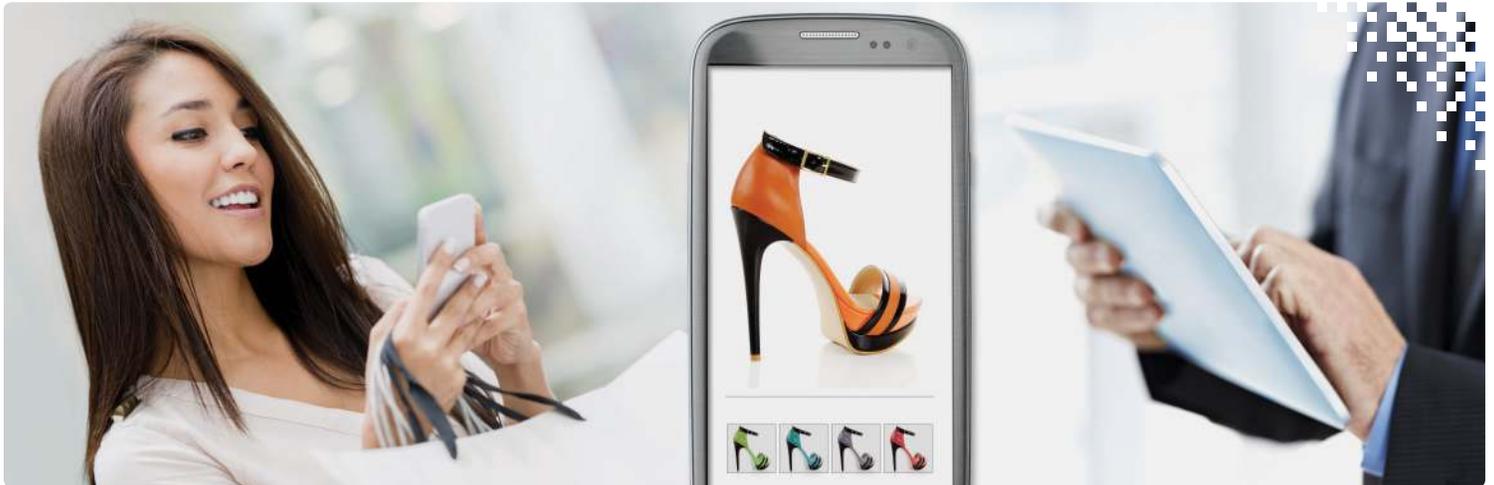


# ZQ Intelligence™ + Mobile



## WALK IN THEIR SHOES EVERY STEP OF THE WAY.

Whether on a smartphone, tablet, laptop or desktop, ZQ Intelligence™ lets you track every action your customers and prospects take, giving you a step-by-step look into their daily digital lives.

ZQ Intelligence not only captures the 24/7 digital activity of a single individual across all their devices, but it uniquely pinpoints their very location too — and also offers the ability to conduct follow-up surveys with that same individual. It gathers data and reports on user behavior taking place across mobile web browsers, mobile apps, and device system features including iOS mobile data. What metrics does it capture? More than we can list here. But because we invested in building the right tool for capturing data, it enables us to measure the mobile experience more effectively and accurately than ever before.

Beyond that, we develop and maintain a permission-based digital measurement panel of consumers. Using this single-source data reservoir allows our clients to conduct a variety of research studies, all designed to understand attitudes and interests, information gathering processes, and shopping and buying habits.

Integrating our rich digital behavior insights with this survey research differentiates ZQ Intelligence by giving you the powerful advantage of successfully monitoring path to purchase, which enhances ad effectiveness and helps you refine brand strategies. Knowing their every action makes your marketing every bit smarter.

Discover how ZQ Intelligence + Mobile can help you optimize your marketing research and digital strategies. Call us at 800.465.5884 or visit [luthresearch.com](http://luthresearch.com).



*ZQ Intelligence + Mobile can pinpoint your targets' location and correlate it with their specific digital activity.*

**Be a digital know-it-all.**

### Why Choose ZQ Intelligence?

Captures single-source consumer activities on:

- + Mobile phones
- + Tablets
- + Laptops and desktops

Delivers a superior user experience

Promotes high respondent participation

Reports on highly sought after data metrics:

- + What is within mobile apps
- + Ad exposure across websites and apps
- + On-device mobile data
- + Purchase data across online retailers

### What Does ZQ Intelligence Do?

- Provides instant access to a permission-based digital measurement panel of consumers
- Allows clients to conduct a variety of research studies designed to understand:
  - + Path to purchase
  - + Consumer insights
  - + Advertising effectiveness
- Effortlessly accesses mobile behavior tracking
- Seamlessly integrates traditional research methodology:
  - + Surveys
  - + Focus groups
  - + Qualitative interviews
- Invested in building the right tool for capturing data
- Measures mobile data more feasibly than ever before
- Focuses on understanding consumer behavior and its motivation across research disciplines

**LUTH**  
research

