



Voxpopme®

# The 7 Reasons Why Video Rocks for Insight and Research





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## ► Deeper understanding

Our research shows that video feedback provides six times more content than traditional open-end text-based response boxes.

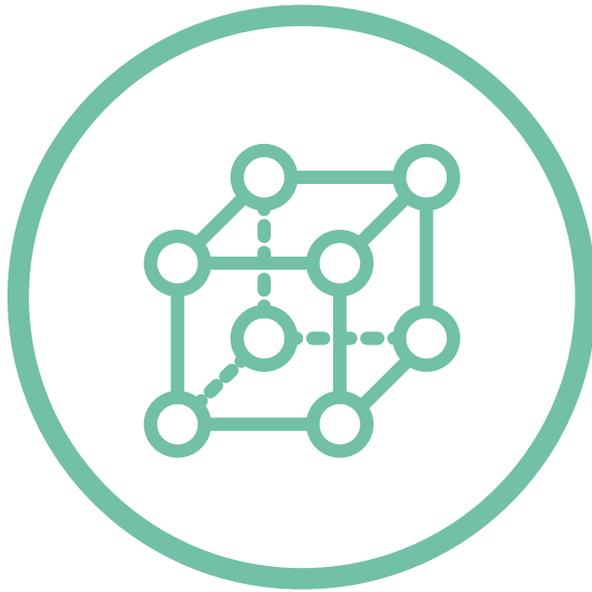
Video also delivers more depth, unearthing almost twice as many themes as a text response. People love to tell stories and video allows you to connect with your customers like never before.



## ► Honest

Gone are the days where a camera crew was needed on location to capture video feedback.

Thanks to the rise of mobile devices with cameras respondents can answer your questions in the privacy and the comfort of their own homes. Free from the influence of moderators, other respondents and camera operators, respondents are able to voice open and honest opinions about your brand, product or service.



## ► Emotive

Video data extends far beyond the limited sentiment analysis of categorising respondents as simply 'positive' or 'negative'.

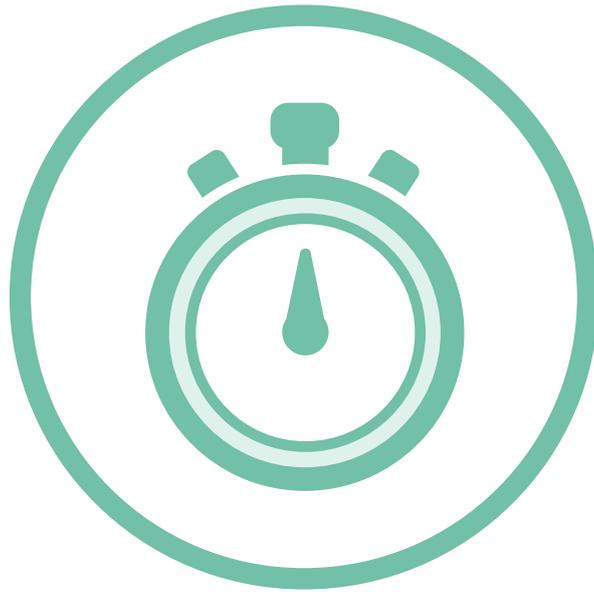
Instead, it preserves the natural characteristics of human interaction and allows for deep emotional analysis. Unconscious factors such as facial expression, body language and tone of voice all demonstrate the intensity of respondents' feelings toward the topic discussed, resulting in rich and multi-dimensional data.



## ► In-moment

People are often emotional and sometimes irrational, so pushing open text questions to consumers after an event means they are frequently unable to accurately articulate their decisions or actions.

Instead, offering them the chance to tell their story through mobile ethnographies or video questions within surveys gives you a genuine and immediate insight into their experience of your products and services.



## ► Fast

Qualitative data is notoriously slow to collect and synthesize - but it doesn't have to be that way.

With the right platform, video responses can be transcribed, rated for sentiment and response quality and automatically grouped into key themes in minutes, not days or weeks.



## ► Visual & shareable

Communicating the key results of traditional survey data through conventional line and bar charts is difficult.

Videos provide engaging content for team members and executives alike. Emphasise your argument by allowing your clients to see and hear the opinions of consumers for themselves.



## ► Drives action

Video drives action where other presentation methods can't, bringing your boardroom face-to-face with real consumers.

By showing your executives the passion, anger or disappointment of their customers you evoke their own emotions. Line and bar charts simply don't pack that same punch. The impact of video is real and palpable, making consumer feedback almost impossible to ignore.



## ► Summary

Video is a powerful form of feedback for any business. Rather than asking consumers and customers for simple ratings and text responses, you can offer them a real voice.

Simply adding VoxPopMe video questions into ongoing studies supercharges your surveys and provides a deeper understanding of your target audience, giving your customers a voice in the boardroom. Watch as your research brings them to life, substantially impacting the direction of your business.

The exciting combination of video and data drives actions that keep customers returning again and again.

Contact us to add Voxpopme video questions to your survey today

[voxpathme.com](http://voxpathme.com)