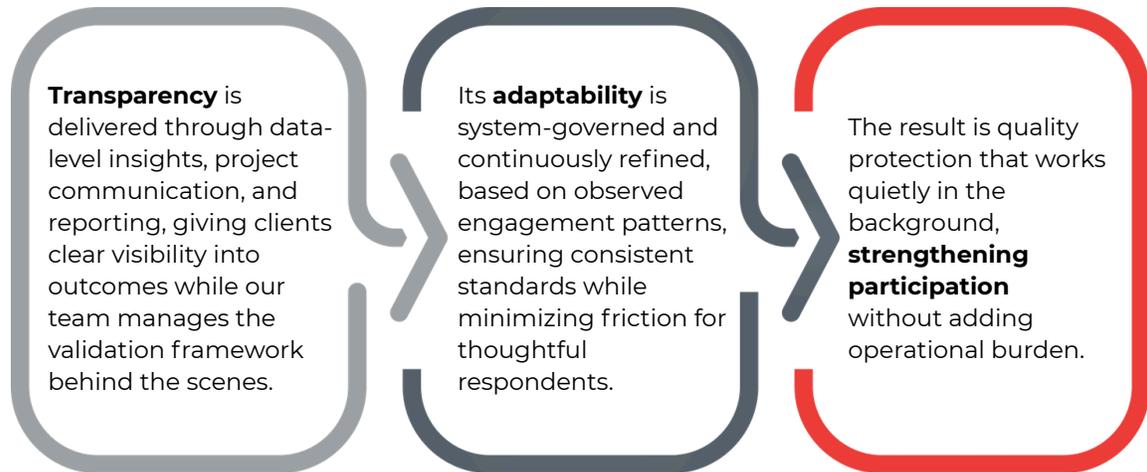


**Continuous Improvement:** The framework evolves as new fraud tactics and engagement challenges emerge, keeping standards current and effective.

## Quality Built Into the Process

RADAR is embedded directly into how Research Results sources and delivers sample.

It operates within our infrastructure as part of our standard quality workflow, guided by both technical rigor and a human-first approach to validation. Responsibility for oversight and refinement remains with our team.



## LESS CLEANUP. MORE CONFIDENCE.

By strengthening validation upstream, RADAR helps reduce:



***Low-quality completes***

***Inattentive grid responses***

***Poor open-end articulation***

***Excessive post-field data scrubbing***

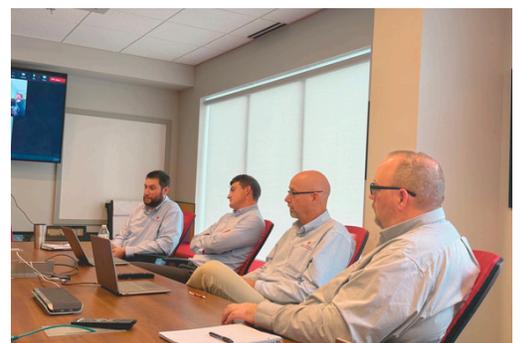
***Internal QC time spent reviewing questionable complete***

Data quality is shaped long before analysis begins, with RADAR helping ensure the right participants move forward.

## Built for a Changing Research Landscape

As participant behavior evolves, fraud tactics become more sophisticated, and expectations for data quality continue to rise, RADAR is built to respond.

By continuously refining its validation approach based on real-world performance and emerging engagement patterns, RADAR ensures meaningful participation and dependable results for your studies.



## READY TO STRENGTHEN YOUR NEXT STUDY?

Partner with Research Results to protect data quality from the start.

