

HARNESSING THE BUSINESS POWER OF MICRO MOMENTS

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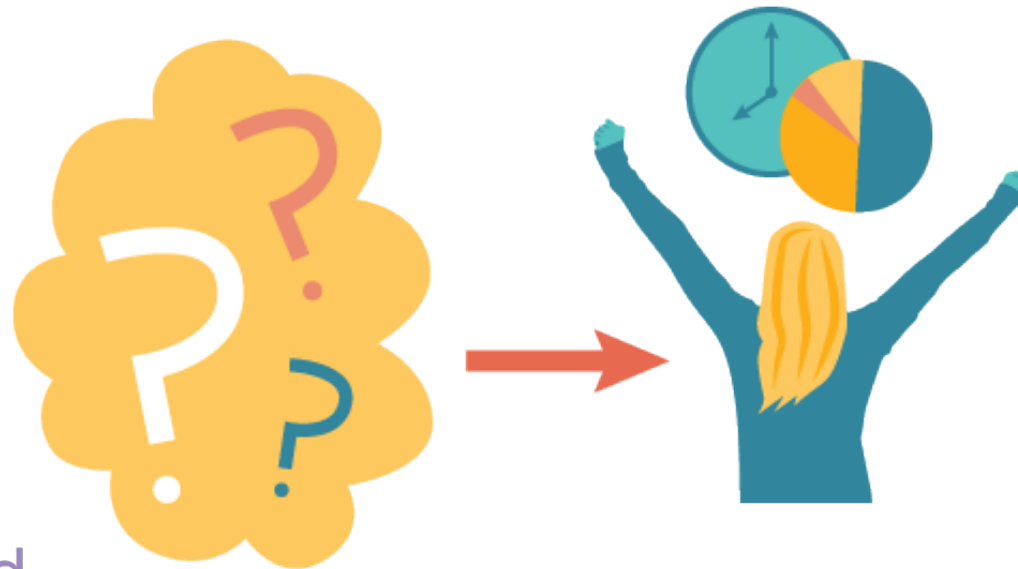
Has This Ever Happened to You?

- Your boss needs an answer right away
- You're feeling panicked
- Info typically takes weeks to get a specific answer
- **The answer could change your entire product strategy**



Background Story

- InCrowd co-founder and CEO, Janet Kosloff, was asked repeated by clients: **Can you answer this right away?**
- Needed to make a fast business decision
- Didn't need a long study, just one quick, highly reliable answer
- Janet decided it was time to get them those answers



Methodology

- **Answers when you need them**
- Freedom for clients to get more relevant information as more of a dialogue
- **Concise, Focused, Iterative**
- Good for respondents, respecting their time, enabling them to focus
 - Only asking their attention in short windows of time



We Believe In...

- **Brevity, focus, and iteration** for our approach to market research
- **Treating our respondents with respect** by valuing their time
- **Allowing for focused responses** by committing to only brief surveys that respondents can do on the go, anywhere
- **The idea that you don't know what you don't know** and you'll often have follow up questions

Product Coupon

- Set on doing coupon to ensure PF is \$4
- Pricing research – lose a lot less money if they kept it at \$10
- At 11th hour did an InCrowd to discover a difference between \$4 and \$10
- Used 2 groups: 1 group was presented \$4 and 1 group was presented \$10
- Wanted to find out if \$4 was so much more compelling and if it would overcut the loss of pricing
- Big sample
- **Discovered that 4 and 10 had the same perception of couponing** and therefore saved AZ money on the coupon



Urgent President Question

- Sitting in meeting with agency
- Received urgent email from boss saying that president needs one answer quickly
- **Sent question with screening criteria to InCrowd at 11:24 am**
- Survey launched at 11:33 to 50 HCPs (2 different specialties)
- **InCrowd gave answer at 12:12 pm with break-outs by specialty**



Key Takeaways

- Things to think about:
 - Develop a good dialogue with your respondents
 - Think about your research in a different way
 - Value what a more iterative process can bring to our clients
 - Get what you need quickly



QUESTIONS?



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THANK YOU!



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