TOMORROW FOCUS Media Adopts Globalpark Mobile Research Solution

Contributed by Globalpark
Monday, 22 November 2010

TOMORROW FOCUS Media, one of Germanyâ€™s leading Internet media providers, relies on Globalpark to better understand the people it reaches through their iPhone applications and mobile Web.

Using Globalparkâ€™s mobile research software, TOMORROW FOCUS Media built a mobile-friendly survey, recruited participants directly through their iPhone and iPad apps, and collected feedback by mobile web.

Now, the company has rich detail about its iPhone and iPad app users that it can use for mobile marketing.

As Karin Rothstock, Head of Research at TOMORROW FOCUS Media points out, â€œInstead of selling our advertising space based purely on click rates and the number of downloads, which is what most of our competitors do, we can offer potential clients a fuller picture of what they are buying.â€•

This story follows the recent announcement from Globalpark about its third annual Mobile Research Conference, to be held 18-19 April 2011 in central London.

Lorenz GrÃ¤f, CEO of Globalpark says,
â€œMobile phones, social media and networking sites all represent communication channels of growing importance. We are happy to give organizations the software solutions they need to better understand the individuals they are connecting with, to ultimately drive better service, innovation and business performance.â€•

For more details, please see the TOMORROW FOCUS Media case study online .

About Globalpark
For further information, please visit www.globalpark.com

11 November 2010