

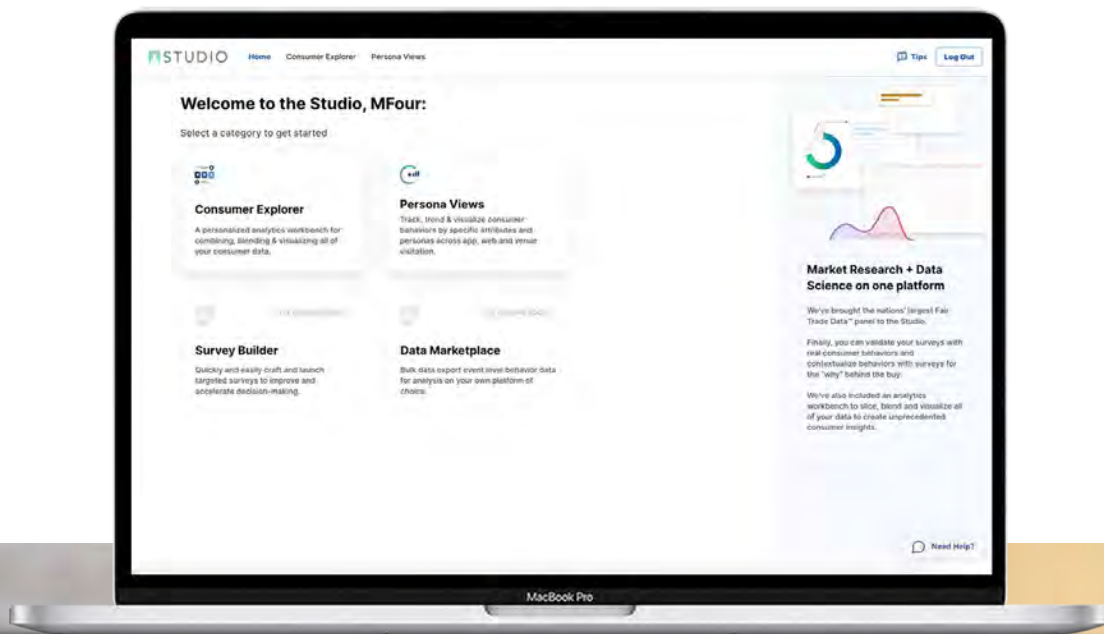
# THE TRANSFORMATION OF MARKET RESEARCH:

Uniting with data science for validated,  
consumer insights on a single on-demand platform.

## On MFour Studio, the science of behavioral data and consumer opinions have been democratized, so marketers can be their own data scientists.

Launched in 2007, Steve Jobs' iPhone transformed just about every aspect of our daily lives. From the way we shop (Amazon), to the way we eat (Postmates, Doordash), to the way we travel (Uber and Lyft) and are entertained (Netflix, Hulu), we live in an on-demand economy.

