

MEASURE

Actionable, quality data

made easy.

At Measure, we do the heavy lifting to make collecting behavioral and survey data easy - so you don't have to.

About Measure

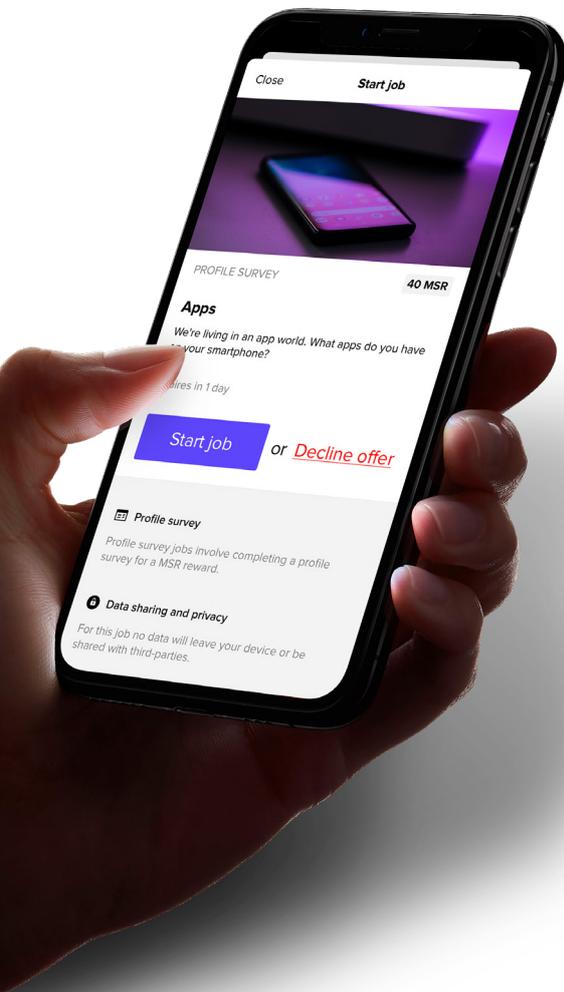
Today, brands, marketers and researchers have greater demands for data from consumers to empower their decisions. Meanwhile, it has been increasingly difficult to collect new forms of data and the industry faces challenges such as: poor data quality; lack of transparency for buyers and sellers; and poor consumer experiences and user compensation. Furthermore, fully-permissioned app-level insights have always been challenging to collect as new legislation and app store policies make this even harder.

Measure is the first consumer engagement platform that provides agile access to permissioned consumer data in a trusted mobile environment where users complete data sharing tasks and are paid fairly for their participation. More than just surveys, users can provide you with device usage, behavioral information, media consumption, product testing, purchase and app experience data.

The Measure experience provides data you had only hoped for and at far better quality. Don't just take our word for it, our recent research supports this (contact us for our Quality Whitepaper).

Poor data quality:

- Is costly - time, effort and money is wasted, and as much as 30% of data is thrown away
- Is expensive - leads to over-buying
- Is tedious - more work to clean data
- Is risky - decision making is compromised, and introduces volatility as you can't deliver results with confidence



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The Solution

Measure's Digital Insights solutions were built on principles where consumers have control of their data, privacy-by-design, fair compensation, and buyers have assurances around quality and transparency.

The Measure MSR app (iOS and Android) provides a consumer engagement one-stop-shop for user feedback and data. In this secure app environment, users have greater levels of confidence to share passive behavioral device data (metered) using **Synchro**, sharing media consumption, or app-level usage and purchase data using **Retro** on a task-by-task basis. This is in addition to easy collection of survey-based feedback for consumer-based research including creative testing, in-home product testing, and consumer attitudes using **Measure QA**. Behavioral and integrated data should be agile and easy.

No mess.

No fuss.

No pain.

For even greater engagement, Measure **Crowd** provides a community-focused solution for brands and agencies to curate an audience of engaged users within a custom-branded privacy and experience-first environment for deeper insights.

MEASUREDI

Measure's behavioral solution for granular device-level metering and task-based in-app and device-level insights for iOS and Android. Insights include device usage, purchase history, and media consumption insights.



MEASUREQA

QuickAnswers (QA) is an agile survey-based solution for unparalleled responsiveness from consumers in a privacy-first, trusted MSR app environment, where they are fairly compensated. Surveys, polls, in-home user product testing and longitudinal studies.



CROWD

Consumers love the MSR app experience. Brands can now build and curate branded communities within the MSR environment to achieve meaningful insights and engagement with users while benefiting from all the MSR positive engagement features.



How can we help you?

We currently work with brands, research/media and insights agencies to provide data capture solutions - whether that be in the form of surveys, passive metering, polling or in-app insights.



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