



The Future of Consumer Intelligence Is Already Here.

CHRIS ST. HILAIRE, CEO

MR & Surveys Have Become Synonyms



MFour built the largest and most trusted first-party consumer panel in the U.S.

10 Million Daily Journeys. First-Party. Verified.



You're Being Asked to Do More with Less

EXPECTATIONS

- ↑ Data beyond surveys alone
- ↑ More prescriptive recommendations
- ↑ Faster answers

VS

RESOURCES

- ↓ Fewer headcount
- ↓ Budgets cut

The gap between what you have and what you're being asked to deliver is growing every day.

Rapid Disruption in MR

WHAT CONSUMERS SAY



Surveys

The traditional approach



WHAT CONSUMERS SAY + DO



Surveys + Behaviors

The market intelligence expert

11 Prompts. 76 Minutes. One Game-Changing Report.

TRADITIONAL

\$500K+

Months of work | Teams of analysts

VS

DANI

76 min

11 prompts | Teams of agents

We spent one hour with a researcher at Starbucks understanding their business challenge — they were losing ground to an upstart competitor. That conversation became 11 detailed prompts.

EXECUTIVE BRIEFING

Coffee Market Competitive Intelligence

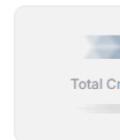
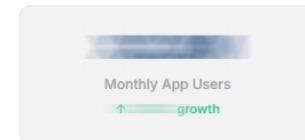
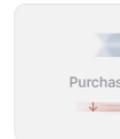
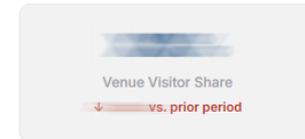
Competitive Market Intelligence from Consumer Data
— Executive Summary

Data: Apps, Web, Venues, Purchases, Consumer Conversations

STARBUCKS MARKET POSITION

Category Leadership Remains Strong in Key Modalities

Starbucks is the undisputed market leader — but leadership is being challenged by upstart competitors.



Starbucks Venue Share vs. Category (Current Period)

Starbucks: 44.1%

What 4B Monthly Buyer Signals + AI Uncovered



Market Leader — But Losing Ground

Starbucks still dominates, but is slipping on key metrics



Regional Weakness

Losing ground in the Southwest



Demographic Shift

Losing with a younger female demographic



Time-of-Day Pattern

Losing share in the afternoon daypart



Repeat Visit Gap

Dutch Bros repeat buyers return ~50% more frequently

"AI surfaced these insights in 76 minutes."

The report was compiled by DANI™, our AI market research assistant, drawing on billions of real consumer behavioral signals.

Survey Specialist to Market Intelligence Expert

BEFORE



The person who runs surveys
Delivers a PowerPoint from the last study



AFTER

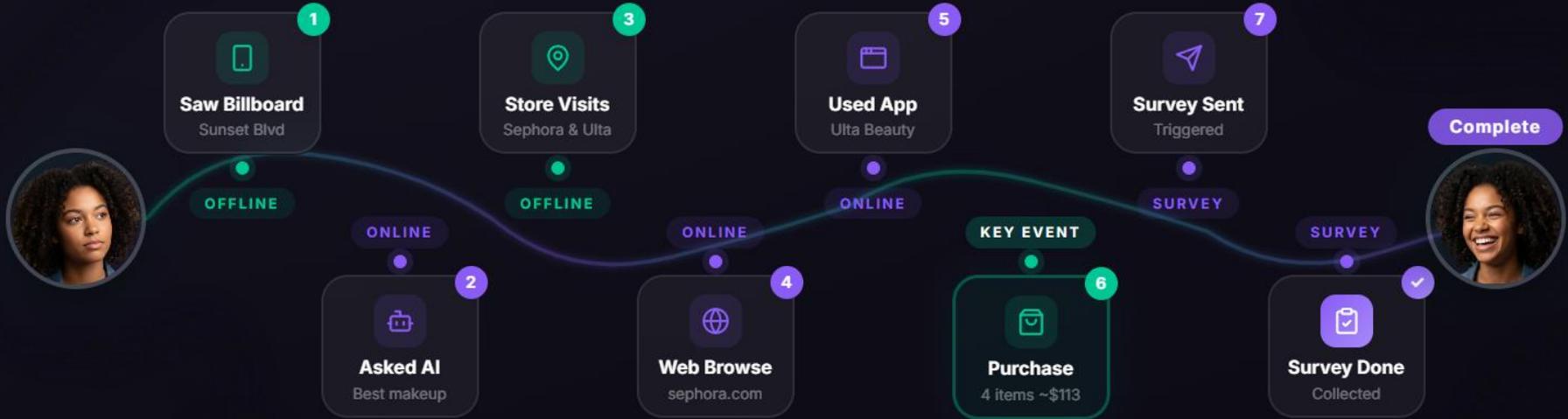


The market intelligence expert
Delivers a McKinsey-caliber report leadership depends on

💡 *"We need to go back to Susan in Consumer & Shopper Insights — what did she say about afternoon foot traffic in the Southwest?"*

Meanwhile, Susan has already triggered surveys to the exact demographic and regions that needed deeper insight.
deeper insight.