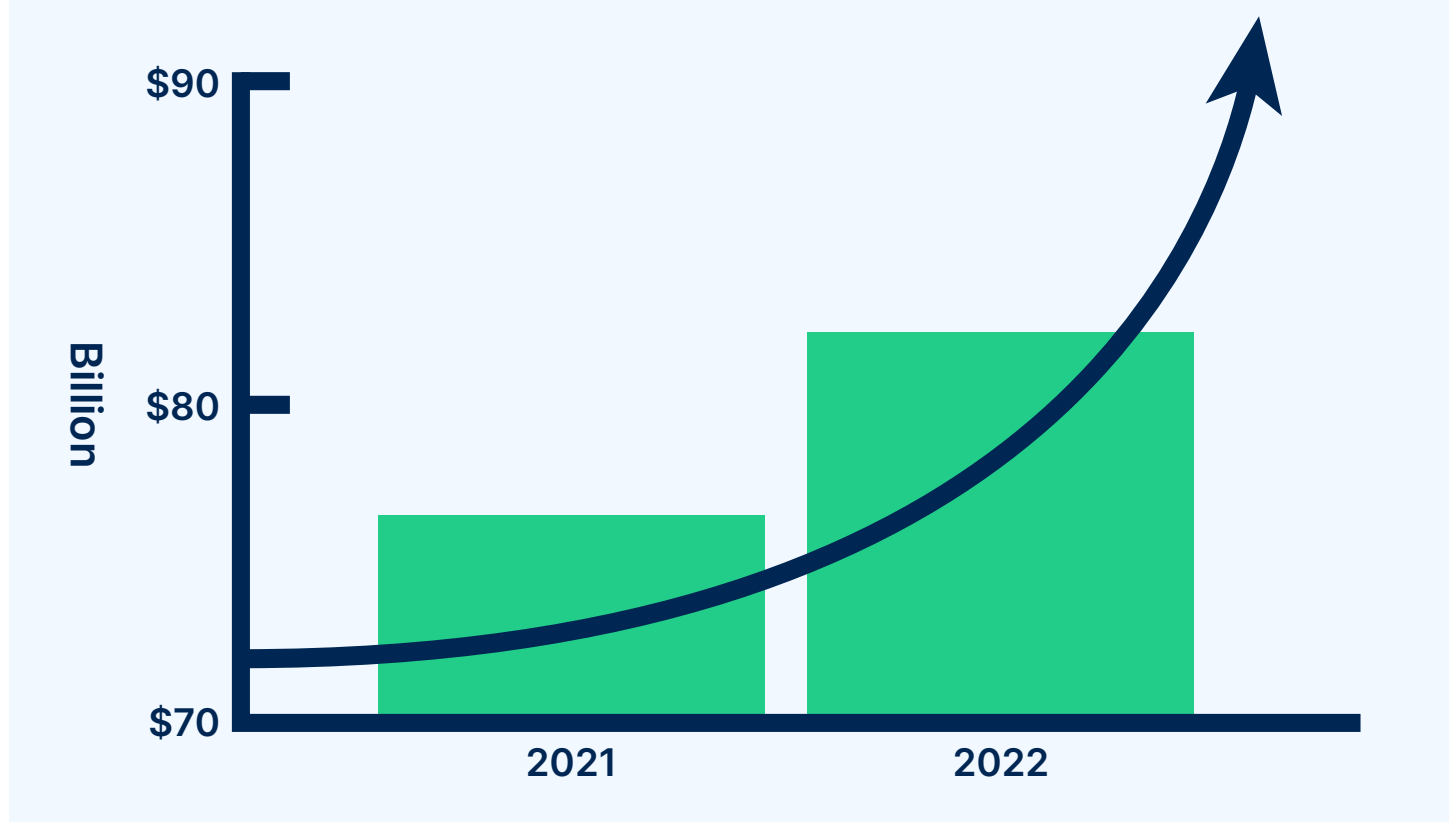
That “on-demand” transformation has affected every aspect of our lives and whether researchers want to recognize it or not, our industry is undergoing the same massive transformation.



# Consumer research is a critical first step in understanding your target market and consumer preferences.

It can uncover where and how buyers shop for goods and services, how they research products before they buy, what offers and advertisements resonate best with them, and many more variables that impact the buyer's journey.

Companies understand the importance of thorough and effective market research, which is why the global market research services market is expected to grow from \$76.42 billion in 2021 to \$82.62 billion in 2022 at a compound annual growth rate (CAGR) of 8.1%.



But market research is rapidly transforming – and here's why. With the introduction and nearly ubiquitous adoption of the smartphone – [3.8 billion people worldwide](#) own one – traditional research methods such as snail mail, phone and poor treatment of (consumers) panels.

