



# Mobile Research Basics

Decisive Information Group – DIG Consulting

## Mobile Marketing

One of the most explosive transformations taking place today is the growth of mobile marketing and the convergence of mobile and social networking. Throughout the world, as mobile device ownership expands and as smartphones and pads / tablets gain in popularity, the breadth and sophistication of mobile marketing applications will impact our everyday lives in unimaginable ways. Present day methods for mobile marketing in the USA reflect the evolution of mobile adoption.

- **SMS** (short message service) – text messaging
- **MMS** (multimedia messaging service) – enables pictures
- **WAP** (wireless application protocol) – enables internet browsing
- **Keyword & Short Code** (text KEYWORD to # (short code))

## Mobile Research

Conducting research online via mobile is both an opportunity and a requirement. Mobile survey methods provide the opportunity to interface with respondents real-time and to evolve together with the expansion of mobile marketing innovations. However, the ubiquity of mobile usage mandates developing research methods appropriate for mobile devices. Estimates of 15% - 20% of traditional web-based research surveys are accessed by

respondents via smartphone mobile devices, creating a difficult-to-near-impossible survey interface and subsequently, a lost respondent and diminished sample representation. To keep pace with the mobile transformation, the USA research community is currently engaged in several initiatives to address both the opportunity and mandate of mobile research.

- Limited but growing use of research via SMS, MMS and Keyword / Short Code
- Limited but growing use of web-based mobile surveys via WAP
- Custom development of mobile research apps and widgets
- Development of mobile research apps, including collection and reporting interfaces – goal to mimic the online, PC-based survey experience for relevant mobile devices and incorporate mobile innovations into mobile research methods
- Focus on connecting with respondents using their chosen communication modes
- Focus on keeping respondents engaged and entertained
- Encouragement of shorter, cleaner surveys for mobile respondents

## Benefits and Barriers

Despite the many and growing benefits of mobile research, there are barriers to conducting research via mobile even when using an advanced mobile research interface.

### Benefits

- Mobile is the fastest growing area of media adoption
- Mobile is one-to-one marketing, enabling a direct connection to dialogue 24:7
- Mobile allows tracking visits to text messaging programs and websites accessed via mobile
- Mobile enables reaching consumers without landlines
- Mobile helps to engage the younger, mobile market

### Barriers

- Mobile phones are considered deeply personal (and marketing and research approaches are often not welcomed)
- Users want control over messaging and media consumption
- Users are concerned about text and / or internet fees
- Application burnout

## DIG Mobile Research Capabilities

We work closely with leading research technology providers to ensure that our clients have access to the best and most recent developments in research methods. Our current mobile research capabilities include:

- Multi-platform studies (respondent auto-directed based on access mode)

- Web-based mobile surveys (basic text/diary surveys and interactive questions)
- iPad surveys (basic text/diary surveys and interactive questions)
- Custom apps and widgets
- Custom mobile panels
- Opt-in, 3<sup>rd</sup> party mobile panels

### *What's next?*

- Incentive cash direct to mobile
- Picture based survey triggers
- Mobile barcoding (wands)
- GPS navigation and tracking (for location-relevant messaging)

## About DIG Consulting

Decisive Information Group (DIG Consulting) is an independent research company with deep roots in marketing. We provide a full range of market research and strategic consulting services to corporations, associations and non-profits that market to either consumers or businesses. We specialize in segmentation, brand positioning, product and marketing mix decision making and customer relationship and loyalty research. While our clientele spans many industries, we have specializations in the financial, payments, IT/technology and business services sectors.

For more information, please contact us at 415.989.9858.



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