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Brand reputation and experience both drive product selection. So, if you're new to the market, the best

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is to have him captured by the store. And, as her phone follows her home, so

research on apps

decide within a few hours of their purchase.

Research was required.

Our approach.

The results.

1. Accurate data: Panelists were spoken to in real time, and validated via the SOTG app.

2. In-store behavior: Panelists were tracked to understand their in-store behavior.

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