



The True Cost of Bad Data

Data is the currency of modern research, yet traditional market research firms continue to miss the mark with B2B audiences. How do these decisions impact your bottom line?



Businesses rely on specialized data to inform decision making. When the need for good data meets the challenge of finding niche B2B audiences, the risk and costs compound for enterprise organizations.

ALL NEWTONX PROJECTS INCLUDE TWO STEPS PROVEN TO ELIMINATE BAD DATA:

1. Custom recruiting targeted search with up to 40 search filters based on our client's needs.
2. Verify professionals with two-step ID check before entering the survey.

Good Data Vs. Bad Data

- Verified and legitimate
- 100 percent fraud-free
- Current, fresh and sourced at the moment of need
- Derived from individuals that meet project-specific criteria

- The person you've targeted doesn't meet the right criteria due to poor search capabilities or weak samples in panels.
- When fraudulent participants make it into a survey, they pollute the data with irrelevant or nonsensical answers.

THE COMPOUNDING COSTS OF BAD DATA:

- > Time wasted working with the wrong provider
 - > Money wasted on bad sample
 - > Bad data quality in results
 - > Poor Business Decisions
 - > Failed products
 - > Brand Reputation damaged
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NewtonX is the only B2B market research company that has the intersection of technology and process to target and verify the right people with zero fraud. **Every time.**

FIELDING QUALITY DATA

55% **PROBLEM** A leading tech firm discarded **55%** of its sample after a long and expensive project. Of that **55%**, the market research company who fielded the study **removed 35%**, and the client themselves **discarded 20%** after a manual audit.

SOLUTION When NewtonX stepped in and re-fielded the study, there was **0% fraud** and **only 3% of data was removed.**

PINPOINTING NICHE DATA

NewtonX reprogramed an entire survey from a leading management consultancy and find a sample size of **400** highly niche algorithmic traders who used a specific source of financial data — all in just **10 days.**

SOURCING DATA QUICKLY

NewtonX completed a due diligence survey in the finance sector, **300 completed surveys** across three continents and **four segments in 10 days** when no other company could find enough professionals to meet the required criteria.

When a client's former research partner spent **an entire month** trying and failing to find an expert on a particular emerging technology, NewtonX was able to find the right fit within **48 hours** of being contacted.