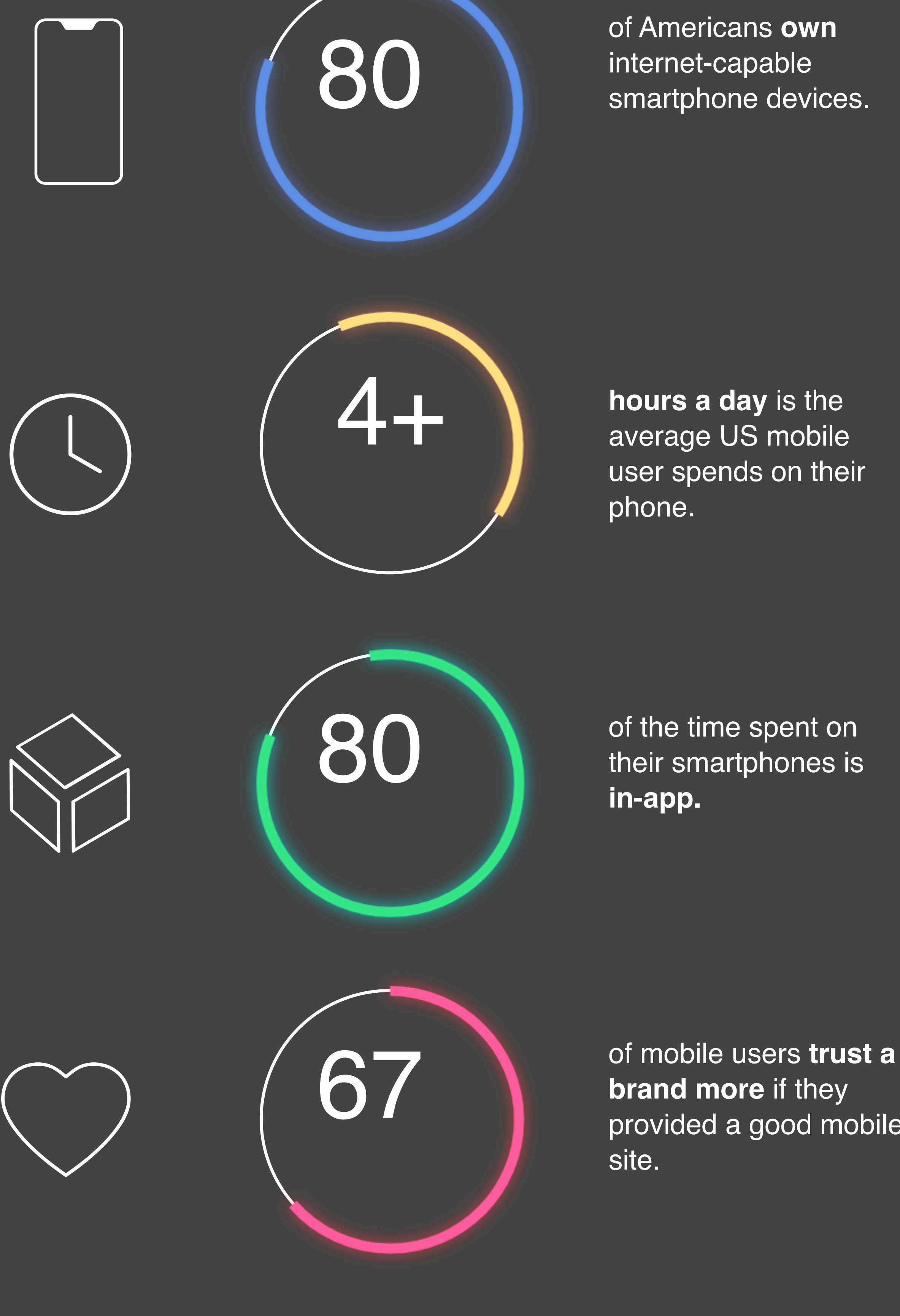


Maximizing Your Research Potential Through Mobile

Mobile devices provide market research with instant access to consumer behavior and preferences. This infographic will cover why you should use mobile market research and how it will benefit you.