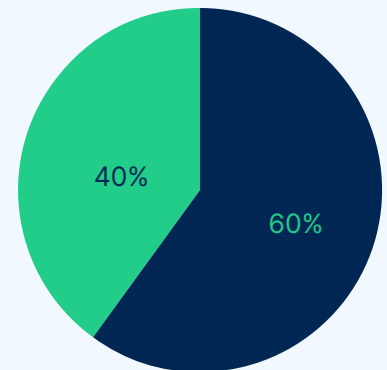


# There are other issues with traditional survey methods:

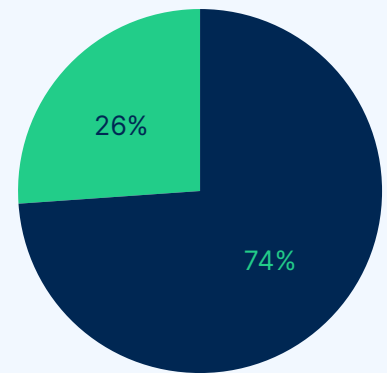
- **They fail to provide good representation:** Audiences that are likely to check and respond to emails are skewed toward a certain demographic, such as people over 30, with jobs that require them to be online and checking email often. What about consumers who aren't sitting in front of a computer all day?
- **They lack accuracy:** Although a consumer may respond to your survey, there's no way to validate whether what they say is true. In the absence of behavioral data, you have no way of knowing if their answers are accurate, if multiple survey participants are different people, or if just a single person completes the survey multiple times to take advantage of incentives or promotions in exchange for submitting their answers.
- **They're slow:** Traditional surveys are sent hours and sometimes days after a consumer interacts with a brand. By then, details are fuzzy, emotion has waned, and responses are less accurate. What's more, a delay in response time makes acting on real-time insights impossible, and it takes longer to analyze results holistically and provide recommendations to stakeholders based on the feedback. While the volatile market economy can transform overnight, getting insights from consumers can take months – and by the time a consultant lays out trends in a PowerPoint, the landscape has likely already changed.

This has resulted in firms looking for new ways to collect then validate consumer input rapidly.

Keep in mind, people who are 25 and younger – Gen Z – make up 40% of all consumers.



Gen Z makes up 40% of all consumers.



Gen Z makes up 26% of the global population.



# Data Privacy: the cookies crumble.

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## Another issue with digital age market research is the ethics around data collection.

For years, advertisers have been using “cookies” – small text files that are stored in a consumer’s browser directory or data folder – to track behaviors and activities associated with a buyer’s journey. Cookies enable companies to identify visitors, simplify the login process and customize the shopping experience. Advertisers use cookies to gather data about consumers so they can display targeted advertisements – and until recently, all they needed was the website operator’s permission. Accepting cookies provided users with an optimal customer experience while declining cookies could limit or prevent the use of the website.

However, collecting behavioral data with cookies won’t be possible in the near future, thanks to Google and Apple. Google announced in 2020 that it’s phasing out third-party cookies by 2023. Then in January this year, the company vowed to implement a wider [Privacy Sandbox](#) plan that promises to end the use of third-party cookies in Chrome. Apple is limiting advertisers’ ability to leverage cookies, as well. Its App Tracking Transparency (ATT) framework requires app developers to ask permission to use device tracking numbers via mandatory pop-ups that users must respond to when they download or update an app. If a user denies permission, the app publisher must deliver the same level of services – but without ads.

As a result of these developments, one-on-one targeting using cookies will go away – less than 1% of mobile behavior data will be available. But maybe that’s a good thing. Not only is the practice unethical, it is also ineffective. Most users will deny permission to track them all the time, if at all. Companies are now looking to collect more first and zero-party data and build direct and trusted data relationships with consumers. Moving forward, the only way to really get the information you need is by having consumers agree to share it.

**"At MFour, we keep it simple, we choose the ethical path. Everything I really needed to know about life, I learned in kindergarten – treat people fairly and be honest, and when you make a mistake, apologize. These basic tenants make up our fundamental philosophy: Treat consumers fairly, tell them everything you're doing, compensate them appropriately, and build trust. That’s how you get the highest-quality data."**

