

HUMAN VERIFICATION FOR EVERY PLATFORM

01 / 02

Human data needs a new foundation.

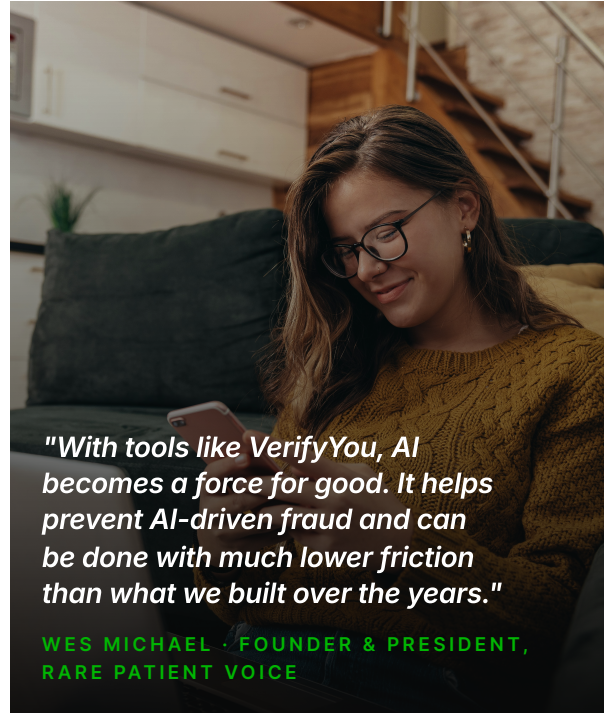
Why cost per quality response, not cost per complete, defines the next era of market research, and what verification at the point of entry actually changes.

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READ

2 minutes



"With tools like VerifyYou, AI becomes a force for good. It helps prevent AI-driven fraud and can be done with much lower friction than what we built over the years."

WES MICHAEL · FOUNDER & PRESIDENT, RARE PATIENT VOICE

Market research quality now breaks at the point of entry. Fraudulent respondents, duplicate accounts, and AI agents raise the cost of every usable complete by forcing teams into cleaning, over-recruitment, and re-fielding. As contamination spreads across online sample, high-confidence human data carries a premium, and buyers are paying for responses that survive scrutiny and support real decisions.

99.8%

of standard survey quality checks passed by AI agents at \$0.05 per response.

WESTWOOD · PNAS 2025

51%

of all internet traffic is now automated, surpassing humans for the first time.

IMPERVA BAD BOT REPORT · 2025

01 WHAT VERIFICATION AT ENTRY CHANGES

Six shifts, one foundation.

01 STOPS CONTAMINATION AT ENTRY

Fraud stays out of the pool from the start.

Teams avoid paying to clean damage after the field closes. The cheapest place to protect quality is the door.

02 ONE PERSON, ONE CREDENTIAL

A verified human cannot multiply.

Phone-bound credentials prevent dozens of accounts from spinning up across platforms or panels in the network.

03 LIVENESS EVERY SESSION

Each entry confirms a live human, in the moment.

Replay, resale, and shared access break against per-session liveness. A static check is not enough anymore.

Why current defenses **fall short.**

The industry has spent years building tools that detect bad data after collection. Those tools catch some fraud, but contaminated responses still enter the study, forcing teams into cleaning, over-recruitment, and re-fielding. Buyers need a control point at the entry, where quality is cheaper to protect and harder to fake.

02 SIX INDUSTRY MYTHS · REFRAMED

What's said vs. **what's true.**

<p>✘ "Detection catches AI." Detection starts after contamination enters the dataset. Teams still pay to identify and remove damage that already shifted the economics of the study.</p>	<p>✘ "CAPTCHA and fingerprinting work." These tools evaluate patterns and devices. They do not verify a real, live human at the moment of participation, and they're routinely bypassed.</p>
<p>✘ "Hardware solves this." Market research runs on speed and accessibility. The phone respondents already carry is the only hardware that fits those economics at scale.</p>	<p>✘ "Verification means surveillance." A strong verification layer can preserve privacy while still proving that one real person, not an account, not an agent, is present.</p>
<p>✘ "Security means friction." Quality controls only work when respondents complete them. Fast verification protects the sample without dragging down participation.</p>	<p>✘ "One-time verification is enough." Static checks lose value quickly. Session-level verification preserves the link between the response and the live human behind it.</p>

03 THE CREDENTIAL THAT WORKS

Phone-bound. **Live.** Networked.

<p>HARDWARE The phone in your pocket No app download, no government ID, no special device required.</p>	<p>TIME ~10 seconds Liveness + binding completes in one flow, before the first question loads.</p>	<p>IDENTITY One = One One number, one credential, one verified human. Cannot multiply.</p>	<p>INTEGRATION Single API call Compounds across every platform that joins the network.</p>
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The premium tier **begins at the door.**

Confirm every respondent is real, unique, and live before the first question loads.

[BOOK A DEMO →](#)

[VERIFYYOU.COM](https://www.verifyyou.com)