

BuyFacts Website Thought Leadership

Survey Respondent Integrity The Battle Against Bots in Market Research: Cubicon's Approach

Okay, so let's get back into it. If you're running surveys, bots are probably making your life miserable. They swoop in, grab those sweet incentives, and completely mess up your data. They're programmed to blast through surveys as fast as possible, and with incentives like cash or gift cards on the line, they're not slowing down anytime soon.

Why Bots Are Messing with Your Surveys

The root issue? It's all about money. Bots are designed to take surveys as quickly as possible to collect rewards. But here's the catch—they're terrible at giving real, valuable responses. The data they provide is worthless, and because they fill out so many surveys, you end up with a massive amount of junk responses. And, of course, cleaning up that data? Time-consuming and expensive.

Incentives Are the Bait

Offering cash or big prizes for surveys? Well, that's like putting up a big neon sign saying "Bots, please come here!" Fraudsters will deploy bots specifically to collect these rewards, and the higher the reward, the bigger your bot problem becomes. It's an unfortunate reality in market research.

Protection with Cubicon and SurValidate

Now, there are some solid tools out there to fight back. Take **SurValidate**—it's great at tracking digital fingerprints, checking IP addresses, and spotting weird behavior patterns. It looks at things like repeated responses or mismatched IPs and flags potential fraud. This is your first line of defense, catching the obvious signs that something isn't right(

But here's where **Cubicon** kicks in, and it's a game-changer. Bots can trick basic fraud detection systems, but they can't handle **spatial reasoning tasks** or **cognitive challenges**. These tasks require real human-like thinking, like understanding visual scenes or predicting outcomes based on them. Bots don't have the mental power for this stuff. By integrating these kinds of challenges, Cubicon filters out bots, leaving you with more accurate data. It's like asking a bot to solve a puzzle only a human could figure out—bots don't stand a chance(

Sum Greater Than the Parts: Cubicon + SurValidate

Now, here's the real kicker—when you use **Cubicon** and **SurValidate** together, you're creating a layered defense that's way stronger than just using one tool. SurValidate is fantastic at catching the low-hanging fruit—things like obvious bot activity, repeated IP addresses, or strange user patterns. But Cubicon takes it up a notch by throwing in the spatial reasoning tests that bots can't solve. So, when these two systems work together, the bots have nowhere to hide. You're protecting your data on multiple levels, making sure the junk doesn't get through(

Is It Getting Better or Worse?

So, what's the deal—are bots getting smarter or dumber? Unfortunately, they're getting smarter. Bots are evolving, becoming better at mimicking human behavior, and they're harder to catch with old-school fraud detection methods. But the good news? Tools like Cubicon and SurValidate are keeping pace. As bots get more sophisticated, so do our defenses. It's a constant battle, but with layered protection like this, we're staying ahead of the game(

The Bottom Line

If you're serious about keeping bots out of your surveys, you must get serious about your protection.

Combining SurValidate's behavioral detection with Cubicon's cognitive challenges creates a robust defense. You might not be able to stop every bot, but with these tools, you'll come close. Your data stays clean, your insights stay accurate, and those bots? They're out of luck.