



## What's the game changer in market research?



### Mobile Market Research Technologies

Decipher, a comprehensive market research services and software firm, has released another round of research on mobile survey-taking behaviors with an update to the 2013 white paper, [\*Participation of Mobile Users in Online Surveys\*](#). "We have no doubt that mobile is a game changer for our industry, and that's why we've put so much effort into studying its effects on respondent engagement and data quality. This research guides and informs our development of new research design methods that will allow clients to effectively use this powerful medium," said Kristin Luck, President & CMO of Decipher.

Download *Participation of Mobile Users in Online Surveys* white paper from Decipher.

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The best incentive you can offer your survey participants is instant gratification.

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Since market researchers are some of our best partners, we responded to this trend. Virtual Incentives has been a pioneer in building technology to deliver mobile-enabled incentives. Our platform allows for rewards to be embedded in surveys, which means respondents receive their reward instantly.

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Our new Mobile Payment Platform enables incentive buyers to instantly reward on the spot, creating a completely mobile experience for the participant. They receive the reward on their smartphone or tablet and can access it to shop immediately in-store with their mobile device.

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