Crowdsourcing: Quick Answers to Short Questions
Presented by Mystery Shopper Services

What is it?

How does it compare to Mystery Shopping?

For Example:

Crowdsourcing is an inexpensive method to acquire key data on a larger scale. Spot Checks is a cost-effective audit that supplements traditional mystery shops. This option gathers data quickly with no receipt submission. It's a quick "hit and get" option with a low cost to implement.

Spot Checks are best deployed for quick, insights to core brand deliverables while mystery shops delve into the nuance of customer service and brand measures. Detail is important to an overall, long-term program for recognition and reward programs, as well as brand maintenance - that's what mystery shops offer.

Let's say you have 500 stores and need to audit a sample of locations to validate your marketing plan:

- Did the merchandise display have the correct branding?
- Was the x, y, or z item offered?
- Did the milk carton have the correct advertising label?

MSPA® **MYSTERY SHOPPING PROFESSIONALS ASSOCIATION**

Is crowdsourcing reliable?

Crowdsourcing works best when a significant number of panelists are available within a verified database. Crowdsourcing offers supplemental data based on real-time information. We've found that mystery shops and micro-crowd shops combined offer powerful results.