

Partner Vetting Process

Data is at the core of what we do, so when we decide to work with a new dataset we take our selection seriously. This meticulous process has afforded our clients an opportunity to work with the most reliable data in the market with ease and granularity. To provide reassurance and transparency, this document will lend insight into how our vetting process works and why we choose our partners.



Step 1: Data Audit

During this step we're looking into the quality & stability of the data population from a large pool of providers. We can conduct this with variable lengths of history so long as we can check for consistency in the trends. Having a stable amount of active users is a pivotal decision factor.

Data volume

Is there enough sample to derive meaningful insights?

Panelist stability

How long do individual IDs last in the panel and is their involvement consistent?

Regional distribution

Does it compare well to the US census data or do biases exist?



Step 2: Data Validation

At this stage we've narrowed it down to a targeted list where we believe in the stability of the data we're working with. Now we want to know if it's accurate and valuable. Our partner's tagging methodology is put to the test as we look for any noise in the data and determine if the signals generated are meaningful to the market.

Backtesting

How do these trends compare to known actuals or other existing datasets?

Meaningfulness

Can clients leverage valuable signals off the metrics included?

Validity

Will we feel confident in publishing this data to clients?



Step 3: Data Partner

Once the data has been validated, it's time to select the right partner. Panel history, volume and stability are the most important factors in choosing the right data source. When we decide to partner, we're going to select the one that has the winning combination of these attributes.

Panel retention

How confident are we that the provider won't lose their panel?

Standardization

How standardized are observations across sources?

Expansion

Will we be able to broaden the partnership over time to meet the needs of our clients?