



ThisThat.

Influencer community insights powered by ThisThat
Campaign optimisation, community building and bespoke insights

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Marketing /'mɑːkɪtɪŋ/ *noun*

the action or business of promoting and selling products or services, including **market research** and **advertising**.

The **market research** element of **influencer marketing** is simply **not good enough**.
Influencers' audiences don't feel as though they have a voice.
ThisThat Analytics changes this.

ThisThat combines **tech** and **market research know-how** to extend **influencer community insights**

Generate **bespoke insights on influencers' audiences** for any influencer marketing campaign. Improve your audience engagement, grow your audience and build a community. Maximise your marketing ROI, bring clarity and confidence to your newly optimised strategy.



"These guys are changing how Gen Z interact with brands and I am excited to see ThisThat provide us a good opportunity to interact with a target group we are so far removed from"

Robert Ader, VP Customer Relations, Porsche



Influencer marketing to solely raise awareness is old news. We see opportunity.

Present-day

"34% of marketers say ROI from influencer marketing is better than other marketing channels. 14% think it is much better" - mediakix

Threats *There is a big need for insights*

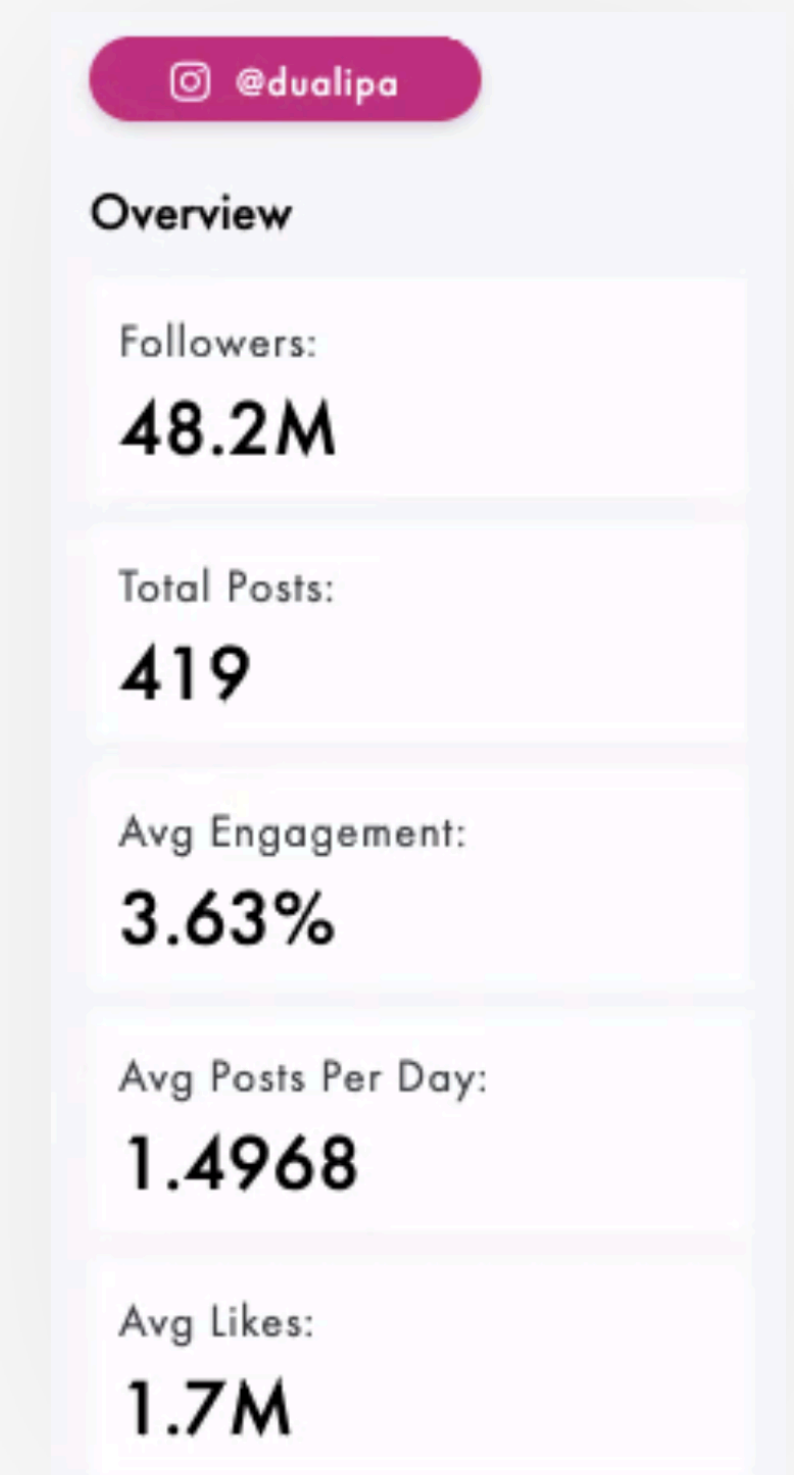
"It's still very much the Wild West - Influencer marketing deals are now focused on performance" - digiday

