tap RESEARCH

Data Quality

Data quality is our highest priority. This focus is mission-critical because we understand our clients rely on the integrity of our data to make major strategic decisions. Through continuous measurement and iteration, our data quality and sampling methodology always pass demanding industry benchmarking tests that are frequently administered. In addition, we have obtained CASRO and ESOMAR certification and abide by all relevant industry best-practices.

Early Fraud Detection

We automatically eliminate all users from suspicious IPs and traffic from proxy servers so they cannot enter surveys. In addition, our respondents complete surveys for virtual rewards, not cash or cash equivalents. This means there is very little incentive for hackers and fraudsters to try to infiltrate our system.

All users are tracked by IP and cookies to identify repeat or fraudulent behavior before entering any survey. In addition, users are fingerprinted through an extensive combination of device characteristics that allows us to identify them regardless of whether they clear cookies or change their IP address.

Respondent Quality

Each user is required to complete a profiling study before permission is granted to enter a survey. If the user is found to be inconsistent in their responses, we block the user from continuing and blacklist them from returning in the future. Through the profiling study we perform several quality checks to ensure the respondent is being truthful and attentive. The quality checks include validating date of birth, comparing zip code and IP address location, and several trap questions. Trap questions are typically simple math problems or high incidence / low incidence probability tests.

Representative Sample / Census Balancing

Our respondents come from a diverse network of more than 10,000 mobile apps and we frequently monitor the distribution in terms of age, gender, geography, ethnicity and household income. We are able to field surveys that have specific audience distribution requirements (e.g. census balanced) and studies that do not have these requirements.

The natural fallout distribution of our respondents is very close to the census for geography and ethnicity. Our age distribution skews young (18-34 is our most dense age group), gender skews slightly female (~55%) and income skews slightly toward lower household income levels.

When census balancing is requested, respondents will be fit into age and gender quota groups:

Age	Male	Female
18-24	6.86%	6.86%
25-34	8.70%	8.70%
35-44	8.42%	8.42%
45-54	9.27%	9.27%
55-64	8.01%	8.01%
65-99	8.75%	8.75%