



Meet The Women

Transforming Market

Research



GOODQUEST



A next-gen consumer insights platform that

powers real-time research with everyday consumers

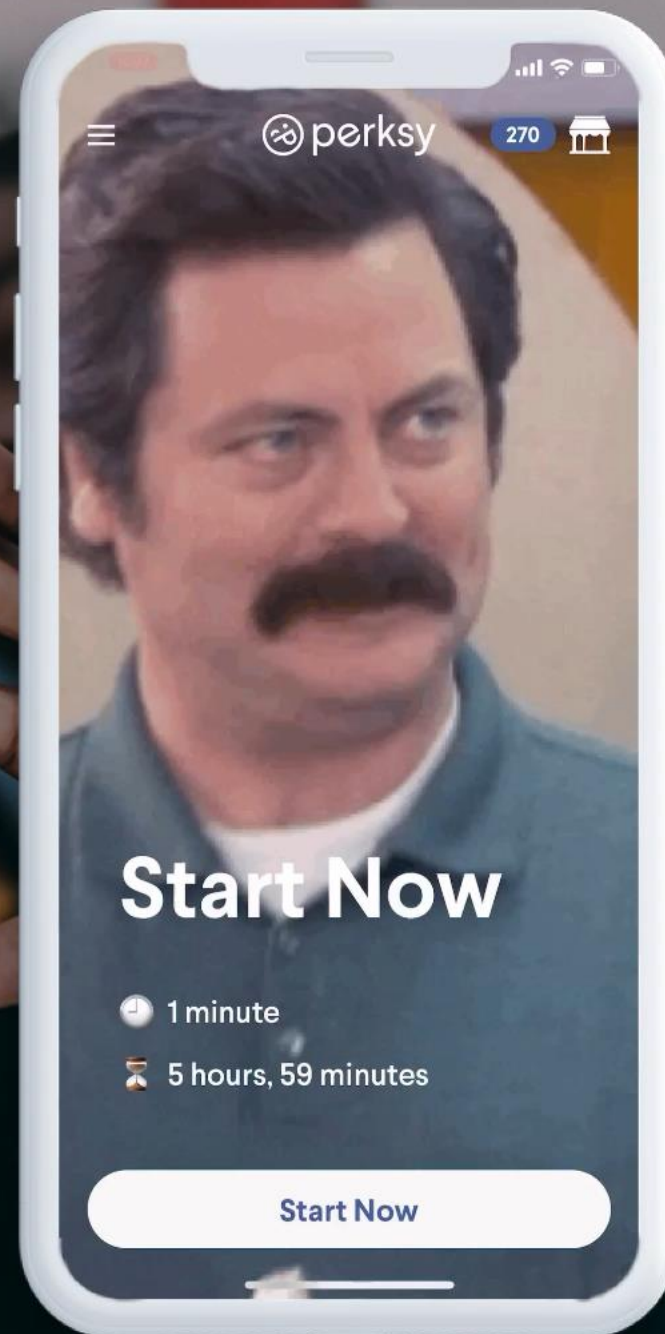
through an immersive mobile experience.



