

Know Your Customer

Unraveling Unreliable Data in Online Market Research

Its sources, impact, and how **Walmart Luminate Customer Perception** can help safeguard against it

3 A Cardinal Rule of Research

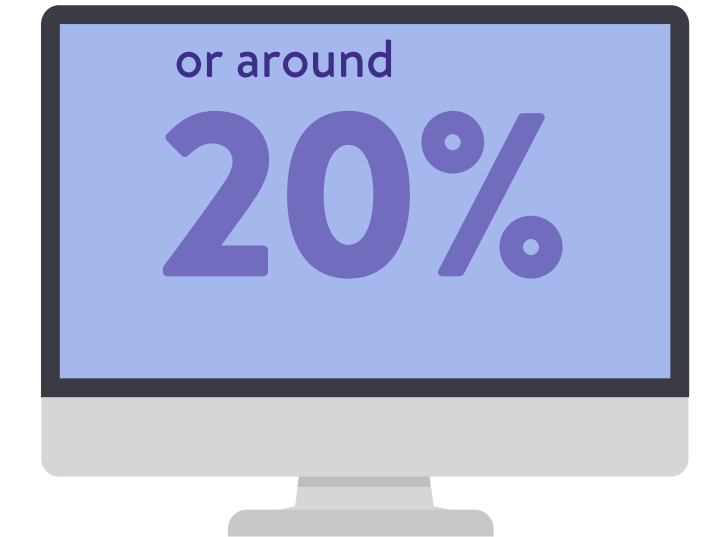
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A Cardinal Rule of Research:
Quality respondents yield quality data

