

MetrixLab enables shoppers to share in-store experience with brands



Client objective

How can in-store promotional signage be improved to change the shopper's trip objective and create impulse purchase? Identify holiday promotions that drive this behavior.

MetrixLab's solution Mobile Shopper Mission study

The primary learning objectives are:

- Understand how people shop the wine aisle
- Determine how wine promotions affect their purchase
- Incorporate photo images to provide a better understanding of the shopping experience

The desired result is to link planned behavior to actual purchases and in-store activity.

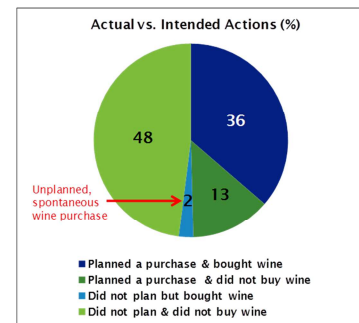


Mobile Web Survey Instrument: MetrixLab leveraged advanced targeting methods to engage consumers meeting the rigorous profile requirements. Through an optimized smart phone experience, they were asked to describe their shopping trip intentions, and take photos in-store of their interaction with promotions.

Results

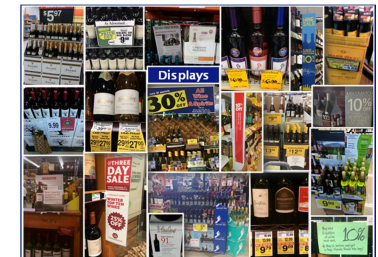
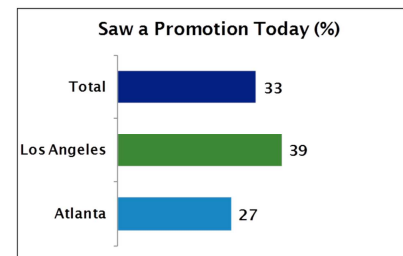
Brands can be more active in driving purchase intent:

Not all who planned to buy wine followed through with a purchase, and very few shoppers made spontaneous wine purchases.



Better stand-out and call to action will make promotions more effective:

Promotions appear to be effective in generating brand consideration and purchase when consumers pay attention to them.



Uniqueness

Our in-store shopper mission studies remove the interval between experience and recall. Leveraging the many technologies available in smart phones, our studies provide a consumer centric approach that allows for in-context, in-store learning.