

Data Quality Suite

Quality is at the core of everything EMI does. We have integrated it into all aspects of our business to ensure we are able to deliver on our mission of providing unbiased, actionable quantitative data to our clients.

Powered by our extensive industry knowledge and over a quarter of a century of experience, we have built a multi-faceted, layered data quality suite that combines the best of technology and human approaches. Components of the quality suite have been built into every stage of the research process, ensuring we utilize a holistic approach to data quality.

Quality At Every Stage

Consultation

- Partner Assessment Process
- Research-on-Research
- Screener & Study Design/Analysis
- Strategic Sample Blending
- Custom Programming & Hosting
- Dedicated Quality Committee

Pre-Survey

- Layered Bot & Fraud Detection
- Activity Level Tracking & Blocking
- Proprietary Digital Fingerprinting & De-Duplication
- Block List

- Layered Data Scrubbing
- Partner Feedback Loop

Post-Survey

- SWIFT
- Nightwatch
- Proactive Research Management Team
- Real-Time In-Survey Quality Flagging

In-Survey



Consultation

PARTNER ASSESSMENT PROCESS



Our quality process starts long before study specifications are sent to us. Every panel provider in our partner network undergoes a meticulous assessment process designed to evaluate the consistency, reliability, and integrity of their sample. Only 25% of panels meet our standards for inclusion, and continued participation is never guaranteed. Using our proprietary Quality Optimization Rating, we continuously monitor a panel's sample performance and partner with them to address any emerging issues. Panels that do not meet our standards over time are removed to ensure consistent data integrity for our clients.

RESEARCH-ON-RESEARCH

EMI conducts quarterly waves of research-on-research to track panel changes within the sample landscape. This includes changes in respondents' attitudes and behaviors across panels. We also use this to test new or emerging technology or processes, including fraud detection platforms, in-survey flagging, AI-powered tools, and more.

Additionally, as part of our partner assessment process, any new panel being evaluated is included in our research-on-research to establish a baseline for their respondents' attitudes and behaviors, as well as the quality of their respondents.



SCREENER & STUDY DESIGN/ANALYSIS

EMI's team of experts can consult with you on your screen and/or study design to ensure that you get the right respondents into your study, and that there are no problems that could lead to issues when your survey is in field.

STRATEGIC SAMPLE BLENDING & INTELLIBLEND®

Strategic sample blending is EMI's advanced sample design methodology built to improve data quality and strengthen research outcomes. By blending three or more sample providers in a controlled and intentional way, researchers can reduce sample bias and limit the behavioral or attitudinal effects associated with individual panels. EMI's patented IntelliBlend methodology applies this strategic approach to deliver more representative and trustworthy data.



CUSTOM PROGRAMMING & HOSTING



From simple questionnaires to highly customized research studies, EMI's programming and hosting solutions are engineered with data quality at the forefront. We integrate real-time quality checks and in-survey fraud detection directly into the survey logic to proactively identify and remove poor quality respondents during participation, not post-fielding.

In addition, our AI-powered open-end probing capabilities help uncover richer feedback while validating response authenticity and improving overall respondent engagement.

DEDICATED QUALITY COMMITTEE

EMI has a dedicated Quality Committee focused on all aspects of data quality. This group is responsible for evaluating and implementing new tools and/or processes, establishing best practices, and troubleshooting issues.



QUALITY OPTIMIZATION RATING (QORS)



EMI's proprietary Quality Optimization Rating (QORS) provides a real-time scoring metric designed to measure and monitor the quality of the sample delivered to our clients. QORS evaluates multiple dimensions of respondent and panel performance, including pre-study traffic health, in-survey participant behavior, and post-study data validation metrics. This comprehensive approach enables us to continuously assess partner performance across audiences, methodologies, and sample sources to maintain the highest possible data quality standards.

Pre-Survey

LAYERED BOT & FRAUD DETECTION

We have implemented a layered approach to bot and fraud detection. We have integrated several complementary fraud detection solutions into our SWIFT sample management platform, enabling us to identify and block bots and fraudulent respondents using a range of fraud signals. Our comprehensive view of the sample landscape allows us to detect and block threats across panels and surveys where others cannot.



ACTIVITY LEVEL TRACKING & BLOCKING



EMI continuously monitors respondent activity across the sample ecosystem using advanced fraud-monitoring systems designed to track respondent behavior within the sample landscape. Respondents who are found to have attempted more than 100 surveys in a single 24-hour period are automatically restricted from participating in our studies, as our analysis has shown that excessive survey-taking significantly affects data quality and can introduce attitudinal and behavioral bias.