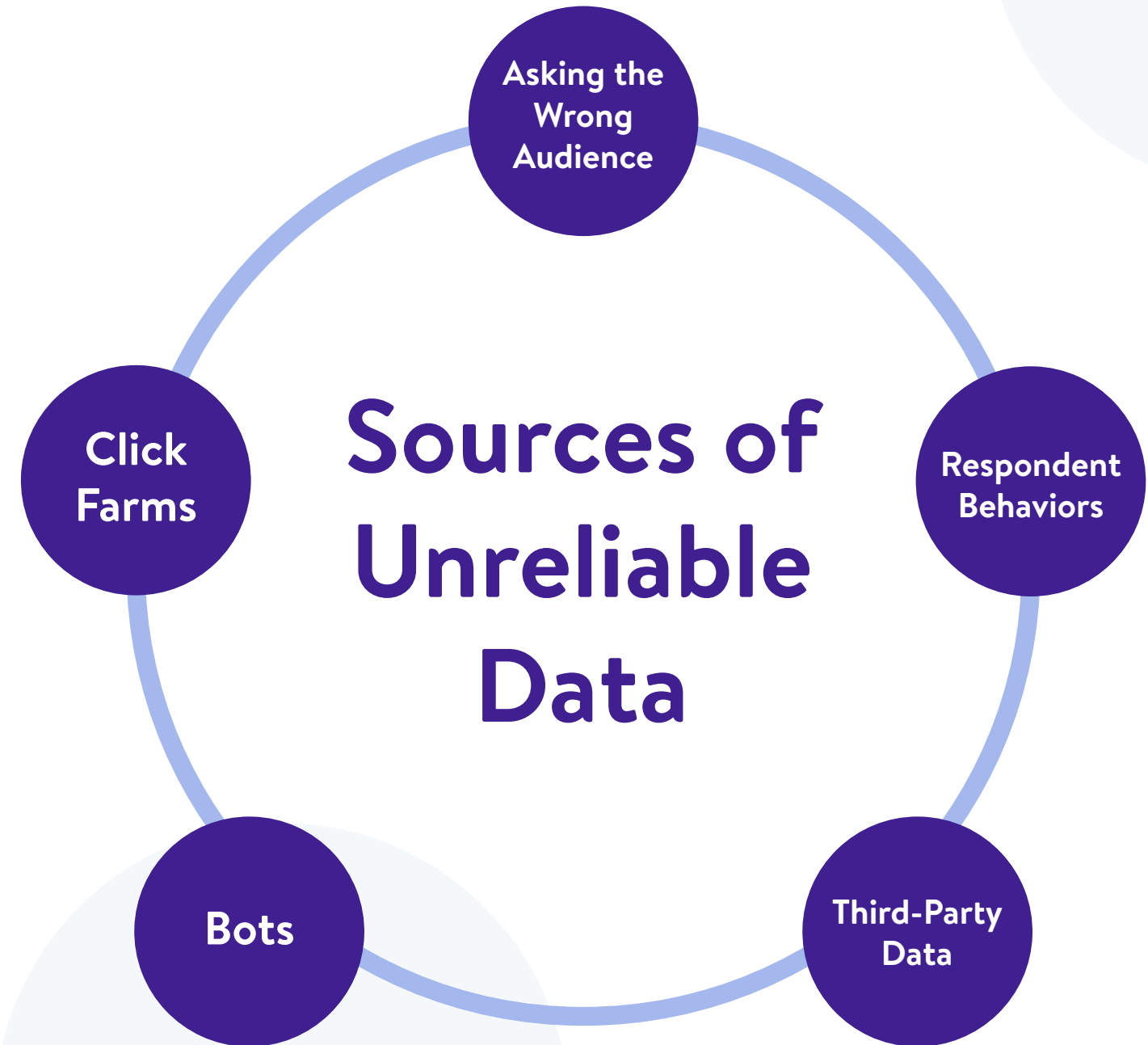


of market research is submitted with fraudulent user data or bogus feedback.*

*IPQualityScore.com, 2021.



The Source



The Source: Third party is not first person

The waters of third-party data can be murky because this information is not traceable. It is collected by an entity separate from your business (and may not even represent your customer) and can include data sets that are patched together from various sources.

The bottom line: the further your data is from you, the less reliable it is.



of survey respondents stated that the third-party data about them was only **0 to 50 percent** correct.*



of respondents perceived the information to be **0 to 25 percent** correct.*

A better alternative is first party data that comes directly from verified customers.

*Deloitte Review, issue 21, 2017.

The Source: The battle against bots & click farms

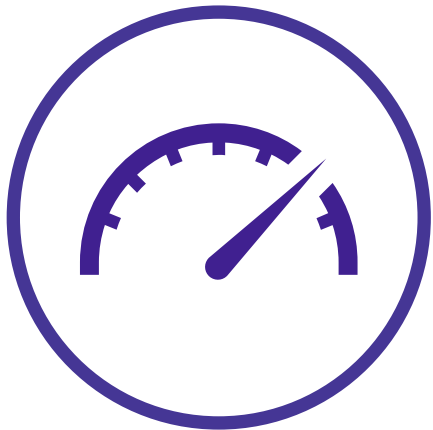
Bots and click farms are large scale automations that fill surveys with fake values or gibberish to take advantage of incentives. While bots operate through computer programs or scripts, humans are behind click farms. They both pose a risk of compromised results by creating response data that lacks accuracy and validity, and that ultimately can't be used.





The Source:
Hanging out with the wrong crowd

The amount of care a respondent takes to answer your questions directly relates to the quality of your results. But there are some behaviors that can jeopardize data, like:



Speeding:

Rushing to completion demonstrates indifference and often means incomplete answers



Skipping questions:

This can show a lack of interest and can compromise survey accuracy and completion results

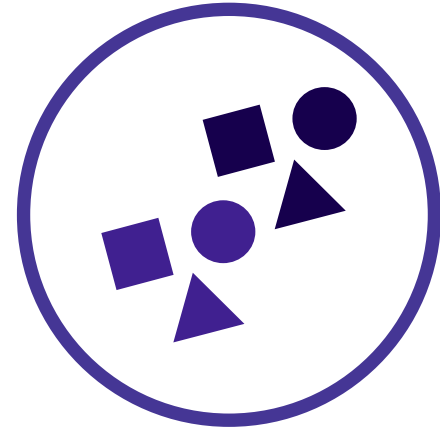
The Source:

Hanging out with the wrong crowd



One-word answers

Another indicator of disinterest, this type of response also lacks useful context and insight



Duplicates

If a respondent habitually completes surveys it can sully the results of the study



Self-reporting errors

Human recall is inherently flawed and therefore can yield inaccurate results

The Source:

Hanging out with the wrong crowd

And of course, to get the best data from your questions, you need to ask the **right people**.

