

# UNCOVER EMOTIONS WHILE THEY HAPPEN, WHERE THEY HAPPEN



**META4**  
INSIGHT

MOBILE

People forget. It's a fact of life and a big problem for consumer research. Meta4 Insight™ Mobile allows people to reveal themselves in context before they forget.

Whether it be a live concert, auto showroom, or the cosmetic aisle at Walmart, Meta4 Mobile™ measures cognition and emotion in the moment. Now insights can be pulled real-time from consumers all along the shopper journey.

The ability to understand where consumption occurs adds a new dimension to understanding the lived experience of a brand. Meta4 Mobile illuminates not only the “why” behind behavior, but the “where” as well.

Meta4 Mobile™ is our proprietary mobile platform for smart phones based on our patent protected Meta4 Insight™. Now insights can be pulled real-time from consumers all along the shopper journey. Using our proprietary image library, Meta4 Mobile™ is the only mobile research app leveraging the power of metaphor to uncover people's deepest thoughts and feelings.



*The rush I get when I snowboard is often like a volcano erupting. I feel unstoppable - the same way lava takes on everything that's in its way, and almost on fire. - Female, 22*



*“I find one of the biggest challenges in consumer insights work is discerning between what a customer says vs. how they actually behave. Meta4 is one of a kind: an innovative methodology that allowed us to uncover key insights into the core of the consumer psyche’. This global tool offered a psychological (and somewhat philosophical) approach to understanding the metaphors by which they live.”*

**Reebok**



## CALL FOR A DEMO

The best way to understand our tool is to see it live, in action. We would be happy to schedule a time to walk you through the interface and share with you how the results can be used to build your brand. To set up a demo please call Allison at 617.849.8849