



**Lasso. The future is NOW.**  
C+R's proprietary mobile solution for interviewing hard to find respondents.

**C+R brings to light insights and understanding so you can drive your business forward**



## Find those difficult-to-reach, 'on-the-go' consumers who aren't on online panels.



### HOW?

We engage consumers via mobile advertising while they are playing games, monitoring their fitness regime, and doing a variety of other activities on their mobile devices (phones and tablets). Our survey invitations offer consumers immediate, context-relevant incentives.

- Gaming is a broadly popular, growing mobile activity. Nearly half of U.S. consumers play games daily—both men and women— across all ages.

Lasso is fast! There is minimal delay between invitation and a completed survey.



### WHO?

Millions of contacts give us access to the smartphone-connected population, including high-value, low-incidence consumer segments.

- Millennials
- Men, including hard-to-reach young men
- Lower-income individuals
- Ethnic minorities, including Spanish-speaking Hispanics



### WHY?

Reach consumers who are difficult and more costly to find via traditional methods in a timely, cost-effective way.

Reach the connected audience while they are on the go, wherever they are.

- Quick, live access
- Fresh sample
- Access to millions of consumers

The data collection process is identical to using traditional online surveys.

- The survey is hosted on our servers.
- All standard data-quality procedures (such as removing duplicate respondents) are in place with Lasso.

Superior data quality is in line with traditional panel samples.

## LASSO CAN BE USED IN A VARIETY OF WAYS

Conduct mobile communication checks



Connect with hard-to-reach audiences—specific demos, test markets, brand users



Identify emerging trends and brands



Capture in-the-moment behavior, barriers, drivers of choice



Collect app reviews (users download/give feedback)



Find early adopters of your products/services or competitive products/services



Get information on small or geographically limited brands

## LASSO IN ACTION: A CASE STUDY



### Business Issue

Our client needed us to find people signing up for the **Affordable Care Act**, starting the day the exchanges opened.

The **anticipated audience** was:

- less likely to be white,
- younger,
- more likely to be single,
- less likely to speak English,
- less educated,
- and less likely to be employed.

The **challenges** were many.

- Completely **unknown marketplace** and **low-incidence** consumers who were difficult to reach through traditional panels
- Time-sensitive need for **in-the-moment**, accurate account of behavior
- Desire to reach only those consumers **in the client's footprint**



### C+R's Solution

We considered various solutions, such as:

- **Panel or River Sample**
  - More expensive
  - Harder to find younger, racially diverse consumers
  - Slower
  - Panel size limitations
- **Google Surveys**
  - Survey design limitations
  - Not in-the-moment
  - Sample size limitations
  - Inferred demographics
  - Sample source misaligned with anticipated audience

**Lasso** was the **optimal solution**.

- Allowed for **continuous fielding** and **constant trending**
- Able to capture recent, **in-the-moment behavior** and reasons for choice
- **Fast and affordable** way to find the small percentage of qualified consumers
- **Accurate geotargeting** (sample matched client's footprint exactly)
- **Accurate targeting** of Spanish-speaking consumers



### Actionable Results

- We were able to reach and survey over **1,600 recent purchasers**.
- Our client **gained a deeper understanding of the marketplace**, giving them an advantage over competitors.
- The client now **understands how consumers are behaving**, and where exactly purchasing of their brand nets out relative to the competition.
- Lasso allows us to **monitor and alert our client to changes** in the marketplace as it matures.

For more information about Lasso and C+R Research, contact Lynne Bartos, Vice President, at [lynneb@crresearch.com](mailto:lynneb@crresearch.com), call (312) 828-9200, or visit our website at [crresearch.com](http://crresearch.com).