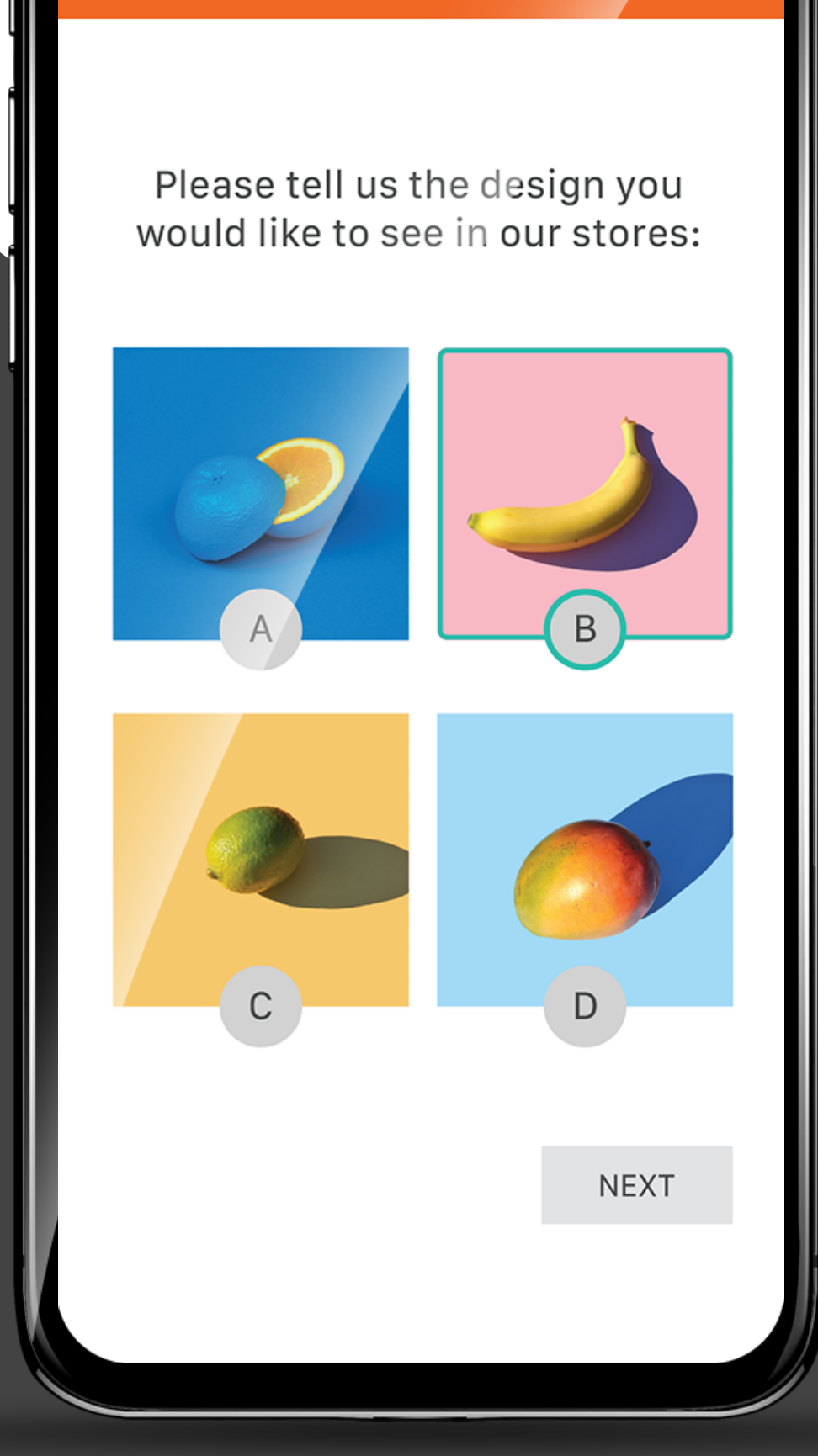
1 Why

Before going mobile, take a look at what industry research says about the mobile world:



2 “Mobile” in Market

Mobile market research allows respondents to share real-time moments.



Mobile First Surveys

The GRIT reports “mobile first surveys” are in use at the majority of market research departments. Other mobile research techniques such as “**mobile qualitative**” and “**mobile ethnography**” rank in the top 10 techniques in both current use

3 Advantages of mobile

Mobile research isn’t only smarter; it’s easier and more reliable.

Convenient	Engage respondents on their respective terms.
Easy	Studies conducted on mobile devices appeal to people with attention
Fast	Deliver data that is faster, yielding more accurate results.
Accurate	Bypass inaccurate recollection through in-the-moment engagement
Personal	Mobile devices make it easy to share the context of their decisions by providing rich user-generated

4 A mobile app can set you

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