

ZQ “In the Moment” Surveys



REAL TIME DATA

Imagine the insights you gain if you are able to capture thoughts, motivators and emotions in the moment, when consumers are visiting Amazon, Spotify, Expedia, etc., and as a matter of fact, any website or app relevant to your research.

Get to know ZQ “In the Moment” Surveys from Luth Research.

ZQ “In the Moment” Surveys is a breakthrough innovation built upon our global research panel, time-tested survey practices, and industry-leading passive tracking technology. This platform enables clients to send consumers a brief survey near real time when they engage in a specific activity of interest either on their computer, or a mobile device.

“In the Moment” Surveys can be implemented on any of the following activities based on the unique goals of your research:

- Visit to a website on a computer or mobile device
- Visit to an app
- Entry of a search term on a computer or a mobile device

Luth Research’s ZQ “In the Moment” Surveys give you the why behind the behavior, the emotional association and the social context all of which are captured without the challenge of data latency and inaccurate recall. Additionally, deploying a survey within close proximity to when the action takes place also maximizes research participation.

Survey data can be delivered in the data format of your preference. Moreover, you can add in the digital behaviors of these consumers to complement the survey data analysis, including what websites and apps are visited, time spent, search behavior and more.

Contact us to learn more about our ZQ “In the Moment” Surveys and taking your research to the next level of digital data. Give us a call at [800.465.5884](tel:800.465.5884) or visit luthresearch.com.

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Case 1 - Audience Insights

A media company is interested in understanding whom people are with and what social environment they are in when watching videos on YouTube, Netflix, Hulu and Amazon Video.

Solution

300 consumers of interest are tracked on devices for a total of two weeks. “In the Moment” surveys are deployed when consumers are visiting video entertainment websites and apps. Survey data and digital data are integrated to illuminate the co-viewing, social context and simultaneous online activities parallel to video viewing.

Case 2 - Path to Purchase

A baby care CPG brand intends to understand consumers’ motivations and the role of product detail pages on retailer websites in their omni-channel path to purchase.

Solution

A group of category shoppers are tracked on devices for 30 days. “In the Moment” surveys are deployed when consumers are searching for keywords relevant to product category, and when they are visiting key retailer websites and apps of interest. Survey data and digital data are examined to determine what drives shopping interest and decision-making hierarchy.

About ZQ Intelligence™

ZQ “In the Moment” Research is made possible by ZQ Intelligence, Luth’s cross-platform digital measurement solution. ZQ Intelligence not only captures the 24/7 digital activity of a single individual across all their devices but also offers the ability to conduct surveys with the same audience.

[Learn more about ZQ intelligence.](#)