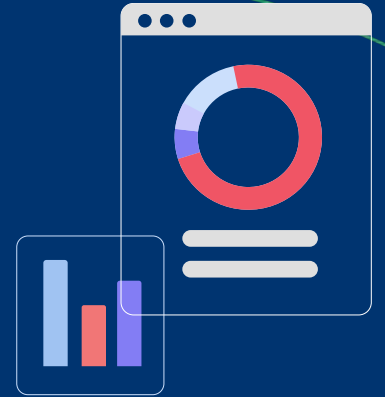




2024

vConsumer Panel™ Book



REIMAGINING CONSUMER INSIGHTS.

MFour overview.

We're moving consumer intelligence forward with MFour Studio.

As of 2022, 92% of the U.S. population owned a smartphone. A perfect way to interface with validated, representative consumers—because it's always in hand.

So, we built a proprietary app: Surveys On The Go® (SOTG). Here opt-in consumers can share 2.5 billion annual OmniTraffic® behavior data + opinions. The SOTG app is rated 4.7 out of 5 stars by the same consumers that it serves.

Clients access our consumers' anonymized insights on the MFour Studio platform for informed business decisions about their target market; driving product sales, brand awareness and advertising effectiveness.



Brand positioning.

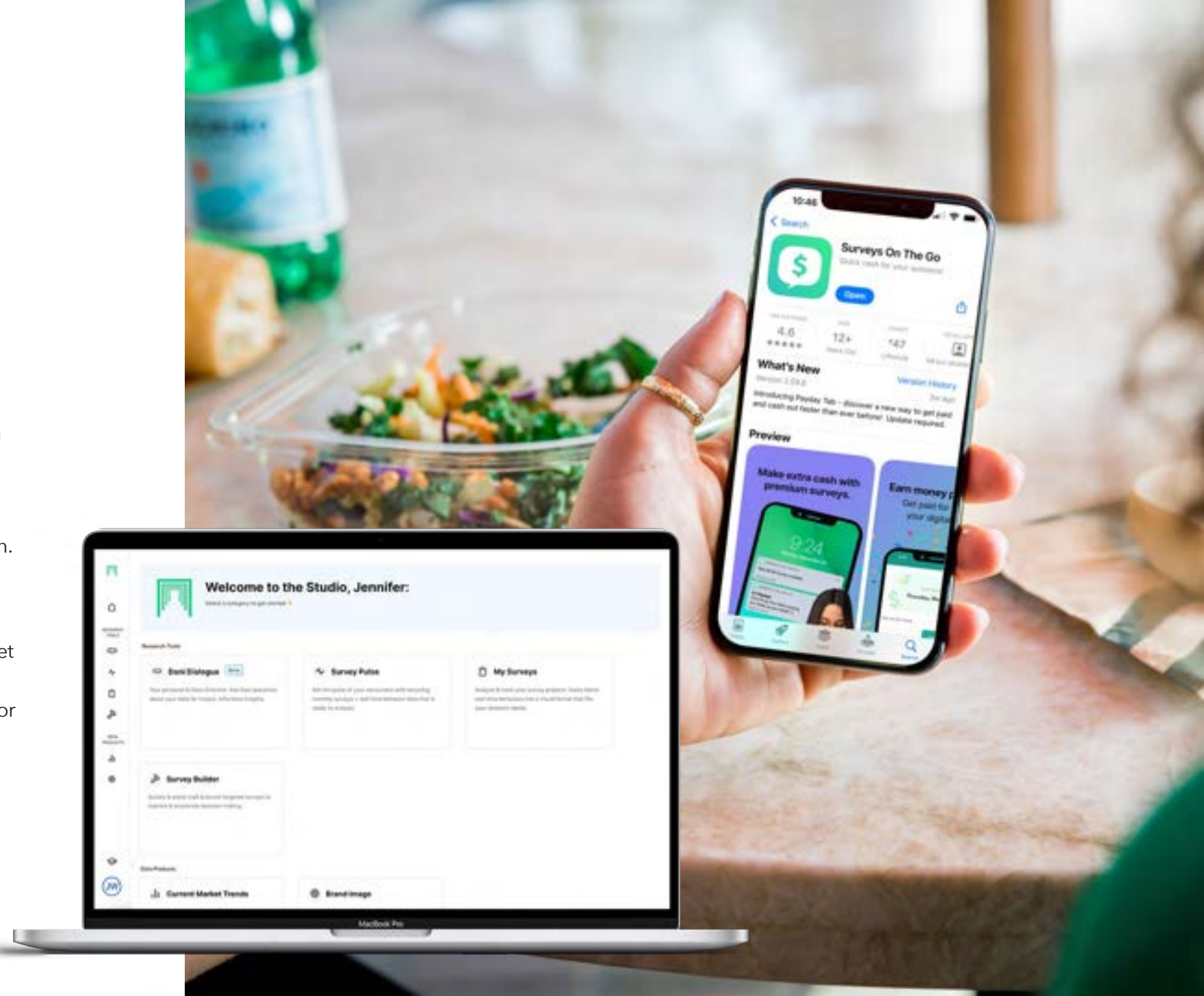
Brand Story:

In 2017, GreenBook Research declared a research crisis: market research had to change. The revolution had already begun—six years before their report.

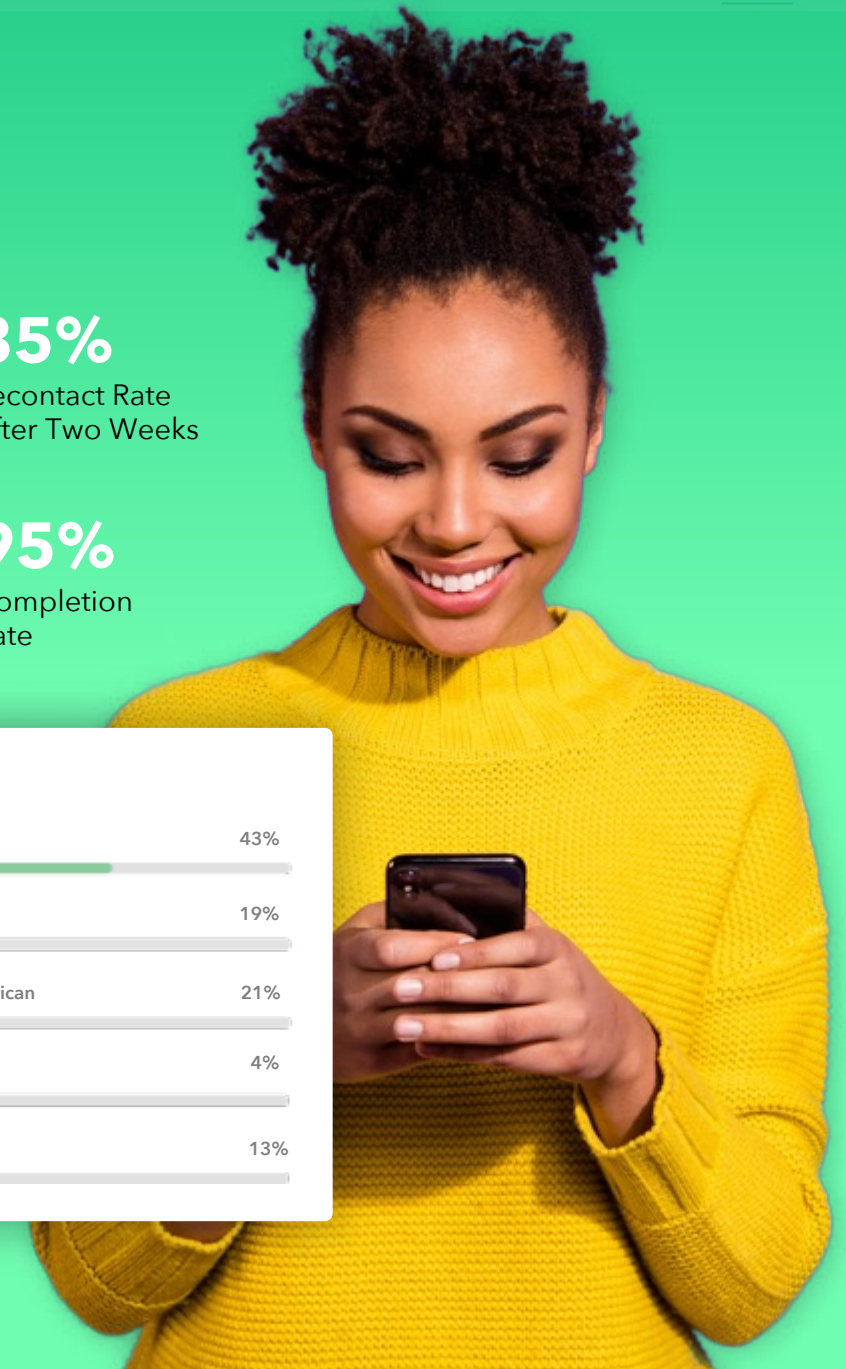
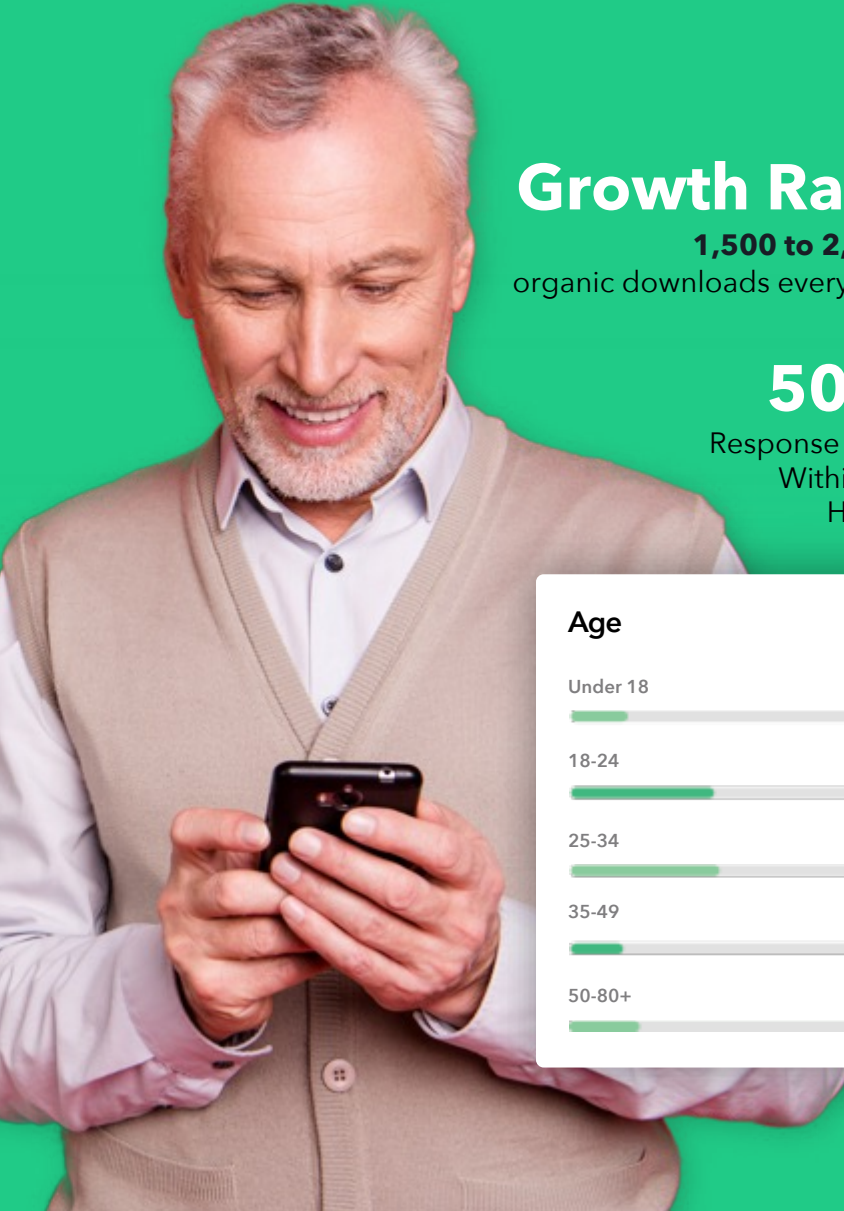
In 2011, our founders built Surveys On The Go® to interact with consumers directly and MFour was born.

Brand Positioning:

We are the leader in behavior-driven™ mobile market research and the only firm with a first-party panel providing an omnichannel view of consumer behavior that blends with surveys on the Studio platform.



10 million daily consumer journeys.