PROPRIETARY DIGITAL FINGERPRINTING & DE-DUPLICATION

EMI has built a best-in-class digital fingerprinting and de-duplication solution that lives natively within our SWIFT sample management platform. Our proprietary solution was designed to identify and block duplicate respondents across the sample landscape, rather than just from a single panel.



BLOCK LIST



EMI actively manages a centralized respondent block list across our ecosystem, updating it in real time to stop known fraudulent participants from entering our surveys. In addition, we report these bad actors back to their source panels to support broader quality enforcement and respondent removal efforts.

In-Survey

SWIFT

SWIFT is EMI's proprietary cloud-based sample management platform built to optimize survey operations, sample distribution, and data quality oversight. In addition to a powerful quality module and comprehensive reporting, SWIFT's core functionality is connecting and managing sample to clients' surveys. SWIFT provides advanced quota management capabilities that allow studies to be controlled at both the overall project level and by individual sample partner. It has built-in click balancing that intelligently distributes traffic across multiple sources to support stronger census representation, while dynamic quota controls ensure respondents are only routed into open demographic segments.



The platform is compatible with all major programming systems and simplifies field management through a single set of redirects and the ability to pass an unlimited number of variables between systems, creating a seamless and scalable sample management process.

NIGHTWATCH



EMI's proprietary Nightwatch system delivers automated overnight surveillance of survey traffic and respondent activity to strengthen data quality oversight across all active studies. The system monitors for indicators of bot activity, VPN usage, duplicate respondents, unusual traffic spikes, and other suspicious behaviors by combining device, IP, fingerprint, and traffic-pattern analyses with historical project benchmarks. Automated alerts to EMI's Research Managers empower the team to quickly identify, prioritize and resolve any quality concerns.

PROACTIVE RESEARCH MANAGEMENT TEAM

EMI's team of world-class research managers has decades of experience successfully executing research projects. They work as an extension of your team, proactively addressing and solving fielding issues before you see a problem, and providing you with updates on your projects at the cadence you need.



REAL-TIME IN-SURVEY QUALITY FLAGGING

EMI can integrate real-time quality flags directly into the survey logic, automatically removing poor-quality respondents. With dozens of potential flags that could be integrated, EMI can customize an additional layer of protection into your study.

This is only available for studies that EMI programs and hosts.

Post-Survey

LAYERED DATA SCRUBBING

EMI has integrated a dual-respondent validation and data-scrubbing solution that can be used upon completion of fielding, utilizing both AI and human review. Leveraging human psychology and AI-powered techniques, our data scrubbing solution analyzes survey response patterns, click behavior, keystrokes, open-ended responses, and more to detect and remove low-quality respondents from your dataset.



PARTNER FEEDBACK LOOP

EMI's approach to quality extends beyond individual studies. Quality data gathered throughout the research process of each study, including respondent removals and blocks, is communicated back to each panel partner to improve the overall quality of each panel we work with.

At EMI, we believe that a layered approach to data quality, incorporating tools and processes at every stage of research, is the best way to ensure confident decision-making. Our multi-layered suite of technology and human-in-the-loop processes allows us to safeguard the integrity of every study we work on for our clients, empowering them with confidence in their insights and decisions.

About EMI

EMI Research Solutions is a leading market research and online sample consultancy. With more than 25 years of experience operating in the insights industry, we provide you with trusted solutions, backed by our commitment to quality, that help you have the data you need to make better decisions.

Our team of research experts understand the ongoing complexities of the insights landscape and build custom solutions designed to meet your study objectives.

Our world-class project management team, proprietary SWIFT platform, and comprehensive quality controls work together to ensure every project is executed efficiently and every respondent source is carefully managed. The result is high-quality, cost-effective insights delivered with the responsiveness, flexibility, and expertise our clients expect.

EMI's unique combination of industry expertise, unbiased consultation, proprietary technology, and personalized service is what sets us apart from other providers. Whether identifying the right sample strategy, managing complex fieldwork, or ensuring data quality, we partner with you every step of the way to deliver insights you can trust and results that drive action.

VISIT US ONLINE

EMI Research Solutions
www.emi-rs.com

VISIT US IN PERSON

8280 Montgomery Road, Suite 200
Cincinnati, Ohio 45236

DISCUSS YOUR PROJECT

Reach a member of our sales team
to discuss your needs anytime.
Phone: 866-661-7075
Email: sales@emi-rs.com

