

CASE HISTORY

IT decision maker case study uses Optimus – Dramatic increase in data integrity and firm saves \$14K

- N=400, 20 MINUTE STUDY AND ESTIMATED INCIDENCE 25% : CPI: \$45
- WELL KNOWN MARKET RESEARCH FIRM IN TEXAS
- SOFT LAUNCH WITH TIER 1 SAMPLE SUPPLIER
 - 97 COMPLETES IN 24 HOURS
 - 63 DUPLICATES FLAGGED FROM WITHIN THE SINGLE PANEL SOURCE
 - 13 COMPUTERS IDENTIFIED AS REPEAT OFFENDERS DELIVERING THE 63 COMPLETES.
- OPTIMUS **blocking** WAS TURNED ON AND TWO ADDITIONAL SUPPLIERS WERE NEEDED TO DELIVER 400 UNIQUE COMPLETES.
- AN ADDITIONAL 251 DUPLICATE RESPONDENTS WERE FOUND AMONG THE 3 SUPPLIERS.

Optimus saved the client paying \$14,000 for UNUSABLE Data, prevented a false conclusion, all for a cost of \$250 for entire project.