SSI Teams with SessionM to Grow Mobile Access

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SSI has teamed up with SessionM to announce a new panel application called mTHOUGHTS.Â Members of SSIâ€™s mTHOUGHTS program will earn SessionMâ€™s loyalty currency, mPLUS Rewards, by participating in surveys and location-based activities like retail store audits.Â The app works on Androidâ„¢ and iOSâ„¢ phones and tablets.

mTHOUGHTS adds yet another component to the most comprehensive mobile research solution suite available.Â SSIâ€™s Mobile Solution combines a robust mobile panel with a geo-enabled data collection app and innovative mobile-optimized survey programming.Â

As a market leader in mobile-first loyalty and engagement solutions, SessionM provides research companies with access to qualified subsets of 12 million registered consumers.Â If consumers have access to their phones, marketers have access to these consumers.Â mTHOUGHTS will give respondents the ability to take a market research survey anytime anywhere.Â This mobile-first approach generates more than 275,000 responses each day, giving brands quick, actionable feedback and the ability to target respondents for additional insights or to share relevant messaging.

â€œTodayâ€™s announcement expands the reach and capacity of SSI Proximity Sample, a combination of geo-location capabilities and SSI QuickThoughts, our mobile data solution,â€• said Saran Ganesh, SSIâ€™s director of mobile product marketing.Â â€œThis new program helps SSI expand our mobile offering to our clients.Â SessionM continues to prove that mobile is a central point for member engagement and its loyalty platform creates personalized consumer relationships assuring SSI a more qualified and engaged participant.â€•Â SSI QuickThoughts mobile app is available in 19 countries.

â€œUnlike other mobile solutions, SSIâ€™s growing mobile panel is fully integrated and blended like the rest of our sample so clients are assured the same quality control we have perfected for online research,â€• added Ganesh.Â SessionMâ€™s loyalty members can download and find out additional information about mTHOUGHTS at www.mthoughtsapp.com.

SSIâ€™s mobile solution can be used in various ways to understand customer loyalty, monitor purchase behavior, identify buying patterns, mystery shop, audit retail stores or product placement, capture fan experiences at sporting events, track patient satisfaction, monitor travelers at airports or do exit polling at movie theaters or voting locations.

â€œBig brands know that mobile is becoming the central point for customer engagement,â€• said Paul Krasinski, senior vice president, business development and strategy at SessionM.Â â€œSSIâ€™s mobile solution combined with SessionMâ€™s mol enterprise platform, offers researchers and brands the ability to interact with consumers at their point of experience, providing deeper insight into the why of a given behavior.â€•