

In-Market Product Evaluation.

Reach 10 million daily consumer journeys.

You want consumer feedback on your product in-market. Identify repeatable strategies by knowing what's working. Make changes to win more by knowing what's not. All among validated category shoppers.



Part 2: At home - the "try".

- Get immediate consumption feedback.
- Assess satisfaction and intent to buy again.
- Understand usage occasion.
- "Selfie videos" give you vivid, in-their-own-words insights.

About MFour.

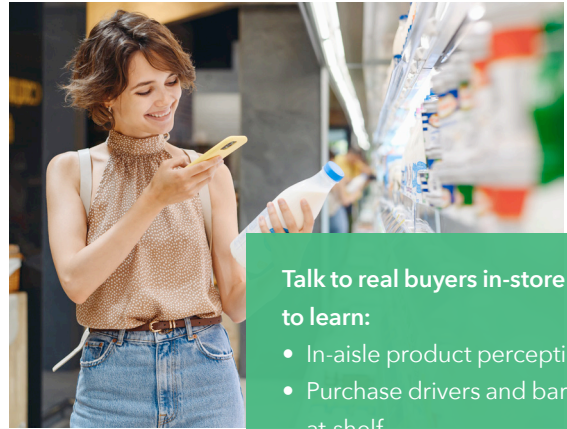
MFour introduced the mobile app: Surveys On The Go® (SOTG) in 2011—building the nation's largest, highest-rated consumer behavior and survey panel. SOTG now tracks more than 10 million daily journeys.

MFour is the only insights firm to combine data with surveys, giving clients an omnichannel view of the "where, when and why" behind shopping behavior. Reach your panel now: online, in-store, or with a standard survey.

[CONTACT US](#)

Part 1: In-store - the "buy".

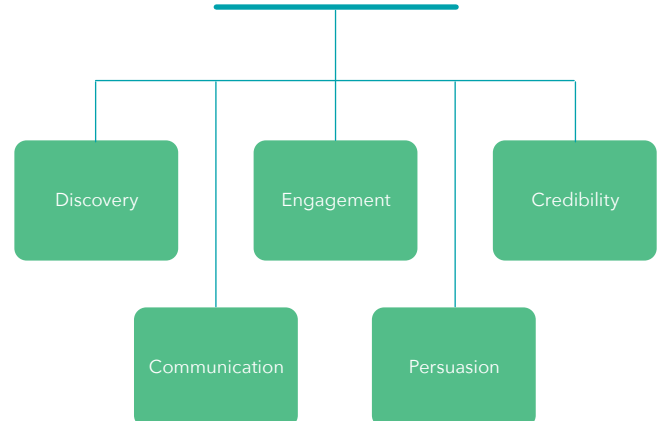
Passively identify natural shoppers. Capture real-time feedback as they browse store aisles. See how your product stacks up against the competition.



Talk to real buyers in-store to learn:

- In-aisle product perception.
- Purchase drivers and barriers at-shelf.
- Competitive performance.
- Feature impact.

Five Factor Evaluation



Complete the journey.

- Understand what worked.
- Determine repurchase.
- Learn occasions.
- All within 24-hours.

