

## Because Quality Doesn't Start at the Survey

At Prodege, we know audiences. Our leading consumer rewards platform has taught us what motivates people—and what drives them away. Protecting this ecosystem means protecting our participants and our brand: fraudsters aren't welcome.

Quality has never been a selling point for us—it's been the standard. For over 15 years, we've disciplined controls to protect our members and platform, maintaining fraud rates well below industry averages—even as others climb past 25%. And we don't just rely on our own systems—our proprietary anti-fraud technology is backed by rigorous external validation, ensuring every sample meets the highest standard of data integrity.

Today, more than ever, ensuring quality requires more than a single checkpoint.  
**It requires a shield that never rests!**

**Prodege QualityShield** is a multi-layered respondent verification and fraud prevention system designed to protect research data **from the first point of respondent interaction through final response submission.**



QualityShield applies multiple layers of technology and behavioral analysis across the entire respondent lifecycle—from recruitment and account creation to device verification, survey entry screening, in-survey monitoring, and post-survey validation.



**Every stage  
is evaluated.**



**Every interaction  
is monitored.**



**Every respondent  
is verified.**



Because protecting data quality doesn't happen at one moment in the survey process—it happens across the entire respondent journey.

# Prodege QualityShield: Triple-Layer Protection.



Instantly blocks low-quality traffic & duplicate devices



Pre-survey checks ensure attentive, authentic humans.



Detects bots, emulators, and professional survey farms.

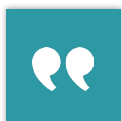


QualityShield is built into every Prodege project—and available in DIY or programmatic solutions—so you get the same top-tier data protection, every time.

## What QualityShield Delivers



## The **prodege**™ Difference



Prodege's contributions have been instrumental in our success. You consistently think ahead and proactively identify potential challenges...That kind of foresight is really valuable and much appreciated. Your ability to accurately interpret and execute complex requests—ensuring the right quota groups are targeted—has been key to hitting our targets on time and ensures the data quality that we need.

**Prodege QualityShield protects your research from the moment a respondent enters the ecosystem—because data quality shouldn't start at the survey, and it shouldn't stop there either.**