Confermit
New Frontiers in Market Research
Data Collection
The Future of Market Research

Only 37% of Market Research buyers (corporations) expect research spending to increase. When questioned about the expectation for decreased or stagnant MR spending, some corporations stated that many traditional research companies aren’t adapting to the changing landscape of industry, business, and technology. In this report, we will explore some exciting new technology that will help you stay on the cutting edge of innovation.

“Traditional Market Research firms are losing share to new techniques and not adapting quickly enough.”

Market Research Buyer when asked why the company’s research budget is decreasing

Market Research needs to evolve if it wants to survive. As Darwin pointed out, it isn’t necessarily the strongest or the smartest that survive – but rather, those who are most responsive to change.

“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

Charles Darwin, 1809

“Evolution does not wait! Market Research firms that cannot adapt to technological and business evolution will become extinct.”

Terry Lawlor, EVP, Product Management, Confirmit
Evolution of Market Research

Over the past 100 years Market Research has gone through many changes - from the 1920s when Market Research emerged as a formally recognized discipline, through the development of new methodologies and techniques from 1930 onward. Since the 1970s we’ve seen an explosion in technological advances, from early computers to modern day smartphones.

Remember, survival of the fittest is about adapting to these changes. And, many Market Researchers have – adopting web technology, email, and SMS for data collection, for example. Today technology is growing faster than ever and researchers are challenged to identify and adopt technologies that add value to the research process. In this ebook, we’ll explore top technologies you can leverage to maintain your competitive advantage in this competitive market.

1920s
First formal MR company founded by Charles Coolidge Parlin

1970s
Email, bulletin board systems, mobile phones emerge

1990s
Internet goes live

2010s & Beyond
Social, Mobile, In-the-Moment, Voice of the Customer

1930s 1940s 1950s 1960s

Face-to-face & mail

MR evolves with new techniques like the Likert Scale, Gallop’s Public Polling, focus groups, & Nielsen’s TV monitoring

1980s
IBM makes the first PC

2000s
Social Media emerges

Telephone

Online & email

Social Media

http://sites.nielsen.com/90years/
http://www.firebellymarketing.com/2013/04/40-years-of-cell-phone-history.html

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The Digital Revolution and Market Research: Mobile

Digital Global Snapshot: Mobile

<table>
<thead>
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<th>Active Internet Users</th>
<th>Active Social Media Accounts</th>
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With an even greater penetration and more users than social media, mobile technology is Key area where Market Researchers should be looking to innovate their offerings.
Users Prefer Apps to the Mobile Web

In order to identify the areas of opportunity, however, we must begin by looking at how mobile users are using their mobile devices. Research has shown that users dedicate more mobile time to using applications than searching the mobile web. And, considering the conveniences that applications offer, it isn’t much of a surprise that they are so wildly popular.

89% of time spent on media is through mobile apps

11% of time spent on media is through the mobile web

http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/
Apps Have Penetrated Virtually Every Part of Our Lives

Popular may be a bit of an understatement. As a matter of fact, apps have penetrated virtually every aspect of our lives, from monitoring health efforts to transportation to social interaction. Interestingly, many apps these days share a common feature.

Location is the Key to In-the-Moment Feedback

It should come as no surprise for the overwhelming majority of mobile users have enabled location on their mobile phone to facilitate app function. For mobile users, the main benefit of location services is the ability to “personalize” their mobile experience by tailoring results or apps services to their location.

Mobile location features not only drive user downloads due to added convenience, but the feature also opens the door to a new opportunity for Market Researchers to leverage panelists location for deeper insights and in-the-moment feedback.

http://mashable.com/2015/01/15/google-play-more-apps-than-ios/
http://marketingland.com/10-key-mobilelocation-based-stats-marketers-need-103308
http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/
http://webcache.googleusercontent.com/search?q=cache:m8tG0yOoSeqgJ:www.biakelsey.com/Research-and-Analysis/Coverage-Areas/Online-Search-and-Marketing/summary.asp%3FDocID%3D3D3155%26SFlag%3DNo%26cddft%3D1%26hl%3den%26ct%3dcr%26gws-selector%3dUK%26cct%3duk&cd=1&hl=en&ct=clnk&gl=uk
http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/
• 4 out of 5 cell phone owners leave their location tracking by default

• 74% of adult smartphone owners use their phone to get information based on their location

• 69% of Google searches include a specific location

• 30% of smartphone owners have at least one social media account set up to include location in posts
Market Researchers can leverage a panelist’s location via a fully-branded panel app and their mobile phone’s GPS. With this technology you can deploy in-the-moment surveys. This powerful technique can be used for entrance and exit surveys to support customer research or competitive research, for example.

