



Shopper Understanding: Pre-shop, In-store and Post-shop

Discover what drives shopper behaviour during portions of their path to purchase with Research Now Mobile®. Our mobile-enabled Shopper Understanding solution empowers clients to conduct quantitative and qualitative research when and where it matters most.

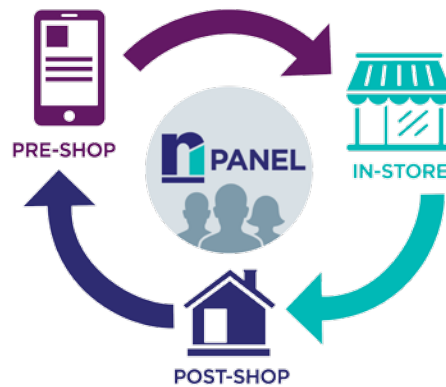
Engage the same shopper throughout the shopping process to understand brand loyalties, shopping habits, product usage and more. By combining industry-leading technology with our deeply-profiled, single-source panel, our Shopper Understanding solution will help you reach the right people, at the right time and on the right device.

Benefits of Our Shopper Understanding Solution

- Fully integrated mobile capabilities and technologies
- Flexible project design that can include one, two or all three phases of the shopping process (pre-shop, in-store and post-shop)
- Easy and quick data collection throughout the shopping process
- In-The-Moment insights for timely and relevant feedback
- Closed loop from home, to store and back
- Fast topline reporting in 2-4 business days after field; full report in 5-7 business days
- Streamlined and simplified approach saves time and money



Gather Feedback Throughout the Shopper Journey



10-15 minute survey
Ideal for: motivational & behavioural triggers

PRE-SHOP (Online/Mobile)

Uncover opinions and habits prior to a shopper entering the store.

- Understand category shopping behaviour and identify category-level shopper intent
- Discover planning behaviour of primary shoppers and decision-makers
- Understand retailer loyalties and brand preferences
- Profile shoppers on purchase habits and need states
- Measure impact of pre-store messaging
- Probe for motivational and behavioural triggers and barriers



≤ 10 minute survey
Ideal for: in-store triggers

IN-STORE (Mobile)

Walk the aisles alongside shoppers with “In-the-Moment” mobile surveys.

- Measure shopper perceptions of a new product and the effectiveness of a new product launch
- Make the most of mobile technologies such as geo-fencing and media capture
- Engage shoppers to understand purchase decision drivers
- Evaluate category shelf arrangements with shelf set evaluations
- Measure promotion awareness with in-store promotion tests
- Understand product findability
- Define barriers to purchase
- Identify category consideration sets



10-15 minute survey
Ideal for: overall experience

POST-SHOP (Online/Mobile)

Follow up with shoppers at home to discover usage behaviour and changes in attitudes and perceptions. Compare with pre-store data to understand how the planning process might change based on experiences.

- Understand product usage with IHUTs
- Identify usage behaviour with diaries
- Evaluate product consumption
- Gain intimate insight into emotional connections by evaluating product usage behaviours

For more information about Research Now Mobile or for a custom quote, contact us at mobileUK@researchnow.com, +44 (0) 207 084 3000