"If you don't collaborate with the right influencers, it can cause great damage to the reputation of your brand" - shanebarker

"61% of marketers agree that it's difficult to find the right influencers for a campaign" - mediakix

Awareness is great, but it is not enough

- Engagement and hashtag metrics tell you little about the individuals in influencers' audiences, and you thus leave you far removed for the community you are growing.
- You need (campaign-specific) influencer community insights to both build a fitting community and to maximise their engagement, conversion and retention as well as the campaign's ROI.
- Social APIs provide high level aggregate data without the ability to deep dive into audience sentiment and behaviours; blocking campaign optimisation.



Opportunity

Use campaign-specific survey analysis in real-time to power **tailored content and a portfolio of targeted influencers that convert.**

Collect a lot of new data with **ThisThat surveys** which generate **ten-fold engagement** on social with **Gen Z and millennials** "70% of instagram users are between 13-34" - Statista

Don't limit your campaigns to advertising. Provide your client's **fans for life, learn what the evolving demands are and engage them in product development, creative testing** and more.

"I'd love to give my fans a voice by involving them with product cycles and brand concepts through ThisThat surveys!" - Dora Molina, Influencer

ThisThat Analytics maximises ROI and confidence in a clear strategy

- Empowered community of influencers, their audiences and new engaged fans with improved conversion and retention.
- Campaign-specific insights that no 3rd party API could generate on your influencers' audiences.
- More questions answered through the best surveying interface for social platforms and Gen Z; constantly delivering the fastest response and highest completion rates.

