How do you prioritize your selection of methods to use for the typical research project?

- **Quality of Insights Generated**: 80%
- **Speed of Results**: 32%
- **Price**: 28%

**Technology Driven**

**Service Based**

GRIT Report Jan 2019
62% quantitative

qualitative
<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Surveys</td>
<td>79%</td>
</tr>
<tr>
<td>Mobile Surveys</td>
<td>53%</td>
</tr>
<tr>
<td>CATI</td>
<td>30%</td>
</tr>
<tr>
<td>Face-to-face</td>
<td>23%</td>
</tr>
<tr>
<td>CAPI</td>
<td>17%</td>
</tr>
<tr>
<td>Mail</td>
<td>7%</td>
</tr>
<tr>
<td>Biometrics/Neuro-marketing</td>
<td>7%</td>
</tr>
<tr>
<td>Automated measures/people meters</td>
<td>6%</td>
</tr>
<tr>
<td>Other quant</td>
<td>4%</td>
</tr>
<tr>
<td>IVR</td>
<td>6%</td>
</tr>
</tbody>
</table>
sample ➔ data ➔ insights
sample ➞ data ➞ insights

CHALLENGES WITH TRADITIONAL APPROACH

memory ➞ intrusive tools ➞ GIGO
claimed ➞ data quality
lengthy
WHAT WE OFFER

QUALIFY
instant sample screening

SNAPSHOT
instant data and analytics

TRAIL
ongoing passive metering tech

PY INSIGHTS
customer behavior insights including instant analytics
observed
claimed
instantly screen your research participants based on behavior
< 1% respondents

34% completed questionnaires

comScore study of the 10 largest market research online survey panels in US (2006)
perfecting questionnaire design
opt-in recruitment
qualified sources
digital fingerprinting
2-factor authentication
pattern recognition software
scoring respondents
excludes suspicious respondents
monitor speeding or straightlining
... etc
are they the **RIGHT** person for your research
INSTANTLY screen your respondents based on actual behavior
<table>
<thead>
<tr>
<th>sites visited</th>
<th>nike.com, adidas.com, reebok.com, puma.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>search terms</td>
<td>retirement, savings, investment</td>
</tr>
<tr>
<td>category</td>
<td>automotive news</td>
</tr>
<tr>
<td>apps used</td>
<td>N26, Starling, Monzo</td>
</tr>
<tr>
<td>accounts held</td>
<td>credit card with CapitalOne or AMEX</td>
</tr>
<tr>
<td>interests</td>
<td>football</td>
</tr>
<tr>
<td>when</td>
<td>up to last 90 days activity</td>
</tr>
<tr>
<td>how often</td>
<td>twice a week average</td>
</tr>
</tbody>
</table>
TECH you can use with any panel

GET A VERIFIED SAMPLE every time

INSTANTLY SCREEN on user’s device, no data shared

PAY only for sample size, screen unlimited participants
SNAPSHOT

UNDERSTAND YOUR CUSTOMERS, INSTANTLY
• Journey mapping, probabilities for common paths
• Content consumption
• User accounts (banking, subscriptions, shopping, etc.)
• Search terms
• Social media use
• Pre and post sites journey
• Shopping
  • Products and category
  • Journey completions
  • Common paths
  • Competitive analysis
demo
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