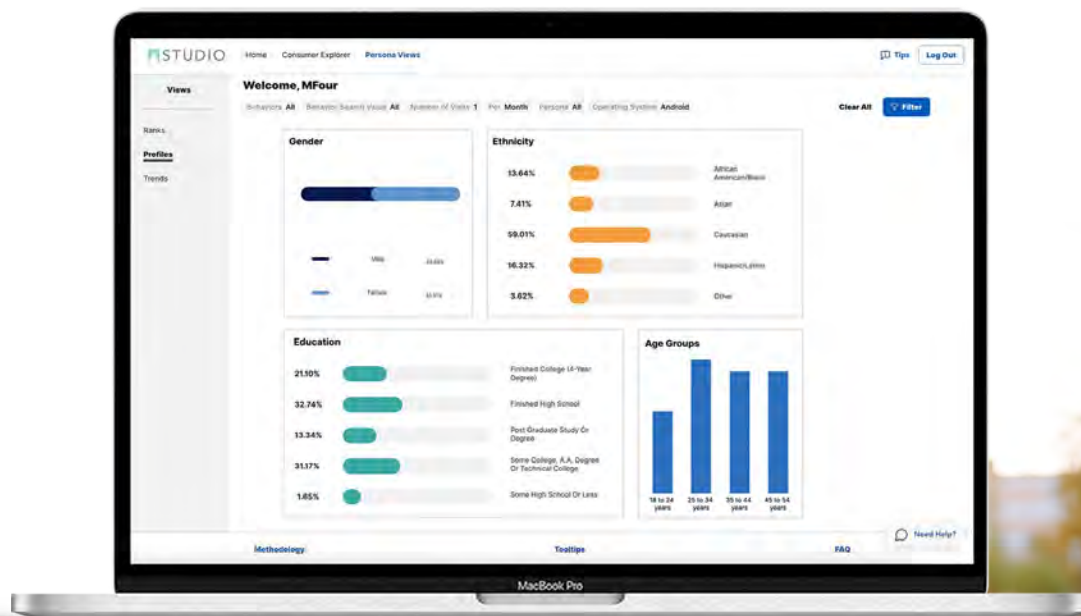
–Chris St. Hilaire, CEO, MFour

## Consumer journeys are dynamic and multifaceted, with a multitude of physical and digital touchpoints.

But to make sense of it all, marketers have no choice but to subscribe to disparate, disconnected platforms that each tell a different story of consumer behavior – or worse, pay expensive, long-winded consultants who take too long, only to come back with a recommendation of “do more research.” The system is broken, and it needs to change.

Web, app, and location data must be put into context (united) with consumer feedback, whose responses will enable you to understand the why and how behind their behavior consistently and efficiently. United consumer data should also be “on-demand” and available at the same lightning speed that consumer sentiment shifts.

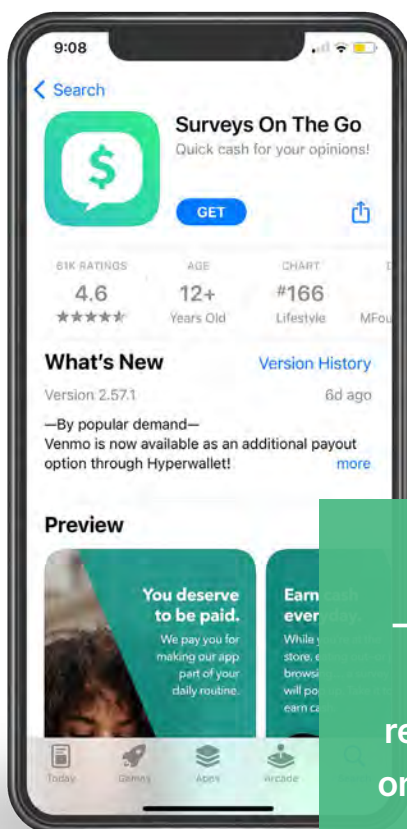
By focusing on transparency, privacy, and on-demand delivery all while living at the intersection of attitude-driven behaviors, MFour Studio is democratizing consumer insights – ushering in a new paradigm for insights professionals. Learn more about the democratization of consumer insights and the MFour Studio platform by visiting [MFour.com](https://MFour.com).



# Democratized data on Studio: attitude-driven insights in real time.

Mobile market research is the place to start for forward-looking market research firms who strive to help organizations leverage behavioral data blended with validated surveys for data-driven decisions around product development, marketing and advertising. It enables the permission-based collection and correlation of behavioral data and validated, stated opinions, while respecting and protecting consumers' data privacy.

