



PureScore™ Leading Data Quality

PureScore™, powered by PureIntelligence™, is a proprietary AI-driven scoring system that evaluates survey respondent quality. PureScore™ scores respondents as “High” or “Low.” Only “High” scores enter the PureSpectrum Marketplace, while “Low” scores are blocked from the platform.



Exclusive to PureSpectrum, PureScore™ is seamlessly embedded into Marketplace

PureScore™ delivers a holistic, intelligent approach to proactively combating fraud, enhancing respondent verification, and ensuring optimum data quality. Continuously evolving against emerging threats, PureScore™ delivers the highest-quality insights for confident decision-making.

How Does it Work?



Multi-Layered AI Detection

Identifies fraud patterns and stops bad actors from entering surveys.



Enhanced Verification

Cross-checks human, device, location, and behavior data for authenticity.



Real-Time Feedback Loops

Constantly refines its fraud detection model for next-level accuracy.

The PureSpectrum Advantage



The Quality-First Marketplace

Designed to eliminate low-quality respondents and deliver trusted insights.



Industry-Leading Innovation

Built by experts in AI, machine learning, and data quality.



Trusted by Global Companies

Powering accurate, high-quality insights for the world's top researchers.