



We saw you on  
UberEats, how was  
your experience?

# DIGITAL EVENT SURVEYS:

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## A KEY TO THE MASSIVE SHIFT IN SPENDING

# Survey 10 million daily digital journeys.

## We've all felt it.

The same shift confining us to our homes, has also changed consumer behavior.

Forever.

It's no longer *nice* to buy items on apps and online. Your buyers find it *necessary*.

Whether they care about toilet paper, hand sanitizer, or entertainment, they're all stocking up on what they "need" to get through this pandemic. And they're no longer able to buy what they want in-store. Which is why 73% of consumers are now buying on apps<sup>1</sup>.

Consumer spending:

# 73%

now buying on apps.

GDP is expected to fall at an annual rate

# 30.1%

in April - June.

Consumer spending is

# 73%

of the economy.

## Here's the thing...

This change is permanent.

Digital data is now essential to our jobs. Without data we can't create a digital strategy. And that strategy may prove to be the other tether tying us to sales. Because right now, digital purchases are just about the only spends going on.

The GDP is expected to fall at an annual rate of 30.1% in April-June<sup>2</sup>. And, it's no secret that 73% of the economy relies on consumer spending in order to stay afloat<sup>3</sup>.

Fact is, consumer spending is curtailed in a recession.

Dramatically. So, when we walk outside again in a few weeks, that's exactly where we'll be. Smack dab in the middle of unemployment claims that have reached 26 million; shattering the previous record highs from the peak of the Great Recession<sup>2</sup>.

It means three things, really:



Brand loyalty  
is at risk.



Non-essential  
spends are at risk.



Our best hope to protect our  
sales is to get digital data.

Consumers have been displaced.

And it's forced them to change their buying behavior. They're doing that now. And if we're to reach them, to protect our sales, we've got to go digital.

Yet, digital data's always been a black box. For years, researchers have struggled with how to access consumers while they're combing through sites online.

But, it's possible.



# Here's the key...



## The key is a digital event survey.

Surveys On The Go® is how that key works. It's a market research app. Consumers download it. Your consumers. And, they download it because they're paid cash to take surveys.

Your surveys.

An event is triggered when your consumer does something online – or in an app. You determine what. Through Surveys On The Go®, you see their digital data. And can ping them with a survey in real-time to see what they're buying, and why.

Bye, bye black box.

## How to use it...

Here's a digital event: the use of food apps.



In 2019, only **4%** of grocery sales in the United States came from online purchases<sup>2</sup>. With this shift in consumer behavior, we'd expect those sales to go up in 2020.

So, we ran a study.

With a sample of 3,000 consumers, we observed digital behavior and their app use. We focused on two groups: restaurant and grocery delivery apps.

In March alone, we saw an increase in consumer spending on apps, of which:

**30%**  
are new grocery app users.

**52%**  
are downloaded due to  
COVID-19 concerns.

**53%**  
expect to increase their usage much,  
or somewhat more than now.

It's permanent. In both groups, **79%** said that they plan to keep using the apps once the virus is gone. The U.S. Chamber of Commerce agrees, saying the change is likely permanent<sup>4</sup>.

This is the kind of information you need to build a digital strategy. And it's now available.

# We're listening...



## Online is a \$602 billion industry<sup>5</sup>.

And it'll get even bigger. In 2019, online sales made up **16%** of total retail. Now, online sales are up **50%**, while foot traffic is down **58%**<sup>2</sup>. Retail has been hurt. It's given online a chance to shine, and consumers like what they see.

Now is the time to protect sales. Our window is small. In marketing, we always move fast. And for good reason. The competition is quick as well. This is the time to study your market and see where you can pivot to an online strategy using digital event surveys as your guide.

## We understand, and we can help.

We're at war, together.

If your business has been impacted by displaced buyers – and whose hasn't? – it's time to game plan. We track consumer behavior in real-time with digital event surveys. And, we can help.

**CONTACT US**

**2019**

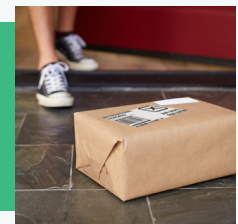


Online sales made up:

**16%**  
of total retail.

**2020**

Online sales up:  
**50%**



Foot traffic down:

**58%**

### References:

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