The **wrong question, the wrong group, and the wrong time**—or any combination of these variables—can jeopardize accuracy and leave you with an incomplete picture.

According to a report by Forrester Research*, decision makers identify access to high-quality data as the **number one factor** driving their marketing performance success.

Yet marketers spend **32%** of **their time fixing** data quality issues and managing unreliable data.*

*Forrester Research, 2019.



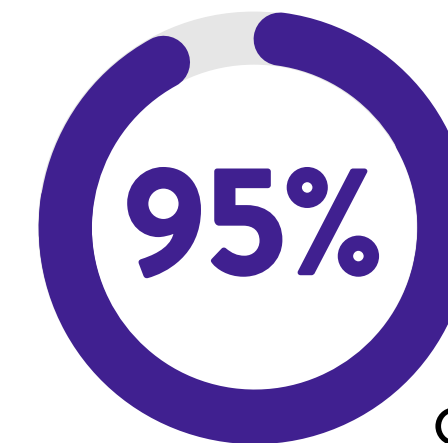
The Impact

The Impact:

So, what does unreliable data really mean for your business?

To put it simply, unreliable data can lead to unreliable decisions. Without the right insights from the right people, there is higher potential to make large-scale directives that lack impact and waste resources—and that can have large-scale negative consequences.

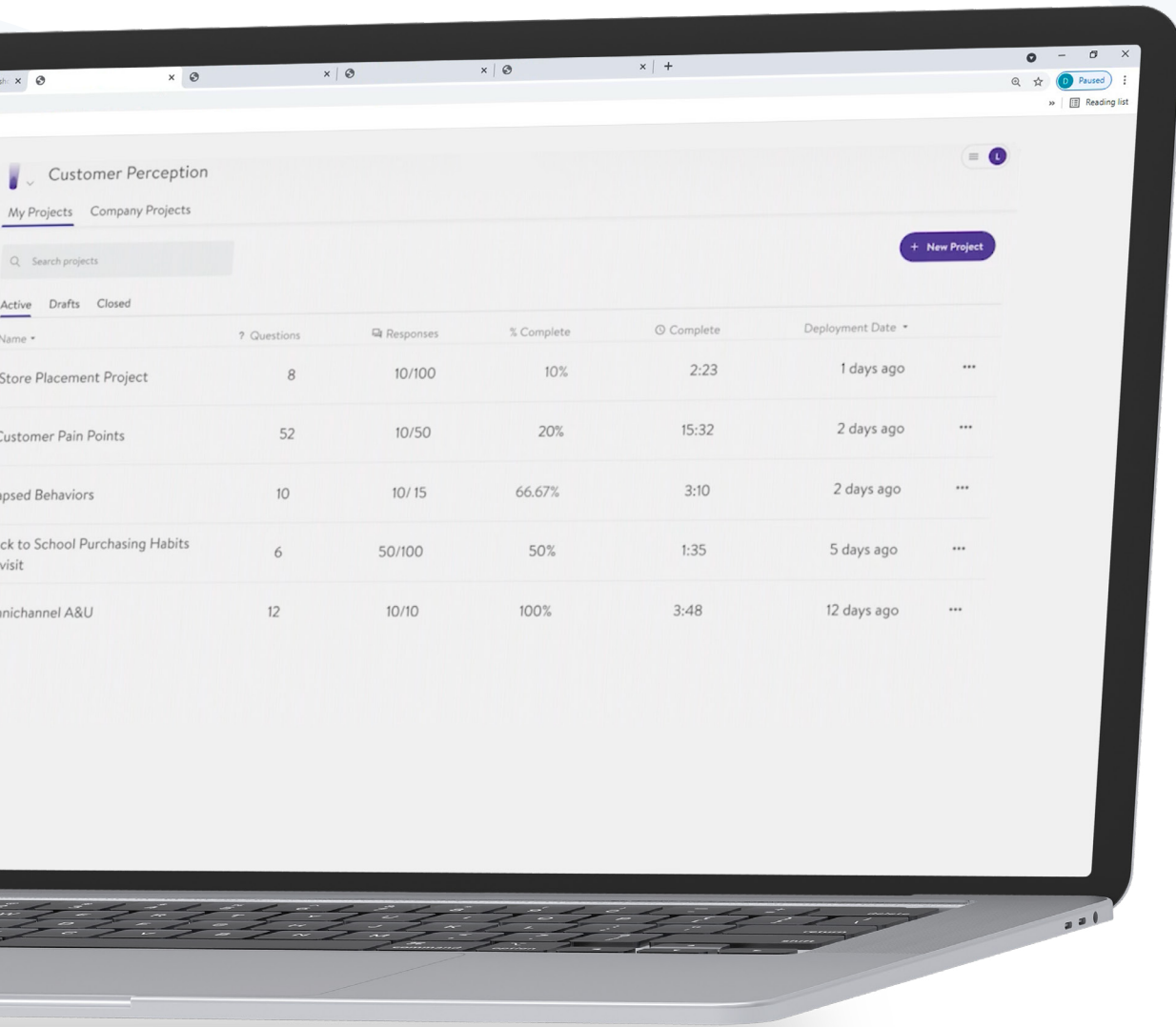
Nearly
30,000
new products are
introduced each year



