



GET TO KNOW THE MOBILE USER: PERCEPTIONS, BEHAVIORS & MOTIVATIONS WITH **MOBILE INSIGHTS**

SUPERIOR INSIGHT

Nielsen Mobile Insights (MI) is a syndicated survey of 300,000+ US mobile subscribers annually.

This comprehensive survey tracks attitudes and behaviors across: brand performance, retail channel preferences, purchase drivers, device level analysis, the customer service experience, and switching behaviors & attitudes.

Mobile Insights also deep dives into the following segmented topics:

- Prepaid Insights
- Multicultural Insights
- Switching Insights
- Retail/ Customer Service Insights
- Device Insights

SOLVING BUSINESS NEEDS

Mobile Insights data addresses key client business questions, including:

- What are my competitive strengths & weaknesses?
- What opportunities do I have to improve customer engagement?
- How can I improve product offerings?
- How can I target segments that are important to my business?

WHY NIELSEN?

Mobile Insights offers the **largest sample size in the industry**, allowing for deeper, highly customized analysis.

Our best-in-class survey & weighting methodology ensures robust data and confidence in key insights & findings.

SOLUTION OVERVIEW

Key Metrics

- Satisfaction / NPS
- Penetration & usage
- Current & intended behaviors
- Perceptions & preferences
- Reasons & motivations

Coverage

- National coverage, 103 markets

Delivery

- Monthly/quarterly data delivery
- Quarterly PPT topical reports
- Raw data available in SPSS and online interactive tool
- Monthly/quarterly scorecards

Sample

- 30K+ respondents per month, aged 13+
- Online & phone survey (supplemental Spanish language version)

CLIENT BENEFITS

SCALE

Nationally representative data allows for learnings to be projected to the broader population

BENCHMARK

Data trended back to 2005 allows for longitudinal comparison

GRANULAR

Take action with precision and confidence by analyzing the data by market, demographics, segment, etc.

ALL-INCLUSIVE

This syndicated survey offering provides an unrivaled view into the telecom industry

INSIGHTS IN ACTION

Satisfaction with Price, Q2 '14

