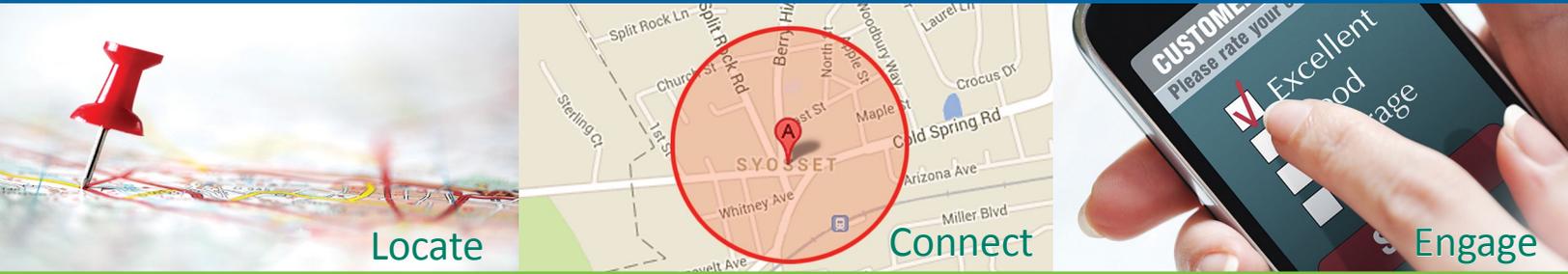


TARGETSM TRIGGER AREA RESPONSE GEOFENCE ENGAGEMENT TOOL



BE IN THE RIGHT PLACE AT THE RIGHT TIME

CUSTOMERS NOW MOVE SO QUICKLY it's tough to keep up with them, let alone engage them where it really matters — right at the point of sale.

Crowded shelves with a bewildering array of competing products make it even more difficult to converse with your audience. What are they really thinking when they choose your product over a competitor's?

Or one of your brands over another? What adjustments could you make to create — or reinforce — brand loyalty?

Imagine how much more strategic you could be with reliable access to answers to these and similar questions. But first, you have to figure out a way to have the discussion in the right place and at the right time.

ZERO IN ON YOUR TARGETSM



Many people now carry a powerful communication tool right in their pocket or purse. Imagine the dialog you could start if you could access their smart phones at key moments.

BETA'S TRIGGER AREA RESPONSE GEOFENCE ENGAGEMENT TOOL (TARGETSM) lets you do just that. Compatible with iOS and Android operating systems, TARGETSM provides access to a large mobile research survey panel — individuals who have opted in to

participate in research on their smart phones. There are three essential components to TARGETSM:

- » **Define your interaction area** using a virtual electronic fence. This can be as small as a single store or as large as an entire city.
- » **Identify when a participant enters, dwells or departs** the fenced area.
- » **Engage in a variety of ways** through a participant's mobile phone.

CONNECT AT A DEEPER LEVEL

TARGETSM utilizes the full range of today's smart phone capabilities. **WITH TARGETSM YOU CAN:**

- » **Track participants** when they enter, dwell within or leave the virtual fenced-in area.
- » **Invite participants** to take an on-the-spot online survey.
- » **Request a photo or video** of what consumers are looking at right now.

- » **Utilize as a crowdsourcing audit tool** to capture out of stocks, retail execution, promotional compliance, signage, competitive activity, pricing, etc.
- » **Make customized special offers** at point of purchase.
- » **Follow up** through at-home surveys and utilizing mobile self ethnography to obtain photos or videos of in-home consumer behavior.

TARGETSM offers multiple ways to have an ongoing discussion with panelists who are your core audience.

YOUR CUSTOMERS AREN'T STANDING STILL. WHY SHOULD YOU?

EXPLORE THE POSSIBILITIES: TARGETSM is the perfect tool for keeping up with customers. It's particularly useful for:

- » **Shopper Intercept Studies:** What factors impact how shoppers make decisions in the path to purchase?
- » **Retail Studies:** What is the shopping experience like in a particular location?
- » **Competitive Analysis:** How do you stack up against competitors in a real environment?
- » **Customer Satisfaction Studies:** What do your customers

really think of your products?

- » **Voice of Customer Research:** What's on a customer's wish list?

HIT THE BULLSEYE WITH TARGETSM:

- » **Large Opt-In Mobile Research Panel:** Easy to achieve statistical significance.
- » **Real Time Interaction:** No information decay.
- » **Natural Shopping Environment:** Puts your research where decisions are made.

BETA RESEARCH is a family-owned, full service provider of custom research that helps organizations make smarter strategic choices. Beta was founded in 1970, and has offices in New York, Boston and the Washington DC area. Our experienced employees use a range of methodologies — quantitative and qualitative, traditional and cutting-edge — to obtain information our clients need when making key decisions. Beta Research is a certified woman-owned business with a demonstrated commitment to sustainability and social responsibility.

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