

21 Best New Mobile Methods

to Research Your Consumers in 2020



Market research in 2020



Does market research ever really change?

Well, yes and no...

Market research veterans understand that no matter how fast technology changes, not much changes at the core of market research.

No matter what, there are still just three main things you can do with market research:

- 1. Market evaluation** - I want to understand the market landscape.
- 2. Pre-launch testing** - I want my launch to be a success.
- 3. Post-launch evaluation** - I have something in the market (ad, brand, product) and want to know how it's doing and why.

Yet, while these 3 foundational questions don't change much, the way in which we answer them does change... drastically.

That's the big secret; Understanding how to use the latest proven tech-based market research methodologies and tools to get more accurate and insightful answers to the questions you're always asking.

In this guide, we'll look at how the smartest organizations are leveraging the latest tech-based methodologies for conducting more impactful market research in 2020.

Part 1: Market evaluation

1. How do consumers shop my category

If you understand how consumers shop your category, you can better market to them. For instance, if you know the exact stores and visitation frequency of your ideal customers, you can ensure that your channel strategy and marketing plans are built to support it as effectively as possible. To understand how consumers shop your category, ask us to run a [path to purchase evaluation](#).

2. What and how much are my consumers purchasing

Wouldn't it be great to know the percentage of product sales going to you, versus your closest competitors? Growing your share of wallet is a key strategy among the biggest brands and you can only do so by knowing the true numbers. If you want to understand what your customers are purchasing and how much, run a [share of wallet evaluation](#).

3. What are my consumers doing

Watching consumers as they naturally live is one of the most valuable things you can do as a market researcher. Until recently, doing this type of research at scale has been next to impossible.

Now, it's quite simple. Imagine being able to see your ideal customer from all perspectives. Find out where they go, what they do online, how often they do it, and more. Ask us to run a ["day in the life" ethnographic evaluation](#).

4. How are my competitors performing

Keep your friends close and your enemies closer isn't just great cinema.

It's also a great strategy for businesses. When you understand what motivates your consumers to do business with your competitors, you gain an unfair advantage. Imagine asking consumers throughout the U.S. as they leave your competitors' locations, anything you want in-the-moment.

That's the power of an [MFour competitive evaluation](#).

5. Why are people switching brands within my category

How you noticed a big upward tic (or big drop) in sales while the category as a whole stays level?

Wouldn't it be valuable to know the reason for so many people making a switch from one brand to another? We can help you get the answer to this by surveying the right set of consumers who are making the switch right now with a [brand switcher evaluation](#).

Part 2: Pre-launch testing

6. I have a product to release

Wouldn't it be great to be in the consumer's mind during a product launch, and understand things from their perspective?

Marketers are sometimes too optimistic about new launches. Without data, new product results can go badly.

You can change that. Our [pre-launch product evaluation](#) gives you purchasing behavior insights to help your product win before it even hits the shelves. Get insights prior to launch to fine tune your product, messaging, packaging, and media spend.

7. I have image/video content to release

Remember when Pepsi pulled the Kendall Jenner ad? Even though it received millions of shares and likes, it was highly controversial and had an unanticipated impact. Testing content before launch is crucial to ensuring a predictable outcome of success. With our [creative content screening](#), test your content before launch to understand what excites or bores your soon-to-be viewers.

8. I have an app to release

What makes an app awesome? With millions of apps already in existence, it is difficult to make your app stand out among the competition. Good thing for you, we can help you understand what consumers think beforehand. With our [pre-launch app testing](#), target and identify consumers using similar apps to give you insights - not just perceptions about your own brand, but insights about your competitors' strengths and vulnerabilities to ensure you succeed over your competition.

9. I have a social ad to release

Ads today run on many different platforms, social being one of the biggest. So how do you make the perfect social ad that can scale ROI positive with confidence? First, you need to start where consumers live, their smartphones. Next is where we come in, our [in-context social ad copy testing](#). Insert your ads into consumers' actual social newsfeeds to receive instant feedback on your advertising messaging, copy, and design - both pre and post launch.

10. I have a message or concept to release

Do you have a bold creative message or concept and need insights on how it will be received before it goes live? Do you have multiple concepts and want to narrow down to the one that will be the most effective? Then our [message & concept testing](#) is for you! Target and survey your desired audience to understand consumer reactions to see which is most effective and then adjust your campaign accordingly.

