

Case Study

IDology's Identity Proofing Solution Scores Quality Sample For DMS Research

As a division of Internet-giant AOL, DMS Research continues to embrace the Internet and the role it has played in the marketing research industry's evolution. While the web provided researchers with a faster and more efficient method of interviewing than those with clipboards at malls or telephones in-hand, new challenges have emerged, such as being able to identify the demographics of qualified responders in a consumer-not-present environment. As Chuck Miller, General Manager of DMS, explains:

"Our business relies on the quality and integrity of data. We enable a wide variety of consumer-oriented businesses to gather information to help with direction setting, and they must be confident that the people we are surveying are real and verifiable. Before qualifying and surveying someone as a 45-year old mom of two kids who does the grocery shopping, we first need to know that the identity does exist and certain components of the ID check out."

As a recognized leader in research methods, DMS continually uses new and innovative technologies, so it was only natural for the company to be the first in their industry to implement an identity proofing solution. Fortunately, IDology's identity verification ExpectID® made it easy for them to do.

Now part of the qualification process to participate in the highly-regarded DMS Opinion Place involves having your identity verified. IDology's ExpectID solution is used to automatically screen consumers who have clicked through from banner ads or other Internet advertising used to attract a broad sampling group. Based on the ID Notes feature of ExpectID, which provides actionable intelligence for different data inconsistencies found during a real-time identity check (such as name and address of the person not matching), DMS is able to evaluate if a person is real. They can also filter out fraud from professional and repeatedly surveyed respondents who are trying to take advantage of the anonymity the Internet provides.

Miller explains: "Since we offer a variety of different incentives, we'll find a small percentage of people trying to manipulate their personal information to qualify for surveys they normally wouldn't, just to get the reward. To stay best-in-class, we are extremely diligent about eliminating these people from research participation."

ExpectID serves as an integral part of the comprehensive identification process DMS uses to qualify people which has resulted in the security of knowing DMS is getting – and delivering – better data to their customers. By using identity proofing, DMS has nearly eliminated fraud, and more importantly, is delivering higher quality data from a broader sample market than its competitors.

"Overall we have improved our data quality through a more valid and secure respondent qualification process. With this, we are extending our leadership position and staying in front of our competitors as a high quality research provider" stated Miller.

DMS Research & IDology At A Glance:

Situation

DMS Research, a division of AOL, needed to determine that survey subjects registering to participate in marketing research projects through online advertising really matched the demographics of their defined target audiences for each survey project.

Solution

IDology's ExpectID solution is used as part of an integrated identification program to determine that the people who qualify as sample subjects are real, with gender and age matching reality.

Result

Near elimination of the company's fraud rate leading to increased confidence in research outcomes. In doing so, DMS extended their leadership position in delivering a higher level of data quality.