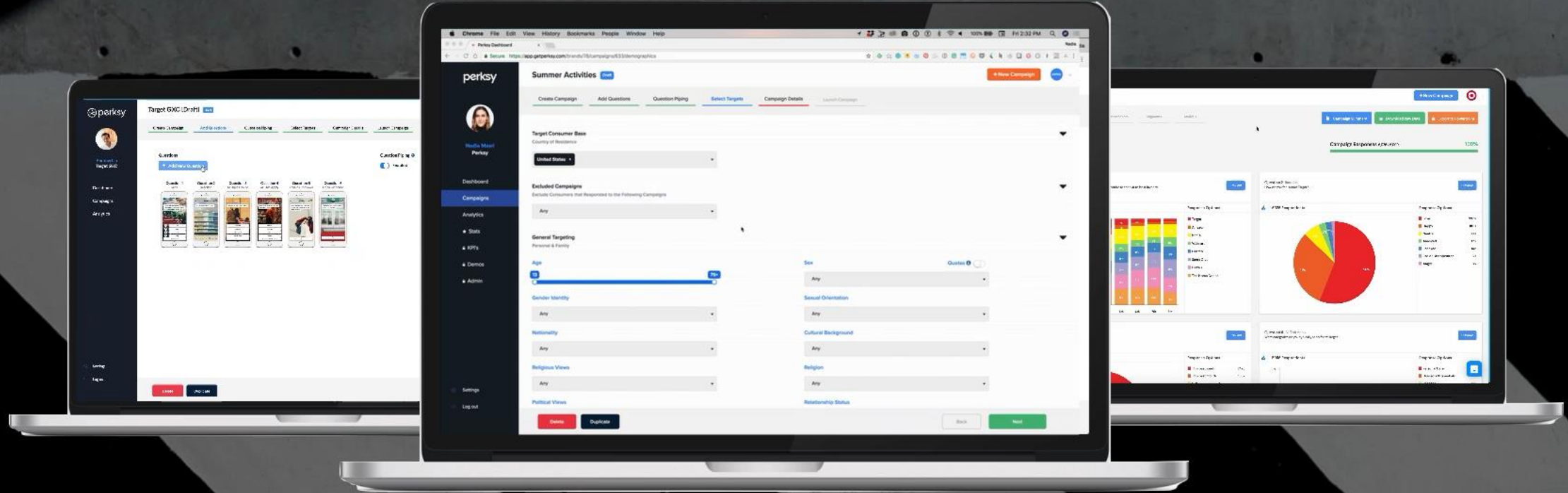
Surveys

Reimagined

Engaging audiences through mobile



Perksy's platform makes it easy to create and launch custom research and analyze data in real-time.



Life Cycle Insights

Market Exploration

Explore the current purchase behaviors and attitudes within your category.

Ad & Message Testing

Measure whether your messaging moves the needle with consumers.

Concept Testing

Test your concepts with real consumers to understand market appetite.

Brand Tracking

Track your brand's key KPIs over time and measure levels against your competitive set.

Consumer Segmentation

Evaluate which consumer groups respond most to your concept.

Purchase Journeys & In-Store Testing

Follow consumers through their journey from consideration to purchase & test reactions in-store.

Package Testing

Test whether your package design stands out on the shelf.

Consumer Satisfaction

Measure satisfaction among your existing consumer base.



