



## CASE STUDY: CMI

### BUSINESS CHALLENGE

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Over the 2012 holiday season, CMI wanted to obtain ongoing feedback from 'holiday shoppers' on behalf of their many retail clients. While in prior years, CMI typically conducted ad hoc research to understand consumer's holiday shopping behaviors, they felt that an online community - dedicated to shopping enthusiasts - could be an interesting way to extract additional insight that might not be obtained otherwise.

- Here are some of the reasons CMI sought a 'tent' community approach;
- Longitudinal research capabilities – Going beyond ad hoc research to obtain up-to-the minute insight.
- Timing- With real-time access to consumers, CMI could obtain ad hoc feedback on behalf of clients 'on-demand' eliminating the need to source target respondents.
- Incremental research opportunities – Ad hoc surveys and quick on-site polls were executed with ease, and little additional expense.
- On-site listening – The ability to couple survey data with on-site discussions and posts helped to add narratives to data.

### CLIENT:

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**Industry:** Marketing Research

#### **Client Profile/Background:**

CMI applies global marketing and research expertise to trace customers' paths to purchase and identify key touch points and triggers. CMI takes an immersive approach to understanding client's key challenges. As a result of CMI's unique approach, clients can better identify opportunities, optimize marketing strategies and manage customer experiences. CMI provides insights in the most useful forms for clients and internal stakeholders, whether they are top line summaries, detailed reports, presentations or multi-media stakeholder infusion and activation sessions. CMI is known to go beyond 'research-as-usual' with immersive and integrated approaches.



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### SOLUTION

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CMI partnered with Toluna to launch a shopping community using Toluna's PanelPortal, branded community platform. PanelPortal's cutting-edge features, scalability coupled with Toluna's unique position, full toolkit of services and global panel were key to making Toluna an ideal fit.

### IMPACT

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CMI's view of the holiday shopper was much deeper than years prior, resulting in a profile of the Black Friday and Cyber-Monday shopper and a segmentation of shopping zealots, casual shoppers, deal despondents, reluctant shoppers, and anti-shoppers. The information obtained by CMI was used to provide their retail clients with insight into holiday shopping behavior, brand preference and purchase information and more.

Clients sought out CMI as an ideal partner with unrivalled understanding of holiday shoppers.

“Toluna enhances our ability to align our research tactics closely with our clients' goals and objectives by engaging panelists in activities that are both substantive and fun.”

Senior Vice President - Client Solutions CMI