

LEOtrace® Mobile

Holistic mobile market research with nurago's flexible LEOtrace® technology



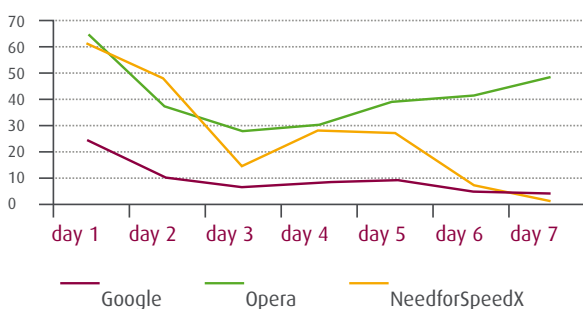
LEOtrace® Mobile is a background technology for smartphones, which collects holistic data transmitted by mobile devices: This technology non-reactively measures the utilisation of mobile internet, applications and communication services, as well as the participants' geographical position. Beyond that, based on variably definable events, self-administered surveys can be conducted. This renders LEOtrace® Mobile a highly flexible instrument for mobile market research – not only for mobile business.

Answers to Your Questions

Find out, with LEOtrace® Mobile, how smartphones and mobile internet are being used. This technology remains in the background, invisible to the user, and provides answers to questions, such as:

- » Which **applications** and **media** are used online and offline: how often, how long and by whom?
- » How do my target groups make use of **mobile internet**? Which websites do they visit, which keywords are applied, and what kind of advertising are they subjected to?
- » In which way are **communication services** applied? How often do users make calls, how many text messages and emails are sent, and for how long do they surf on the internet?

Average usage duration (in min.) of applications in the first week of usage



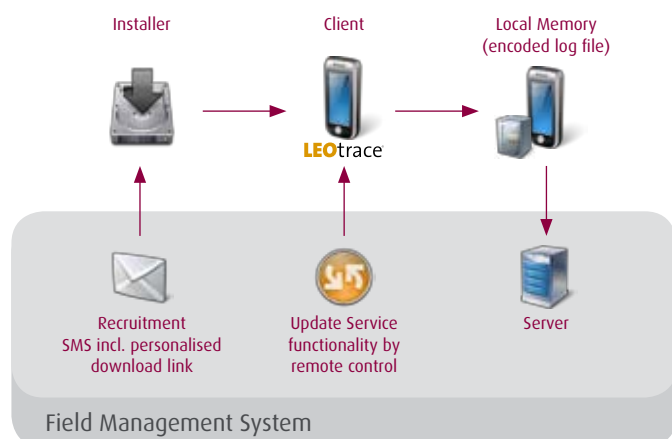
Furthermore, receive answers to any desired question by displaying questionnaires – according to variably definable criteria – at any time. Such criteria can be, for example, the users' geographical position, their usage behaviour, or regular time intervals.

Who benefits from LEOtrace® Mobile?

- » **Online businesses** learn how to optimise their website for mobile users and raise their conversions.
- » **Mobile marketers** discover where to reach their target group on mobile internet, and whether mobile campaigns or branded applications lead to the desired success.
- » **Mobile operators** discover market segments for new tariff models and are able to test them experimentally against each other.
- » **Application developers** improve usability and stickiness of their products through monitoring and benchmark analyses.
- » **Outdoor marketers** can evaluate the effects of their campaigns with an intelligent combination of GPS-data and event-triggered surveys.
- » **Smartphone producers** discover unsatisfied needs of customers, or reasons for irritation in the usage of smartphones for a better product development.

The Technology

LEOtrace® Mobile is a highly scalable technology consisting of various components. Its heart is a client application for the smartphones of all survey participants, which, after its initial setup, operates completely in the background – invisible to the user. The client application communicates with nurago's LEOtrace® Mobile field management system. With a user-friendly, password-protected web interface, this system enables the administration of the panel including an automated delivery of incentives (e.g. coupon codes). The client software can be customised for each survey design via the field management system. Moreover, the system regularly retrieves the locally collected data from the mobile devices and edits them for export.



LEOtrace® Mobile prevents high data transfer costs since the system waits for the user to be online to start transferring data. Also, data are never transferred when roaming services are applied. The LEOtrace® Mobile client application is currently available for the following operating systems:¹

- » **Windows Mobile** 5 (with .Net Compact Framework 2.0) and 6
- » **Symbian** S60 2nd und 3rd Edition (Nokia)
- » **RIM** 2.3.51 (BlackBerry)

Which data is measured by LEOtrace® Mobile?

For example:

- » incoming and outgoing calls, SMS, MMS², emails
- » keyboard entries²
- » utilisation and visibility of applications, offline media, address book, calendar, home screen²
- » frequented URLs², keywords², and ad impressions³ in mobile browsers
- » geographical position³ (GPS and cell ID)
- » reactive data from event-triggered survey data³
- » system and device data (connectivity and connection status with mobile networks/Bluetooth/ WLAN; available memory space, battery status, ringtone changes², on/off switching of the device etc.)

¹ further operating systems (e.g. Android) in progress

² not available for all operating systems

³ development in progress

About nurago

nurago is one of the most innovative providers of technologies for digital brand, media, and usability research worldwide. With a sophisticated combination of new measurement technologies and traditional research methodologies, nurago sets market standards and offers a particularly efficient and valid success control for your performance in the digital media environment

Contact

Call or email us.

We will be glad to answer your questions or provide you with further informations.

nurago GmbH

applied research technologies

Kurt-Schumacher-Str. 24 | 30159 Hannover

Fon +49 (0) 511 213 866 -0 | Fax +49 (0) 511 213 866 -22

nurago@nurago.com | www.nurago.com