Connected Behaviors = Consumer Journeys



Data Analytics Navigation Instructor (DANI™)

Your AI Market Research Assistant

NL

Natural language
queries

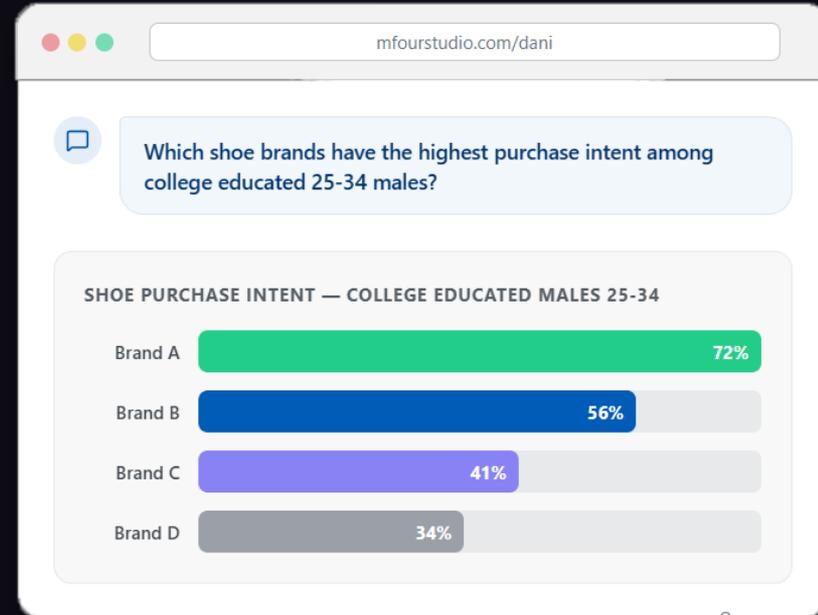
24/7

Always-on
research assistant

4B+

Verified data points
per month

"All it needs to understand is your business problem."



Slow Surveys Are Dying. Consumer Feedback Isn't.

THE OLD MODEL



THE NEW MODEL



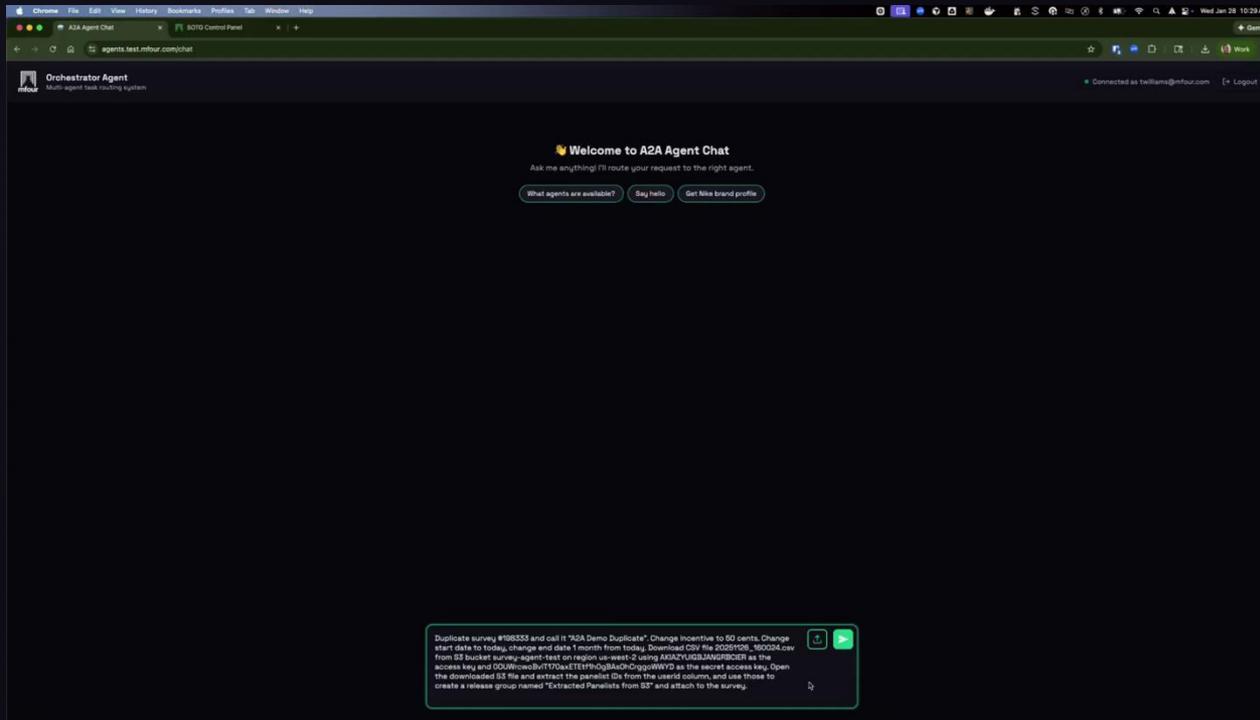
AI speeds the entire research lifecycle

= MINUTES

*"This is wonderful! Exactly the type of analysis I would go through myself except obviously **100x faster.**"*



What Used to Take Hours Takes Minutes



Why Now?



THE DATA

10+ Years

MFour quietly built a massive behavioral data set — every survey trigger required capturing a behavior first.



THE BARRIER

Until Now

Only Fortune 10 companies with dedicated data science teams could access the value in this this data.



THE BREAKTHROUGH

Now

AI removed that barrier. Any non-technical user can explain their business problem in natural language and get instant insights.

No data wrangling. No waiting weeks. No team of data scientists.

Three Things to Remember

01

Surveys Are Being Transformed

But so is the entire economy. Things are moving faster and more holistically than ever. The death of the slow survey is just one example.

02

Consumer Behaviors Are Table Stakes

The researchers who can link survey responses to specific moments in a consumer's buyer journey will become indispensable.

03

Connected Data + AI = Story-Driven Reports

If your behavioral data is connected, AI can deliver polished outcome reports that tell a story — and allow you to do more with less.