Turning Mobile Measurement Challenges Into Successes
Bring clarity to mobile user activities and the people behind them

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Everywhere we turn, we easily find staggering statistics reminding us of the significance of mobile in consumers' lives. The year 2012 alone saw more mobile traffic than all previous years combined[1]. The mobile platform unquestionably demands increasing attention from marketers and market researchers.

As marketers are earnestly figuring out the best way to create brand awareness and sales impact on mobile, researchers start to formulate what it means to include mobile into their market research toolkit. Mobile lends itself to several notable applications for measurement. A most compelling way of using mobile is to take advantage of its ability to track activities as they happen on the device. Passive tracking of mobile behaviors provides unmatched rigor in data depth and integrity. When done right, mobile tracking can be coupled with tracking on computer and TV to form the much sought after view of the omni-channel consumer experience.

The advent of mobile tracking gives promise to looking into the dynamics of consumer behaviors, but also creates apprehension in making sense of data of this nature. The challenges are real and ever changing. The first and foremost barrier is the fragmentation of mobile operating systems (OS) as well as the protocols used in mobile app and web development. Mobile measurement intrinsically depends on both elements. Distinct mobile operating systems, mobile apps or mobile websites may require different mechanisms to collect the necessary data points. A case in point, the most recent changes introduced in iOS 7, officially released in September, 2013, have rendered many of the common ways to capture data on the iPhone through a third party app unusable.

Another obstacle is in connecting the data metrics with the users to understand their demographics, attitudes and lifestyles. Well known mobile data providers such as Flurry primarily garner their data by asking mobile app developers to embed a piece of code into the many mobile apps they create and publish. When a user interacts with a mobile app, the activities are transmitted back to the data collector. This closely mirrors the approach web analytics solutions, including Google Analytics, take in measuring the traditional web activities on computers. Because the approach is to "pull" the metrics from the mobile app, namely the publisher, it does not have an innate capability to capture user profiles beyond what can be inferred from behaviors. There are other technologies that can track mobile activities by installing an on-device meter, which also similarly lacks the user information. The reason is two-fold: 1) there are no readily available user bases to download the on-device meter to, and 2) there is no other way to collect

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[1] http://www.atkearney.com/documents/10192/760890/The_Mobile_Economy_2013.pdf

demographics and other user information. Thus, the gap between knowing user activities on mobile devices and knowing who the user is remains a persistent challenge.

Amidst these evolving challenges, Luth Research has continued to upgrade its ZQ Intelligence™ cross-platform measurement technology to include adaptable and comprehensive mobile tracking capabilities. ZQ mobile tracking has several noteworthy advantages:

1. ZQ offers total compatibility with the latest mobile operating systems including iOS 7 and newest versions of Android. iOS 7 is acknowledged to have introduced paradigm shifts not seen in the past several system upgrades. ZQ's ability to capture data from iOS 7 fills the need to represent a very significant share of the mobile market users.

2. With the combination of a VPN solution and an on-device meter, ZQ is designed to achieve maximum data accuracy and thoroughness. The multiple data collection features ensure that all activities between the device and the Internet, as well as activities taking place on the device (e.g., which apps are in the foreground vs. background) are captured. This approach does not rely on developers to incorporate the tracking mechanism into their app development, and hence is not limited by the number of apps it can track. ZQ sees all things the user is seeing and using.

3. The user and the specific devices are clearly registered and connected with their corresponding data via ZQ mobile tracking. Coupled with Luth's global research panel, ZQ mobile tracking allows clients to know not only what is happening on mobile devices, but also exactly what different kinds of people are doing on mobile devices. This knowledge is essential to brands and companies that want to market to the audience most relevant to them.

These key distinctions make Luth's ZQ Intelligence an optimal technology for research on either mobile devices alone or both mobile and computer. As mobile technologies take up a mainstream role in marketing, ZQ mobile tracking provides the reliability and versatility that is often missing in data gathering within this

space. Now, marketers and researchers can find confidence in having the right measurement tool to deliver on accountability in mobile