



Case Study : Using competitive insights for product development.

How Microsoft took on Google using their own customers.

Microsoft's research division drives insights for product development. They wanted to develop features that would allow SwiftKey, their offering that competes with Google Keyboard, to compete for B2B distribution in the third-party Android keyboard landscape.

Microsoft needed to survey their competitor's customers to help them build a superior product. They needed to distribute surveys via mobile device to provide a representative audience, ensure the audience was large enough to provide a significant sample, and—most importantly—be able to reach real Google Keyboard users to gain competitive insights.

Microsoft chose Pollfish as their research partner.

Pollfish uses Random Device Engagement and a methodology called Organic Sampling that distributes surveys randomly, in-app to real consumers in real time via their mobile apps. Pollfish also offers the unique ability to target users by the apps they have installed on their Android devices.

This meant that Microsoft could target users who had installed the Google Keyboard app, ensuring a representative audience made up exclusively of their competitor's customers.

They focused on user engagement between two competitive features in two different markets to measure and track users attitudes towards Google Keyboard and its features over time.

Pollfish surveys allowed Microsoft to gain insights from their competitor's customers

- NPS tracking over time to compare apps
- Understand the user engagement funnel
- Gather usability ratings for the key features of interest
- Discover any issues or shortcomings that competitors didn't fulfill
- Utilize mobile behaviour data tied to app usage instead of self-reported usage data

Key wins:

- **Gained confidence that a new feature would add significant value for users**
- **Uncovered behavioral insights on engagement and use of the competitor's feature**
- **Discovered gaps between consumer preferences and the functionality of their competitor's product**

Want to get insights from your competitors? Get in touch.
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