

The fastest way to access consumer behavioral data

Insights you didn't think you could access



What is Retro?

Available across both iOS and Android, Retro is Measure's unique behavioral data solution to provide access to data you want but didn't know was available until now. Using our proprietary methodology within a private and trusted permission-based environment, Measure MSR app users provide access to their digital and mobile behaviors and media consumption to brands and agencies, while always being fairly compensated.



Website
History



Amazon
Purchases



Netflix
Viewing



Media Consumption
& More



& Much
More

How does it work?

Device metering is increasingly restrictive, expensive and laborious while providing data that is even more difficult to analyze and interpret. What if it didn't have to be so difficult? What if you could simply request individuals to share their behavioral data directly with you? This could be their device app usage, detailed Amazon purchases, or what in-app media they've been watching across services like Netflix.

Now you can. Visit our Retro Storefront at <http://storefront.measureprotocol.com> and browse our available Retro products. New Retro's are being added regularly so if you don't see what you want, drop us a note at retro@measureprotocol.com and we'll be glad to help.

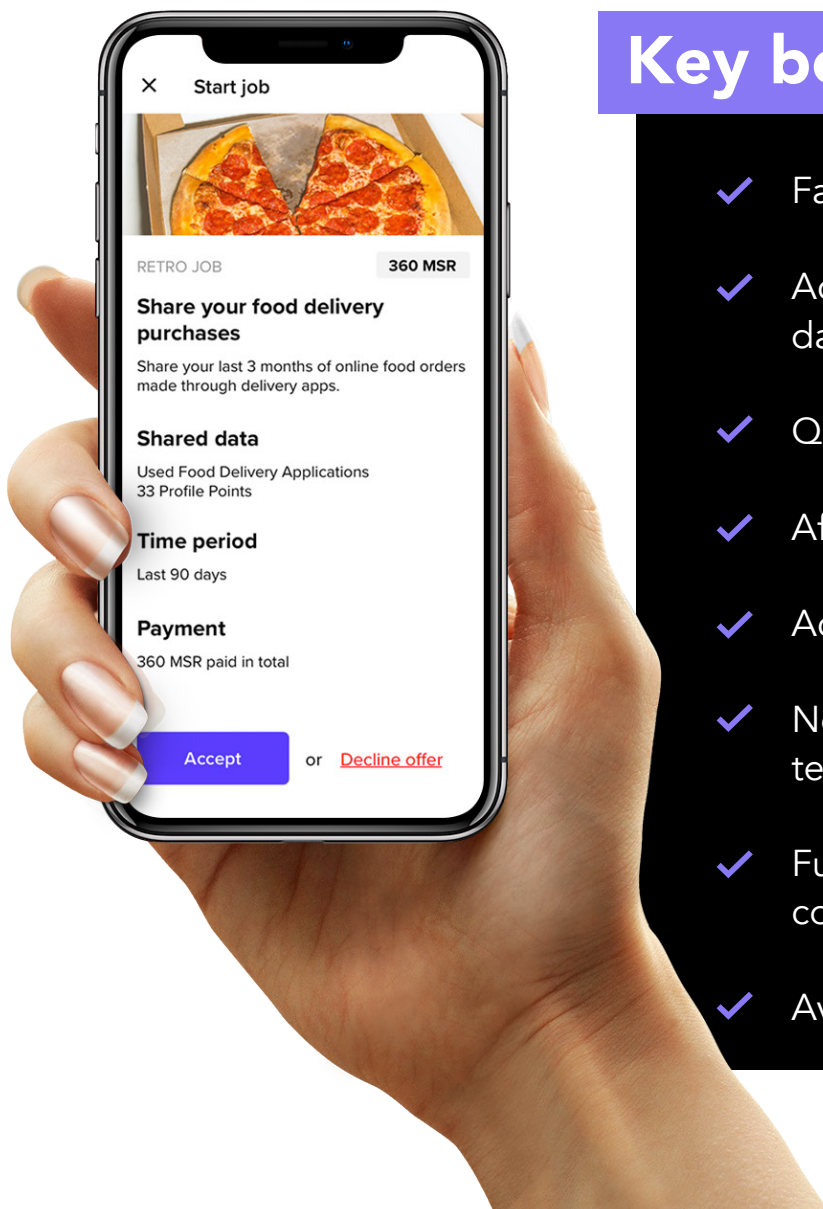
Each Retro is task based and Measure MSR App users are presented with a data sharing task based on the Retro requirements. They are paid better than industry rates, receive transparency of what is being collected and why, so you can feel confident with your data. Once the job is complete, the data is prepared and you receive the data in either a slick dashboard summary or in a CSV file.



Gain insights into which apps consumers use, how they use them, their device behaviors, and what media they consume. Our technology is ground-breaking so that consumers are always aware of what data is being collected and always in control of their data asset. This means greater data quality for buyers.

Why do I need Retro?

Behavioral data adds critical insight but it shouldn't have to be slow, expensive, inaccurate or inefficient. Retro's task-based behavioral insights avoid the noise and go directly to the device, app and in-app data you really want. Agile behavioral data means agile decision making which can be the difference between success and failure. At Measure, we think every survey or research question should be worthy of behavioral data.



Key benefits

- ✓ Fast: 6x faster than our competitors
- ✓ Accuracy: does not rely on self-reported data reducing error by as much as 30%
- ✓ Quick: deploy in as little as 24 hours
- ✓ Affordable: 10x as cost effective
- ✓ Access to in-app environments
- ✓ No device burden like metering technologies
- ✓ Fully permission based and fair compensation for participants
- ✓ Available for iOS and Android

