

# BUYER INSIGHTS: HOW TO GET 50% BETTER DATA

Within **one hour**, shoppers forget **50%** of your information. At 24 hours, 70% is gone. By one week: 90%.



**1 HOUR**

Shoppers forget

**50%.**



**24 HOURS**

Shoppers forget

**70%.**



So, capture consumers naturally—survey as they exit your store. Get their data now. Because next week, they won't remember.

Find out why they acted; or didn't. Then, use the insights to increase sales and market share.



**7 DAYS**

Shoppers forget

**90%.**



*“Knowing what a customer is **going to do** is exponentially more valuable than knowing what they previously did.”*

- Dave Cherry, Executive Strategy Advisor with Cherry Advisory, LLC

## UNDERSTAND HOW CONSUMERS SHOP.

For real-time consumer insights, email: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714-754-1234.

LEARN MORE

### REFERENCES:

1. <https://learningsolutionsmag.com/articles/1379/brain-science-the-forgetting-curve-the-dirty-secret-of-corporate-training>