



MULTICHANNEL RESEARCH

Online or mobile? Convenience store or superstore? Your consumers choose different channels for different reasons.

Understand which channels your consumers buy through, when they make these choices, and why. And when you know which channels are most important, you can make sure your brand is relevant at every point.

- Learn from how consumers behave in all kinds of stores, and online
- Tailor messaging to match shopper missions in each channel
- Build seamless multichannel campaigns

BECAUSE THE MEDIUM AFFECTS YOUR MESSAGE

Business doesn't just happen in store. Increasingly, consumers rely on several channels to make **purchasing decisions**. In a competitive market, it's vital to reach them with the right message at the right time.

Our approach to multichannel research provides deep insights into how consumers interact with your brand through different channels—whether online, in a large store, or as part of a top-up shop in a convenience store.

Learn how to optimise your product and messages for each channel, and identify opportunities to capture consumers at key points in their journeys.

Once you know how and where consumers engage with your brand, you can optimise campaigns, portfolios and messages to deliver the biggest returns.

We'll help you answer questions like:

1

In **which channels** should we make products most visible?

2

Why do people buy our products from a **particular retailer**?

3

What's **stopping people** from engaging with our brand online?

4

How do we **create consistency** for consumers across all tasks and channels?

5

How is online shopping **changing people's shopping trips**?



HOW WE PERFORM MULTICHANNEL RESEARCH

Data on the shopping habits of over **17 million** consumers lies at the heart of our multichannel research. Covering consumer behaviour across large stores, convenience stores and online, we use it to identify a sample of people relevant to your business.

NATIONALLY-REPRESENTATIVE CONSUMERS

With the UK's largest continuous panel* and over five million contactable consumers to call on, our research subjects are representative of the entire UK, in every way.



ACCURATE TARGETING

Our sampling is based on hard data about how people shop and what they buy — not just what they tell us.



A CONNECTED VIEW

The ability to reach so many consumers means that we can talk to people who buy even the smallest brands. Then we can connect what they tell us to what they actually do, giving you a complete consumer view.



Our targeted approach requires minimal screening and we can talk to people just days after they buy your product. Based on your research objectives, we would work across one or a combination of the following techniques:

- Face-to-face interviews
- Focus groups
- Online forums
- Telephone and online surveys
- In-the-moment surveys

Keeping the fizz in...

SOFT DRINKS

With a vast range of big-name products in its catalogue, a large soft drinks company wanted to know how digital technologies were influencing consumer behaviour. We said we'd help them find out.

THE QUESTIONS:

1. How do consumers **use mobile internet** when shopping online for soft drinks?
2. How does mobile internet use **affect consumer behaviour in other channels**, such as in store?

THE OBJECTIVE:

Find ways to **boost the company's brands online and improve the mobile experience** for consumers.



WHAT WE DID:

After working with the client to identify target consumers, we used a range of methods to gather insights about their digital experience.

We quickly learnt that mobile-oriented consumers share some distinctive characteristics, and tend to shop via mobile internet for specific reasons.

The research showed that the vast majority of mobile shoppers often do their shopping while in a location that presents a major advertising opportunity. For instance, they might be waiting at a bus stop or on their mobile device while watching television.



THE RESULTS:

These insights — plus others — have inspired the client to develop new campaigns and initiatives. With a better understanding of what types of consumers shop via mobile internet, the company has been able to test new ways of reaching these consumers.

In a world where the mobile web is exploding, any advantage in that medium is a chance to stay ahead.

*When compared to Kantar Worldpanel, Nielsen Homescan, Kantar TGI and Nectar Canvass