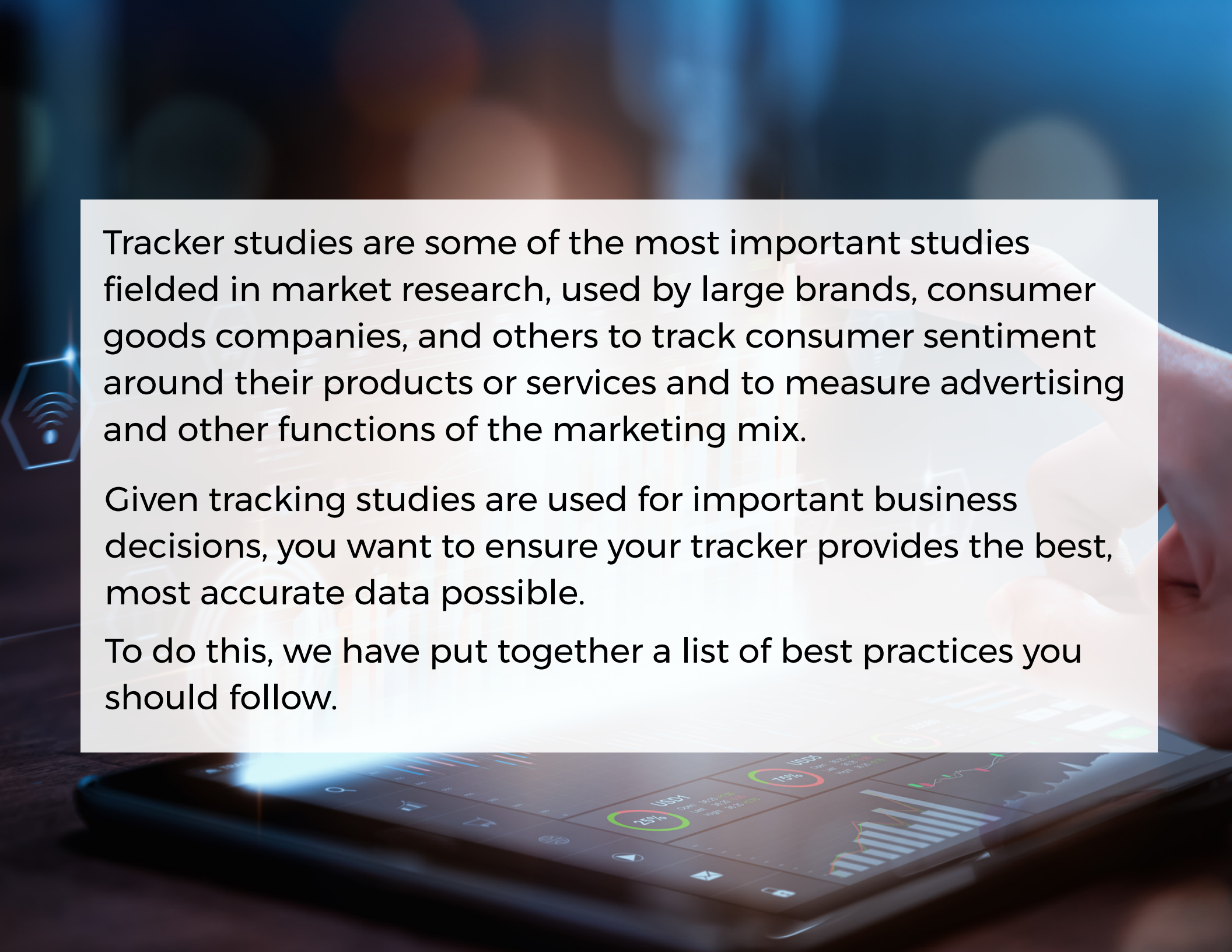




BEST PRACTICES FOR TRACKER STUDIES




Tracker studies are some of the most important studies fielded in market research, used by large brands, consumer goods companies, and others to track consumer sentiment around their products or services and to measure advertising and other functions of the marketing mix.

Given tracking studies are used for important business decisions, you want to ensure your tracker provides the best, most accurate data possible.

To do this, we have put together a list of best practices you should follow.

Know Your Sources



Not every sample source is the same, and neither is the data they provide. It is crucial to work with an expert who understands the sample landscape. They should also have extensive knowledge including how panels recruit and are managed, their incentive structure, and which devices respondents tend to take surveys on. An expert is aware of the quality measures and knows how to ensure you get data you can trust.

Strategically Blend Your Sources

Using an aggregated blend of sources that don't complement each other in your tracker study can cause a lot of problems ranging from data bias, running out of sample, and over-representation of a single group to data inconsistency over time.

To avoid these problems, you should use strategic sample blending for your tracker studies. Going a step further, if you utilize the strategic sample plan for your tracker, you can truly avoid all the problems that aggregation can cause, as well as ensure long-term success of your tracker.

Keep It Consistent

You want to keep as many variables of your tracker consistent so you don't skew your data. This means with every wave, you should launch your tracker at the same time of day, have it in field for the same amount of time, and use the same sample plan. This will greatly reduce any unforeseen problems when you compare your data wave-to-wave.



Adjust Over Time

While you want to keep as many variables as consistent as possible wave-to-wave, sample panels change over time due to changes in their recruitment methods, incentive structure, panelist turnover, and more. As panel companies change, the data their respondents provide can also change. Every year you should evaluate your sample providers and look to see if you need to replace any to ensure your overall sample plan remains stable and your data remains reliable.



Overlay Results With Current Market

Trackers can provide a wealth of data about your product or brand as well as insights into purchasing behaviors. However, you should always look at what is also going on in the marketplace and overlay the results. This will allow you to see if specific market events or conditions impact your data. Depending on the event, it could also explain any data anomalies or outliers when compared to previous waves.

EMI Research Solutions is a leading online sample consultancy. Since 1999, we have managed more than 100 tracker studies for full service market research firms, large consumer brands, and other Fortune 500 organizations. Our patented methodology of strategically blending sample, IntelliBlend®, is the best way of blending sample in an intentional and controlled approach in the industry. Combined with SWIFT, our proprietary sample management platform, and our world-class customer service, EMI can craft you a custom solution that will ensure the long-term feasibility and viability of your tracker study.

To learn how EMI can help you with your tracker study,
request a free consultation.