**Now let's talk about
transforming market research**

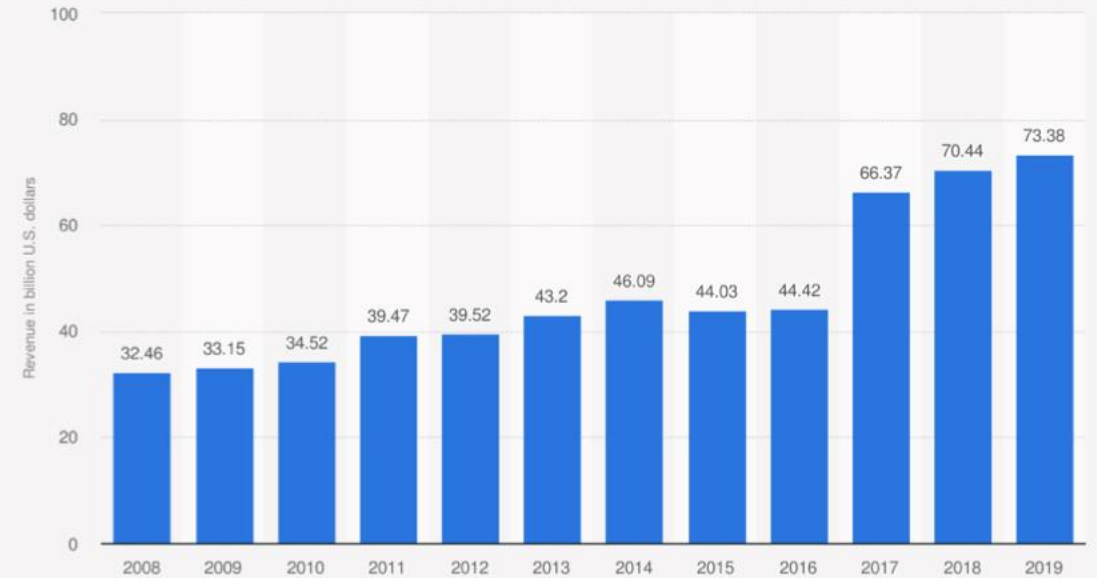
Data has evolved



And so has

our industry

Global revenue of the market research industry from 2008 to 2019 (in billion U.S. dollars)



Sources
ESOMAR; BDO
© Statista 2020

Additional Information:
Worldwide; ESOMAR; 2008 to 2019



**Dominant methodologies
are largely outdated and
clinical**



Amid fixations on data outputs,

there is not enough talk about

respondent experience

The background is a complex, multi-layered abstract composition. It features a variety of textures and colors, including vibrant reds, blues, greens, and purples. There are sections with repeating circular patterns, some with white outlines on a dark background, and others with more organic, painterly textures. The overall effect is one of dynamic energy and creative complexity.

Creative Tech + Human Element =
The Future of Research



Creativity In Technology

You get what you give - in order to get an engaging and authentic response, you need to have an engaging and authentic platform.

**There's a critical
engagement problem
in market research**



A group of young women are lying down, looking towards the camera. The woman in the center has a neutral expression, while others around her show various emotions like surprise or concern. The background is a textured, light-colored surface.

**Brands still struggle to capture
real feedback...**

...especially from younger audiences

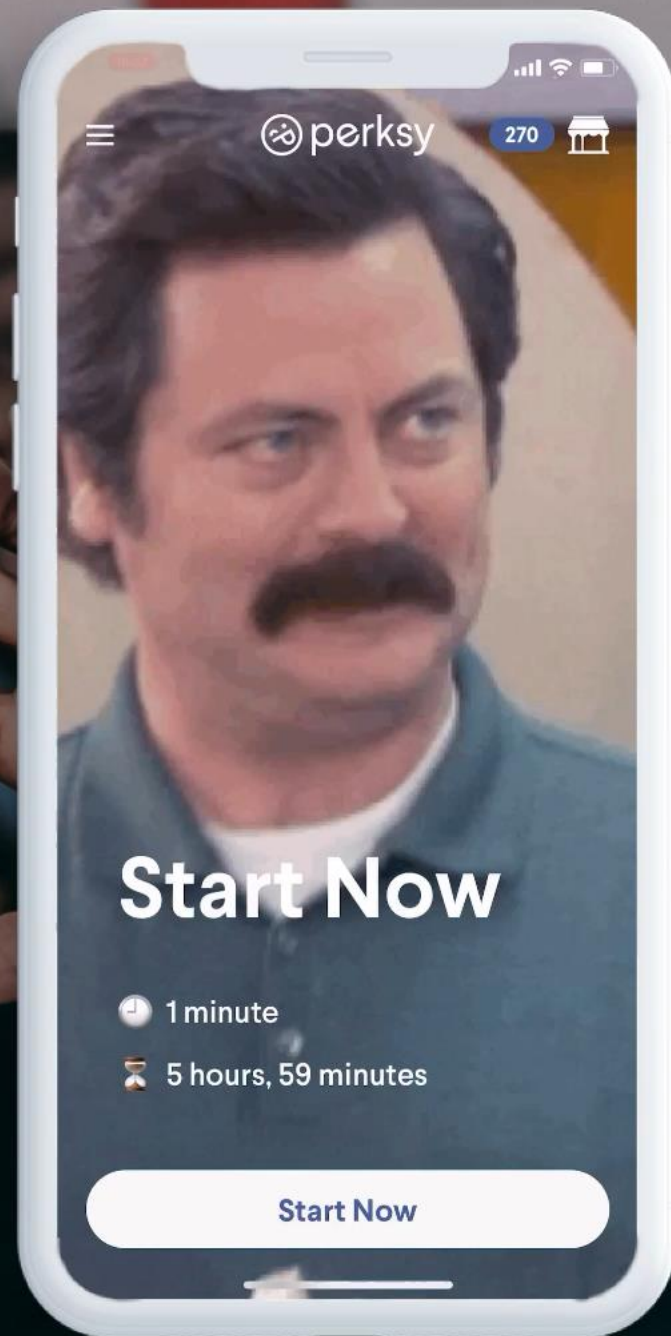
**It's time to start
looking at consumer feedback
differently**



