



# 21 BEST NEW MOBILE METHODS TO RESEARCH YOUR CONSUMERS.

# Market research.

## Does market research ever really change?

**Well, yes and no...**

Market research veterans understand that no matter how fast technology changes, not much really changes at the core of market research.

No matter what, there are still three main things you can do with market research:

- 1. Pre-launch testing** - I want my launch to be a success.
- 2. Market evaluation** - I want to understand the market landscape.
- 3. Post-launch evaluation** - I have something in the market (ad, brand, product) and want to know how it's doing and why.

Yet, while these 3 foundational questions don't change much, the way in which we **answer them** does change... drastically.

That's the big secret. Using the latest tools and technology to get accurate and insightful answers.

In this guide, we'll look at how the top brands leverage tech-based methodologies to conduct research. Learn what they're doing to drive more impactful market research.





# Part 1: Market evaluation.

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## 1. How do consumers shop my category?

If you know how consumers shop, you can sell more. For example, let's say you know exactly where and what time your ideal customers go to the store. Now, you can build a strategy and plan to support their needs. And learn exactly what products they want at what time. Run a [path to purchase evaluation](#) to find out.

## 2. What and how much are my consumers purchasing?

Wouldn't it be great to know the percentage of product sales going to you, versus your closest competitors? Growing your share of wallet is a key strategy among the biggest brands and you can only do so by knowing the true numbers. If you want to understand what your customers are purchasing and how much, run a [share of wallet evaluation](#).

## 3. What are my consumers doing?

Watching consumers as they naturally live is one of the most valuable things you can do as a market researcher. Until recently, this kind of research was basically impossible.

Now, it's quite simple. Imagine being able to see your ideal customer from all perspectives. Find out where they go, what they do online, how often they do it, and more. Ask us to run a [mobile diary evaluation](#).

## 4. How are my competitors performing?

Keep your friends close and your enemies closer isn't just great cinema.

It's also a great strategy for businesses.

When you understand what motivates your consumers to do business with your competitors, you gain an unfair advantage. Imagine asking consumers throughout the U.S. as they leave your competitors' locations, anything you want: in-the-moment.

That's the power of an [MFour competitive evaluation](#).

## 5. Why are people switching brands within my category?

Have you noticed a big upward tic (or big drop) in sales while the category as a whole stays level?

Wouldn't it be valuable to know the reason for so many people making a switch from one brand to another?

We can help you get answers. Use a Point of Emotion® survey to find the right consumers right now with a [brand switcher evaluation](#).



# Part 2: Pre-launch testing.

## 6. I have a product to release.

Wouldn't it be great to be in the consumer's mind during a product launch, and understand things from their perspective?

Marketers are sometimes too optimistic about new launches. Without data, new product results can go badly.

You can change that. Our [pre-launch product evaluation](#) gives you purchasing behavior insights to help your product win before it even hits the shelves. Get insights prior to launch to fine tune your product, messaging, packaging, and media spend.

Testing content before launch is crucial to ensuring a predictable outcome of success.

## 7. I have image/video content to release.

Remember when Pepsi pulled the Kendall Jenner ad? Even though it received millions of shares and likes, it was highly controversial and had an unanticipated impact.

With our [creative content screening](#), test your content before launch to understand what excites or bores your soon-to-be viewers.



## 8. What makes an app awesome?

With millions of apps out there, it's hard to make your app stand out. Don't worry. We can help you tap into the voice of consumers.

With [pre-launch app testing](#), you'll find out exactly what they think. Hear about your brand perception, competitor's strengths—and weaknesses—and what buyers want most. They share everything.

