

DATA & SURVEYS ON ONE PLATFORM



Targeting the "Who" and "Where" to Learn
the "Why" Behind Consumer Journeys

01.

CONSUMERS FELL OFF THE ONLINE RESEARCH RADAR



Let's give online surveys their due.

Back in the early 2000s, they saved market research, and gave it a big push forward. Studies on computers were like white knights riding to the rescue, at a moment when the public's growing aversion to phone surveys was making it impossible to connect with a representative sample.

In 1997, market research over landline telephones enjoyed a response rate of 36%, and just 18% of U.S. households had internet access. By 2012, response rates for telephone surveys had plummeted to 9%, where they remain today. Meanwhile, home internet access soared. Online surveys could now shed the stigma of being a rude intrusion on people's time and privacy.

That all changed in 2007-08, when iOS and Android smartphones were born.

By 2018, 77% of U.S. adults owned a smartphone. For Millennials, the smartphone was not just a necessity, but an object of pride and affection: among them, saturation exceeds 90%. In the 21st century, consumers' attention is largely mobile, and advertisers have adjusted accordingly

**And so, we see the
white knight's armor
start to rust.**

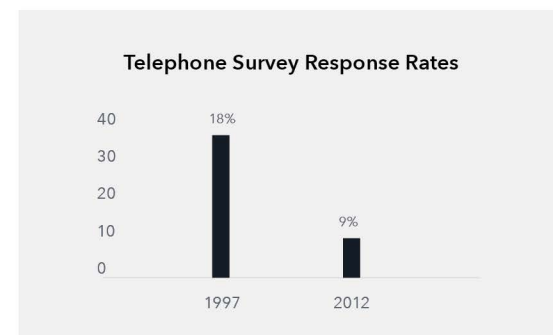
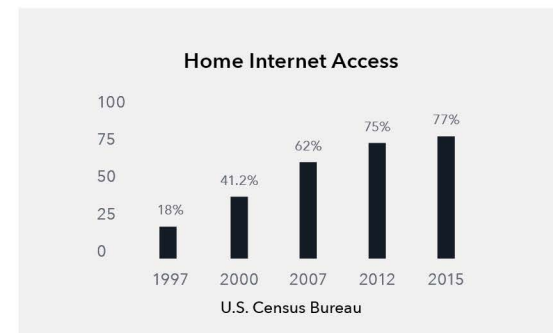
Critical consumers are now beyond the reach of online surveys.

In a mobile world, online surveys just can't compete.

Demographic representation has fallen precipitously. Research has failed to account for the shift to mobile, either by ignoring it, or by failing to understand and activate mobile best practices.

By 2018, one out of five U.S. adults had cut the broadband cord and decided to rely strictly on smartphones, according to Pew Research Center. Millennials, Hispanics and African Americans became especially elusive for online research, aptly labeled by online providers as "hard to reach." Pew found that 35% of Hispanics, 28% of young adults (18 to 29) and 24% of African Americans were shunning personal computers and had gone mobile-only.

Declaring a research crisis, authors of a 2017 GreenBook Research Industry Trends Report (GRIT), found that only 49% of research respondents were satisfied with their experiences



“We as an industry must change our ways, and respondents have just given us a pretty clear set of directions on how to do that,” the report’s authors concluded.

“The way we have always conducted research may have met our needs in the past, but the world has changed...people simply expect more from their relationships, including research.”

Real consumers’ disengagement, and bots’ malicious counterfeiting of completes to pocket incentives, have eroded confidence in online surveys. Yet, many researchers hold fast to them, either unaware of alternatives, or because they’re reluctant to change.



Marrying Observed Behavior to Point-of-Emotion Insights.

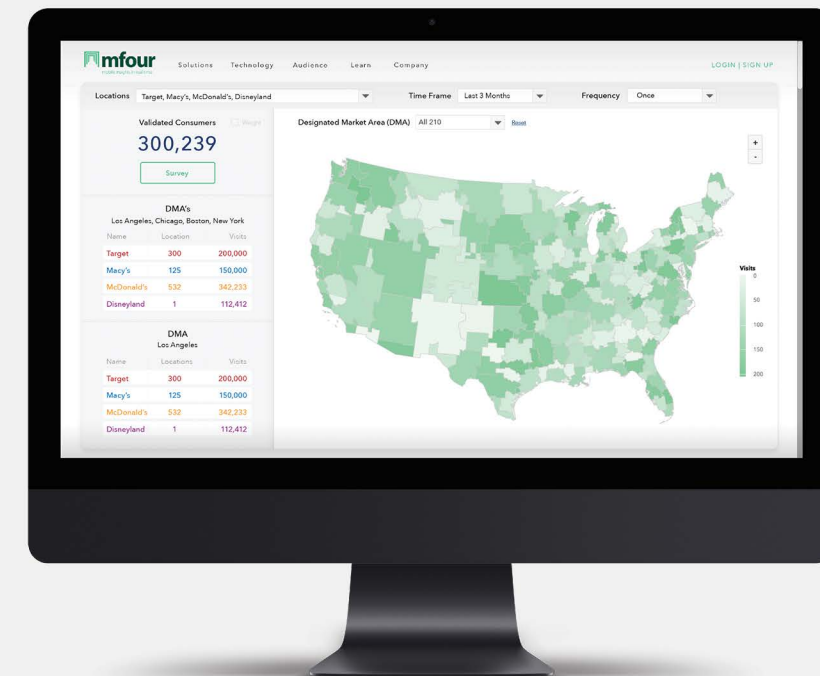
Consumers are human beings. It's not enough to base important business decisions on ideas about who they are, what they want, and why they want it. For that, researchers have to meet with actual people in real-time, for a direct exchange of questions and answers.