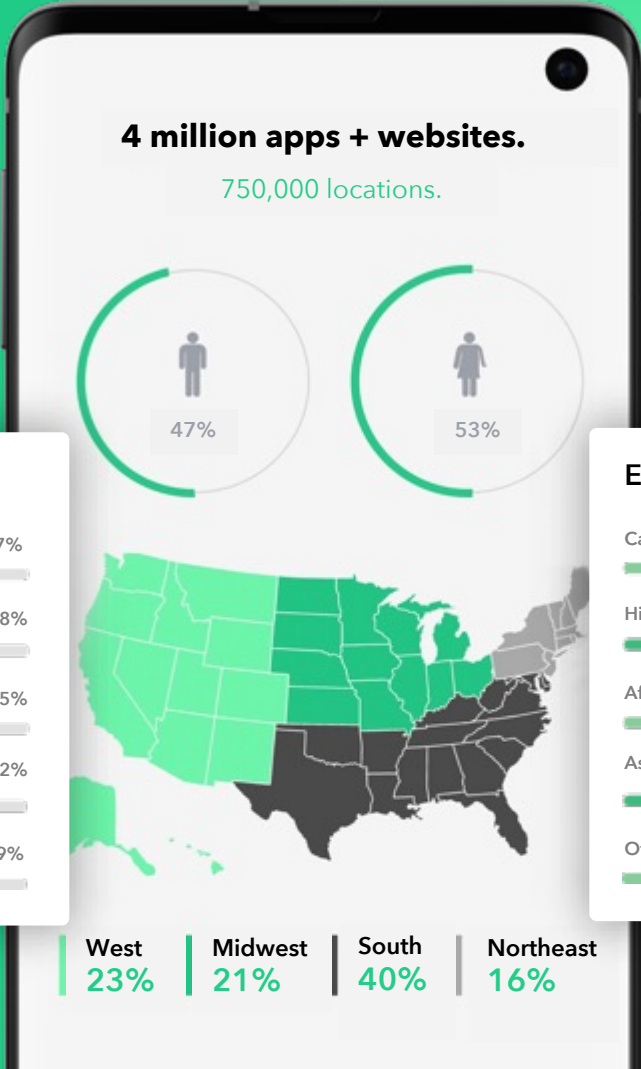
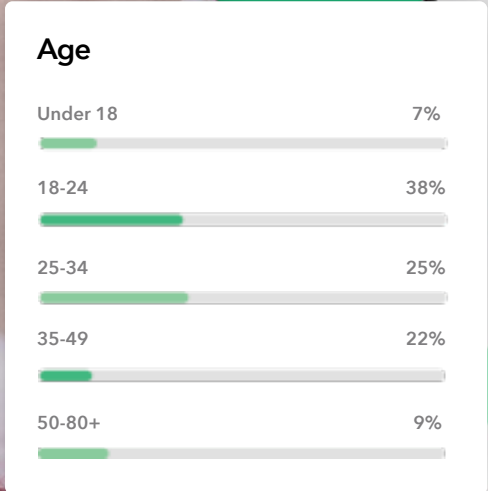


