



# SECRETS TO SPYING ON COMPETITORS

USING LOCATION, DIGITAL DATA, & SURVEYS.

# The #1 method to spy on your competitors' consumers.

Spying on your competitors' customers is done for one reason.

**It's extremely valuable.**

But, it's significantly more valuable when it's like this (brace for it)...

Imagine if you had a competitive intelligence tool that could let you:

- ✓ See where your competitors' customers have been in the last year.
- ✓ See where they're going (in real-time).
- ✓ Ask very detailed questions.
- ✓ See their smartphone browsing history and app behaviors.
- ✓ Uncover truths about them on their path to making a purchase.
- ✓ Store their data for future tracking, observation, and surveying.

**Well, it exists.**

In fact, we've got a way for you to follow your competitors' customers everywhere. Day by day, week after week and month after month. Gain the competitive intelligence you need, to turn them into your own customers.

Here's how it works...



# 1. Track deep historical data.

Most mobile survey providers do NOT do this.

Every move your competitors' consumers make across **12.5 million** U.S. retail locations is tracked and archived.

We track and archive virtually every single physical location a consumer visits (which, of course, includes the nation's top 1,000 retailer chains), amounting to about 750,000 store visits each day.

Each visit is archived in a consumer data center you can tap into to gain context for observed journeys.

Tracking historical locations is extremely useful in adding value to your mobile surveys. You don't need to shadow consumers step-by-step, on foot, or in a vehicle.

## **We do that for you.**

Your consumers are tracked remotely, and round the clock, with complete precision; leveraging advanced GPS data and exclusive tech partnerships.







## 2. Segment by historical location and demographics.

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### Here's where it gets cool.

Say, for example, that you're conducting competitive intelligence research for a convenience store chain, and want to focus on Hispanic American Millennials who have incomes of \$50,000 to \$75,000.

First, you'll plug in the name of the competing c-store chain(s) whose customers you're trying to convert. Then enter the characteristics of the people you want to track – in this case, the above-mentioned ethnicity, age, and income level.

Our platform automatically shows your target's daily visitation to all c-stores.

So, you can visually map each competitor's location, to your own visits: on any given day, or range.. View the nationwide competitive picture, or narrow it down to a single DMA.

Here are a few of consumer attributes and segments you can study:

### **Brand loyalist:**

Who regularly visits the competing c-store chain, but never comes to one of your own?

### **Brand agnostic:**

Who's going to multiple c-stores, marking them as consumers you can try to win over, if you can understand reasons for their c-store polygamy.

### **Frequent shopper:**

Who goes to c-stores every day, or nearly every day?

### **Daypart shopper:**

Who's going in the morning, who at lunch time, and who on the way home from work?

### **Complete daily journey:**

Where were c-store shoppers coming from before making that stop? And where did they go next?

### **Lapsed user:**

Who shopped regularly at specific stores and then stopped entirely?

Observed location behaviors will tell you a great deal about your competitive landscape, but for the deepest insights you also need to understand the "why."

And for that, there's no substitute for talking to the same consumers whose buying journeys you've been observing. The ideal solution is to move from location observation to location surveys.



### 3. Field surveys to first-party panelists based on real-time locations.

This is where many mobile survey vendors go wrong...

To field surveys correctly based on real-time location, you need:

- A first-party mobile consumer panel to ensure valid survey data.
- A high number of panelists that have given informed consent and opted in twice to allow you to track their physical buying journeys.

Every consumer who's tracked can be surveyed at any time, to gain a clear understanding of what's motivating his or her observed buying journeys – especially visits to the businesses you're competing against.

Respondents are detected when they enter your competitors' stores, and receive a survey notification as soon as they exit. Response rates hit 50% within 24 hours. The incidence rate can be as high as 100%, because you'll always have certainty that you're sending surveys to people who've are exactly where you need them to be.

Consider these when planning location-based competitive surveys:

- Do your competitors' loyalists have different motives than your own?
- Is there some pattern of attitudes, preferences and behaviors that differentiates your competitors' customers from your own?
- Or, are they similar enough to be reachable and changeable, given the right messages or incentives?



## 4. Overlap digital behaviors for deeper insights.

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As if this wasn't already a ton of valuable data, we can also add in digital behaviors.

