



Case Study: Paradigm Sample's Custom-Developed Mobile Research App

Challenge

As one of the leading global sample providers and an innovator in the practice of mobile panels, Paradigm Sample is at the forefront of the mobile market research revolution. Founded in 2009 with the goal of providing the highest quality mobile and web samples for business-to-business and consumer audiences, Paradigm Sample has grown every year since its inception and has, to date, fielded studies in more than 23 countries.

In 2010 Paradigm Sample acquired Data Innovation, whose assets included one of the first dedicated smartphone panels in the U.S., and subsequently selected Kinesis Survey Technologies' (Kinesis) multimode software platform for survey and panel management development and execution. Because of Kinesis' dual mobile/web capabilities, Paradigm Sample effectively manages both mobile-only and multimode panels that are among the largest and most reliable in the world, and regularly develops advanced survey questionnaires that can be completed from both mobile and PC devices.

In the fall of 2010, Paradigm Sample partnered with Management Science Associates, Inc. (MSA) to launch Convenience Consumer Insights Panel (cci Panel), the consumer research field's first mobile panel designed to capture sales information from hard-to-reach younger shoppers within the convenience store channel. Paradigm Sample and MSA desired to recruit convenience store shoppers as panel participants and link them to web-enabled questionnaires for recording their purchases and insights over time. The targeted demographic was to be primarily 18-34 year olds, since this segment is most likely to shop the convenience store channel, but was to include other age groups as well to most accurately reflect convenience store purchasing patterns. Knowing that purchase tracking research is ideally suited for real-time reporting, and that the 18-34 demographic historically has been unreceptive to more time-intensive traditional diary panels to track their shopping habits, Paradigm Sample and MSA determined that a mobile panel would be the ideal platform, and that smartphones would be the ideal device type.

Utilizing Kinesis Survey™ and Kinesis Panel™, Paradigm Sample and MSA knew they would be able to develop engaging smartphone surveys, and effectively manage the cci Panel. The challenge that existed was determining the best way to engage panelists and optimally deliver surveys as they shopped at convenience stores. Desired functionality included the ability to alert panelists/consumers of survey availability, and also to provide regularly-used panel features including registration, incentive/reward point status, referrals etc.

"The mobile panel connects with and engages younger shoppers at the outset, and provides communication utilizing a technology that they already use regularly and enjoy."

- *Sima Vasa, Paradigm Sample CEO*

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Solution

Paradigm Sample determined that a custom smartphone application (app) would be ideal for the cci Panel since it would enable all of the panel functionality to be contained in one tool with 24/7 access, while also capitalizing on the enormous growth of smartphone apps that are highly appealing to the targeted demographic. Additionally, because smartphones include geolocation technology that enables the mobile device's precise physical location to be known, survey delivery could be automatically triggered as consumers/panelists entered a participating convenience store.

As a solution provider that regularly assists its clients with custom development and integration, Kinesis worked with Paradigm Sample to integrate Kinesis software into the custom app. Kinesis provides robust APIs for such purposes, and via the collaboration the app is able to utilize all of the desired Kinesis Survey™ and Kinesis Panel™ functionality. Paradigm Sample and MSA elected to further extend the app's capabilities utilizing software from other vendors including SMS Gateway and reward system providers as well.

"Kinesis provides cutting-edge mobile capabilities that enable our clients to conduct research in ways not previously possible. Paradigm Sample is among the most forward-thinking market research companies in the mobile space, and Kinesis is proud play a role in its innovative custom research app."

- *Leslie Townsend,*
Kinesis President

"Since mobile apps enable research using a device that consumers carry with them virtually 24 hours a day, we believe that the market research industry will be able to capture information more quickly, and perhaps more accurately, since feedback is provided in the moment. Paradigm is very encouraged by the response we have received from our cci Panelists, and we are proud to lead the charge in mobile research thought innovation and solution delivery."

- *Sima Vasa, Paradigm*
Sample CEO

Results

Today the custom smartphone app, branded IdeaShifters™ like Paradigm Sample's panel, is in active use among a subset of panelists enabling critical, real-time research with convenience store shoppers. The app is compatible with various types of smartphone devices, as well as the iPad. It enables panelists to complete surveys in the moment and/or at their convenience, and connect to the various panelist tools on demand. New panelists are actively recruited through various channels – partnerships, mobile web, PC web and referrals - to ensure optimal panel quality, and the cci Panel continues to grow.

Through the app's integration with Kinesis software, many of the required capabilities are inherently provided. Kinesis employs comprehensive device detection technology, thereby ensuring that only supported mobile devices are utilized by panelists. Kinesis Survey™ offers more advanced mobile survey functionality and interactive question types that any other solution, thereby enabling Paradigm Sample to create truly compelling and relevant questionnaires that keep panelists highly engaged. Kinesis Panel™ offers an advanced query tool that enables the fast and easy retrieval of complex samples for maximum deliverability and targeting. Robust reporting capabilities are also provided so that data can be flexibly and efficiently retrieved, filtered, analyzed and exported.

Through the mobile panel and custom smartphone app, both Paradigm Sample and MSA are generating significant new revenue streams. MSA specializes in providing sales information for the convenience store industry, and the research facilitated via the cci Panel has enabled MSA to showcase the insight not only to convenience store owners, but to major Consumer Packaged Goods companies as well. In addition to syndicated tracking revenue, Paradigm Sample is also able to conduct a wide variety of custom ad-hoc studies on topics including in-store experiences, advertising awareness, brand switching rationale, product and/or retailer satisfaction, and more.

This project capitalizes on the company's vast experience in mobile research data collection, further expands its extensive and highly-quality sampling capabilities, and provides exceptional panelist engagement by leveraging the newest web technologies offered via mobile devices. Further, Paradigm Sample is ideally positioned to market its highly sought after 18-34 demographic to other industries such as entertainment, travel, consumer technology, and financial services, which are equally as eager to understand the Millennial generation.

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About

Paradigm Sample™, an innovative global sample company based in Port Washington, NY, uses a consultative approach with clients to meet their end-to-end sample needs. They specialize in hard-to-reach audiences and are experienced in online and mobile panels. They represent an exclusive panel (North America, Europe, and Asia), and provide even broader access through a global network of over 260 sample partners. They are driving mobile panel development and data collection innovation with MobilePulse™, their real-time data collection capability. Paradigm Sample™ has sustained double-digit quarter over quarter growth since its inception in early 2009.

Kinesis Survey Technologies, LLC provides a multimode survey and panel management product suite to advance innovation in both mobile and web-based market research. Delivering intuitive, state-of-the-art applications, Kinesis software products can be effectively utilized without deep programming knowledge yet are robust enough to perform the most complex of survey and panel functions. Headquartered in Austin, TX USA, Kinesis offers product versions for both the market research industry and enterprise business organizations, and proudly supports next generation research applications worldwide.



PARADIGM
SAMPLE™

Paradigm Sample

115A Bayview Avenue
Port Washington, NY 11050
USA

Phone: 877.277.8009
Email: sima@paradigmsample.com
Web: www.paradigmsample.com



kinesis survey
TECHNOLOGIES

Kinesis Survey Technologies, LLC

8303 MoPac Expy, Suite 228B
Austin, TX 78759
USA

Phone: 512.590.8300
Email: sales@kinesissurvey.com
Web: www.kinesissurvey.com