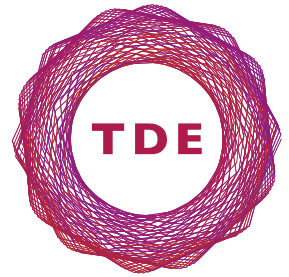


THE DIGITAL EDGE

MARCH 2013



New figures show that global shipments of smartphones and tablets surpassed global shipments of notebook PCs making custom mobile research platforms the logical next step in research.

The Digital Edge has developed a Mobile Application, combining the latest technology with research techniques to create a number of unique opportunities – both qualitative and quantitative – for researchers.



YourOpinion Mobile App

MOBILE QUANTITATIVE AND QUALITATIVE RESEARCH

Features

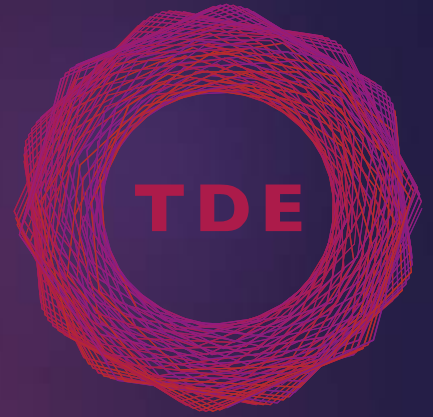
- ▶ Mobile surveys – access participants anywhere, anytime
- ▶ Barcode scanning for purchase tracking
- ▶ User Created Content (including video & image tasks)
- ▶ Forums
- ▶ Polls – the platform integrates seamlessly with our online polling systems
- ▶ Diary and behavioural tracking capabilities

Benefits

- ▶ Gain data from previously inaccessible participants
- ▶ Capture 'in the moment' data
- ▶ Fast turnaround
- ▶ Participant convenience
- ▶ Capture geolocation and environmental data
- ▶ Freshness of data, immediacy and increase richness of response
- ▶ Capture user generated content

Uses

- ▶ Business to business surveying
- ▶ Exit interviews
- ▶ Diaries / longitudinal behaviour tracking
- ▶ Mystery shoppers
- ▶ In store and service evaluations
- ▶ Purchase tracking
- ▶ Point of sale information
- ▶ Advertising tracking and campaign evaluation
- ▶ In field data collection during intercepts
- ▶ Event research – festivals, concerts etc.
- ▶ Transit and on site experiences



Thank you

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