

Success story

My journey to the movie

Touchpoint tracking for gaining consumer insights in real time



The touchpoint tracking ACTIVE TOUCH! from S&L Medienproduktion collects data about consumers' contacts with movies via mQuest® and thus monitors the impact of marketing campaigns – both online and offline – almost in real time. It enables a short-term and target-oriented adjustment of ongoing marketing activities. In the long term, this method helps to iden-

tify trends as well as to uncover a changing consumer information behavior.

Each time a participant came into contact with a current movie, mQuest® was used to fill in a brief questionnaire with up to six questions. Timely reports provide film distributors with valuable insights into running campaigns.

Deployed product: mQuest®

Instant touchpoint collection in the moment of contact

Real-time analysis

3 month duration, 250 participants per month

More than 30,000 registered contacts

Independent completion by the participants of the study

Services



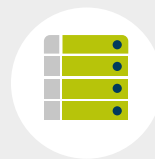
Provision of software



Programming of questionnaires



Support



Hosting



mQuest® was a central component of ACTIVE TOUCH! For the first time, film distributors were able to monitor the effects of their marketing activities in the moment of truth in order to adjust ongoing campaigns at short notice.

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Further information about the customer:
www.slmedien.de