For situations where GPS location isn’t precise enough, beacon technology can be an excellent solution. Beacons are small devices which leverage the panelist’s mobile Bluetooth and can be placed in strategic locations, for example, within a store. When a customer comes within a certain proximity of the beacon, a survey can be triggered. Beacons are excellent tools which can provide in-the-moment feedback and data pertaining to:

- Quality of a particular display
- Panelist’s path to purchase
- Support the ‘next generation’ of mystery shopping
Understanding the behavior, needs, and wants of customers is the key to business success. For Market Researchers, it’s just not practical to manually observe large numbers of customers to identify behavior and seek meaningful feedback. With Confirmit Location Triggering, you can easily capture panelist location data through geo-fencing and/or using the more precise Beacon technology. You can analyze the data you collect alongside other rich sources of customer data and used to automatically initiate the appropriate next step.

Leverage Confirmit Horizons to deploy surveys based on panelists’ location or proximity to a beacon. Using this technology, panelists receive a survey through a fully-branded app at the location of your choice. Your fully-branded app is constantly “listening” and when a panelist is within your specified proximity your survey is deployed.
The digital revolution has permeated virtually every area of our lives. With approximately 2 billion active social media accounts, it becomes clear that a tremendous amount of all social interaction is conducted digitally.

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This social media explosion is not geographically limited! The entire world has “gone social”. This map gives us an understanding of social media’s popularity by showing the percentage of active accounts on top social media sites as compared to each region’s total population. This is a pretty impressive market penetration!
There’s More to Social Media than Just Facebook

We mustn’t forget that social is so much more than the “top social media sites”. Many of which, actually limit social interaction to a personal network.

Today, however, consumer opinions aren’t limited to friends and followers. Rating and review sites, forums, and blogs mean that consumer’s social reach can be virtually limitless. Perhaps more importantly, their social reach is also extremely powerful as proven by the fact that 88% of consumers trust online reviews as much as personal recommendations!

88% of consumers trust online reviews as much as personal recommendations

88% have read reviews to determine the quality of a business

72% of consumers say that positive reviews make them trust a business more

http://searchengineland.com/88-consumers-trust-online-reviews-much-personal-recommendations-195803
Considering the importance of a consumer’s socially shared opinions, it is imperative that businesses know what is being said about their brand across all social channels, whether it’s Facebook or a user forum.

Text and social analytics are technological solutions that enable businesses to analyze unsolicited feedback from sources like social media without manually sifting through the massive quantity of data produced across the Internet every day.

Sony Mobile Communications is a great example of a company that has experienced excellent results using text and social analytics. Still, the question may remain, what does this have to do with Market Research?

Simple! For Market Research companies seeking new and innovative techniques and offerings, text and/or social analytics can provide a broader, more holistic research view, including:

- Key social performance indicators (likes, follows, etc.)
- Market sentiment
- Insight into your client’s competitive positioning

**Solution: Social and Text Analytics**

- Crawling over 2,600 sources, including forums, discussion boards, blogs, review sites
- Identified almost 35,700 unique issues across 400 categories and 70 products

“...the automation of the process for listening to our customers across so many social media channels has transformed our ability to identify, analyze and act upon trends in hours, instead of days.”

**Olle Hagelin, Sony Mobile Communications**

[Check out the full case study by clicking here](#)
Explore Confirmit Genius
Helping you Mine for Hidden Truths

Confirmit Genius helps you find hidden insights in large volumes of free-form text. Analyze survey verbatims, call center notes, social media and more. Interpret sentiment based on categories relevant to your client’s business and gain richer insight. The solution consists of these main modules:

- Confirmit Genius Text Analytics
- Confirmit Genius Social Analytics.

Confirmit Genius Text Analytics is tightly integrated with Confirmit Horizons, our multi-channel Voice of the Customer (VoC), Voice of the Employee (VoE), and Market Research platform. Confirmit Genius delivers sophisticated text analytics that facilitates easy categorization and maintenance of unstructured text while providing categorized sentiment.

Confirmit Genius Social Analytics captures unsolicited feedback by crawling and filtering a wide range of social media sources. It serves to monitor social media performance indicators such as likes, followers, buzz and sentiment, and can benchmark your performance against those of your closest competitors. In addition to the mainstream social media platforms, Confirmit Genius also monitors review sites, forums, discussion boards, and blogs where active discussions provide a rich source of insight.
New Frontiers in Market Research

Technological advances have opened doors for more sophisticated research and data collection methods. Social media has become a worldwide listening post and mobile technologies such as location and beacon triggered surveys can engage consumers in-the-moment. These powerful techniques enable Market Researchers to not only broaden their research but also improve their competitive positioning in this challenging marketplace.

Confirmit for Market Research