Questions for buyers to ask suppliers

**Above board suppliers / quality suppliers, should be able to answer most of the following questions. Their willingness to share with you, quality + breadth of their answers will be telling. Those who can articulate these answers can show if there really is an emphasis on quality or if they're simply going through the motions.

Nuts and bolts:

What fraud detection and associated data can we get from each of the fraud vendors for each of our studies and respondents?

Device participation? Do you make any fraud determination for devices who participate in lots of surveys on a daily basis?

Do you have a dashboard and survey database that can help us organize our fraud trends?

Performance

Does their detection service work? Can we test it? What is the respondent experience?

Are there issues associated with identifying duplication across mobile devices, specifically for i-phones? Can you specify if there are issues and how your methods avert these issues? Do you know of any recent validation of deduping methods in the industry?

Scope of service:

Footprint / paying clients / traffic through their software on a daily basis. What percentage of the total daily traffic in the market goes through their platform?

What are the upgrades for the past year to their application – are they constantly evolving their service? What are they planning for their next release?

Recommendation for fraud triggers that should prompt removal? How customizable is the solution?

When you modify your detection algo, you need to alert us ahead of time.

Can you provide us with a range of direct paying clients you have in the US for your fraud detection service?

Outside of fraud, do you eval in-survey data quality? If so, what areas do YOU eval? Do you combine this info with fraud determination?

What do I need to do to get access to your service? API? Set up effort for said API

Detection + methodology

Are there any mobile detection issues? Are they able to detect potential fraudsters as easily on mobile devices?

What are the four biggest challenges in the next 1-2 years for detection services?

Once you ID a consistent fraudulent responder, do you have a process to track them so you can eliminate them from future surveys? IF you do, how do you prevent them from participating in surveys?

What has your company done to validate the methods you are currently using to ID frauds in sample?

Can you share a few recent examples where your tools identified and eliminated a real, confirmed fraud threat?

Can you share your company's assessment of levels of fraud over the last 6 months? Are these levels higher or lower than past cycles? What is your prognosis for fraud threats over the next year?

Can you provide technical documentation for your system? Do you have a write up that explains in layman's terms how you can ID and how you calculate your fraud scores and that is available to clients as well as prospective clients?

###