Using our always-on digital tracking, we can easily bundle in the digital behaviors on your consumers as well. This adds color to the consumer profile, for deeper insights.

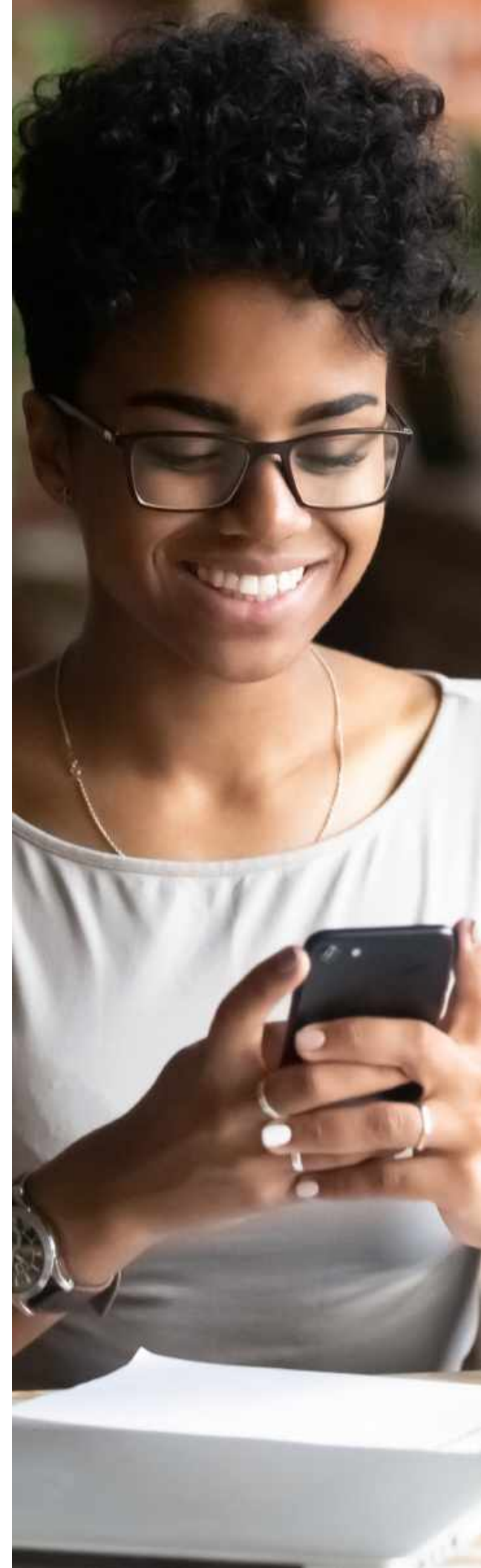
For instance, if you knew what your consumers were on their phones.

More specifically, if you knew:

- **What they're searching in their browser.**
- **What they're search in the Amazon app or Walmart.**

...before, during, and after their in-person shopping trip.

We can help you see the digital journey as it relates to the physical journey to get a full picture of your competitive consumers' path to purchase.



A man with dark hair, wearing a dark sweater over a collared shirt, is looking down at a smartphone in his right hand. He is also holding a white document or envelope in his left hand. The background is slightly blurred, showing a white wall and a plant with white flowers on the left. A green semi-transparent box covers the left side of the image, containing text.

## 5. Track participating panelists for future research.

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Say you generate some great new insights from this new competitive research strategy.

Wouldn't it be great to be able to follow up with these same panelists in the future? You can easily come back to the same set of panelists, observe more of their location and digital behaviors, as well as send additional surveys at timely opportunities.



# Recap of MFour competitive market research capabilities.

With MFour, you can combine observed location-tracking data with survey data.



The data is ultra-reliable because surveys are answered by the same actual consumers whose location journeys you've already tracked and observed.

The process gives you quality data from real, validated consumers who all take part in your research via Surveys On the Go®, the groundbreaking app that has harnessed the immense capabilities of smartphones for receiving and sending information.

And we're just skimming the surface. We haven't even touched on how smartphones use photos and videos to bring real-time survey data alive; making your reports vivid and impactful.

In competitive intelligence research, every move you make and every step you take should bring you and your decision-makers closer to the goal of prying away customers and market share from your competitors.

# Start your market research project 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 will provide the consultation you need.

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.

**CONTACT US**

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**Visit [mfour.com](https://mfour.com) for more information.**