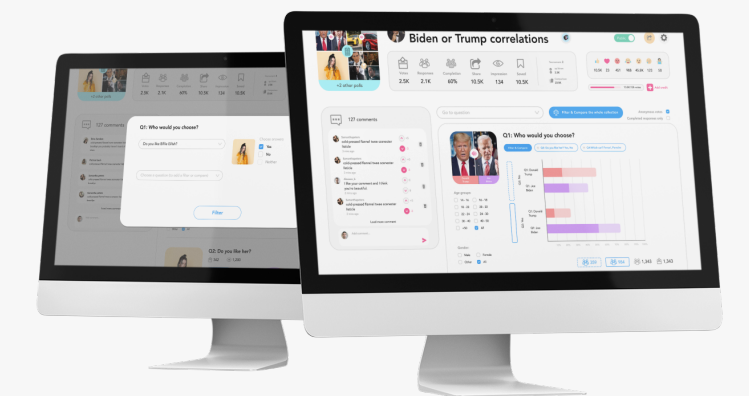
Solution 3

ThisThat Analytics is your answer to more insights



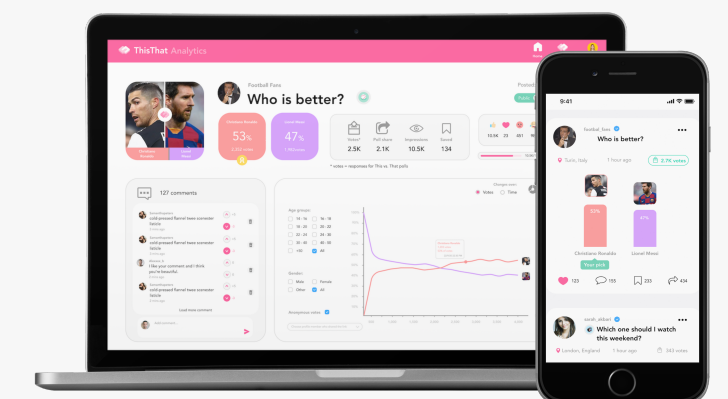
Instant ranking

Interactive leaderboards



Deep & targeted insights

Compare & filter all Q&As and influencers



Actionable & on-trend

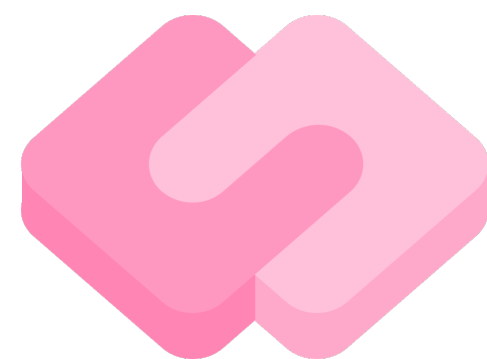
Real-time analysis of trends

Get more insights to maximise your campaign ROI

- Increased engagement through an improved content & market fit. Tailor content, target the portfolio of influencers and optimise the distribution.
- Grow, engage and empower your fan base. Encourage on-brand influencers to survey them on business concepts and product cycles.
- Improve the quality of customers and quantity of traffic and awareness. Build credibility and likability as you broaden your reach.

Better analysis and reporting

- Generate more campaign specific data through high frequency survey participation and recurring audience engagement.
- Compare and filter respondent groups to see correlations and finally understand your influencers' audiences.
- Innovate your reporting, stay on-trend with real-time data and iterate on your campaign strategy with the evolving content-market-fit.



