

# 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 **54%** of stated respondents share this high level of satisfaction

## REDUCING PASSIVES AND DETRACTORS

**13%** of PoE respondents are Passives or Detractors

Meanwhile, **36%** of stated respondents fall into the same categories



## ADVOCACY FOR DIGITAL PLATFORMS

**86%** of PoE respondents would advocate for Chick-Fil-A's app

In comparison, **64%** 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 **49%** satisfaction rate among stated respondents



## NEED RESEARCH?

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714.754.1234.

Data witnessed April 2024

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