MFour's CEO Chris St. Hilaire's background in politics, political consulting and political polling led him to conceive of an app-based approach to data collection, and in 2011, he launched [Surveys On The Go®](#). Since then, the app has been downloaded by more than 10 million people, enabling MFour to develop and maintain the most representative and diverse panel of mobile consumers in the industry.



After receiving full-disclosure upfront, Surveys On The Go® users grant MFour permission to access their mobile devices and monitor their behavior as they go about their normal activities in exchange for fair payment. It then delivers digital surveys at the Point of Emotion™, moments following a brand interaction. MFour calls the behavioral data it collects Fair Trade Data™, because the company is transparent about data collection and pays consumers fairly for the data they provide.

"Consumers have a right to be made aware – in plain language – that they're being tracked and that their data is being collected. MFour has high opt-in rates because we've created a trusted relationship with consumers. We have more than 200,000 reviews on our platform and we are the only platform approved by Apple for iOS data collection."

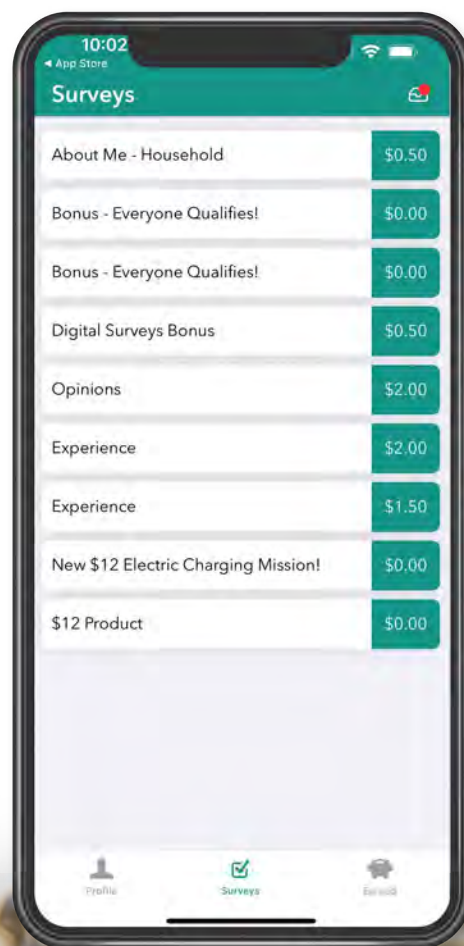
–Chris St. Hilaire, CEO, MFour



# Why mobile research works.

The smartphone is the consumer's home for media, shopping, social, banking, sports and...well, everything. That's why gauging user behavior and delivering surveys to consumers' smartphones makes perfect sense – people have smartphones with them at all times and take them with them everywhere they go. Consumers are most familiar with their smartphones compared to other devices, and they spend around [5 hours a day](#) using them.

Having consumers opt-in to share behavioral data and receive surveys on their smartphones enables brands to build a unique one-on-one data relationship with them, and create a trusted panel of consumers who are motivated to engage.