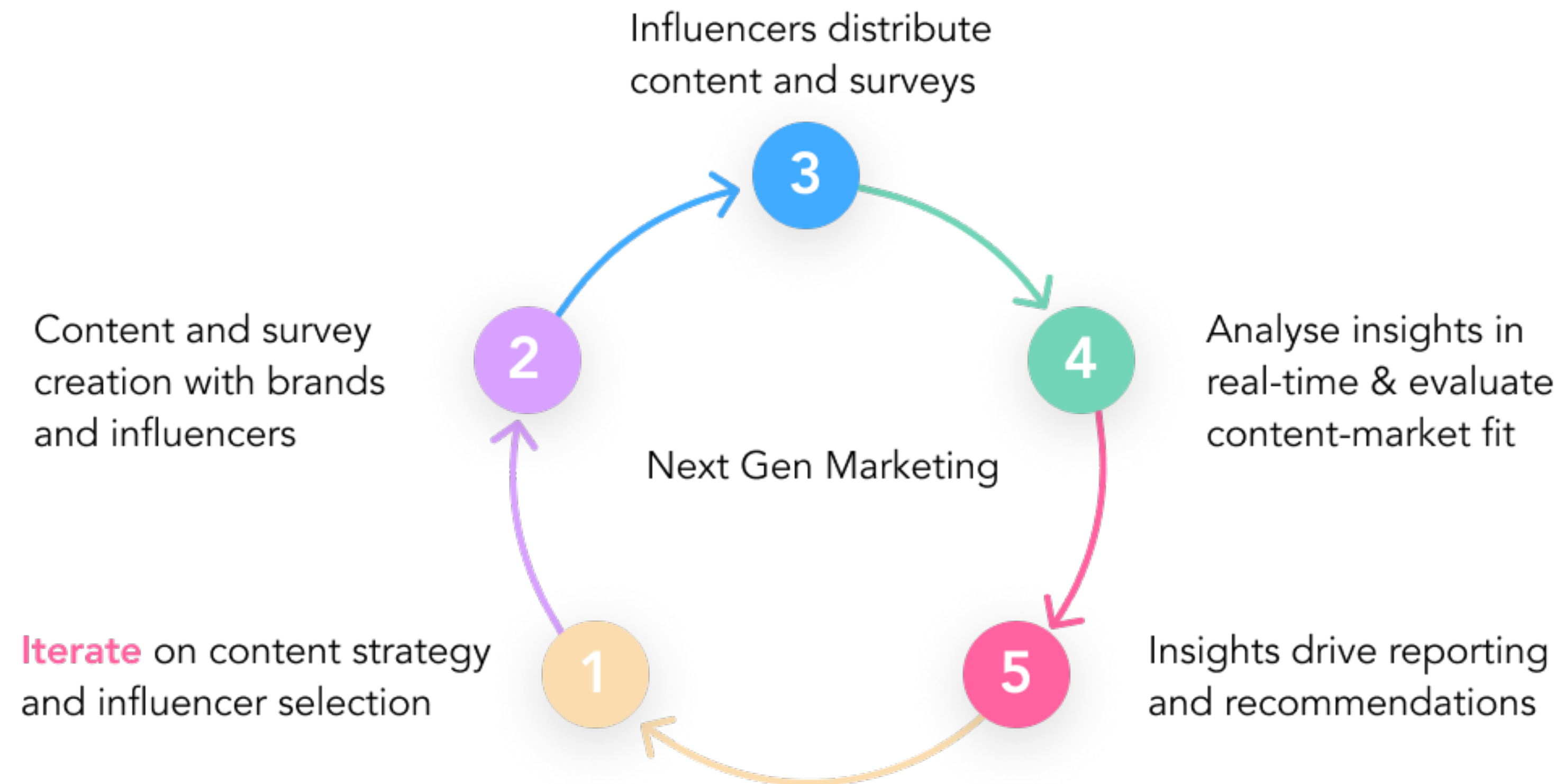
Campaign management

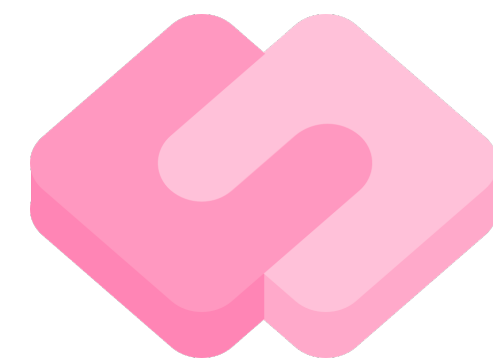
Influencer marketing powered by ThisThat Analytics

Campaign management

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Our campaigns follow an iterative process that obtain content-market fit





