



WHY YOU SHOULD
SWITCH YOUR TRACKER
DIGITAL & MOBILE



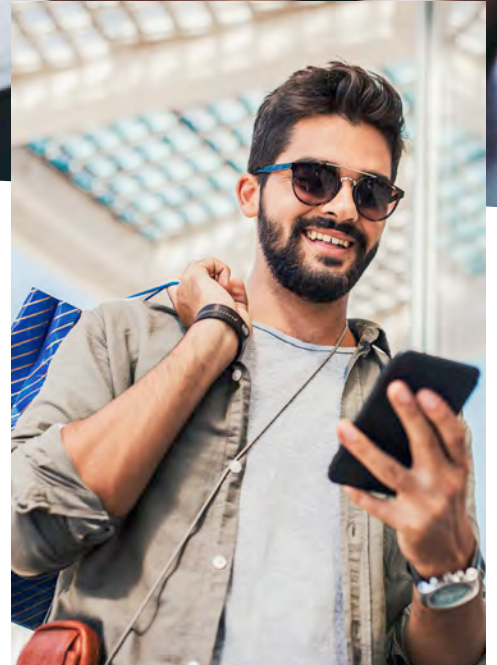
The U.S. economy is built on consumerism.

In times where buyer behavior is uncertain, it's vital to pull data straight from the source: **the voice of the customers.**

When people become unsure of the economy, they are quite careful with their spends. More emphasis is placed on purchasing essentials, and less is spent on discretionary items.

This is the time to watch where they go, hear what they need, and to respond accordingly.

Let's look at what they're telling us; together.



ROUGHLY
73%

of the economy
relies on spending
to stay stable

10 Ways the MFour Mobile Consumer Panel Boosts Results

SEE HOW IT WORKS

Trend #1: In-store spend is down.

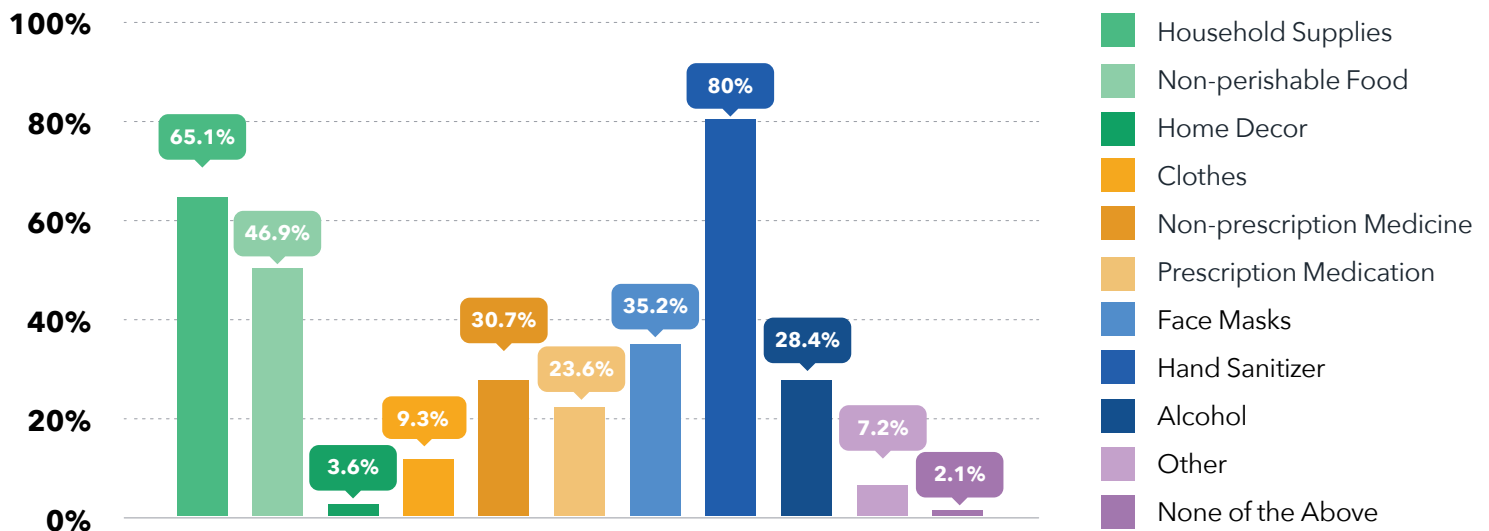
Except for big-box retailers, in-store spend is down, due to COVID-19¹.

As people stock up on essentials, they're spending less on things like clothing and home décor, while making sure they have what they need to stay inside for a prolonged time.

