

+ Digital



YOUR PATH TO DIGITAL DATA.

For over three decades Luth Research has been at the forefront of survey based research. Now with digital tracking capabilities we take insights to a new level by adding behavior based data to survey research through our +Digital service.

+Digital is the easiest and most cost effective way to experience why digital insights matter to your business. Combine survey responses from your target audience with their unique digital activity. The results are heightened insights and visibility into how your key audiences use their digital devices, how they engage with websites or apps of interest, and why.

With +Digital, appending valuable behavior data to your survey data is simple. Popular modules have been created and standardized to make selecting digital data points easy and relevant to your business goals. Modules such as retailer websites visited, search activity and social media engagement can be selected and subsequently appended to survey data collected on the same audience.

Deliverables are competitively priced and available within a week of completion of your survey fielding. Analysis and reporting on the digital insights are also available.

Not interested in sending out a survey? Have a question about how consumers are behaving online? Or wonder about the latest trends in online video consumption? Not a problem. +Digital modules can be purchased as a stand-alone product as well.

Contact us to view the +Digital module library or discuss how +Digital can propel you into the world of digital data. Give us a call at [800.465.5884](tel:800.465.5884) or visit luthresearch.com.

+ Digital Advantages:

- Access behavior based digital data cost effectively. Modules available:
 - + Retailer
 - + Entertainment
 - + Auto
 - + CPG-Personal Care
 - + Consumer Electronics
 - + Social Media
 - + Overall Website Visitation
- Validate self reported survey data to ensure accuracy
- Bring new and fresh insights to traditional market research approaches
- Experience for yourself the value of digital data

About ZQ Intelligence™

+Digital is made possible by ZQ Intelligence, Luth's cross platform digital measurement solution. ZQ Intelligence not only captures the 24/7 digital activity of a single individual across all their devices, but uniquely pinpoints their very location and also offers the ability to conduct surveys with the same audience.

Integrating rich behavior insights with survey research differentiates ZQ Intelligence by giving you the powerful advantage of successfully monitoring path to purchase, enhancing ad effectiveness and refining brand strategies.

Be a digital know-it-all.

LUTH
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