GMI Re-Track Maximises Tracking Studies Across All Devices

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According to recent GMI research, up to 30% of panellists now register to online panels through tablets or smartphones, and 10% respond to online surveys via mobile devices. Online trackers not optimized for these platforms can exclude this growing audience, resulting in a drop in data quality, reduced feasibility and the possibility of missing whole sections of the required population from the research.

GMI manages more than 1000 tracking studies generating more than 100,000 completes a month and is acutely aware of the challenges businesses face when aiming to connect with online respondents. To help clients understand the effectiveness of their current trackers and identify areas for improvement, GMI has developed the Re-Track service. Re-Track provides a detailed review of existing tracking studies, including prototyping, a data variance audit, data granularity check,Â question optimization and survey redesign. Working with this information as a base, GMIâ€™s dedicated Re-Track project management team develop a prototype survey and carry out a pilot study to refine the structure and design of the tracker. This approach minimises the impact on the existing tracking study, whilst at the same time maximising its effectiveness going forward. Parallel testing and calibration allows for the new tracking survey to be tested in parallel with the existing survey to evaluate, benchmark and address any differences. Martin Filz, Managing Director Europe, commented, â€œWe understand why clients are often reluctant to change an established tracker. However, todayâ€™s panellist are truly multi-device and that means tracking surveys need to work across many devices and adapt to different software to reach the right audience. GMIâ€™s Re-Track has enabled our clients to maximise their response rates and improve data quality without any interruption in reporting, ensuring a more effective tracking study and better ROI for their research spend. Using a dedicated, expert team we ensure that Re-Track makes trackers fit for purpose today - and ready for whatever technology may bring tomorrow.â€• For more information regarding this article please visit: www.gmi-mr.com | www.gmi-mrblog.com | @gmiglobal Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group