

SMG Brand Research

See where faster, better insights can take you

When you're using insights to drive your business, you can't afford to have blind spots in your research. That's why SMG combines customer experience measurement and brand research to provide a more holistic view of the consumer, your brand, and your competition. By leaning in on the right technology you can immediately determine where to focus—and see what's around the corner for your brand.

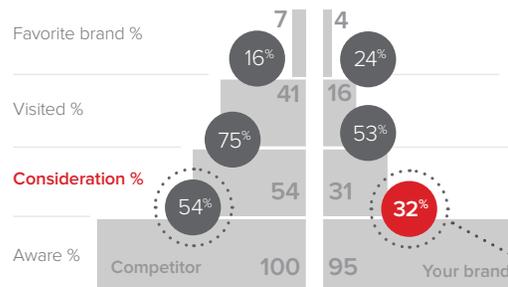
There are different ways to understand the consumer experience. Operational measurement gives you customer feedback on specific experiences. Attitudinal research relays what consumers are thinking—about you and competitors. Behavioral data divulges what consumers really do—not just what they say they'll do. At SMG, we use all three to get the most holistic view of both your business and the consumer.

SMG's Brand Research solution combines SMG BrandTrack with our real-time market intelligence tool BrandGeek® to deliver on operational measurement, attitudinal research, and behavioral data. All so you can answer your most important questions efficiently and effectively.

SMG BrandTrack shows how consumers perceive your brand vs. others in your category

Measuring how customers are reacting to the experiences you're providing is important, but what about the consumers you might not be reaching? How does the way they engage with you—or don't—compare to the way they engage with your competitors?

BrandTrack gives you a sense of how customer perception affects your brand, and what you can do to change it. When you know where everyone sits in the purchase funnel—and eliminate the guesswork about how customers think you stack up against competitors—you can make smarter, more customer-centric decisions in converting non-loyals and non-customers to brand loyalists.



Our real-time market intelligence tool leads to faster, better insights

We're passionate—some might even say obsessive—about using the best technologies available to collect and deliver the most comprehensive, reliable data. >>



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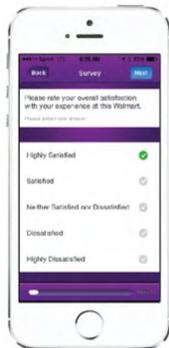
SurveyMini® lets you see where perception meets reality—and where they might disconnect

Having the most accurate idea of your brand's health means keeping your finger on the pulse of consumer behavior and feedback. Our location-based mobile research app SurveyMini uses precise mapping technology to detect when users visit you or your competitors and triggers a short survey to their smartphones, allowing you to pair behavioral data with near real-time feedback.

Because while it's great to know when customers say they're loyal, it's better to see how their behavior reflects that loyalty, and how that changes over time.

The SurveyMini data—more than 10 million surveys a year across 500,000 locations and 4,500 brands—feeds SMG's customized market intelligence tool BrandGeek, putting the insights at your fingertips.

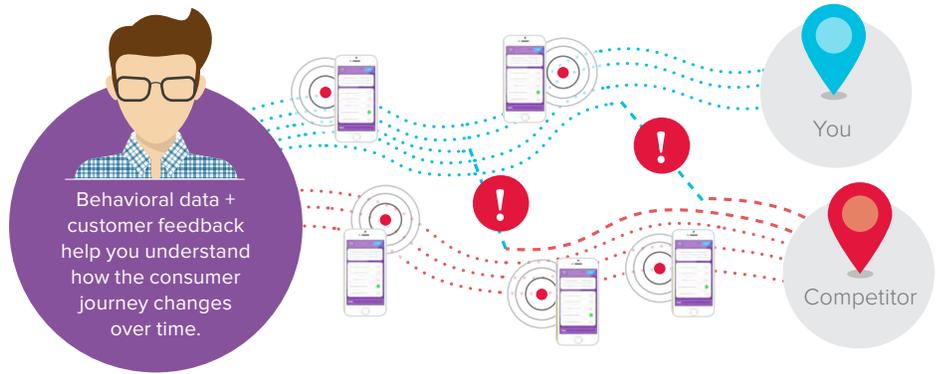
10 million+ surveys annually
500k+ locations
4.5k+ brands



BrandGeek leads to faster, better insights

With BrandGeek, you're able to zoom in on the information you need, getting real-time insights on how you measure up against specific competitors—whenever you want.

With just a few clicks, you can sort the data to get insights about demographics, regions,



Behavioral data + customer feedback help you understand how the consumer journey changes over time.

or time of visit. And then, with a few more clicks, see longitudinal trends to understand when and why visits dip during the year or how customers respond to new products. It's not just about finding new customers. It's about knowing what motivates them so you can see where you stand relative to your competitors.

When you shed light on the competition by taking the blindfolds off your benchmarks, you can be sure every step is in the right direction. BrandGeek turns your most specific questions into your most focused insights—instantly. You don't have to be as geeky about technology, data, and insights as we are to see that's pretty cool. ●

Combining operational measurement, attitudinal research, and behavioral data delivers faster, better insights at every level of your business. With such a holistic view of your customers and your competitors, you're likely to uncover things you'd never think to ask in the first place and gain the perspective you need to shape your vision for what's next.

To learn how SMG Brand Research gives you a more holistic view of the consumer, your brand, and the competition, [visit smg.com/contactus](http://smg.com/contactus).

BrandGeek®

BrandGeek gives you powerful, actionable insights. Get answers to important questions—cutting your data in real time to see:

- Branded benchmarks
- Trip motivation
- Actual visit frequency
- Segmentation



About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyse, and share feedback and behavioural data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com/en-gb/.