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

The goal.

It’s a retail-visor-level trend.

You have two choices. Interact with your customers face-to-face or via digital touchpoints. It’s a choice that brands need to take seriously. They need a method that can be scaled to take on a large audience. This method needs to be able to take on large audiences.

Consumers liked the new display concept: 90%

Even with COVID-19 present, consumers liked the idea of product mounted display: 73%

Impressive 85% Attention Rate

Research was required.

In-person interviews were out.

This is a call at 2,000 retail stores. And they know to compare that concept to other retailer POP displays as we work. Without the research, you wouldn’t know if it’s a new design. So, and space to shop/shoppers in real time are at stake. To do that, we need a survey after witnessing the panelists walk to the display.

MFour introduced Surveys On The Go® (SOTG) in 2011. As the nation’s largest, highest-rated consumer panel, SOTG tracks 10 million daily consumer journeys. Here, the client wanted to collect data on their store.

We used surveys on The Shelf (STH).

As the nation’s largest, highest-rated consumer panel, SOTG locates consumers in real-time. Here, the SOTG app identified hardware shoppers. And, as they went in-store, the SOTG app triggered a survey to this target audience. A 10-minute survey collected their opinions on the display.

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

1. In-store behavior: SOTG surveys as consumers should right in front of the displays.
2. Competitive insights: From other retail sites with similar merchandising strategies.
3. Accurate data: The panelists were spoken to in real-time, and validated via the SOTG app.

Our approach.

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

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The results.

• Consumers liked the new display concept:
  • 95% said the new concept is a quicker and easier to shop.
  • 93% said the new concept features are appealing to them.
  • 95% said they’d shop this display if they saw it.

• Even with COVID-19 present, consumers liked the idea of product mounted display:
  • 88% said this type of display is important to them.
  • 83% said it makes them more likely to shop at a retailer.
  • 79% said they preferred this display with COVID-19 concerns in mind.

As a result of the research, the client found they had poor coverage in certain areas. With the feedback they received from consumers, they were able to confirm the exact type of displays that should be used in that area:

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• 79% said they preferred this display with COVID-19 concerns in mind.

About MFour.

Better solutions on MFour: At MFour, we’re the platform for better customer engagement in retail and beyond. Our clients use our tools to get actionable insights that help them increase sales and drive meaningful change. Our solutions are backed by an experienced team of data scientists and research professionals.

MFour is a leading provider of consumer and retail data. Our clients include the world’s leading brands, retailers, and agencies. We help brands make better decisions and understand what drives consumer behavior. Our data is based on real-world consumer behavior, giving you the most accurate insights into what drives consumer behavior in the real world.

Contact us today to learn more about how we can help you:

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