of them fail*

*MIT Professional Education, 2022.

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The Impact: Heading in the right direction

The **right information** from the **right sources** can guide you in the right direction with things like testing new product concepts, understanding customer behaviors, purchasing patterns, and supply projections—all with the goal of **anticipating and meeting consumers' needs**.

The Impact: Here's some good news

Reliable data can help shape answers to questions about customers like:

What are their buying habits?

What is their degree of brand loyalty?

Why did they stop purchasing a product?

Why did they start purchasing a product?

What are they buying instead?

What is in their basket?

What would make them switch brands?

What is their sentiment around a product?

PDF

[Click here to download](#)

Pro tip: Dig into our **Research Best Practices Guide: Better Customer Insights with Walmart Luminate** for how-to's on crafting the best survey for you and your respondents.

The Solution



The Solution: Brighten the path forward

Walmart Data Ventures understands the extensive impact of unreliable data and the barriers it can create for Walmart suppliers, merchants, and customers alike. That's why we introduced **Walmart Luminare Customer Perception**. This agile research tool enables ongoing conversations with our Walmart Customer Spark Community—the same group Walmart turns to for its own transformational business insights. It's a quick, reliable way to tap into the voice of the Walmart customer to make better strategic decisions: from testing new products to understanding the rationale behind changes in purchasing behavior.

The Solution: Valuable insights straight from the source



[Click to watch a quick product overview](#)

By leaning on **Walmart Luminate Customer Perception** first party data, you can help mitigate risk and make smarter, faster changes with increased confidence.

Brands that used first-party data for key marketing functions achieved **up to a 2.9X uplift in revenue** and a **1.5X increase in cost savings**.*

*Think with Google, 2021.

The Solution: Listen up—the customer is talking

In the pursuit of empowering better business decisions, Customer Perception dials down the distracting noise of unreliable data and amplifies the voice of the consumer.

Supported by first-party data from our **Walmart Customer Spark Community**, it lets you see the bigger picture and tune into the finer details. This tool enables suppliers to hear from vetted and engaged consumers—not one-off survey takers—and hyper target crucial insights that can be delivered within a day or two.



Highly Engaged

- 31% average response
- 24-72 hours average survey fill time rates



Invite-Only

- Verified Walmart customers
- Double opt-in process



Verified Transactions

- No self-reporting, no missed receipts
- Refreshed daily

The Solution: Start with the right people

Our Walmart Customer Spark Community is invitation-only to bring verified and engaged customers into the conversation. This helps deliver rich insights and meaningful context and avoid unreliable data sources. Community members join through a two-step process to better ensure data accuracy and consistency.

