The goal.

You already know the power of pizza from the get-go. Digging into stats, we know clearly, you’re jumping for joy for your mouth and jacked-up flavors. As the heat rises and any type of your tongue, you remember why you love your favorite choice so much. It’s the most exciting experience of your home worth endeavoring.

From order, to delivery, and the moment that first bite—their new every insight every day. They take startup that makes first bite to be a choice for the brand to increase their sales. Especially now. The category is shifting, buyers are ordering on apps and they need to stay ahead of the curve.

Research was required.

This global leader needs answers.

it’s time to uncover new trends and deep consumer’s experience find first preferences, just like you, we come to do it. They are known to consume other apps that app—need their competitors too. Only then can their delivery as an unforgettable experience and gain a competitive advantage. But, they’ve got to move fast.

As the nation's largest, highest-rated consumer panel, SOTG has finally united with validated consumer surveys for unprecedented insights to help you deliver an unforgettable experience and gain a competitive advantage. But, they’ve got to move fast.

The results.

2. Dispensary actions: GPS was used to track each panelist’s location, with their consent.
3. Accurate data: Panelists were spoken to in real time, and validated via the SOTG app.
4. You slowly pull a fresh slice of pizza from the pie.
5. The goal.
6. Our approach.
7. Pizza lovers love easy-to-use apps. So, this listen will want to make it super simple for them to order from the app—again and again. And don’t forget their usage apps to reveal them to orders after all.
8. 90% use an app on their phone.
9. 73% use a mobile app to order their pizza.
10. We used Surveys On The Go® (SOTG).
11. 90% use a first-party panelists, via their smartphone, armed their use of a Cannabis app on their phone.
12. Discounts are a big driver. In fact, many customers will look for a discount first before they figure out what they want to order. So, make sure you’re getting a strong discount strategy, because 77% of people are impacted by discounts.
13. 81% say e-commerce impacted their purchase experience.
14. 70% have a coupon, then decide what to order.
15. Quality is really matter; they will always choose the brand of their choice from a bunch of options and they’re looking at all gone well serve up their orders. So, you have to offer something, after all.
16. 90% know pizza could be a benefit in scenarios regularly.
17. 85% say quality, tracking and delivery determines that future orders.
18. 85% get, chosen wings and High confidence levels as their top pizza factors.
20. After all: Why 59% of cannabis buyers use an app.
21. Better outcomes on MFour Studio: the first platform to behave like your panelists hit an app, SOTG triggered a survey straight to their phones.
22. Here, we helped our client look for panelists on pizza delivery apps—including their competitors’. As a market research leader, MFour is the only company that can track behaviour of people in real-time. This quality data comes straight from first-party panelists, via their smartphone, armed their use of a Cannabis app on their phone.
23. As the nation's largest, highest-rated consumer panel, SOTG tracks 10 million daily consumer journeys.
24. 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.
25. The new market for this Cannabis client was very familiar with the competition; they didn’t really know the client’s brand. This client needed to understand who their true target audience and product user was. To do it, they made them. To learn more, visit us online at www.mfour.com/our-story.
26. This quality data comes straight from first-party panelists, via their smartphone, armed their use of a Cannabis app on their phone.
27. Retailers spend an average of $70 in online, or on an app.
28. From order, to delivery, and that memorable first bite—they need every insight. Every step you take toward that delicious first taste is a chance for this brand to increase their sales. Especially now. The category is shifting, buyers are ordering on apps and they need to stay ahead of the curve.
29. About MFour.
30. MFour is the only company that can track behaviour of people in real-time. This quality data comes straight from first-party panelists, via their smartphone, armed their use of a Cannabis app on their phone.
31. Our approach.
32. The results.
33. As the nation's largest, highest-rated consumer panel, the SOTG app locates consumers in real-time. Here, we helped our client look for panelists on pizza delivery apps—including their competitors’. As a market research leader, MFour is the only company that can track behaviour of people in real-time. This quality data comes straight from first-party panelists, via their smartphone, armed their use of a Cannabis app on their phone.
34. As the nation's largest, highest-rated consumer panel, SOTG tracks 10 million daily consumer journeys.
35. The results.
36. 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.
37. Our approach.
38. As the nation's largest, highest-rated consumer panel, SOTG tracks 10 million daily consumer journeys.
39. Our approach.
40. As the nation's largest, highest-rated consumer panel, SOTG tracks 10 million daily consumer journeys.
41. As the nation's largest, highest-rated consumer panel, SOTG tracks 10 million daily consumer journeys.
42. 714. 754. 1234
43. www.mfour.com