SAY GOODBYE TO FRAUDULENT DATA with MFour's Point of Emotion® Methodology

Did you know that up to 20% of market research submissions contain fraudulent data or unreliable feedback? If you can't trust the 20%, can you trust the other 80%? With MFour's methodology, we provide you with validated data you can trust. In a recent study, we compared our Point of Emotion® (PoE) methodology against standard interviews.

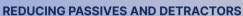


OVERALL SATISFACTION

74% of PoE respondents are extremely satisfied with their experience

In comparison, only

of stated respondents share this high level of satisfaction



13% of PoE respondents are Passives or Detractors

Meanwhile,

36% of stated respondents fall into the same categories



ADVOCACY FOR DIGITAL PLATFORMS

of PoE respondents would advocate for Chick-Fil-A's app

In comparison,

of stated respondents would advocate for the app

IN-STORE EXPERIENCE

67% of PoE respondents are satisfied with their experience at Kroger

This is significantly higher than the satisfaction rate among stated respondents





