



RelevantID®

Assuring and certifying data quality is essential to the market research industry. That's why so many of the world's largest market research firms and panel companies trust RelevantID.

RelevantID's digital fingerprinting technology goes above and beyond traditional methods to create a next-generation approach for validating data.

Using a proprietary combination of digital fingerprinting and watermarking, fraud profiling, and geolocation verification, RelevantID helps to ensure that the survey data you are collecting is of the highest-quality. After all, you depend on this data to make critical business decisions.

Easy to implement and completely transparent to the respondent, RelevantID has become the industry standard for data quality and reliability.

Benefits & Advantages

- No conflict of interest – 100% independent, third-party validation system.
- Works in real-time and with any existing tool or methodology.
- Has flexible and no risk deployment.
- No redirection or single point of failure.
- Requires no additional infra-structure or systems to support, or complex code to integrate.
- Totally transparent to the individual and does not interfere with user experience.
- Does not collect or process any personally identifiable information (PII).
- Custom configuration available to accommodate your specific needs.

For more information contact Jennifer Weitz

Office: 203.635.0171 | email: jweitz@imperium.com

www.imperium.com

How it Works

Digital Fingerprinting and Watermarking

RelevantID is proprietary technology that gathers a large number of data points from a survey respondent's computer, such as operating system version, browser version, plug-in, etc. and assigns a relative weight to each data point. The data gathered is put through deterministic algorithms to create a unique digital fingerprint of each computer.

The digital fingerprint identifies duplicate respondents who take the same survey more than once from the same machine. RelevantID flags a computer each time a user tries to take a survey, so it is able to detect if multiple e-mail accounts are being used to take surveys from a single computer. Additionally, RelevantID has the unique ability to identify multiple panel accounts from different research firms on the same computer, and based on business rules, are either allowed, redirected or completely filtered out of surveys in which they attempt to participate.



The entire process is completely invisible to the user, and does not interfere with the user experience.

Fraud Profile Score™

In addition to digital fingerprinting, RelevantID profiles users to determine the probability that they might perform fraudulent activity. The Fraud Profile Score uses a variety of factors, including the existence of an open proxy server, machine time, and browser settings to determine the likelihood of a fraudster.

Geolocation Verification

RelevantID also identifies the geographic location of the user by country, state/region, city, US postal code, metro code, latitude, and longitude information and verifies that the IP address is originating from where the individual should be. Our non-invasive IP Intelligence provides you with valuable knowledge about your Internet visitors in real-time. This enables you to route users based on their location.

Customized Solutions

We recognize that each business has its own unique operations and processes. A "one-size-fits-all" approach to data validation isn't adequate to produce the results you need to ensure high-quality data output. RelevantID's design is flexible. We'll work closely with you to develop custom configurations exclusive to your systems and procedures. Call us to learn more.

"We've been trusting Imperium's digital fingerprinting and identity validation services for over 4 years to accurately certify that the data we are collecting is reliable and of the highest quality.

I continue to be impressed by their technological innovation and service enhancements. They understand and meet all our requirements and business needs, and no other solution performs higher in identifying duplicate research participants than RelevantID."

David Zotter
CTO, Survey Sampling International

About Imperium

Imperium is the leading provider of data quality, and anti-fraud solutions for the marketing research industry and beyond. For more than ten years, some of the most respected global companies have come to rely on our industry-leading suite of technological services, designed to verify self-reported personal information and restrict fraudulent online activities. Imperium services include RelevantID®, Verity®, Verity Append™, Verity Challenge™, Verity SSN™, Real Answer®, Capture®, Address Correction™ and ChildGuardOnline™. For more information please visit www.imperium.com

For more information contact Jennifer Weitz

Office: 203.635.0171 | email: jweitz@imperium.com


www.imperium.com