

# Mobile apps allow for cost-effective research to help measure ROI



Following the success of ovatoyou's mobile study of SA bloggers, Amanda Reekie, founding director of ovatoyou and ImagineNATION Alliance, speaks to PR-Net on Tuesday, August 19 about how the PR industry can use affordable mobile research platforms to test shifts in sentiment and reputation and, more essentially, as a tool to confirm the efficacy of our efforts and prove ROI.

The 5:30pm meeting will be hosted by Sir Lowry Road, Woodstock eatery La Bottega dello Spuntino.

Bookings via [www.pr-net.co.za](http://www.pr-net.co.za) or [clicking here](#).

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