Growth Rate

1,500 to 2,000
organic downloads every day

50%

Response Rate
Within 24
Hours

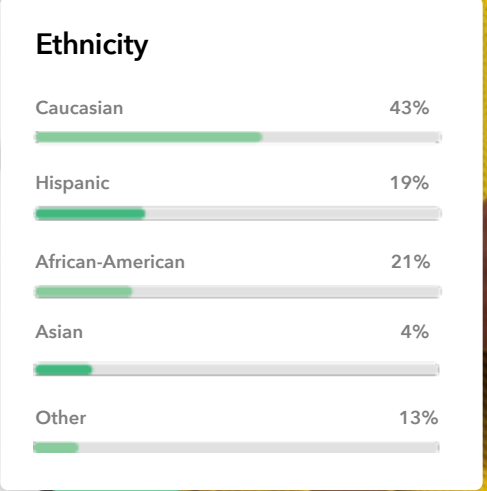


85%

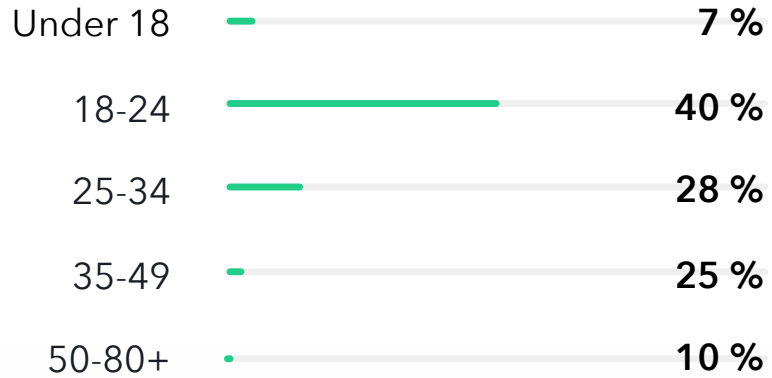
Recontact Rate
After Two Weeks

95%

Completion
Rate



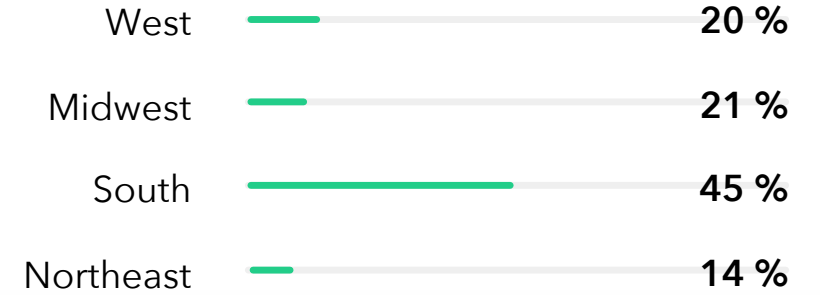
AGE



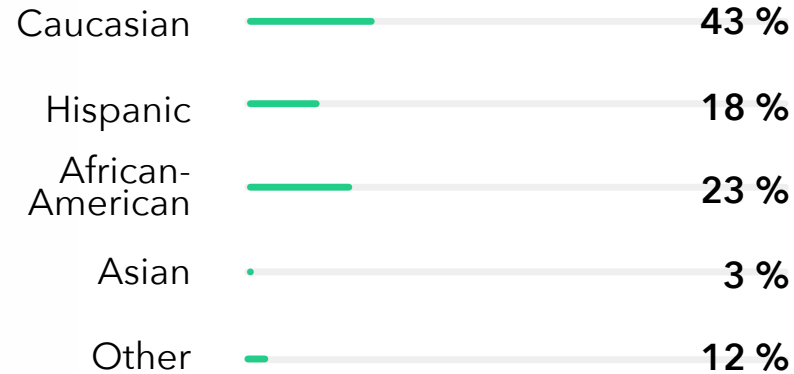
App + Web

iOS and Android users who opt-into to share their digital events by sharing app, web, shopping, media, and audio data.