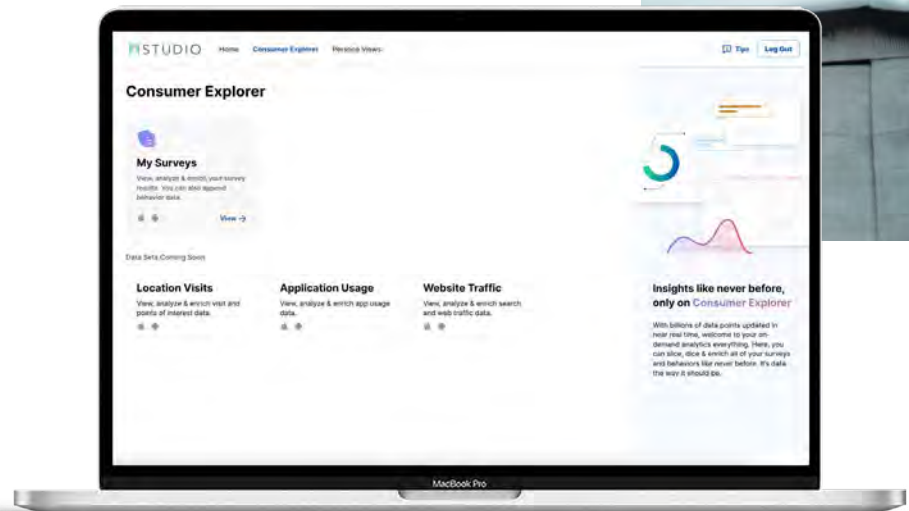


# Democratizing consumer insights in the cloud.

Once you establish a reliable, ethical way to collect behavioral data and validated, stated responses from a diverse panel of consumers, the next step is to make it accessible and actionable. Data should be available on-demand via a cloud-based service, and companies using the information should be able to mix and match consumer touch points from various channels to form a holistic, balanced view.

To this end, MFour has created three groundbreaking services to Democratize and validate surveys and data as part of its comprehensive cloud-based mobile research platform, **Studio**: Consumer Explorer, Persona Views, Survey Builder and Data Marketplace.

- **Consumer Explorer** lets clients slice, dice and blend consumer survey and behavioral data in any desired combination alongside internal, owned data quickly and easily, all in one place.
- **Persona Views** enables clients to watch the customer's journey unfold across apps, websites and physical locations, and get meaningful insights for ad planning, product strategy and competitive intelligence. Users can visualize Omnitrax™ data by journeys, segments and trackers.
- **Survey Builder** enables clients to customize and launch surveys to gather more validated data about the customer's choices on their path to purchase.
- **Data Marketplace** lets clients plug into curated levels of location, app and web behavior through API, democratizing Fair Trade data and making data insights available to every level of the researcher.



# What's different about MFour Studio compared to other market research platforms?

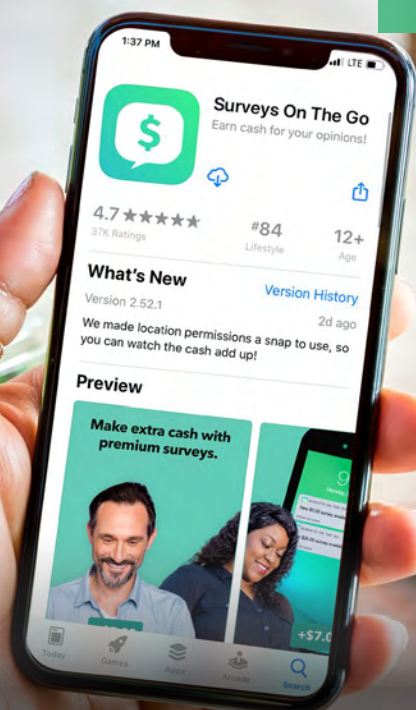
Everything.

From validated survey data collected at the Point of Emotion™, so it's immediate, real and accurate to survey results with behavioral data that's collected with consumers' permission. MFour Studio democratizes insights, making them accessible to everyone on an easy-to-use platform that lives at the intersection of attitude-driven behaviors.

Finally, MFour's cloud-based platform leverages data science and machine learning to help clients analyze and visualize the data to their specifications – on-demand – democratizing access for technical and non-technical users across an organization and enabling rapid and actionable insights to guide and accelerate decision-making. No other market research solution provides this level of representation, accuracy and speed, all at an affordable price point.

**"Quality, innovation and consistency are the pillars on which we built the Studio and our guiding light is the democratization of consumer insights."**

–Chris St. Hilaire, CEO, MFour





# About MFour

Better outcomes on MFour Studio: the first platform to behave like your consumer. Using the nation's most downloaded, highest-rated, and only Apple-approved data collection and survey app, MFour has finally united market research and data science.

MFour Studio is the only place for real-time app, web, and foot traffic united with validated consumer surveys for unprecedented insights to help you capture the modern consumer's attention.

**YOU'VE GOT THIS → LEARN MORE**

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

Call us: 714.754.1234

Visit [mfour.com](https://mfour.com) for more information.