

OmNow: The Instant Mobile Omnibus

- Nationally representative (Adults 16+)
- Results within 4 hours
- Real-time access to survey results online
- £1,600 (500 sample)
- Zero cost to respondents to participate in mobile surveys (no messaging costs will be incurred)

**£1,600
(500 sample)**

How it Works



Step 1

OmNow omnibus questionnaire set up in minutes



Step 2

Respondants receive questionnaire as a series of messages on their phone. FREE to send and receive messages



Step 3

Results available instantly and in real-time



Step 4

Data tables delivered to client within 4 hours

Rapid

- OmNow provides results within 4 hours, which is significantly faster than other methodologies, and other omnibus services.
- OmNow surveys can be finalised up to 5pm on the day of going into field, results can be viewed, downloaded and exported in real-time, through a secure web portal, aiding unprecedented project turn-around times.

Accurate and Insightful

- By utilising the mobile phone, OmNow produces both qualitative and quantitative responses which can often paint a different picture to traditional research methodologies which rely heavily on recall-based techniques.
- Utilising both SMS and WAP technology, OmNow offers open questions and visual stimulus in addition to traditional closed questions that are the trademark of SMS-only delivery.
- OmNow allows researchers to keep their finger on the pulse in a non-intrusive way as participants can respond at a time and place convenient to them.
- Improved rapidity of turnaround and access to respondents over other methodologies. Surveys completed on the move, out of home, anywhere – making it a truly mobile research methodology.