Let's take an example. A researcher wants to understand the kinds of consumers who shop at a Walmart on a Tuesday, and how they differ from those who go to Walmart on a weekend.

1. Every consumer is traced across the nation's top 1,000 retailers - including Walmart.
2. Now, we can zoom in and talk to them.
 - a. Do those Tuesday shoppers trend younger than weekend shoppers?
 - b. Are they less affluent?
 - c. More ethnically diverse?
 - d. Are they more likely to go to a quick serve restaurant just before Walmart?

Uncommon Insights that MFour Can Answer

- + How many women ages 35-54 went to a gym in the past two weeks?
- + Which gym regulars also shop at Whole Foods?
- + And which ones treat themselves to a quick-serve restaurant meal or snack after a workout?
- + Do identified travelers who are gym regulars workout while on the road?



The Path-2-Purchase® Platform's flexibility and automation allows you to manipulate data sets instantly, until patterns emerge. In some cases, finding insights, important consumer segments and affinities you may have not even anticipated.

02.

BEYOND BEHAVIORAL DATA

BEHAVIOR-DRIVEN™ RESEARCH

The Holy Grail of market research is reaching the right people, at the right time. The prize is data that is capable of driving the smart, timely decisions needed to lead a business forward.

Online surveys are outdated, a white knight in rusty armor.

More than a decade into Steve Job's vision, buyers are their phones constantly - giving feedback via survey apps. Real-time data is being collected with Surveys On The Go® (SOTG), right now. Because they're pleased and engaged by the app's performance, consumers are willing to participate in this location-based research by keeping their phones' GPS location functions on. One measure of respondents' engagement with the app are the ratings and comments they post. Surveys On The Go® enjoys a rating of 4.5 stars out of 5, based on at least 100,000 ratings since its introduction in 2011. Satisfaction drives growth, and with more than 2,000 new app downloads per day, the numbers are high. This ensures representativeness, and consistency, as consumers carry high expectations - based on reviews and word-of-mouth recommendations.

How it works

1. Researchers start with real-time and/or historical data on all the consumers in a given location they are tracking.
2. The next step is understanding "why" they're buying, by fielding a survey to relevant consumers in the right places, at the right times in their buying journeys.



03.

CLOSING THOUGHTS



It's a complex world, and it's rapidly becoming even more so. Consumers' attitudes and behaviors are no exception.

To be accurate and trustworthy, consumer research must be fast, flexible and multi-faceted. The core task is to keep clients reliably in touch with consumer behavior and emotions amid a shifting landscape in which people's smartphones have become their indispensable conduits for information and expression.

A helpful way to conceptualize MFour is to think of us as an altar where observational Big Data and validated mobile survey data meet in happy matrimony. Only this time, it's the bride and groom who are giving the gifts, and the recipient is you. Come to the wedding, and you'll come away with what MFour promises and delivers: validated consumer understanding for everyone.

You're Invited. RSVP, and let's talk more: www.mfour.com/contact





About MFour

MFour is the leader in mobile market research, providing major brands, advertisers and market research firms technology, methodology, consulting and unrivaled consumer connections to capture reliable insights and support smart decision-making in the Smartphone Era. MFour's groundbreaking Path-2-Purchase® Platform integrates current and historical consumer location tracking and analytics with real-time survey data. Insights professionals get a unified view of the "what," "where" and "when" of consumer behavior, together with the crucial, motivational "why." MFour introduced its signature Surveys on the Go® research app in 2011, and it has attracted more than 2.5 million first-party U.S. consumers. Respondents' deep engagement drives unique capabilities such as rapid, real-time surveys during and immediately after store visits. The result is insights free from recall bias and captured at the Point-of-Emotion®, where buying decisions are made.

by Mike Boehm
Director of Communications

Sources

- + 10 Key Marketing Trends for 2017 and Ideas for Exceeding Customer Expectations by IBM Marketing Cloud
- + Home Internet Access Analysis by U.S. Census Bureau
- + Telephone Survey Response Rates from the Pew Research Center