

Beyond Speeding: How Zeldis Ensures High-Quality B2B Panel Data



While our panel partners work hard to maximize the quality of the sample they provide us, here are some tips for best practices we follow for quality control. This helps ensure we get the best respondents for your B2B panel surveys:



READ OPEN ENDS

- By including an open-ended question relevant to the topic, you can determine both whether respondents are knowledgeable about the topic and be a warm-up to the survey itself.



INCLUDE TRAPS

- Especially in **unbranded** B2B research, we recommend 2-3 (depending on survey length) trap questions inside attribute grids.
- An example would be “Enter ‘5’ in this row”. If the respondent fails more than one, we exclude them.



“WRONG” PATTERNS

- Consider adding a question or two where you can detect a suspicious pattern of findings and flag these respondents.
- An example may be respondents who select having “all” of a long list of offered services.



“WRONG” ANSWERS

- Also consider adding a response or two to multiple punch questions which are contradictory.
- If respondents select this response, it suggests a lack of savvy about the topic or lack of attention to the survey.



FLAG STRAIGHT-LINERS

- Zeldis asks our programmers to include variables in data files which indicate whether respondents have entered the same response throughout a series of attribute grids (a proxy for data quality).