Companies selling sanitizer, supplies and non-perishable foods are well-positioned. They are likely to see an increased demand in the short-term and may consider supply chain positioning to ensure they maintain stock. Companies who do not sell essentials, are in a different boat.

Figure 1: In-Store Purchases

*In-store purchase behavior by category**



Yet, there's more to the story than in-store behavior. In-store spending is certainly a big part of retail, but it isn't everything.

In 2019, the U.S. spent \$3.7 trillion. Sixteen percent - **\$602 billion - was online²**. This indicates another way to reach displaced buyers. If we watch closely, we may find them online.

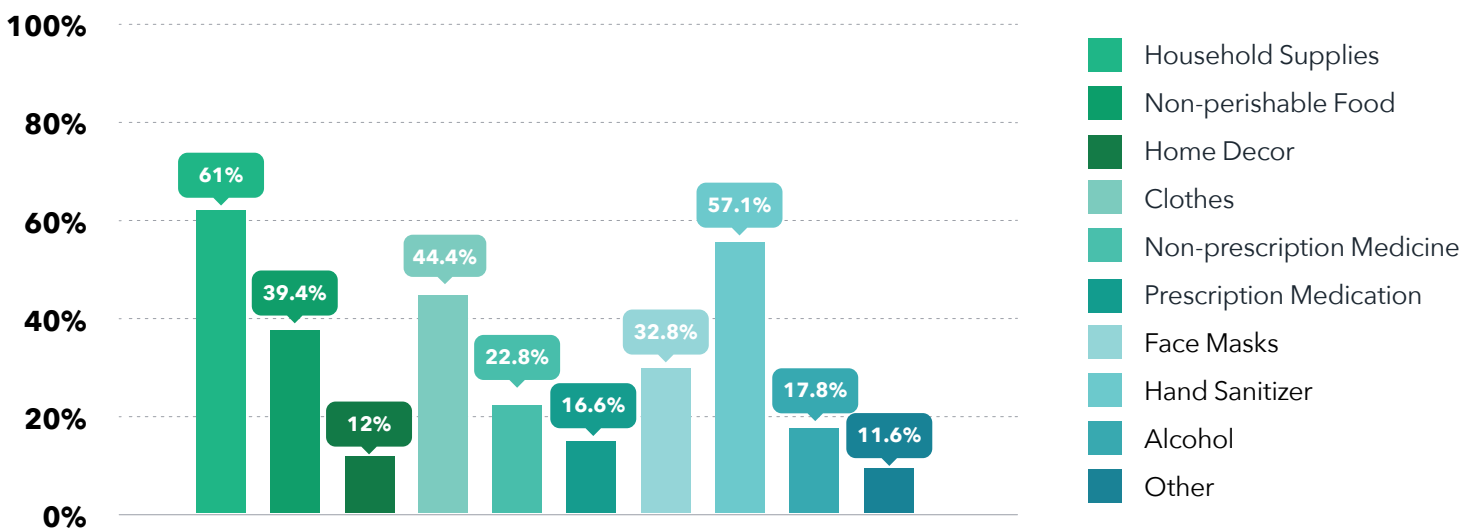
Trend #2: Online spend is up.

We researched.

And found that home décor and clothes both had a lift in online spends. It adds data to the idea that displaced buyers will move many non-essential purchases online.

Figure 2: Online Purchases

*Online purchase behavior by category**



It also tells retailers who are struggling, that they can still to reach consumers through another channel. Online shopping is still a viable option for many consumers.

When consumer behavior is volatile like this, it's vital that it be studied over time, for shifts.

As we see above, it's not enough to have just one part of the story. The key is to monitor both online and offline behavior, and monitor it over time, to adjust accordingly. That way we get a true understanding of our target audience's movement and can better respond to their needs.

This is the time to listen. To see who's buying and who's walking out empty handed. And, to monitor the movement of your target audience in-store, as well as online, for a full picture.

Consider a brand tracker.

You may have heard about brand trackers.

They help measure consumers' use of your brand over time. The biggest benefit they offer to you, during a time of uncertainty, is just that: time.

You can see how needs, thoughts, and voice are impacted beyond just today. This helps us to get a more complete understanding of what's happening and avoid any rash changes.

An example: Cell phone carrier.

A major cell phone brand was in a similar situation.

