Maximizing In-Store Display Visibility: Achieve an Impressive 85% Attention Rate

The goal.

It’s a 7-day-old-braised level loved.

You have two chances. Interact with every store. Do think of your new plan in part of your display ring before you leave. Of course, you’ve already done that. But this knowledge level was needed to see the display. They needed a new level of in-store displays directly to sales.

To do that, we’d send a survey, after witnessing the panelists walk into Lowe’s or The Home Depot.

Research was required.

In-person interviews were out.

This is at a 2:10 retention rate. And they know to compare that concept to other retailer’s POP displays as well. Without the research, they wouldn’t commit to a new design.

So, and space to spokes in real-time and all sites. To do that, we’d send a survey, after witnessing the panelists walk into Lowe’s or The Home Depot. Inside, we’d ask panelists to look at the displays and ask for feedback—in both the existing display and the new concept. Good thing they’re all on our app.

Our approach.

We used Survey On The Go® (SOTG).

As the nation’s largest, highest-rated consumer panel, SOTG locates consumers in real-time. Here, the app identifies hardware shoppers. And, as they work to store, we ask them to survey the displays.

It’s a multi-million-dollar investment.

The goal.

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

3. Accurate data: Panelists 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.
1. eCommerce behavior: SOTG captured consumer’s store behavior. And, we’d need that data.

The results.

• Consumers liked the new display concept:
  • 95% said the new concept is a better place to shop.
  • 93% said the new concept is easier to shop.
  • 89% said the new concept is quicker and easier to shop.

3. Accurate data: Panelists were spoken to in real-time, and validated via the SOTG app.
1. eCommerce behavior: SOTG captured consumer’s store behavior. And, we’d need that data.

About MFour.

Better actionable insights from MFour. It’s the platform that turns your consumer insights into the most actionable insights. MFour has literally turned market research and data science.

MFour is the only place for new retail apps, and you’ll never worry about validated consumer data for your important insights.