



How Mystery Shopping Research is Priced

Price is always based on the Law of Triple Constraints: Time / Money / Quality. **AboutFace will never sacrifice quality, putting your reputation at risk.** Take a look at the factors that will be assessed to budget a program.

Factors Impacting Price	Descriptions
Complexity of Shopping Processes / Length of the Evaluation	Does the process require multiple visits or touch points? Is the evaluation over 40 questions? Do shoppers have to provide personal identification or credit details? Would the shopper need to 'reveal' him or herself after completion.
Blackout Dates, Seasonal Shopping, and Narrow Time Frames	Clients may have days, weeks, months or seasonal time periods in which shopping is not allowed due to the impact to the business. Some shops can only be performed on a single day.
Touch Point Wait Times	Does a shopper have to make an appointment or wait for a follow-up phone call or mailed collateral?
Required Turn-around Time	Thirty days is a standard program turn-a-round time, and many clients require more narrow time frames.
Demographics, Skills, Licensing	If our panel is limited by special licensing or multiple demographic issues age, gender, or socio-economic status, this narrows the candidate pool.
Shopper Rotation	How often can a shopper return to the location without being noticed? Doctors offices and department stores are not the same, and rotation should be considered an important factor.
Shopper Expenditures	Shoppers will wait to be reimbursed up to \$25 for their purchase. When purchases are high, shoppers are reluctant.
Volume and Consistency	The larger the number of shops, the lower the price per shop. Recurrence and consistency is important for clients to gain enough feedback to improve and to provide a lower prices. AboutFace has to provide the same number of steps in the account development and management process for lower and higher volume program.