

# P2Sample Completes Rollout of Artificial Intelligence (A.I.) to Combat Online Survey Fraud

*Programmatic sampling and panel experts complete implementation of fraud mitigation technology*

ATLANTA, GA, USA, January 25, 2018 /EINPresswire.com/ -- [P2Sample](#), an industry leader in programmatic sampling, today announced the addition of sophisticated artificial intelligence algorithms to its insight automation platform. The advanced technology,

which the company has been developing and progressively implementing for the past year, assists in combating fraudulent respondents and “bots” in online surveys. The market research industry is at high risk for fraud due to the higher value rewards it offers, and many estimate that more than 15% of survey responses are fraudulent.



“Fraud is a significant and growing menace across the entire digital ecosystem, from advertising to market research. The industry’s current techniques like digital fingerprinting are no match for bad actors who have the motive and know-how to interfere,” said CEO Mathijs de Jong. “P2Sample’s developments to combat fraud go well beyond those of other suppliers and we are already working on the next generation of techniques. It is part of our total commitment to ensure our respondents are real, engaged people.”

P2Sample’s technology addresses fraudulent activity by:

- Mining the company’s vast database of digital behavioral biometric data. This data is comprised of hundreds of demographic and behavioral markers and survey responses unique to the respondent across P2Sample’s 30+ million opted-in panelists.
- Analyzing more than 250 billion data points and millions of completed surveys to silently eliminate suspicious users using artificial intelligence algorithms that are self-learning (machine learning) and thus able to adapt to new patterns. The algorithms are powered by a dedicated server infrastructure that operates around the clock.
- Leveraging domain expertise to make the technology work at its fullest capacity. Programming fraud detection technology is the easy part; P2Sample puts its knowledge about what fraud looks like - such as incongruous and unlikely patterns in data - and instructs machines to recognize it automatically.

De Jong continued, “We know that best practices for identifying fraud require an enormous amount of

data and real fluency on the topic to help ensure accuracy. That's why P2Sample is so well-positioned to take fraud mitigation to the next level: we have access to proprietary data points that can help us to isolate and eliminate problems."

The new technology for fraud mitigation is built into P2Sample's offering and it will continue to make updates to the system as part of a commitment to rooting out fraud at every level. To find out more visit: <http://www.p2sample.com/online-research-fraud/>

#### About P2Sample

P2Sample is the most sophisticated programmatic sample provider in the market research industry, with an active member panel of 30+ million members worldwide, including in hard-to-reach demographics. As a technology-driven company, P2Sample leads the way in implementing new approaches and techniques that deliver better quality data. From proprietary algorithms that optimize respondent experience and engagement to artificial intelligence that works continuously to mitigate fraud, P2Sample is committed to rock-solid feasibility, agile delivery and maximum dependability.

[www.p2sample.com](http://www.p2sample.com)

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