

MMA Research Partner Program: Overview

Who is MMA?

Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth, and evangelize the use of the mobile channel. It has more than 700 member companies, representing over forty countries around the globe, including all segments of the mobile media ecosystem. The Mobile Marketing Association's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe, Latin American (LATAM), Middle East & Africa (MEA) and Asia Pacific (APAC) branches.

What is the Purpose of MMA's Research Partner Program?

MMA is actively engaged in measuring and communicating the value and benefits of mobile marketing and advertising to brands, agencies, retailers, media outlets and government regulators in major markets around the world. By obtaining preferential access to superior market data and insight courtesy of its Research Partners, MMA can more effectively foster the visibility and growth of the mobile marketing industry, its member companies, and MMA's research partners.

Who Are MMA's Research Partners?

They are market research, audience measurement, or analytics firms with a variety of methodologies and competencies from around the globe. They share an interest in being part of a community of thought-leaders helping to define the fast-growing industry of mobile marketing and advertising.

How Do Research Companies Partner With MMA?

MMA's Research Partners contribute one or more of their syndicated or custom research services to Mobile Marketing Association and/or its member companies under certain terms and conditions discussed and agreed to by both organizations. These contributions fall into 3 main categories:

- *Syndicated Research for Industry Evangelism.* MMA research partners may supply MMA with ongoing, complimentary access to their syndicated reports or databases that cover key markets or topical areas of expertise. This enables MMA to cite the latest and most authoritative market research or audience metrics when its executives, PR teams, and market research professionals speak on behalf of the industry on issues of importance to the marketplace.
- *Custom Support for Association Research.* MMA's Department of Market Intelligence conducts on-going research into a variety of industry issues that matter to its member companies. This

research supports a variety of member and association activities, ranging from validating industry best practices to guiding strategic planning . Thanks to research partners who provide it with custom research services, MMA is able give its member companies superior insight into consumer or company behavior in mobile as an exclusive member benefit. Recent examples of research services contributed to MMA have included

- complimentary use of consumer omnibus or business research panels
 - complimentary licenses of survey software or analytics tools
 - inclusion of custom MMA questions in syndicated research, and
 - distribution of MMA surveys to partner's own clients.
- *Discounted Research Services to MMA Member Companies.* MMA member companies often need research that goes beyond what may be available to them from MMA. By offering partner discounts to MMA member companies for syndicated or custom research services, MMA can develop synergistic channel relationships that feed member needs while growing research partners' client base.

What do Research Partners Receive In Return?

- Depending the level of support they wish to give, an eligible market research partner may receive one or more benefits from MMA, including:
 - Designation as official MMA Research Partner among MMA's world-wide community of wireless network operators, media companies, technology enablers, marketers, agencies, retailers, and many other industry segments.
 - Right to use partner designation in your own PR and marketing communications
 - Featured in MMA Research Partner homepage, research newsletter
 - Discounted or bartered regional or global membership in MMA, including right to sit on committees, vote in MMA Board elections, and participate in MMA's global series of Mobile Marketing Forums.
 - PR and Evangelism: Inclusion of partner research in MMA press and member communications as well as in industry outreach efforts by senior Association and industry executives.
 - Participation in MMA's member Research and Metrics Committee and sub-committees:
 - Keeps partner up to date on latest research needs and trends in the mobile marketing industry
 - Allows Partner to exercise thought leadership by helping guide the Membership's own research initiatives
 - Opportunities to shape industry-leading MMA Best Practices and Guidelines in market research disciplines within your core competencies and markets.
 - After a period of successful support of MMA, Research Partners may be eligible for fast-track designation as a "Preferred Research Provider" to MMA.

How Does A Research Provider Become Involved?

If you would like to discuss how your organization might support MMA as a Research Partner, please contact Peter A. Johnson, VP of Market Intelligence and Strategy, Mobile Marketing Association, at Peter.johnson@mmaglobal.com, or by phone at +1.303.381.3970.