

# IRONWOOD ONLINE

A Division of Ironwood Insights Group, LLC



## ***Why Ironwood Online?***

The proliferation of human and technology-led survey fraud—Bots, AI, survey farms—has led to a sharp increase in the insights industry’s demand for higher quality online sample, improved data integrity and more reliable insights.

In response to this growing demand for superior online research solutions, we’ve established ***Ironwood Online***; Ironwood Insight Group’s dedicated online division.

Developed in partnership with industry leaders, our set of rigorous standards and best practices ensures the highest quality sample and online data are delivered through an unparalleled client service experience. Ironwood Online provides clients with many benefits, including:

- 1 Customized, Curated Sample Sourcing***
- 2 Highly Managed Sampling & Fielding***
- 3 Accurate & Reliable Data***



# 1. Customized, Curated Sample Sourcing

The extensive reach and diversity of our sample pool allows us to custom-select the best sample composition for each individual study.

Coupled with our deeply profiled proprietary panel, *Ironwood Online's* in-house technology enables real-time access to millions of highly diverse survey participants not available on marketplace exchanges

## 8 Step OL Sample Source Validations

*Ironwood Online's* sample sources undergo a rigorous screening and selection process based on a set of eight key performance metrics that span several broad indicators of quality:



# 2. Highly-Managed Sampling & Fielding Services

Ironwood Online's Project Managers are highly knowledgeable and experienced in sample planning and management. Our team is fully-equipped to navigate common project challenges that can hinder projects related to sample blending, response rates, quota management, quality assurance and other data collection obstacles.

## 5 Steps to Data Collection Efficiency

A Five Stage Project Management protocol delivers quality and efficiency before, during and after fielding:





### 3. Accurate & Reliable Data

Whether it's a bad actor, a bot, a duplicate account or an AI response generator, **Ironwood Online's** unique blend of proprietary, AI-led technology and best-practice grounded survey/data analysis protocols provide real-time and near-time countermeasures needed to minimize survey fraud and protect data integrity.

#### Real-Time

AI-powered technology and complex scoring algorithms seamlessly detect fraudulent activity in real-time for both managed and sample only studies to prevent fraud **before** it happens

#### Near-Time

For managed studies, **Ironwood Online** applies customized, rigorous fraud protocols for detecting and eliminating bad respondents and bad data, including attention testing and response consistency countermeasures.

*Interested in learning more about Ironwood Online? Eager to simply connect and chat about the industry dynamics? We'd love to hear from you.*



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