

# ALL ON A SMARTPHONE.

Data is fast, accurate, in-the-moment, validated and representative.

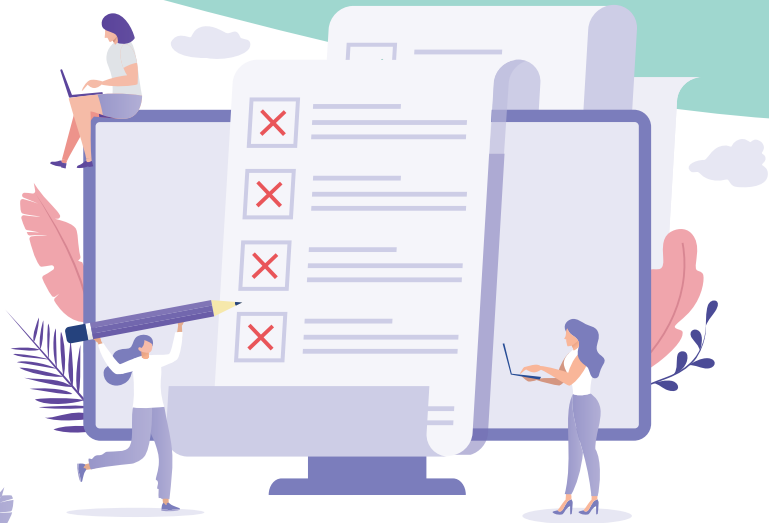
It does more for research than paper, pen, or online survey combined.

## What *doesn't* work:



**1 DOOR-TO-DOOR SURVEYS:**  
Expensive, intrusive.<sup>1</sup>

**2 PAPER AND PEN SURVEYS:**  
Slow, and hard to review.<sup>2</sup>



**3 TELEPHONE SURVEYS:**  
Less than **6%** answer the survey.<sup>3</sup>

**4 ONLINE SURVEYS:**  
Only **49%** satisfied with their experience.<sup>4</sup>

## What **DOES** work:

**1 DIGITAL EVENT SURVEYS:**  
Access the \$602 billion spent online.<sup>5</sup>

**2 LOCATION-BASED SURVEYS:**  
Track the 4 Ps of customer experience.<sup>6</sup>



**3 VERIFYING PHONE DATA:**  
Info on consumers' apps, carrier, make, model & more.<sup>7</sup>

**4 GETTING PERSONAL:**  
Consumers share their pictures and video responses with you.<sup>8</sup>

## REFERENCES:

1. Corey & Freeman, 1990; Taylor, Wilson, & Wakefield, 1998
2. Peter Ward Taralyn Clark Ramon Zabriskie, 2014
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4. Path-2-Purchase™ Platform: The New Reality
5. Digital Event Surveys: A Key to the Massive Shift in Spending
6. The Complete Guide to Customer Experience
7. Why You Should Switch Your Tracker: Digital & Mobile
8. Voice of the Consumer Guide