Part 3: Post-launch evaluation

11. How is my brand performing

Remember when that Malaysia Airlines jet disappeared into thin air? What effect did that have on their brand perception? On a more typical level, are you curious to know how your brand is being perceived over time, as new contenders enter the market and as you make changes to your products and pricing? This is where our [brand awareness and affinity evaluation](#) can be leveraged. Utilizing our general surveys on an on-going basis, we can better understand and measure your consumer's feelings toward your brand.

12. How is my show performing

A new pilot for a highly anticipated show just launched and the ratings were down. Want to understand why? Our [episodic testing, season arc evaluation & tracking](#) gives you the ability to survey organic viewers immediately after they've watched your show, to get in-the-moment insights. Understand the "why" behind your ratings numbers and track the week-to-week engagement of your audience.

13. How is my outdoor campaign performing

When launching an outdoor or OOH (out-of-home) campaign, it's almost impossible to measure the effectiveness. But we have the perfect solution for you, [OOH campaign effectiveness evaluation](#). By using a real, first-party audience, you can validate their location and exposure to advertising, and survey them immediately after exposure.

14. How is my digital ad performing

With millions of impressions per ad, how do you know for sure who is being served and even if they remember seeing it? The solution, our [digital ad exposure effectiveness evaluation](#). Having a 1st-party validated mobile panel means we know who our panelists are and can speak to them by using surveys to measure awareness.

15. How is my promo campaign

Companies are constantly battling for consumers' attention within stores. They'll run seasonal promos or try to center around big current events to grab attention... So how do make sure your display stands out? Run an [in-store display or promotional offer evaluation](#) to understand whether displays, signage and end caps are being seeing and driving lift in awareness, brand and product perceptions and purchases.

16. How is my sponsorship performing

You just sponsored a big sporting event and want to understand if your sponsorship even had an impact with the viewers. Our [brand sponsorship experience & evaluation](#) uses validated geolocation to put you in touch with people we know attended the event. The ability to survey these individuals gives you in-the-moment insights to understand the ROI and brand lift of where the sponsorship took place.

17. How is my customer service team performing

Why do so many people today love Amazon? It's because of their customer service. Customers love companies that truly care about them and that first starts with customer service. There's a wide spectrum of customer service quality, ranging from "these guys put me on hold for 2 hours and hung up on me" to "they resolved my issue easily through their portal and refunded me instantly". With our [customer service evaluation](#), easily target your consumers and survey them to understand their experience with all of the intricacies so that you can isolate the areas where you can make changes and get the biggest bang for your buck.

18. How is my new product performing in store

The best way to understand how a new product is performing, is to speak to consumers in-store. People remember things best right after they experienced it. With our [on shelf/new product evaluation](#), easily speak to consumers in-store, in-the-moment, to gain in-depth insights to understand your product's performance. Then, you can uncover areas for improvement for your pricing, product, packaging, and the channels your promoting in.

19. How is my new product performing post-purchase

The best way to speak to consumers post-purchase is while they are using your product at home. What better way to get ahold of someone at home than by speaking to them on their smartphone. That is why our [at home product evaluation](#) is perfect for understanding what people think about your new product. You can trigger surveys right after purchase to a specific subset of consumers, and then routinely survey them on a weekly or monthly basis to understand how the product is consumed and perceived over time.

20. Why are people not buying my product (or from my stores)

One of the hardest things for a company to understand is why people don't buy their products or services. Our [non-purchaser evaluation](#) puts you in touch with shoppers leaving store locations, to understand just that. You can ask people who didn't buy your product (or products from your store) anything you want to help you understand why they didn't buy. By using in-the-moment exit surveys, we avoid recall bias to get you the best data available. Understanding why people aren't buying is sometimes much more valuable than understanding why people are already buying, which makes this an MFour favorite.

21. How is my app performing

How do you understand how your app is performing? Easy, by speaking to consumers that have your app. With our [In-Market App Evaluation](#), we can target panelists who have your app downloaded and survey to understand performance experience. Consider this... In 2019, on Black Friday, 2.7 billion of 7 billion was spent on a smartphone. With the continued adoption of smartphone shopping apps are only becoming more vital. We can help you make the most of it.

Start your market research project with MFour today



Our market research team is here to brainstorm with you.

If you're facing a challenge, chances are, we've seen it before - and our qualified team of Senior Research Consultants can help. It is possible to get the answers to the questions you have, no matter how hard they may seem.

We're in your court and we have your back. We've worked with the largest brand-name companies and biggest market research organizations in the world. Our teams have years of experience.

[Start a new market research project](#)