



# THE ULTIMATE GUIDE TO MARKET RESEARCH, FOR INSIGHTS TEAMS



# You care.

## About details.

You're bright and curious. It's why you love market research. You're critical to the company's success. And, with a little help, your team always delivers.

But, it's hard.

You have so *much* on your plate, right now. And too few panelists to work with. It seems like every time you have a project, you're struggling just to get it done right.

Here's a lifeline.

A few pro tips to make it simpler. So, the next time you feel like you're stuck, drowning in a sea of a million market research projects, you can climb on out.

You've got this.





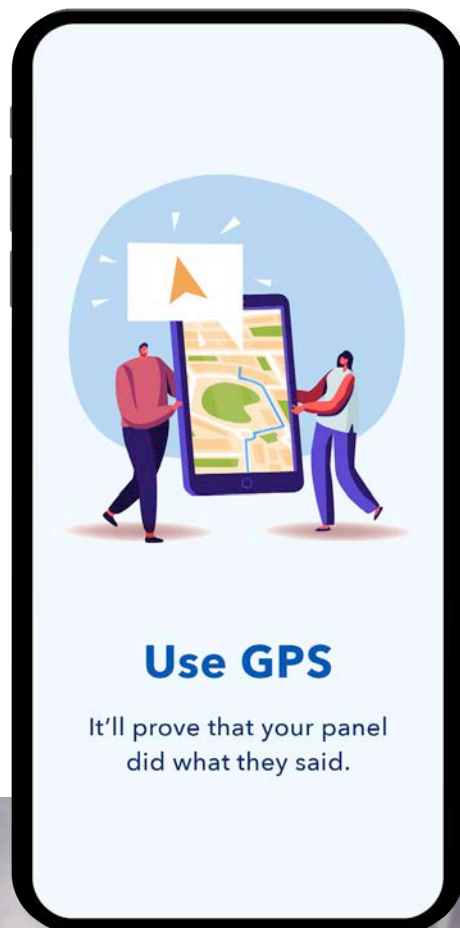
# Pro tip #1:

## Start clean.

Your data is only as accurate as your panel. So, keep it clean. Validate your consumer panel's actions first. This can be done online + in-store to clarify that they've seen your product. Now, you can trust the data.

Here's a tip.

Use GPS. It'll prove that your panel did what they said. You can ping a panelist to verify their actions as they enter a store, leave an app, or hit a website. Now you know their movement. You can confirm they've been to that location, and be confident their data is clean.



### Use GPS

It'll prove that your panel did what they said.

New Survey

## Pro tip #2:

### Get personal.

People buy on a high. They're driven by emotion as they slide their credit card. It ends just as fast. Now's your chance. You're on borrowed time. Survey when they're susceptible to telling the truth.

Here's a tip.

Push your survey out, as panelists leave a store, an app, or a website. Now you're getting raw, unfiltered data. It's the best way to hear their real path to purchase.

There's no room here for recall bias, you're talking to consumers in the heat of the moment.

While everything is still fresh.





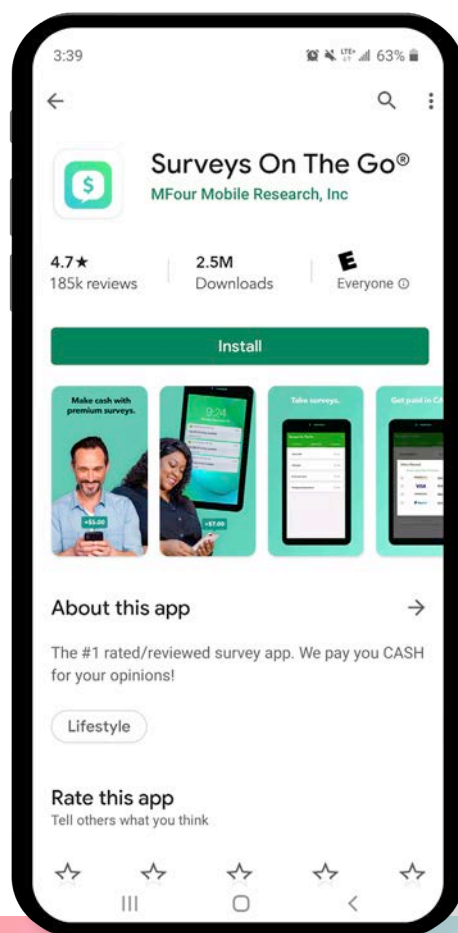
# Pro tip #3:

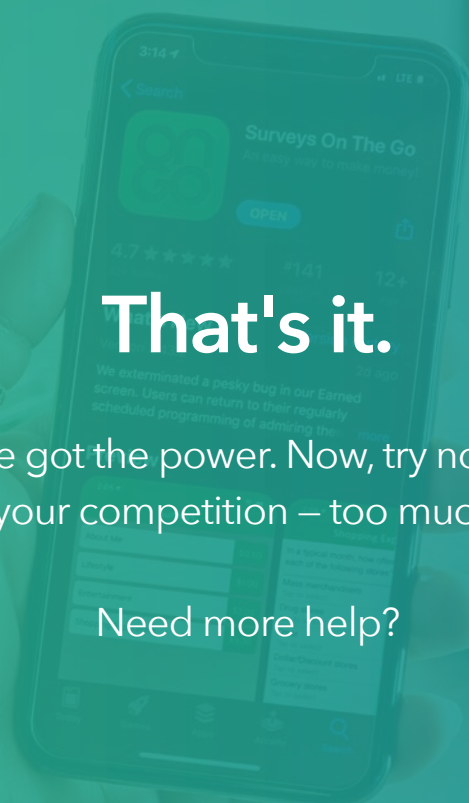
## Be diverse.

By 2045, the U.S. will be a minority-majority. To be accurate, your research needs Millennials, Hispanics, African Americans + Gen Z. The panel that you trust should have all of these.

Here's a tip.

Use the nation's largest, highest-rated consumer panel. It's a cut of 81% of the U.S. population, people who own a smartphone. So, you can rely on it for the age, income, and ethnicity brackets you need. Not to mention, it's a clean ticket to more than 10 million in-store + online journeys.





# That's it.

You've got the power. Now, try not to kill  
your competition – too much.

Need more help?

**CONTACT US**

Email us: [solutions@mfour.com](mailto:solutions@mfour.com)

Call us: **714.754.1234**