



# MAA*ITS*

MOBILE APPS AD TESTING SERVICE

LEVERAGING MOBILE TECHNOLOGY FOR SPEED AND COST EFFICIENCY



**M.A.A.T.S SYSTEM**  
**HOW IT WORKS**

# MAATS System: Two Options

## 1. MOBILE TABLET BASED

- **Methodology:**
  - Face to face interviews
- **Tool:**
  - Mobile App based questionnaire
- **Stimulus:**
  - TVC embedded into questionnaire - played on mobile tablet
- **Open-ended Questions:**
  - Voice recording of open ended answers – post transcription.
- **Authenticity:**
  - Time, place and date stamping
- **Speed:**
  - Instant up-load via mobile network

## 2. ONLINE

- **Methodology:**
  - Online interviews
- **Tool:**
  - Online questionnaire
- **Stimulus:**
  - TVC embedded into questionnaire
  - Respondent views on own PC
- **Open-ended Questions:**
  - Text keyed in by the respondent
- **Authenticity:**
  - Time & date stamping
  - Best panel providers
- **Speed:**
  - Instant upload via internet

# Central Location Tests Vs. MAATS

## Central Location Tests

- Central location: artificial environment
- Respondents need to set aside at least 2 hours
- High cost of recruitment, transport and incentives

## MAATS (Tablets)

- Location: respondent's natural environment
- Lighter demand on respondent's time (15 – 20 minutes)
- Lower recruitment costs

## MAATS (Online)

- Location: respondent's natural environment
- Lighter demand on respondent's time (15 -20 minutes)
- Lower recruitment costs

# MAATS: Advantages

## Quality

- More natural setting compared → more authentic response
- Pleasant touchscreen user experience → better response quality\*
- Shorter interview time (less than 15 minutes) → better response quality
- Voice recording of open-ended responses → better/ comprehensive capture\*
- Mobile technology based data authenticity checks → better quality control\*

## Time

- Instant upload → reduced turnaround time
- Multiple market coverage at the same time → rapid deployment of multi-country or multi-city projects

## Cost

- Significant saving over central location tests

\* Advantages of using Mobile Tablets version

# MAATS AD IMPACT MEASURES

BRANDING IMPACT

COMMUNICATION IMPACT

AFFINITY IMPACT

BEHAVIOR IMPACT

M.A.A.T.S SYSTEM

IMPACT MEASURES

# AD PERFORMANCE BENCHMARKING

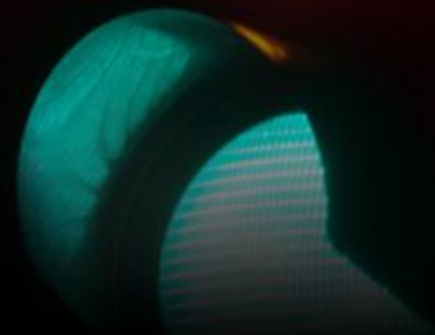
**LOW :Below 35<sup>TH</sup> PERCENTILE**

**MODERATE: 35<sup>TH</sup> TO 75<sup>TH</sup> PERCENTILE**

**HIGH : > 75<sup>TH</sup> PERCENTILE**

**M.A.A.T.S SYSTEM**

**BENCHMARKING**



# MAATS Performance Dashboard



## Illustration: ABC TVC

MAATS IMPACT AREAS		Index to Top Percentile	Relative Performance
Overall	Composite MAATS Performance	104	
Branding	Distinctive Brand Association	52	
Communication	Message Clarity	104	
	Message Credibility	102	
	Message Relevance	97	
Affinity	Likability	105	
	Likes and Dislikes	112	
	Impact on brand affinity	103	
Behavior	Impact on purchase/ usage behavior	87	

### How to read:

- Specific color codes for every measure indicates the relative performance for the particular TVC in comparison with all the benchmark tests
- For example, a red code on measure for “Distinctive Brand Association” indicates the ABC TVC lies in the bottom 35 percentile of all the benchmark tests



# Thank you

For inquiries or questions please contact  
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