REGION



ETHNICITY



DAU (Daily Active Users): **84,468**



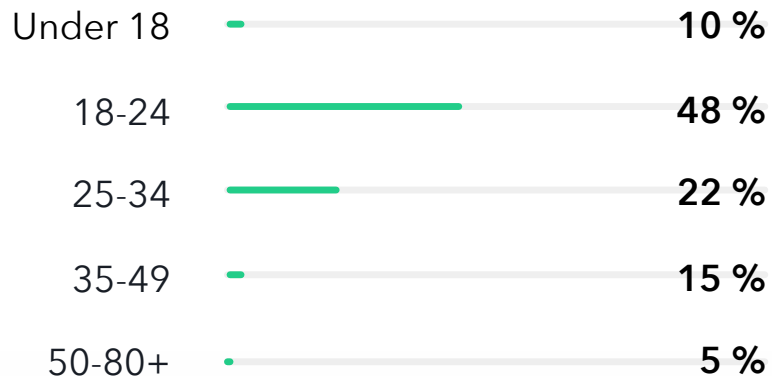
iOS: 59,128 app + web data



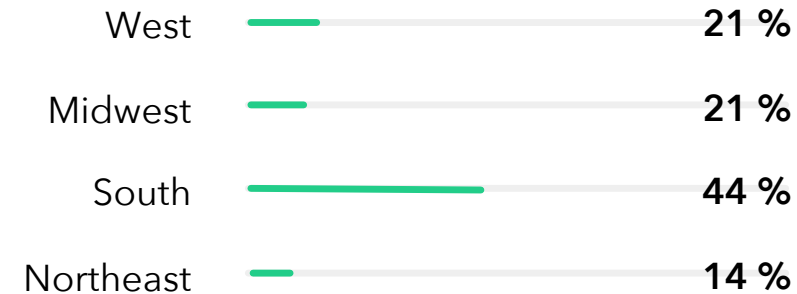
Android: 25,340 app + web data



AGE



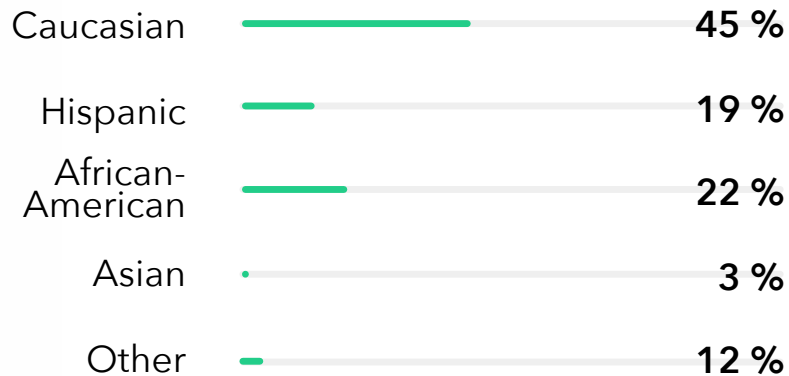
REGION



Brick + Mortar

iOS and Android users who opt-in to share their physical location visits by sharing location data.

ETHNICITY



DAU (Daily Active Users) for iOS and Android: **102,384**



iOS: 69,621 app + web data



Android: 32,763 app + web data

Data Quality

At MFour, we prioritize data quality in today's critical landscape. Our commitment to ensuring accurate results means you won't have to deal with issues like robots, speeders, AI fraud, or other quality concerns that can take days to surface and potentially jeopardize your findings.

→ *Pages 8-15 explain how we stand out*



Stop Client Panel Dissatisfaction

WHY QUALITY MATTERS

- **Informed Decision-Making:** Quality data leads to better decisions.
- **Credibility:** High-quality data upholds an organization's reputation.
- **Cost Savings:** Preventing data issues is more cost-effective.
- **Time Savings:** Spend less time talking to clients about online panel quality issues.

Cambridge Core published that **82% of survey results contain fraudulent user data** or "bogus" feedback.



