The goal.

You can't high-quality medals.

Puppies everywhere took to the face—response rate of your product. They're out for your dog food by score, but their humans can't understand "hanging." so, you built a new logo to help keep the meat. "Help to keep your puppy's friends.

But, it hanging?

After all, you've never measured the impact of each and every ad...

Research was required.

This well-tested pet brand could use some help.

To get it, you need to reach the buyers exposed to their ads—or in-market, where the data is as fresh as their food. Only they, can also measure brand lift. your purchase trend, based on real-time consumer insights. Using the data, your pet food friends can prove the value of out-of-home ads and expanded their campaign. Dogs everywhere are depending on your research to work.

Our approach.

As the nation's largest, highest-rated consumer panel, SOTG locates consumers in real-time. Here, the app triggered a survey to people who had accessed a Cannabis app, or visited a dispensary, within hours of the action taken. All within the client's requested timeframe.

And, because it's an app, the client got:

1. Accurate data: first-party panelists, via their smartphone, were spoken to in real time, and validated via the SOTG app.
2. Dispensary actions: GPS was used to track each panelist's location, with their consent.
3. eCommerce behavior: SOTG connected consumers who were willing to share their dispensary and app behaviors, so we could study them all.

As a result of the research, the client found they had poor coverage in certain areas. With the research, they knew where to focus their efforts. Finally, they could answer questions like: What percentage of people who were exposed to the ad actually bought the product? What percentage of people who bought the product were exposed to the ad? And finally, how many people bought the product after seeing the ad?

The results.

25% consumer recall rate

Recall was strongest with men who buy wet and dry food for their dogs.

• 39% looked at promotions sent to them by dispensaries or Cannabis companies.
• 43% chose this brand based on value for the price.
• 41% bought the brand because they associated it with quality.
• 59% recalled seeing this brand's digital out-of-home campaign.

Our approach.

The ads worked to capture attention in the category.

• 30% recalled seeing the brand's digital out-of-home campaign.
• Result was strengthened when men who buy wet and dry food for their dogs.

The results.

Geo-targeted insights

Raw, emotional feedback

The ad triggered a survey in real time as consumers were driving by the billboard. The results were compared to a control, non-exposed group to measure brand lift and recall. The panelists were united with validated consumer surveys for unprecedented insights to create a better customer experience and 86% will pay you to do it.

About MFour.

MFour introduced Surveys On The Go® (SOTG) in 2011. As the nation's largest, highest-rated consumer panel, SOTG locates consumers in real-time. Here, the app triggered a survey in real time as consumers were driving by the billboard. The results were compared to a control, non-exposed group to measure brand lift and recall. The panelists were united with validated consumer surveys for unprecedented insights to create a better customer experience and 86% will pay you to do it.

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References:

Lift and recall data. Marketing efforts should increase awareness in both dispensaries, and on apps, because:

• 45% of all brand recall was achieved by their research on apps
• 43% chosen this brand based on value for the price
• 41% bought the brand because they associated it with quality
• 39% looked at promotions sent to them by dispensaries or Cannabis companies
• 81% spend three hours a day online, or on an app.
• 53% based their decision to purchase the produce after seeing the ad, and 45% more likely to purchase the produce, after seeing the ad, and dogs everywhere can rejoice.

Out-of-Home Case Study

Brand Tracker Case Study

Cannabis consumers shop at dispensaries, but they also use apps. We'd need to help this client to collect data in-store—and on apps. They'd need access to a panel of first-party panelists, via their smartphone, were spoken to in real time, and validated via the SOTG app.

Research was required.

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