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.

**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.

**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.