

Press Release 24th January 2011:



SKOPOS Announce The Launch of SKOPOS MTrack™, TabTrack™ & ChatTrack™ to Measure and Track The Commercial and Collective Impact of Mobile, Tablet and Social Network Channels...

In the (near) future, rather than Etail and Ecommerce, it is clear that MCommerce (mobile/tab) and SCommerce (social networks) will become primary channels for customer relationships and transactions.

In addition to these commercial aspects, the mobile and social networks are already key ways to keep in touch, connect and socialize, so understanding and tracking the impact is truly important.

To this end, SKOPOS have over the last few months worked with key clients to develop and now establish the MTrack/TabTrack/ChatTrack syndicated tracking application. Those involved and consulted so far, and helping to shape the study (and regarded as Founding Members) include **The Telegraph, Burger King, Disney, etc** plus other major firms from Media, TV, Food & Drink, Gambling, and Telecoms sectors.



Every quarter starting Q4 (Nov) 2010 SKOPOS will survey 500 UK citizens on their awareness and usage, opinions and evaluations, drivers and barriers for the mobile and social networks **as channels for buying, shopping, connecting, socializing, entertaining, etc**. All the aspects beyond simple communication (texts and voice calls). Analysis and Reporting will be prioritized for Founder Members, but also available at a very reasonable £749 for one wave (analysis/report), reduced for multiple wave subscriptions. Ad hoc questions can also be included, just ask.

SKOPOS UK Founder and M.D., Darren Mark Noyce says...

“SKOPOS has been at the forefront of Digital Space research for many years now. In fact, we like to consider ourselves the Digital Space Agency. We are now very excited to proactively track these emerging areas of M, Tab and S Commerce, content and marketing. We will talk to all our existing clients about how to apply the findings, and seek input on the coverage of future waves.”



Let's look forward...

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About SKOPOS market insight

SKOPOS market insight & consultancy Ltd. is part of **The SKOPOS Group** headquartered in Cologne, with offices around the world. SKOPOS delivers actionable customer insight generated from precision market research (using traditional methods as well as more modern online/mobile surveys and qualitative techniques). Applications in the Digital arena include website and SEO evaluation, customer satisfaction, market sizing/profiling; e-mail marketing campaign evaluation, etc... all from a customer/user perspective with **the strongest analysis, interpretation and holistic market knowledge.**

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