

MFour Announces Company's Best Year To Date

Written by Australian Business



(PRLEAP.COM) January 30, 2014 - Costa Mesa, CA - [MFour](http://MFour.com) , an innovative app-based, mobile research provider, today announced that 2013 has been the company's best year to date, in terms of panel development, customer acquisition and client growth. This past year, MFour added fourteen Fortune 500 companies to its client list, including Autozone, Lowe's, and General Mills. The popularity of mobile market research provided by MFour has helped many companies tap into the needs and consumer habits of their customers and maximize customer satisfaction, as well as profits.

"We are very excited about the success we have had in 2013, but our goal is always to look forward and continue to deliver the highest-quality mobile market research in the world," said Chris St. Hilaire, President and CEO of MFour. "Mobile research is opening the door to consumer insights never before thought possible. We exist to help our clients uncover them."

MFour's pinpoint GPS technologies alert shoppers at the door of retail stores, movie theaters and auto dealers through push notifications. Those surveys can include barcode scanning, picture taking and video recording, and many other features built right into the application and on respondents' smartphones.

As the provider of the largest mobile-only panel in the United States, MFour has respondents ready and willing to tell clients about their experience with the business or product, all at the point of decision. From picture-taking and video capture built directly into surveys, to voice recording and the company's trademarked "two tap" survey design that mitigates screen real estate concerns, MFour is setting the standard for mobile market research.

To learn why major companies are choosing MFour applications to conduct their mobile market research, visit www.mfour.com .

About MFour: Available for Droid and Apple smartphones and tablets, MFour's 'Surveys on the Go' app was designed by researchers and programmed by a team of the most talented in-house developers around. That is why we are the most downloaded, highest-rated and most technologically advanced native application in the mobile research market. We provide you with all of the sophistication of online systems and all of the added benefits that mobile brings. Every service and solution we offer is designed for one purpose - to provide you with actionable insights to consumer behavior.

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