OUR DIVERSIFIED RECRUITMENT & ENGAGEMENT MODEL

- Bloggers & Publishers
- Live Trivia
- Organic Search
- Television & Radio
- Referrals
MOBILE: TECHNOLOGICAL CAPABILITIES

Our mobile infrastructure allows us to add new merchants/locations quickly anywhere in the world.

1. Identify locations to geofence
2. Geofence applied within 24 hours
3. Collect in-the-moment feedback
Mobile Digital Insights focuses on in-the-moment insights using mobile phones. Our advanced technologies let us do complex research that is fast, efficient & cost-effective. We blend brilliant questionnaires with chats, image capture and video.

Mobile technology is our edge. It seamlessly makes complex longitudinal studies natural for people, including diaries, journeys, NPD, domestic & multi-country research and quick ad testing. Our seasoned virtual team gives you what others cannot.
THE CLIENT:
Top Three Cellular Carrier

THE CHALLENGE:
Capture “in-the-moment” experience

THE NEED:
Understand current store experience benchmark.
THE CLIENT NEED

REVIEW NEW CONCEPTS

CONCEPT A

CONCEPT B
1. Secure list of client and additional telecommunication geolocations

2. Send a short survey when panelists exit a ring-fenced store

12° 20.736’ N, 98° 45.924’ W
GEOFENCING
RURAL SOLUTION

RURAL CHALLENGE

- Low client penetration
- Infrequent store visits

RURAL SOLUTION

- ProdegeMR covers rural
- Send rural panelists on missions
- All else is the same

MISSION REQUEST

STORE VISIT
## Qual Follow-Up Phone Calls

### Overview

- **Post Survey:** Willing to have a phone call?
- **N = 12**
  - Urban – 4 panelists
  - Suburban – 4 panelists
  - Rural – 4 panelists
- **Call length:** 20 mins
- **Timing:** 1-3 days later
- **Honorarium:** $20

### Benefits

- Excellent 1-on-1 qual
- Convenient for all
- Cost-effective
- Topic was familiar
- Flexible discussion
- Calls recorded
- ProdegeMR Incentive
SAMPLE CHARACTERISTICS

**Gender**
- 37% Male
- 63% Female

**Age**
- 18-24: 12%
- 25-34: 36%
- 35-54: 41%
- 55+: 12%

**Ethnicity**
- African American: 10%
- Asian: 12%
- Hispanic: 13%
- White: 63%
- Other: 3%
WHY IT’S BREAKTHROUGH

FAST
A complex national study in a few weeks

IN THE MOMENT
Review store experience and evaluate new concepts minutes after visit

RELIABLE
Urban, Suburban and Rural areas and competitors are reliably compared
Hypotheses validated and debunked
Prevented mistakes
Inspired thoughtful directions forward
Created seamless quant/qual insights

RESULTS

500 SURVEYS COMPLETED IN 14 DAYS
IS GEOFENCING RIGHT FOR YOU?

GEOFENCING WATCH-OUTS
- False positives?
- Post visit delays?
- Is incentive right?

WE LEARNED & FIXED

MANY TOUCHPOINTS
- National Chains (fast food, etc.)
- Phone carriers (many national stores)

HIGH-TRAFFIC, HIGH-FLOW AREAS
- Airlines
- Sports Teams
WHAT’S NEXT

We will continue to see advances in mobile technology and real-time data analytics.
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