



**THE DATA LOVER'S
GUIDE TO GREAT RESEARCH.**

You love numbers.

Excel is your happy place.

Great data = great joy. You like to analyze ALL the things. And I know, it's not easy, but somebody's gotta do it – and we both know, you're the right person.

So, make it simpler.

You've been taught not to trust all the data you see. But, what if you could? Imagine a world where every data point that hits your desk is believable – and highly accurate.

It'd sure as heck make market research easier...

Yup, that's why we built this guide. 🤔



Research you can rely on.

That's the goal.

To get raw, hard facts as fast as possible. When you're dealing with data, it can be hard to know where to start, especially when it comes to choosing a panel.

Stop, right there.

That's your first obstacle: not trusting the data. So, back up to the source of the problem, and you'll find the answer. Collect your data from a first-party consumer panel.

You can trust them.

These are people who have an app. They want to be here, giving you data, because they're paid in cash to do so – which means you're getting high-quality information.

You collect their feedback straight from a smartphone, which – **81% of the population has.** So, your data's not only accurate, it's also now representative of the U.S. population.



Get it validated.

We can't walk away yet.

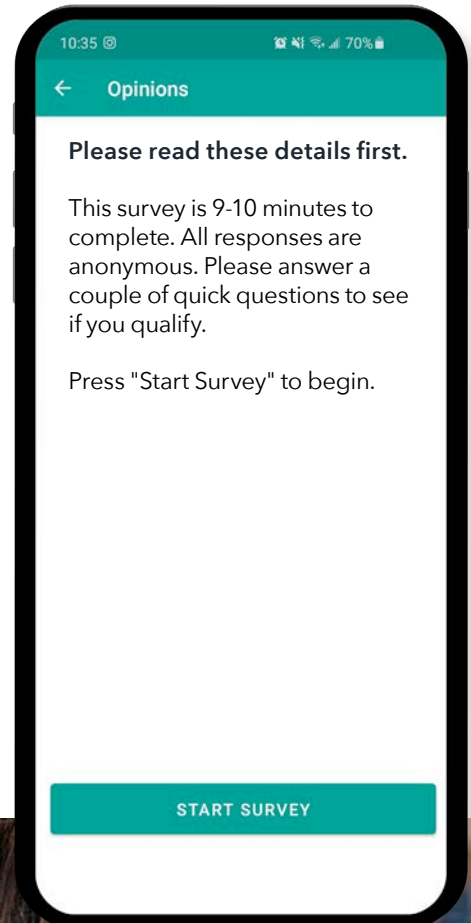
You've got a second obstacle: accuracy.

Say you're researching a new package design. You want to know this panelist, Stacy, is familiar with it. Better yet, you'd like to be sure every panelist took the right actions.

No problem.

That's when having an app really comes in handy. See, the coolest thing about an app is that it validates her location – and behavior.

So, you can sit back and know that when Stacy walked into Walmart, picked up your product, and paid for it...she left a record of her activity on her phone.



Now, you can survey her.

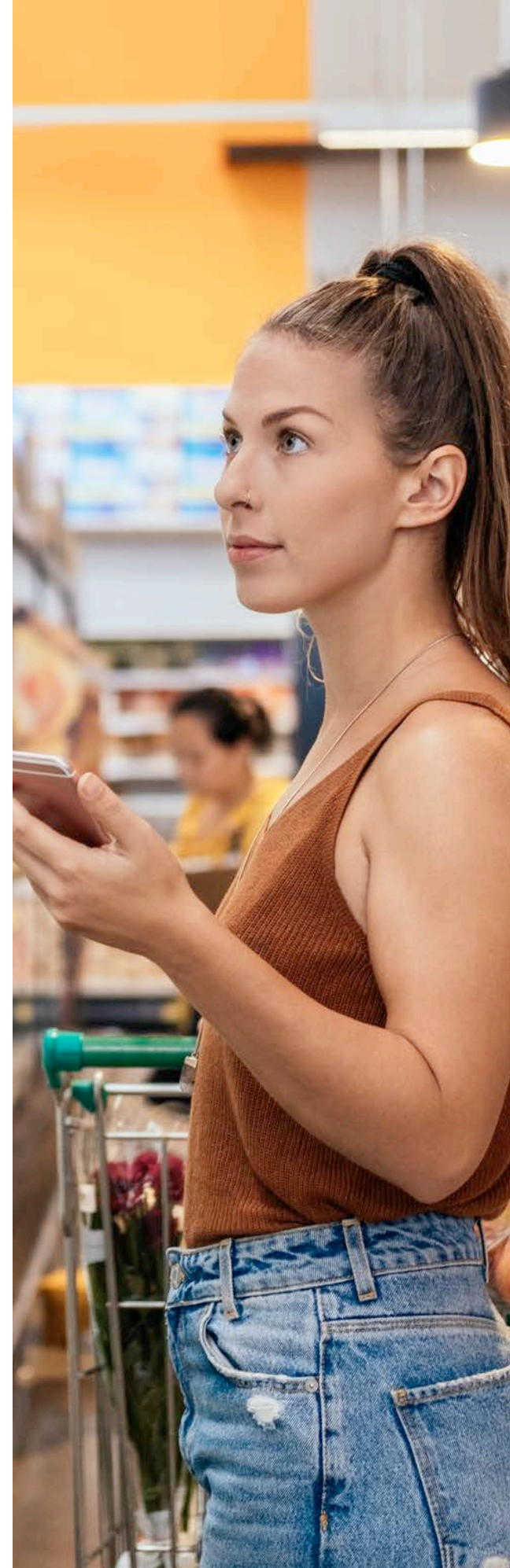
Genius, right?

Talk to Stacy in real time. As long as that phone is in her hand, you can see every app and website she hits. Ping! That's the sound of your survey hitting Stacy's phone.

Ask her what she bought, and hear how your product compares. Then, look at her recent Amazon purchases. Find out what she buys online – and why.

It's that simple.

Now, your data is accurate, representative – and better yet, it's been validated.





Your move.

It's time for great data.

You know what they say – the shortest distance between two points is ... a straight line. And, that straight line is pointing you to a first-party consumer panel.

Need more help?

CONTACT US

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