ENGAGING AUDIENCES OF TODAY IN THE CONTEXT OF THEIR DAILY LIVES
Market researchers should adopt approaches from marketers to engage audiences of today in the context of their lives.
LifeTap

Discover great content, share your thoughts, and get rewards.

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SPECIALTY CONTENT CHANNELS
AUDIENCES OF TODAY

- Fashionistas
- Baking Buffs
- Pet Lovers
- Hispanic Heritage
- Moms with Babies
- Home Owners
- Millennials
- Car Aficionados
- Affluent Boomers
- Fitness Fanatics
- Savvy Travelers
- Movie Goers
We reach your audience by natively targeting users in-context.

Fashionistas

10+ channels - 77Looks, Anastasia Beverly Hills, MAC Cosmetics, Hairstyles 101, Celebrity Makeup, Klossy, Christabell Nails, Cabello Liso, Peinados con Trenzas, Pestañas Postizas, Uñas Pintadas
Pet Lovers

10 channels – Dog Love, Pug Life, Birds, Below Water, Cole & Marmalade, Dog Training, Bunny World, Bunny Care, Cuyes Adorables, Conejos de Mascota
Hispanic Heritage

30 channels - Humor, Bailando Ballet, Querido Violin, Pesca Deportiva, Yoga en tu Casa, Comezando a Surfear
Moms with Babies

5 channels - Expecting, Mommy and Me, Tips for Moms, Lactancia Materna, Crianza Amorosa
We reach audiences by targeting users based on their stated and behavioral profiles.

Spinning gold coins are strategically placed to target respondents. Tap the gold coin to complete a survey or watch a video for points.
ENGAGEMENT MEASURES

- Updated profiles
- Followed channels
- Watched videos
- Read articles
- Completed surveys
- Invited friends
Completion rates increase significantly when survey is designed mobile-first.

<table>
<thead>
<tr>
<th></th>
<th>Desktop Design</th>
<th>Mobile-First Design</th>
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</thead>
<tbody>
<tr>
<td>Desktop Respondents</td>
<td>77%</td>
<td>89%</td>
</tr>
<tr>
<td>Mobile Respondents</td>
<td>72%</td>
<td>84%</td>
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Mobile-first is people-first

Researchers should use content to engage audience of today in the context of their daily lives

Early results indicate this approach works to increase completions rates and audience engagement