A man with a beard and glasses, wearing a dark blue zip-up jacket and a black cap, is sitting on a concrete ledge. He is looking down at a smartphone in his right hand. The background shows a modern building with large glass windows and a blue-tinted sky. The text is overlaid on the left side of the image in white font on black rectangular backgrounds.

**There's a new
respondent experience
in town**

**And there's a reason why
consumers love our experience
so dang much**



“

It just doesn't feel like a survey.

It's this fun thing you like doing

without really knowing why.”



Sara Posocco

UNIVERSITY OF DELAWARE



Meet consumers

where they are

Better experiences

elicit better responses



A background image featuring two LEGO minifigures. The one on the left is a female figure with red hair, wearing a purple party hat and a white dress with a pink bow. The one on the right is a male figure with blonde hair, wearing a white shirt with blue polka dots and a striped tie. They are holding large balloons, one purple and one orange. The background is a soft blue and pink gradient.

CASE STUDY DATA

Moving the same survey from a traditional survey platform to a visual, interactive platform increases average length of response by 41% with no other changes made.

**Better experiences
attract better audiences**



A photograph of two young women sitting on swings in a park. The woman on the left has blonde hair in a ponytail, is wearing a white tank top and blue pants, and is smiling towards the other woman. The woman on the right has long dark hair, is wearing a green long-sleeved shirt and black pants, and is also smiling. They are sitting on wooden swings with metal chains. The background shows a park with trees and other playground equipment.

**We all want to be
heard,**

**we all want to be
entertained**

A more human experience makes

for more human research





Survey fatigue

is real

The human element

of research



A close-up photograph of a woman with dark hair, wearing a white lab coat. She is covering her face with her right hand, and her eyes are closed. The background is a plain, light-colored wall with soft shadows. A black horizontal bar is overlaid across the middle of the image, containing white text.

Research has lost its humanity

Statistic fatigue

is real





**Design with
empathy**



Speak like a human

A person with long hair, wearing a red hoodie, is shown from the waist up, holding a flaming torch high in their right hand. The torch is bright orange and yellow, with a large plume of red smoke rising from it. The background is a dark wall covered in graffiti, with some tags visible on the right side. The overall lighting is dramatic, with the red smoke and the person's hoodie being the primary colors.

Humans break

tradition



Humans remember

stories

CASE STUDY DATA

Changing the types of survey questions from traditional to creative questions increases response length by 52%.





How this works

in the wild

TYPICAL STUDY FORMAT

Please note the below is a rendering of the competitive platform we used. The questions were deployed via both web and mobile.

When do you use over-the-counter pain relievers?

Enter your answer

Traditional interface, that is void of visual aids and other elements that make the survey-taking process more engaging

Research design that is written to get a response, as opposed to questions designed to inspire authenticity and openness from the respondent.

OUR STUDY FORMAT

Research designed according to principles of psychotherapy (i.e., 'Play the Script Until the End')

Tell us a story about the last time you had to take an over the counter pain reliever?

What were you doing? Who was there?

Why did you need it? What was the trigger that made you want to take something to feel better?

