

ZQ Digital Tribe™



TRACK CONSUMERS' DAILY DIGITAL LIVES.

Your target audience is unique. By sharpening your online marketing to address their distinct needs, the more effective your efforts will be. ZQ Digital Tribe™ lets you do that by giving you an insider's view into the digital lives of real members of your target market so you can develop data-driven strategies that impact branding and drive sales.

Customized Tribe. With ZQ Digital Tribe, you define a specific group of consumers based on any combination of criteria — current customers, brands they like, product usage, demographics, or other variables. We draw from our global research panel or your customer database to create a Tribe that meets these specific criteria. We follow their digital activities across all their devices using Luth Research's permission-based, online tracking technology, ZQ Intelligence™. Observe your Tribe's organic behavior for any length of time, while having the flexibility to send them surveys, customized questions, or even invite them to focus groups. The result is stonger insights to drive marketing strategy.

Deep Digital Insights. Whether you are a marketing director, advertising executive or a researcher, the deep insights available from your Tribe gives you powerful advantages as you monitor the competition, develop compelling new offerings, enhance your strategies, and stay on top of market trends. With this unprecedented depth of insights, you have direct visibility into the daily digital lives of customers and prospects.

As they live, you learn.

Discover how ZQ Digital Tribe helps you optimize your online marketing research and digital strategies. Call us today at [800.465.5884](tel:800.465.5884) or visit luthresearch.com.

How ZQ Digital Tribe Works

- + You customize the audience you wish to monitor
- + Members are pulled from Luth Research's global SurveySavvy® panel or by leveraging your own customer database
- + Tribe members download the ZQ Intelligence tracking technology
- + Tracking takes place for a designated period of time
- + Members participate in a defined number of surveys
- + You receive a report integrating behavior with survey data to address your unique business questions

ZQ Digital Tribe Helps You:

- Gain a holistic understanding of path to purchase
- Provide accurate digital profiles to enhance audience insights
- Quantify the impact of advertising
- Uncover competitive intelligence
- Decipher media consumption patterns
- Monitor brand perception
- Profile your target audience
- Analyze site abandonment

Be a digital know-it-all.

LUTH
research

