OTC–XP

Leveraging the insights and engagement solutions of mXP (mobile experience), OTC-XP allows consumers to share their in-store shopping experience - providing insight into product loyalty with OTC products, the degree to which competing OTC products are considered, and in-store and cost-based factors that influence final purchase decisions.

mobile-xp.com

A continuous, daily flow of consumer feedback, coupled with mXP's unique approach to generating insights, provides in-moment measurement of the OTC purchase process from store visit purpose to brands considered to what is driving the purchase decision.

For the brand and retail channel managers, this means building relationships with consumers, plus the ability to identify and address any obstacles to purchase as they surface, *in real-time.*

Benefits of OTC–XP

Self-reported assessments, directly from consumers engaging on their mobile device, are displayed to a dynamic, interactive dashboard with filtered search.

Quantify consumers' journey from reported condition(s) leading to their decision to purchase an OTC medication, to selection of competing brand formulary in their consideration set, to their process for narrowing available options, and ultimately key drivers of their purchase decision.

Compare and index consumer satisfaction with your OTC medication against competing brand options.

Re-contact consumers who purchased your OTC medication (or a competing medication) to gain additional insight on their post-purchase satisfaction and likelihood to repeat product purchase in the future.

In real-time, send consumers who have checked-in to an outlet to purchase an OTC medication a relevant messages, a quick survey, or a personalized reward or offer.

Learn what consumers are saying right now on social media about OTC medication and with what sentiment.

About mXP

mXP, powered by SessionM, is a suite of mobile products that include best-in-class market research methods, vertical industry expertise, and advanced analytics. mXP products provide access to an extensive network of on-the-go consumers, sourced from 100+ million mobile device users and among a coalition of 1,600 integrated mobile apps. mXP provides marketers with insights quickly, acquiring more than 275,000 responses each day, allowing for accelerated delivery of decision-making information and answers to business critical questions.

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