

Consumer Geotracking: Know Exactly Where Your Customer Shops and Dines Like Never Before

Where Else Does Your Customer Shop or Dine - Really?

Large retailers and restaurant operators understand that if they had a detailed and accurate picture of exactly which competitors their customers visit - along with when and why they go there - they could develop and execute powerful marketing campaigns that drive loyalty and share of wallet. But customers' visitation behavior is complex and has been exceedingly difficult to study accurately. Over the course of days or weeks, customers



generally visit a wide variety of competing stores and restaurants at different times and for different reasons. Developing a complete and accurate understanding of all of the stores and restaurants that customers visit has been virtually impossible because it relies so heavily on consumers' memories or continuous journaling. Extensive research, as well as common experience has shown that consumers simply cannot accurately recall the details of their shopping and dining habits over the required period of time (usually 1-2 weeks), and that journaling studies are fraught with significant lapses and inaccuracies.

Track Competitor Visits Like Never Before

Using opt-in mobile geo-tracking and a panel of over 1.3 million app-enabled consumers, ThirdSlice can now



geotrack the exact movement of hundreds or even thousands of your customers over the course of days, weeks or even continuously without end, to give you the most accurate picture of customer behavior in your category that you have ever had.

Operating in the background of a battle-tested consumer research app, opt-in participants' daily movements are tracked and correlated with the geomapped locations of all of the stores or restaurants in a given category, in a given geographic area. No need to rely upon consumers' faulty memories or error-prone journaling for this critical information. Instead, we deliver a highly accurate geo-tracking report that includes:

- All the competing stores or restaurants visited during the study period
- Time of day of each visit
- Duration of each visit
- Frequency of visit by specific competitor
- Key insights into customer visitation patterns.

Together, this data creates the most detailed and accurate picture of your customer's behavior in your category available today.

Go Even Further With Geo-Intercept Surveys

By layering geo-intercept surveys that are presented to customers at specific times and locations during their store or restaurant visits over the course of the study period, it's possible to develop even deeper insights into your customers visitation patterns and behavior. For example, in addition to tracking where your customers go:

- Ask about reasons for visiting a competitor upon entry into their store or restaurant.
- Inquire about spend at competitor's location to understand your true share of wallet.
- Learn about items purchased to identify gaps in your own menu or merchandising.



Together, consumer geotracking and geo-intercept surveys provide retailers and restaurant chains with insights into consumer category behavior that they have never had before, with an unprecedented level of accuracy.

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Let's Talk

Get in touch with us for an engaging conversation about the opportunities and challenges you face and how ThirdSlice's novel approaches to consumer research can give you faster access to insights you've never had before.

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About ThirdSlice Research

ThirdSlice Research brings the most valuable mobile market research tools and methods to clients who are interested in faster access to better insights. Led and staffed by a team of over a dozen market research industry veterans and nextgen research thought leaders, ThirdSlice supports clients across industries with the big insights they need to improve business performance and lead their industries.