Questions that are written in comfortable, colloquial language, as if you are connecting with a close friend

Visuals that help to support the narrative of the study and keep the respondents engaged

TYPICAL STUDY OUTPUTS

Short, vague responses from a respondent who just want to “get the survey over with”



At night
At night
At night
At night
At night before bed
At night for my fibromyalgia and osteoporosis
At night to help me sleep
back ache



Answers the question exactly, without any additional context

OUR STUDY OUTPUTS

Engaged respondents who offer descriptive scenarios, giving GoodQues an inside look into consumers lives and their triggers



I am pregnant so I have lots of aches and pains but try to avoid pain relievers. However I had such a pounding headache recently and I needed relief. I first tried essential oils but nothing helped

I am reticent to even take aspirin, but some time back, with a particularly bad headache, I asked my wife and she told me where the Tylenol was, since I don't have resistance it worked fairly fast.

I don't remember but I have one right now since I woke up it was gonna for a bit but is back and raging so I'm about to take a pain reliever


I get almost blinding migraines once in a while. I had one about a week or so ago. I was just going about my normal work routine. I have discovered that Goody's headache powder works amazingly



Responses that offer emotion, a scenario and context

FROM HIGH-LEVEL TEMPLATED PERSONAS

Uninspired personas that have not been updated in a decade; the same generic stock photo, the same description (based on assumptions)



BRIAN
The smart deal-seeker

Brian cares about having all the information he needs to make the best decisions. He craves education from brands, but acts as the guiding force to his friends and family

Demographics	Psychographics	Values/Needs
Gender: 75% Male Dwelling: Urban HH Income: > \$100k Education: Finished college	Interested in Tech (189) First to know/buy (150) Value seeker (120)	Values creativity (150) Wants to feel confident (133) Worth paying more for the latest (139)

Focus on demographics rather than meaningful psychographics that would better define a person

Using syndicated research; information that your competitors have and are using

TO PERSONAS WITH HEART & SOUL

A rich persona that is laden with facts, figures and, most importantly, the 'So What?' for the brand

People's behavior = Brand opportunities. Extracting and quantifying the habits and day-to-day actions is an opportunity to build stronger bonds with our audience.

THE PERSONA

Even Foodies are looking to hack taste (60% want fast tasty recipes) on Instagram/Food Network

A near 50:50 propensity to try new food trends

68% are interested in trying new trends... especially offering novelty in superfoods or ethnic flavors. 1 in 4 interested in botanical ingredients that enhance flavor

72% rarely try new trends, but those who are are mostly interested in the basics of healthy fats, low sodium, low carbs etc.

81% are sometimes likely to be first-to-try new food trends especially in the plant-based, natural category

STEPS I CAN TAKE

Food-spiration

- 53% Google
- 47% Food network/TV
- 44% Instagram
- 43% YouTube
- 39% Pinterest
- 36% Facebook
- 33% TikTok
- 33% Netflix
- 26% Cookbooks

"Shortcuts to healthy"

- 75% Fast, simple, tasty recipes
- 66% Cooking / healthy hacks

New foods to try...

- 49% Low carb
- 48% Healthy fats
- 45% Natural sugars
- 45% Whole Foods/ minimally processed
- 42% Superfood ingredients
- 40% Organic
- 36% High protein
- 34% Ethnic flavors
- 34% Plant protein
- 33% Probiotic
- 32% Plant-based
- 11% Handmade/craft/small-batch

Daily Routine

- 70% drink more water
- 96% sleep more
- 34% exercise regularly
- 57% spend time with loved ones
- 85% de-stress hobbies
- 52% de-stress hobbies

Meal Time

- 70% Eat at their desk (in front of a screen) TV
- 22% Eat on-the-go (in their commute)
- 31% Lunch
- 67% Dinner

Note to self: Get a prepared meal for a period of time due to some life-event (e.g. busy work, new home etc. Not sure it's just because)

- 54%
- 56%

A healthy lifestyle is quite aspirational, but in reality we see an average of 50% drop in adopting healthy habits.

In-betweeners eaters invest in minimum effort to keep a healthy routine. Looking for a quick fix, 40% consider eating edibles equally healthy as buying organic or meditating (which requires more effort).

