



# Toluna™

In touch with people

Mobile Surveying

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Wireless surveys are designed to fit into the brief cracks in people's lives: The moments that open up as they wait for a plane, commute to work on a train, or stand in a line in a grocery store. The portability of the mobile device affords opportunities that never existed using land-line telephone research, or desktop-based online research, as we can now engage with respondents in the moment via their mobile devices – providing immediate feedback that is closer to consumers as they make a decision to make a purchase, consume a product, or experience an advertisement.

Companies know that the closer that they can to three “moments of truth” with their consumers, then this insight allows for the best move forward, as consumer feedback is less subject to the vagaries of recall. The first moment of truth is when the consumer makes a purchase decision, the second moment is when the actual sale occurs, and the third is when the product is used for the first time. Only mobile surveys can provide the opportunity to measure the experience while consumers are engaging with products and services.

In North America, Toluna has seen an organic shift of respondents taking surveys over desktop browser. These days 10% of those surveys are taken over a mobile device, and among 18-24 year-olds, the figure is 18%. Young people are increasingly likely to prefer mobile surveys over traditional formats. Naturally, many respondents participate in surveys via mobile devices because it is more convenient for them. The medium enables the respondent to answer surveys when and where they want to.

As convenience leads more and more people to participate in mobile surveys, market researchers need to leverage the advantages mobile provides.

### **A More Realistic View of Consumption**

Consider our current approach to ‘diary studies,’ in-home-use tests, or any other types of longitudinal engagement. Let's imagine a very specific situation where we ask survey participants to provide insight into their coffee consumption over the course of a day. Survey participants have an easy task: They check email, and respond to invitations to log the consumption that's occurred over the course of the day. In some cases they will log on to a website and record activity, answer questions, and more.

Mobile provides interesting alternatives to these traditional approaches.

Mobile participants can receive notifications on their phone that prompt to ping them to participate in the day's activity. They can use a short code to access surveys on-demand, and in some cases, they can download a specific application dedicated to logging product consumption and more.

The real-time accessibility of mobile surveys provides immediate feedback at the point of experience, rather than requiring a person to open an email and give their feedback after the fact -- thus relying on people's fuzzy memories [<http://hbr.org/2012/09/better-customer-insight-in-real-time/ar/1>].

#### **Get in Touch**

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## **A Truer Picture of the In-Store Experience**

In addition to capturing unrivaled experiential responses, mobile surveying offers the ability to authenticate behaviors and validate location using geo-location (and soon-to-be-mainstream geo-fencing) technology, and to invite the participant to include photos or videos taken by the respondent. What's more, respondents can be recruited and directed to stores, where they can access surveys in real-time, or receive surveys while in store by using a QR code or short code to participate. Many companies have begun to use mobile surveying as a means of conducting mystery shopping, gauging the in-store experience and more.

## **Real-Time Ad Assessment**

Earlier this year, a Toluna client wanted to conduct a survey during the Super Bowl regarding the ads that ran during the game. The client wanted to get a read on real-time reactions -- but most people who watch the Super Bowl aren't simultaneously sitting in front of their desktop computers; they are however multi-tasking using their mobile phones (63% of those 18-24 year old smart phone owners in the U.S. text, use apps, check email, surf the internet, or participate in social networking discussions while watching tv, at least once a week) . Only a mobile survey could gather the immediate data the agency craved. Respondents were recruited in advance of game day, and then, during the Super Bowl, surveys were pushed out in real time to ask about commercials as they aired. Toluna ran a similar exercise to coincide with the 2012 Olympics — again, with a goal of learning about real-time reactions to advertising. More and more advertisers are subject to a 'new' moment of truth as, in some cases, consumers engage with brands on mobile devices in real-time as well as make instant decisions on purchase. Advertising effectiveness has historically relied heavily on recall, because traditionally consumers needed to visit stores to execute purchases. As this is no longer the case, and consumers can purchase products from the comfort of their own home, via their couch, effective advertising can encourage real-time brand engagement (and perhaps purchase).

## **Mobile Surveying: A Continued Evolution**

In the cases mentioned above, the unique advantage of mobile surveys lies not in the ability to reach a particular demographic in greater numbers, but in the opportunity to reach all demographics at precise moments in time. Survey respondents are participating in mobile surveys, whether you want them to or not, and multimodal surveying is now the norm. True mobile survey revolutionaries will continue to consider the benefits of the convenience of the mobile device, and the new challenges market researchers and marketers face.

Market researchers should not consider mobile for mobile's sake, but as a means of improving the information they receive and evolving the decision-making process.

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