MFour's Award Winning Panel



Tier 1, top rated panel by Qualtrics



Rated **#1** panel quality provider by three survey data platform providers



Industry avg respondent rejection rate = **25%+**, MFour's = **0.4%**



Top-rated research app on iOS and Android, **4.5+** stars

Our Approach to Quality

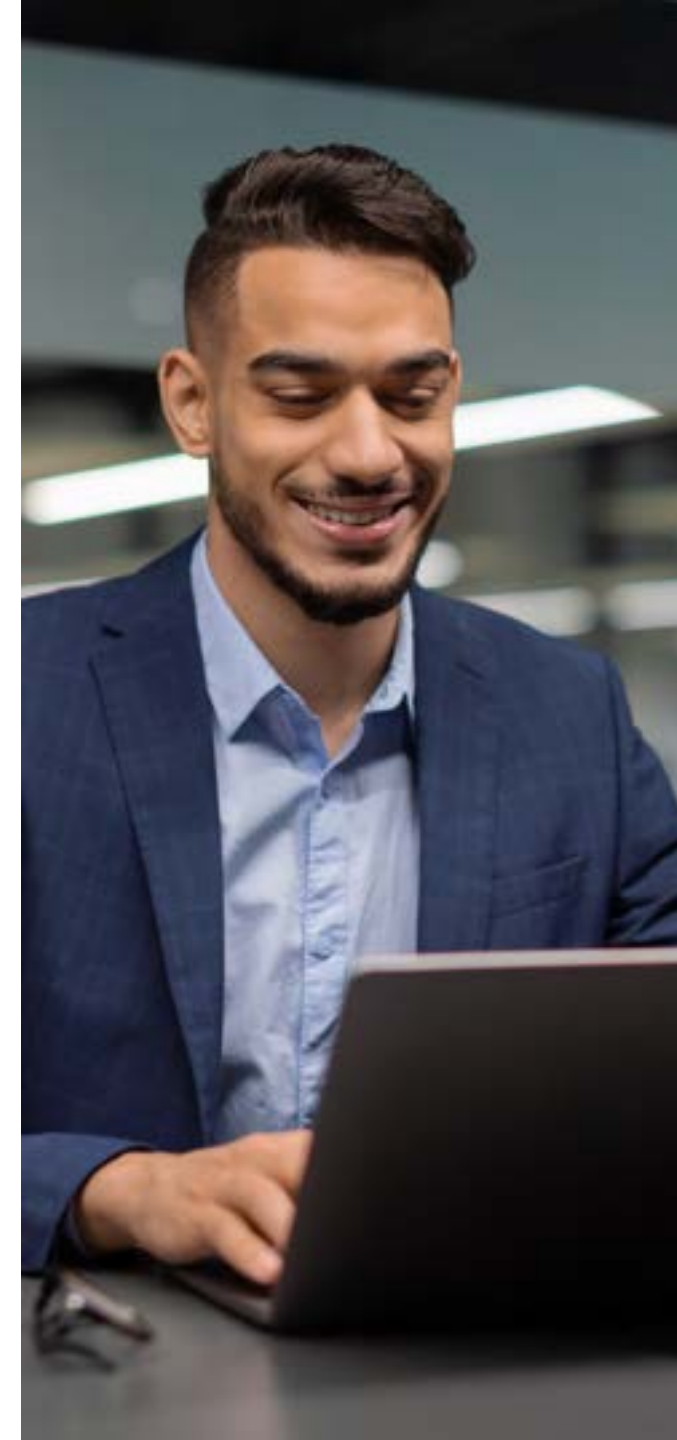
PREMIUM ACQUISITION INVESTMENT

- Direct channel acquisition strategies vs. programmatic channels means real people, not bots and low-interest traffic.
- High user satisfaction, and retention drive OS platform recommendations for **50%+** organic traffic.



HUMAN LEAD, AI-SUPPORTED ACCOUNT AND SUBMISSION QUALITY MANAGEMENT.

- More than **100+** data points are used to automatically quarantine and remove suspect accounts.
- **15%+** daily rejection or quarantine rate for new accounts.
- Automated + human review of survey submissions, account behaviors.
- IP fraud detection, mobile device fingerprinting, and geo-location verification.



TREAT REAL PEOPLE LIKE REAL PEOPLE - MFOUR'S FAIR TRADE DATA[®] POLICY

- Transparent and fair incentives to make it worth people's time.
- Ensure the good people get paid.
- High user satisfaction means higher retention, higher engagement.



Case Study

MFour has successfully provided interviews to partners, exhibiting only a **0.4%** (poor quality) removal rate from the entire data set. This achievement is even more impressive when compared to the industry norm, where their typical partners face removal rates exceeding **25%+**.

CONCLUSION

MFour's decade-long commitment to data quality remains paramount and more sought after than ever in today's AI-influenced landscape. Our dedication to quality ensures informed decision-making, upholds credibility, and offers major cost savings. With our award-winning panel and comprehensive quality approach, you can trust in consistently high-quality data. Partner with MFour and put data doubts to rest.



170,000+ 5 Star Reviews



Data Scrubbing Sheet

QUESTION:

What is MFour's process for cleaning/scrubbing data and ensuring quality responses?

ANSWER:

MFour has an entire Consumer Care business unit dedicated to ensuring response quality for all incoming data. As part of this process, each survey response is evaluated by a member of our Consumer Care team through text response, image, video, audio, and red herring question review. Responses flagged as inappropriate or inconsistent with business goal requirements are removed from the data set before final delivery to the client. Further information about the different review processes can be found in the table to the right.

Red Herring	Consumers who trigger "red herring" flags. Red Herring Standards
Text Review	Removes jibberish, profanity
Image Review	Removes blurry, grainy, and internet-based images. Removes non-applicable images based on business goal requirements.
Video Review	Removes blurry, grainy, and inaudible videos. Removes non-applicable videos based on business goal requirements
Audio Review	Removes inaudible or profanity. Removes non-applicable submissions based on business goal requirements



Red Herring Examples & Standards

Red Herring | ASK ALL

RH1. To ensure we're talking to a real person, please tell us how many days there are in a week.

[SHORT ANSWER - NUMBERS ONLY, RANGE 0-100]