Foodies struggle the most to keep up with healthy basics, their biggest struggle is eating better which drops 94% in practice in their daily life.

Mindful eaters have a balanced approach to living healthy, 82% are equally likely to try natural remedies such as CBD edibles.

Prepared meals will always convenient, serving as an auto-pilot option because our brains is busy and overworked

At least 1 in 6 Healthy Aspirants is excited by the hand-crafted trend

GOODQUES

Over 1,000 data points synthesized and retold as a story of our target persona's personality

Written in the style of a bullet journal; by designing the persona as an exciting read, the rate of adoption within the organization increases!

TO RESEARCH THAT ONLY INFORMS

Densely packed text; an eyesore and a bore!

Observations	Description
1 Financing/Leasing - important part of the customer offer	<ul style="list-style-type: none"> A well-integrated sales and financing interface is valued by customers <ul style="list-style-type: none"> DFS has 23% pen. rate in SMBs, manages ~\$3B in commercial receivables Faster approval times with fewer handoffs important to customers (BCG case experience)
2 Integrated (captive) financing units enable coordinated marketing & life cycle asset management	<ul style="list-style-type: none"> Mid market and Enterprise customers interested in financing – especially leasing <ul style="list-style-type: none"> Most competitors have retained captive finance arms (e.g. HP, Cisco, IBM) Parent's knowledge of products enables life cycle management of leased assets <ul style="list-style-type: none"> 47% of DFS originations in FY'12 were leases; largely to SMB and PLE segments Captive has customer relationships and parent has access to product pipeline information – this facilitates migrating customers from Gen 1.0 to Gen 2.0 products as technology evolves Consolidated co. can integrate financing with pricing/promotions to increase probability of sale
3 Value from DFS separation is less obvious at this point	<ul style="list-style-type: none"> For a transaction to offer compelling value, the offer should offset revenue dis-synergies from: <ul style="list-style-type: none"> Inclusion of the third-party financing entity into commercial sales cycle Denali's reduced flexibility to integrate pricing/promotions with financing to sell Denali currently has strong credit rating, with small disadvantage (if any) on funding costs
4 Separation will take time and may cause disruption	<ul style="list-style-type: none"> DFS not configured for separation at present; therefore separating will take time <ul style="list-style-type: none"> DFS is not a separate legal entity DFS CSMB organization is integrated with its counterpart Denali division Treasury, Legal, HR, and other support functions handled through shared services at Denali Denali is in the middle of executing a transformation and DFS separation may impact mgmt focus <ul style="list-style-type: none"> Base case and cost take-out requires execution bandwidth with high value creation potential

Focus on information overload vs. refined story telling

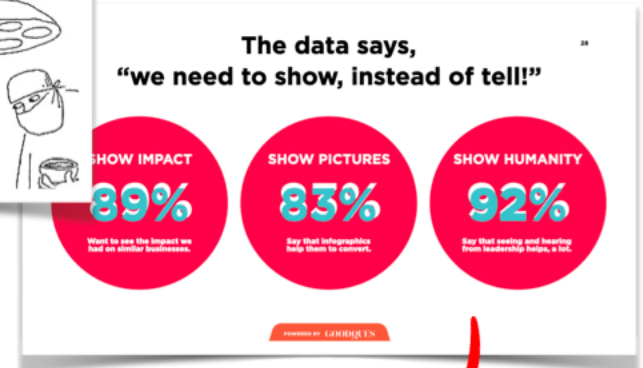
No actionable next steps, only observations and descriptions

TO RESEARCH THAT INFORMS & INSPIRES

From the “horse’s mouth,” we always humanize the target with “verbatim”



The ‘So What?’ is big and impossible to miss. We answer your GOODQUESTIONS clearly.



We don’t shy away from data, we say it loud, proud – and it’s always actionable.

**So let's recap the
key takeaways from
today's talk**





Questions?

perksy GOOD QUEST