

# BMi Research introduces improved features to print ads app

Issued by [BMi Research](#)

13 Aug 2019

BMi Research has announced improvements and upgrades to its print promo ad tracker making the app even more user friendly.



*Danie Botha*

The app allows clients to track promotional prices 24/7 via their smart device, providing an easy online reference to competitor promotional activity. BMi Research's print ads solution gathers data from all national daily, weekly, monthly and community newspapers and magazines, and makes the information available within 24 hours of capture and the recently introduced upgrade to the app reduces the number of steps required to obtain information.

"We understand that our clients are busy people and as such, this upgrade is intended to make the app more time efficient, as well as more visually appealing," explains Danie Botha, sales manager at BMi Research.

Botha says the latest round of upgrades have all been based on client feedback and are part of BMi Research's ongoing efforts to continually refine and enhance the app for greater ease of use and improved functionality. BMi Research, he says, is becoming increasingly technology focused in its quest

to provide clients with quicker, faster and more meaningful insights via multiple reporting platforms.

- **Loadshedding catapults takeaway sales (delivering advertising opportunities for marketers)** 3 Apr 2024
- **Mystery shopping results now delivered in 24 to 48 hours by BMi Research** 15 Feb 2024
- **BMi Research assesses the impact of load shedding on meals** 27 Sep 2023
- **Surprising factors spur growth in bottled water** 18 Sep 2023
- **Mystery shopping results now delivered in 24-48 hours by BMi Research** 20 Jul 2023

## BMi Research



valued  
insights  
partner

BMi Research has more than 40 years' experience in the industry across a wide range of methodologies and markets.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>