Customer Perception uses Walmart transactional history that is refreshed daily to verify every community member's shopping behaviors, empowering you to hyper target and quickly engage with the customers you need to talk to, right now: by the specific item bought (or not bought), by purchase channel, and by a multitude of demographic variables



The Solution: Peek into their shopping carts

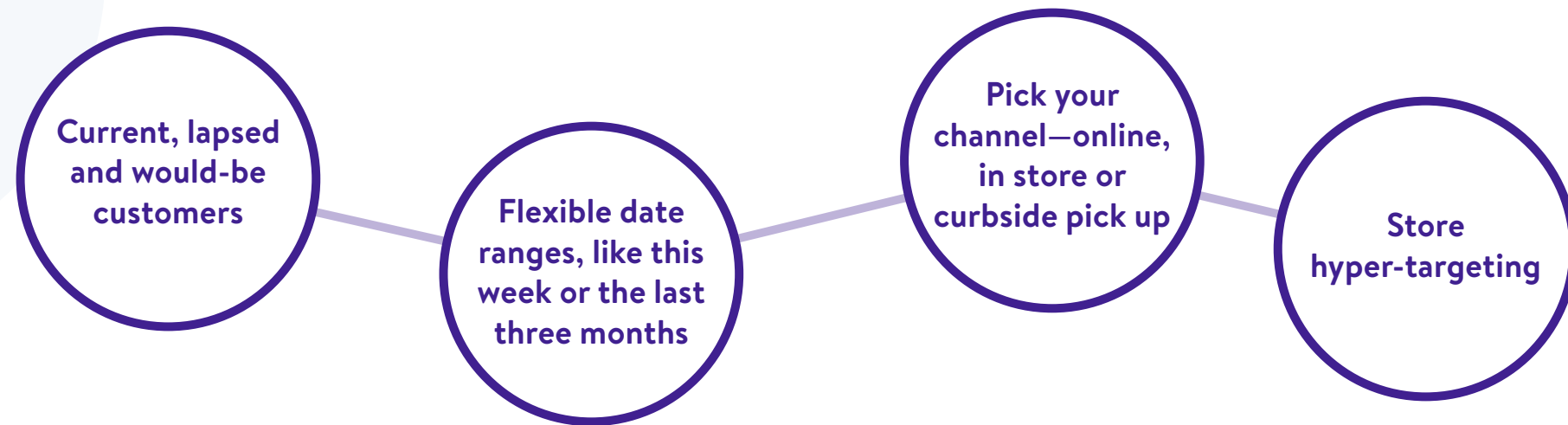
This first party data means that every traceable* purchase a community member makes at a Walmart store or online is captured and made available as a hypertargeting criteria. Now you can have direct access to customers who fit specific demographic and transactional requirements. Bonus: this also helps streamline screening questions (shorter surveys = happier, more engaged respondents) and tamp down on human recall errors, too.

*Traceable transactions include credit card purchases.



The Solution: Shopper habits come into focus

This new, agile approach to research means fewer barriers between you and crucial insights. It's an ongoing conversation with the Walmart Customer Spark Community that you can easily tap into and that lets you dial into granular, first-party data to enhance your targeting efforts. Target over 600 demographic, geographic, behavioral, and transactional variables:



Pinpointing the right audience is key, but just as important is Customer Perception's ease of use. It means less process building and the ability to run small group tests without overinvesting resources in larger research initiatives. And you can complete a study within days, thanks to our higher-than-industry-average response rate.

The Solution: The why behind the buy



Diaper Brand A



Diaper Brand B

Now you can do things like:

- Talk to new moms who switched from buying Diaper Brand A to Diaper Brand B at Walmart in the past month. **Why did they make the change?**
- Hone in on rich particulars from customers in their own words —like what their ideal version of a product is. **How does it vary amongst different age groups?**
- Understand how shoppers react to new product messaging. **What did they like? What didn't work? How did it impact their purchases?** And gain more crucial, detailed insights about your customers.

The Solution: Walmart Luminare

While **Customer Perception** answers the why behind the buy, **Shopper Behavior** and **Channel Performance** delve into the what and the where to create deep, rich insights about your sales performance, in stores and online.



The Solution: Leave unreliable data in the dark

When you can shut out unreliable data your survey results are clearer, which means you can make better-informed decisions—and that can mean more success for suppliers and a better experience for shoppers.

Contact us to explore what better can look like for you.