## 9. I have a social ad to release.

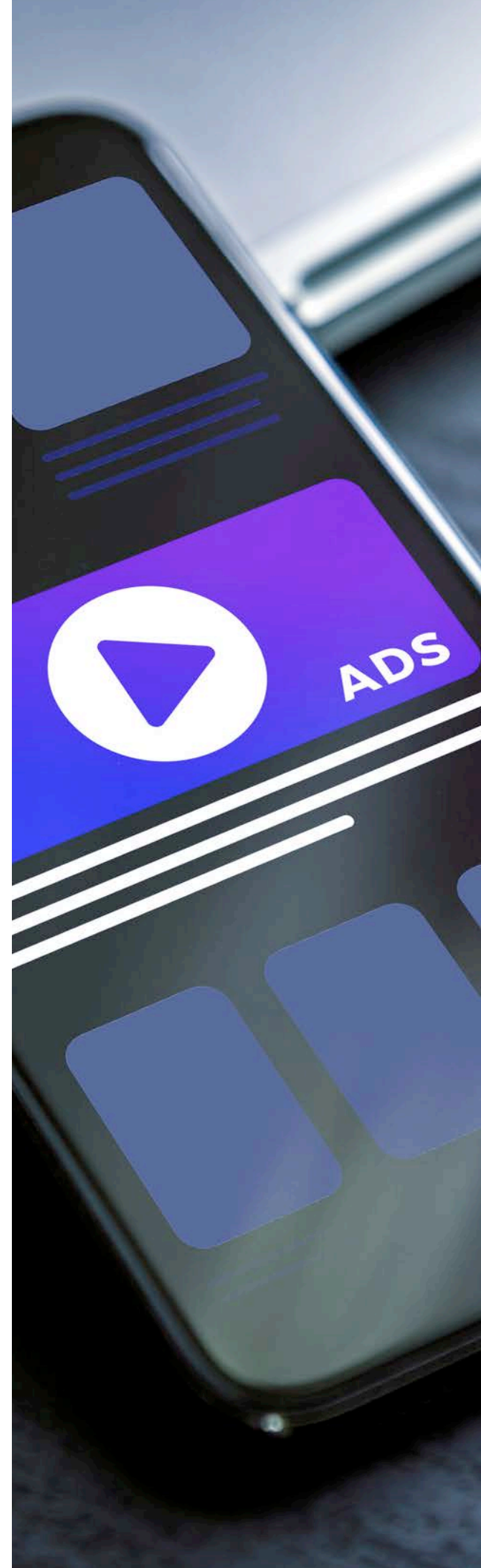
Ads today run on many different platforms, social being one of the biggest. So how do you make the perfect social ad that can scale ROI positive with confidence?

First you need to start where consumers live: their smartphones. Then, do [social ad copy testing](#). Insert your ads into live social media newsfeeds for instant feedback on ad copy and design—pre or post launch.

## 10. I have a message or concept to release.

Do you have a bold creative concept and want to test it out, before go-live? Or, do you have multiple concepts, and need to narrow them down to the most effective one?

Then [message and concept testing](#) is for you. Target and survey your desired audience to understand consumer reactions to see which is most effective and then adjust your campaign accordingly.



# Part 3: Post-launch evaluation.

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## 11. How is my brand performing?

Remember when Malaysia Airlines' jet disappeared into thin air? What an impact—on brand perception. More commonly, you probably have questions on your own brand. And would like to know how you're being seen by consumers as you make changes.

That's when a [brand awareness evaluation](#) comes in handy. We can track brand perception now—or over time. Many companies monitor consumers monthly, to account for changes. Find out how consumers feel about your brand.

## 12. How is my show performing?

You just launched a hot new show. But, ratings are down. Need to know why? Use an [entertainment evaluation](#) to get in-the-moment insights from viewers. Hear it straight from their mouths. They'll share their opinions on episodes, seasons, character plots—and a lot more. Find out what they think.

Understand the “why” behind your ratings numbers and track the week-to-week engagement of your audience.

## 13. How is my outdoor campaign performing?

When launching an outdoor or OOH (out-of-home) campaign, it's almost impossible to measure the effectiveness. But we have the perfect solution for you, [OOH campaign effectiveness evaluation](#).

By using a real, first-party audience, you can validate their location and exposure to advertising, and survey them immediately after exposure.

## 14. How is my digital ad performing?

You run digital ads. And need to know who's watching—and responding to—your ads. The best way to do that is to run a [digital ad exposure evaluation](#). It helps you know what's been seen, and by whom.

Get the data you need. Use the nation's largest, highest-rated consumer panel. Talk to real people in real time. Use their insights to get the highest recall and increase sales.

