



CASE STUDY: LOYALTY & MARKETING SOLUTIONS CLIENT

BUSINESS CHALLENGE

Our client is looking to more fully understand the shopping experience of their typical customer. Their challenge is determining how to follow the “female” customer on her shopping journey and discover why she chooses certain payment types. Does she use the same payment type for every purchase in every category? What is driving her tender preference? How, and at what point in the sales process can we influence her decision?

While our client has a number of answers to these questions, understanding purchase frequency (beyond specific cards) is unknown. Further, asking a respondent to recall the number of purchases made and payment method can yield incomplete or distorted results.

SOLUTION

The TolunaMobile™ Diary is ideal for capturing in-the-moment feedback which is especially relevant for PanelPortal™ branded community research. “Clients appreciate the ability to get even closer to their community members. Real-time, in-the-moment feedback eliminates the need for consumers to recall and rate experiences that have taken place in the past. In addition to yielding in-the-moment feedback, mobile features present new opportunities for additional insight ethnographic understanding, and more,” says Julie Paul, Senior Vice President, Online Communities, Toluna .



Industry: Marketing Research

Client Profile/Background:

Our client is a leading provider of loyalty & marketing solutions, direct marketing services and private label credit cards.

Client: Loyalty & Marketing Solutions Client



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The TolunaMobile Diary app is available for Apple and Android phones and tablets, a flexible method of presenting questions and responses to users, the ability to present and upload images, a UPC barcode scanner, and automatic reminders to prompt respondents to enter information, based on location and event.

IMPACT

- Rarely is the same card used for everyday purchases
- The typical female shopper is using a store credit card, they mostly use it at online retailer (Amazon), grocery store, mass retailer (Target, Wal-Mart), or department store (Macy's, Kohl's).
- Unknown segments emerged "the cash shopper" and "credit only customer"
- In addition, photos were uploaded of 'point of purchase' signage offering credit cards, and alternate payment terms.



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