logit

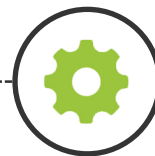# MOBILE360

QUALITY OVERVIEW

A cost-effective solution for augmenting CATI and online studies.

YOUR AUDIENCE
AT YOUR FINGERTIPS

A BETTER SOLUTION

Mobile360 utilizes a combination of live agent, SMS and online methodology to deliver a perfect blend of CATI reach with online versatility. This approach bridges the divide between CATI cost and mobile delivery of the study.

HOW IT WORKS

SMS invites are sent to cell phone records in a TCPA compliant manner. Both RDD and voter lists can be used.

Respondents receive the SMS link in real time, reducing drop rate and increasing engagement.

COMPLETION & INCENTIVIZATION

Mobile360 works with any online programmed survey, including conjoints, max diffs and qualitative exercises. Once a respondent has completed the survey our platform allows them to choose from a customizable set of survey incentives.

PRACTICAL APPLICATIONS

Mobile360 can be used to help augment your existing CATI and online studies. Some practical applications include:

- Recruiting from underrepresented communities
- Finding low IR populations and respondents
- Reducing costs on your CATI project
- Recruiting for a community or online panel

SETUP & COSTS

Mobile360 is competitively priced and can provide significant cost savings against a phone to web approach. Its design allows for easy setup and projects can be launched in a short timeframe.

Mobile360 projects can be specifically tailored to your targeted audience and desired geographic location. One of our trained project managers will walk you through each step of the process.

Logit can help you on your next project.

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