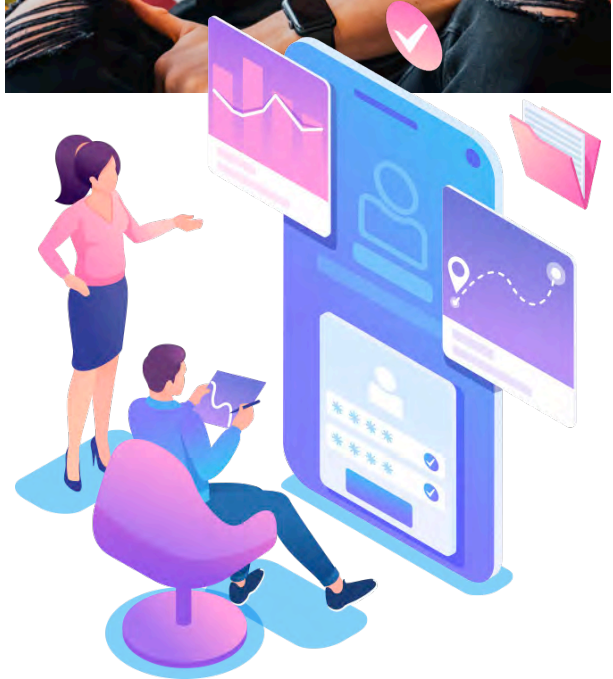
They were tracking consumers over time, but struggling to get a complete picture of the people likely to buy their brand. Specifically, they couldn't get a clear consumer sample of:

- Males.
- Young people.
- Hispanic Americans.

Within certain zip codes. They were missing an accurate view of their target market, and having to ask detailed questions to identify the make, model and carrier of people they could reach. Not only did this limit the accuracy of the research, it didn't include any online behavior.

Here's how they solved the problem:

They switched to a mobile tracker.



A mobile tracker allowed the brand to access 10 million daily consumer journeys through a market research app. They were able to meet their target market needs, find out exactly what make, model and carrier participants had - without asking - and increase their incidence rating.

With a mobile app, they can now track online and app behavior as well.



Why mobile trackers work.

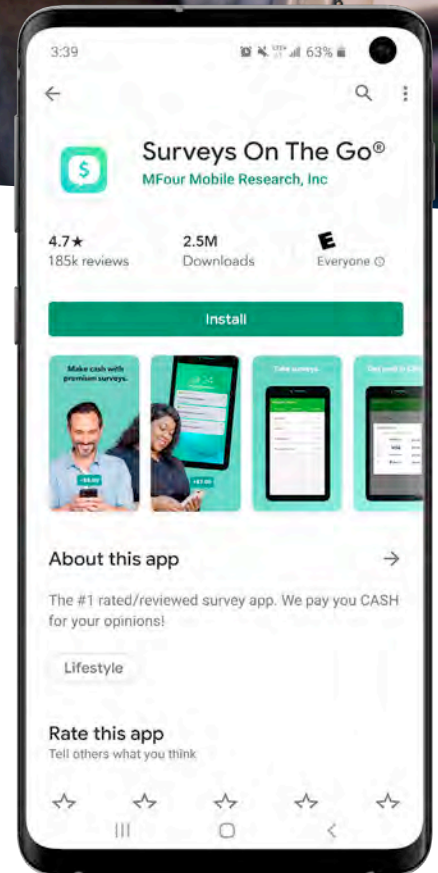
Consumers spend three hours a day on their phones³.

Your best bet, to track their behavior over time, is to catch them on their phones. Especially when in-store visits are down, and inside activities are way up. They're on their phones. You can find them on apps, browsing online, and sharing what they're doing right now.

A mobile tracker is the best way to get verified information on these three things:

1. Stores they visit.
2. Apps they have downloaded.
3. Online shopping they've done.

And because the medium is mobile, the data is collected in real-time. It's validated through GPS on a market research app, and delivered to you quickly. From the voice of consumers, straight to your hands, in as little as 24 hours.



Use Surveys On The Go[®] to reach your target market.

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***Methodology**

Survey sent to 1,133 US consumers, male (48%) and female (52%) aged 18-44 years old. Participants were screened on knowledge of Coronavirus and a retailer visit within 30 days. Qualified respondents received a 13-question survey.

References:

1. <https://go.mfour.com/blog/coronavirus-research-big-box-retail>
2. <https://www.digitalcommerce360.com/article/us-ecommerce-sales>
3. https://mfour.com/wp-content/uploads/2020/03/How-to-Predict-Future-Behavior-and-Impact-Revenue-Guide.pdf?utm_source=hs_email&utm_medium=email&_hsenc=p2ANqtz-_hk7DDSUuhjnH-aDfP-hnglZDUyMUleEUr13sXC78yAVezW6XT-VoYpffVu2p0NYzz4wzCH