MAGNIFY

Consumer insights and performance metrics collected and analyzed from the smartphones of opted-in panelists across the U.S.
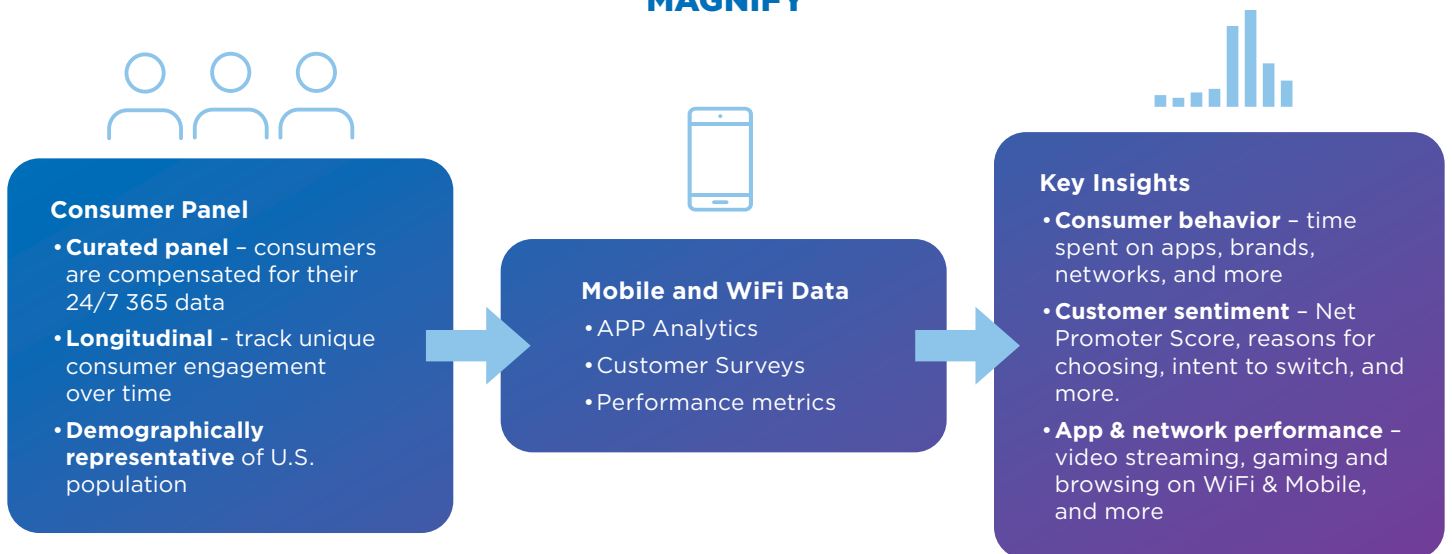
GET AHEAD OF THE CURVE

Magnify provides timely insights, extracted from our consumer panel, to companies, investors, and analysts wanting to understand how consumers engage, how products and services are used and viewed, and which brands are competitive and trending up or down. If you want access to actual, predictive user data to make informed decisions please read on.

IN A NUTSHELL

Smartphones connect people to the world — they are a part of everyone's everyday life. Magnify can provide you with a lens into a day in the life of the consumer. Whether it involves lifestyle, shopping, finance, social media or entertainment apps, we anonymously collect information on how consumer engage with them including key metrics such as time of day, duration, frequency, and performance.

MAGNIFY

Consumer Panel
- **Curated panel** – consumers are compensated for their 24/7 365 data
- **Longitudinal** - track unique consumer engagement over time
- **Demographically representative** of U.S. population

Mobile and WiFi Data
- APP Analytics
- Customer Surveys
- Performance metrics

Key Insights
- **Consumer behavior** – time spent on apps, brands, networks, and more
- **Customer sentiment** – Net Promoter Score, reasons for choosing, intent to switch, and more.
- **App & network performance** – video streaming, gaming and browsing on WiFi & Mobile, and more

HOW IT WORKS

Magnify is built around a nationwide consumer panel. It can report on, measure, and evaluate mobile app usage, app and network performance, and consumer perceptions. It collects consumer data on consumer Android smartphones 24 hours a day, 7 days a week, whenever and wherever consumers use their devices. In addition to collecting key usage and performance stats, Magnify has the ability to conduct targeted surveys with consumer panelists based on demographic and/or usage criteria.

MILLIONS OF DAILY DATA POINTS GENERATED NATIONWIDE

Currently, panelists (aged 18+) are recruited from all major metropolitan areas along with consumers located in less populated areas. Overall, the panel covers areas where 98% of the U.S. population live, work and play. Approximately 25 million data points are generated daily by panelists. Data is anonymously collected and reported in aggregate for market research purposes only. All information collected is weighted to a user's demographic representation of the U.S. population (aged 18+).

OPTIONS FOR ANALYZING WHAT'S IMPORTANT TO YOU

Data can be segmented and analyzed by demographics, geographical areas, longitudinal perspectives, vertical markets, and more. GWS's anonymized opt-in panel provides critical insights into smartphone engagement — what apps are being used, for how long and by which demographic. Smartphones are with us most of the time and used for everything from completing daily life tasks and activities to communicating, entertainment, and social engagement. As a result, how consumers interact with their phone tells us a lot — it's a new, more measurable and meaningful way to understand what motivates your customers or targeted audience, and what's driving the competition.

LEARN MORE AND CHECK US OUT IN THE NEWS

- Brief overview of Magnify and its benefits:
  gwsolutions.com/omcp/

- Detailed explanation of how the Magnify works:
  gwsolutions.com/omcp-explained/

- Sample of Magnify insights:
  gwsmagnify.com/insights

- Sample of the most recent consumer panel data collected and segmented by demographics, app type, and vertical markets:
  gwsolutions.com/omcp-dashboard/

- Magnify featured in CBS News, PC Mag, and Forbes

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