PUNCH RHFLAG1 IF NOT EQUAL 7

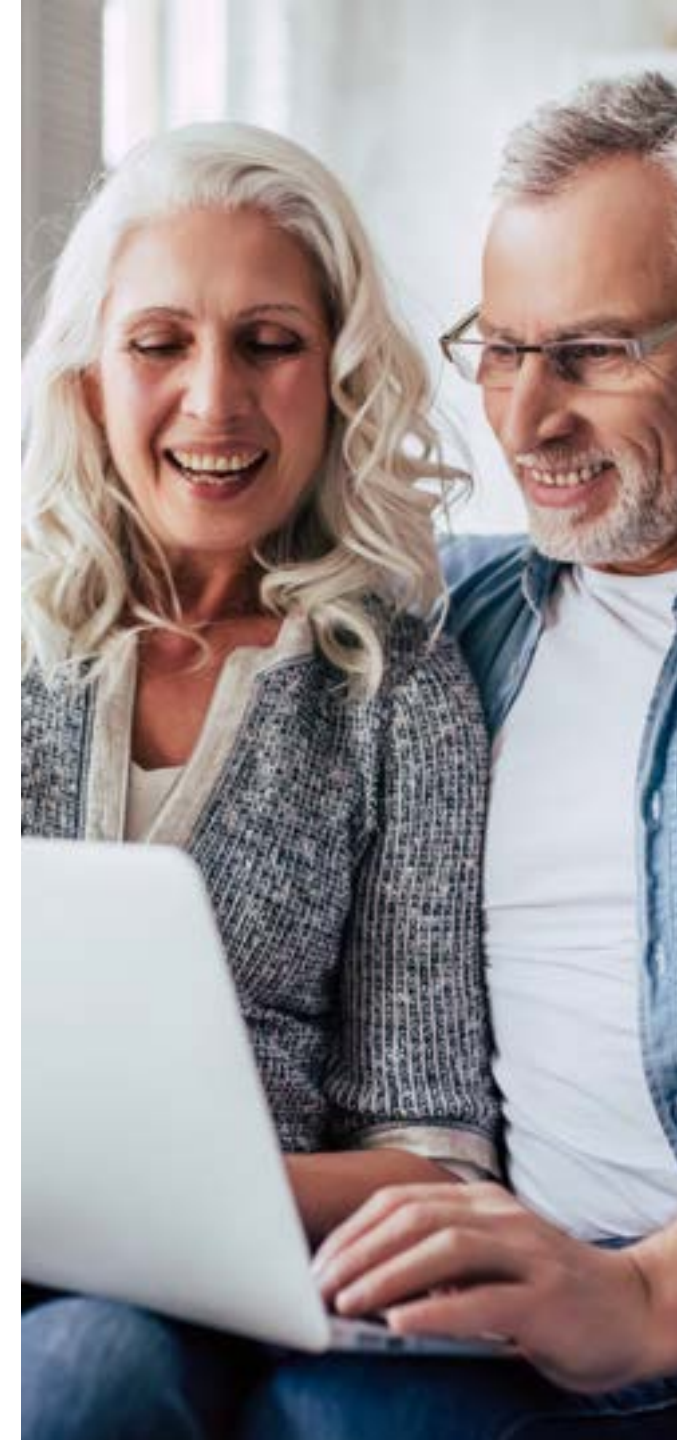
Red Herrings are questions with obvious answers that are used to catch speeders or disengaged respondents. Surveys <10 min will have one Red Herring question, surveys >10 min will have two. Clients can choose to insert their own versions, or forego the questions all together, if they wish. Those who fail the Red Herring question will be flagged and removed from the data.

MFour treats data with the highest industry approved security measures through the entire pipeline, starting with data collected from our Surveys on the Go mobile application through to client deliverables. All data is encrypted at rest, and transmitted using TLS encryption. We comply with CCPA guidelines, and our teams are trained for proper PII handling. We conduct quarterly internal and yearly external penetration tests. We have strong password policies and measures in place to detect and prevent bad actors.

Demo + Psychographic Profiles

Target your consumers with **100% IR, 100% validation, for 100% better insights**. Use the data to trend behaviors, profile your audience + send surveys to find out more.

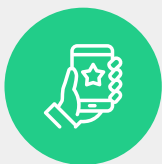
Better outcomes on MFour Studio: the first platform to behave like your consumer. Using the nation's most downloaded, highest-rated, and only Apple-approved data collection and survey app, MFour has finally united market research and data science. MFour Studio is the only place for real-time app, web, and foot traffic united with validated consumer surveys for unprecedented insights to help you capture the modern consumer's attention.





VALIDATED BEHAVIORS:

- Location Visits
- App Use
- Websites Visits



OBSERVED PHONE CHARACTERISTICS:

- Make + model
- Wireless carrier
- Operating system



DEMO + PSYCHOGRAPHICS:

- Age.
- Income.
- Gender.
- Religion.
- Zip code.
- Ethnicity.
- Job type.
- Cell plan.
- Car class.
- Sexuality.
- Education.
- Type of pet.
- Military status.
- Political profile.
- Type of vehicle.
- Registered voter.
- Social media use.
- Type of credit card.
- Relationship status.
- Media consumption.
- Renter or homeowner.
- Small business owner.
- Language preferences.
- Presence of children at home.
- Video game console ownership.
- Type of computer, laptop, tablet.
- Residency: Suburban, urban, rural.

