

639,600+



INDIVIDUAL DATA POINTS COLLECTED

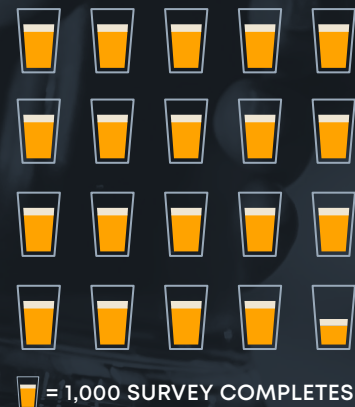


CA	11%	163 PARTICIPANTS
NY	10%	150 PARTICIPANTS
TX	8.9%	134 PARTICIPANTS
FL	8.3%	125 PARTICIPANTS

1,500 nationally representative community participants living across the U.S. including cultural hotspots located in CA, FL, NY, and TX

Efficient Speed and Scale

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- 60+** SURVEYS CREATED
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Real-World Takeaways

- Informed and advanced advertisements
- Guided packaging and POS creative
- Brought voice of the customer into major brand pivots



Community delivered a savings of **over 66%** versus traditional research methods

**363** AVERAGE RESPONSES PER SURVEY