## 15. How is my promo campaign performing?

Companies are constantly battling for consumers' attention within stores. They'll run seasonal promos or try to center around big current events to grab attention... So how do make sure your display stands out?

Run an [in-store display or promotional offer evaluation](#) to understand whether displays, signage and end caps are being seeing and driving lift in awareness, brand and product perceptions and purchases.

## 16. How is my sponsorship performing?

You just sponsored a big sporting event. It's time to find out how your sponsorship did. What did viewers think, do they remember your brand?

Find out with a [brand sponsorship evaluation](#). It uses geolocation to identify event goers. Once we know who went, we can survey them in real time. You get in-the-moment insights, and an ROI.

That's how to get a brand lift out of events.



— END OF SEASON —

SALE



## 17. How is my customer service team performing?

Why do so many people love Amazon?

Customer service. 86% of people will pay more for a great experience. Use a [customer service evaluation](#), to hear what consumers think about your brand's experience. Get a big return.

People remember things best right after they experienced it.

## 18. How is my new product performing in store?

The best way to know how a new product is performing is to talk to consumers in-store.

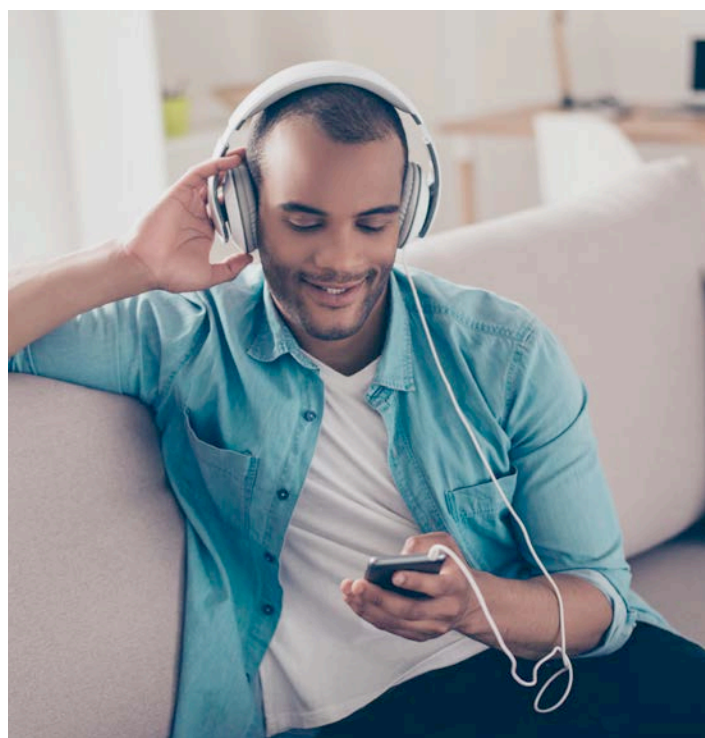
In-person interviews are hard. So, use a [new product evaluation](#), instead. It sends a survey to your target market right as they walk in a store. You get feedback on the product, pricing, packaging—and its promotion.

## 19. How is my new product performing post-purchase?

Let's hear how your product is doing at home.

How? Speak to your buyers on their smartphones. That's what an [at-home product evaluation](#) does. It's perfect for understanding what people think about your new product.

Trigger surveys right after a purchase. Then, survey weekly or monthly to see how the product use changes. This gives you detailed insights and connects you to consumer perception.



## 20. Why are people not buying my product (or from my stores)?

One of the hardest things for a company to understand is why people don't buy their products or services.

Our [non-purchaser evaluation](#) puts you in touch with shoppers leaving store locations, to understand just that. You can ask people who didn't buy your product (or products from your store) anything you want to help you understand why they didn't buy.

By using in-the-moment exit surveys, we avoid recall bias to get you the best data available. Understanding why people aren't buying is very valuable. Why? You can steal market share, which is what makes this an MFour favorite.

## 21. How is my app performing?

How do you understand how your app is performing?

Easy, by speaking to consumers that have your app. With our [In-Market App Evaluation](#), we can target panelists who have your app downloaded and survey to understand performance experience.



# 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**

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

Call us: **714.754.1234**

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