



PURESPECTRUM

How PureScore™ 4.0 Compares

Supercharged by PureIntelligence™

Recently named Marketing Research Supplier of the Year, PureSpectrum has developed tools that offer visibility into respondent behavior beyond what is offered from device fingerprinting. Each respondent sourced on the PureSpectrum platform is screened by PureScore™ and supported by data scientists and quality analysts.

PureScore™ technology effectively profiles the present and past behavior of the respondents to evaluate their credibility, reliability, and consistency in surveys. The further that a respondent's fraud markers and behaviors deviate from the ideal, the lower their PureScore™. Only respondents with a passing PureScore™ are directed to PureSpectrum surveys.

*PureScore™ 4.0
leads the way in
Data Quality*

	Industry Standard Quality	PureScore™
Device Fingerprinting	☑	☑
Duplicate Detection	☑	☑
IP Address Checks	☑	☑
Survey Hyperactivity		☑
PureText™		☑
Respondent Demographic Profiling		☑
Respondent Behavior Tracking		☑

PureScore™ 4.0	Device Hashing	Uses proprietary AI-driven fingerprinting for device identification.	☑
	IP Tracking	Monitors IP at survey start and completion.	☑
	VPN & Proxy Detection	Identifies hidden networks used for fraudulent responses.	☑
	Open-End Consistency Profiling	Analyzes historical responses to detect shifts in language.	☑
	Multi-Session Detection	Flags respondents attempting to take multiple surveys at once.	☑
	Network Speed Analysis	Confirms respondent location with real-time connection data.	☑
	Location-Based Fraud Detection	Uses recent location patterns to identify suspicious activity.	☑

Learn more about the PureSpectrum data quality difference:

Contact sales@purespectrum.com