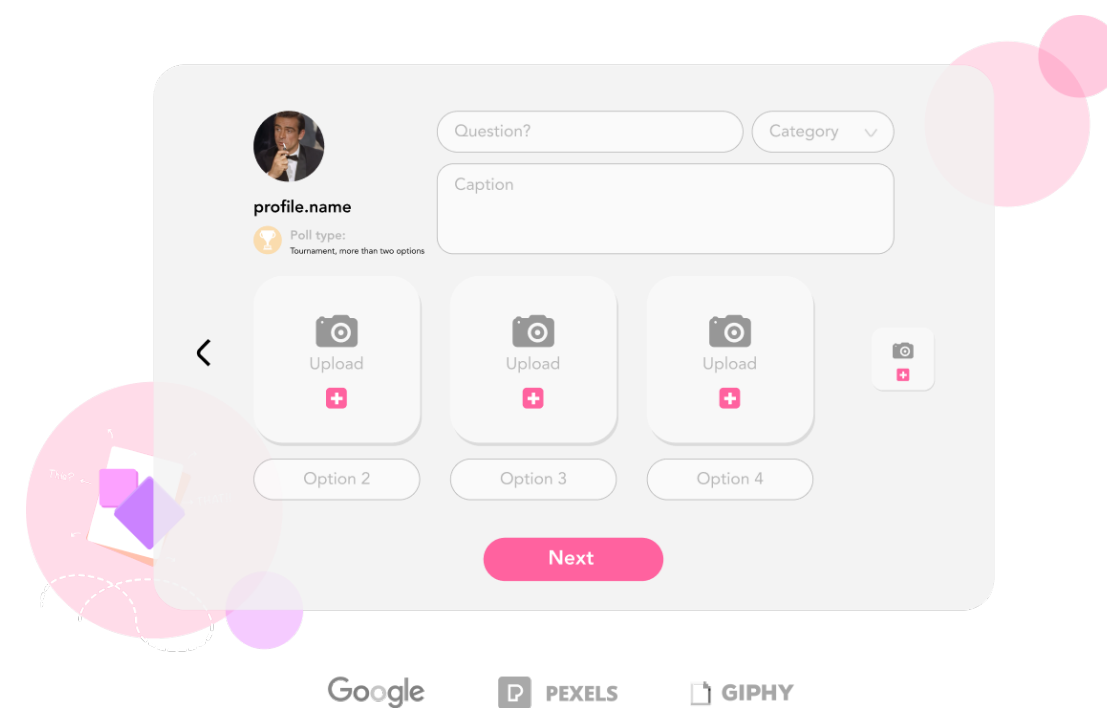
The tech



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1. Ask



ThisThat always presents questions in a visual and binary format to its respondents. This is how we get **honest answers at 10x the scale**.

Inspired by how chess players are ranked, ThisThat sets up a tournament environment for questions with more than 2 options, pitting each option head to head in back to back comparisons. This provides a leaderboard and insights into the likelihood of individual options winning any given comparison.

2. Share

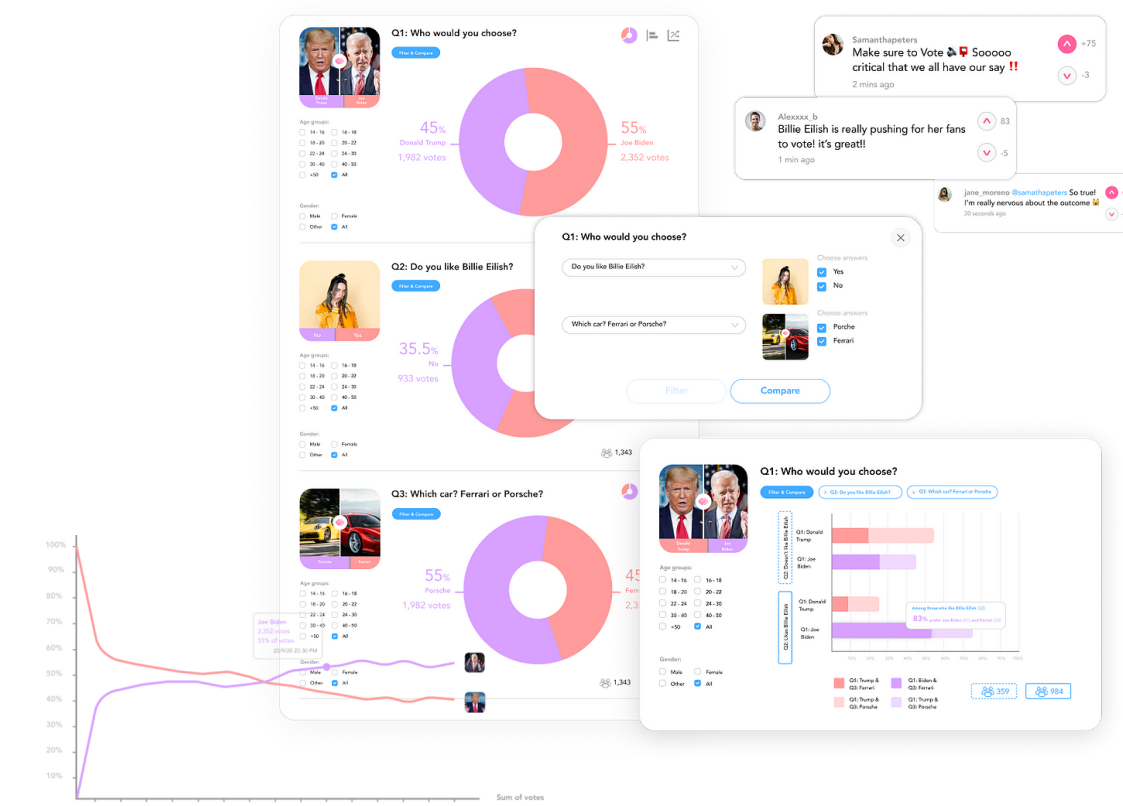


Share surveys and profiles to **any device, across any platform, anywhere in the world**.

Respondents can answer via web app or our native iOS app. **No download, nor signup is required** and we're fully GDPR compliant. All surveys and profile links come with a designed thumbnail.

You can choose whether to make your surveys public or private.

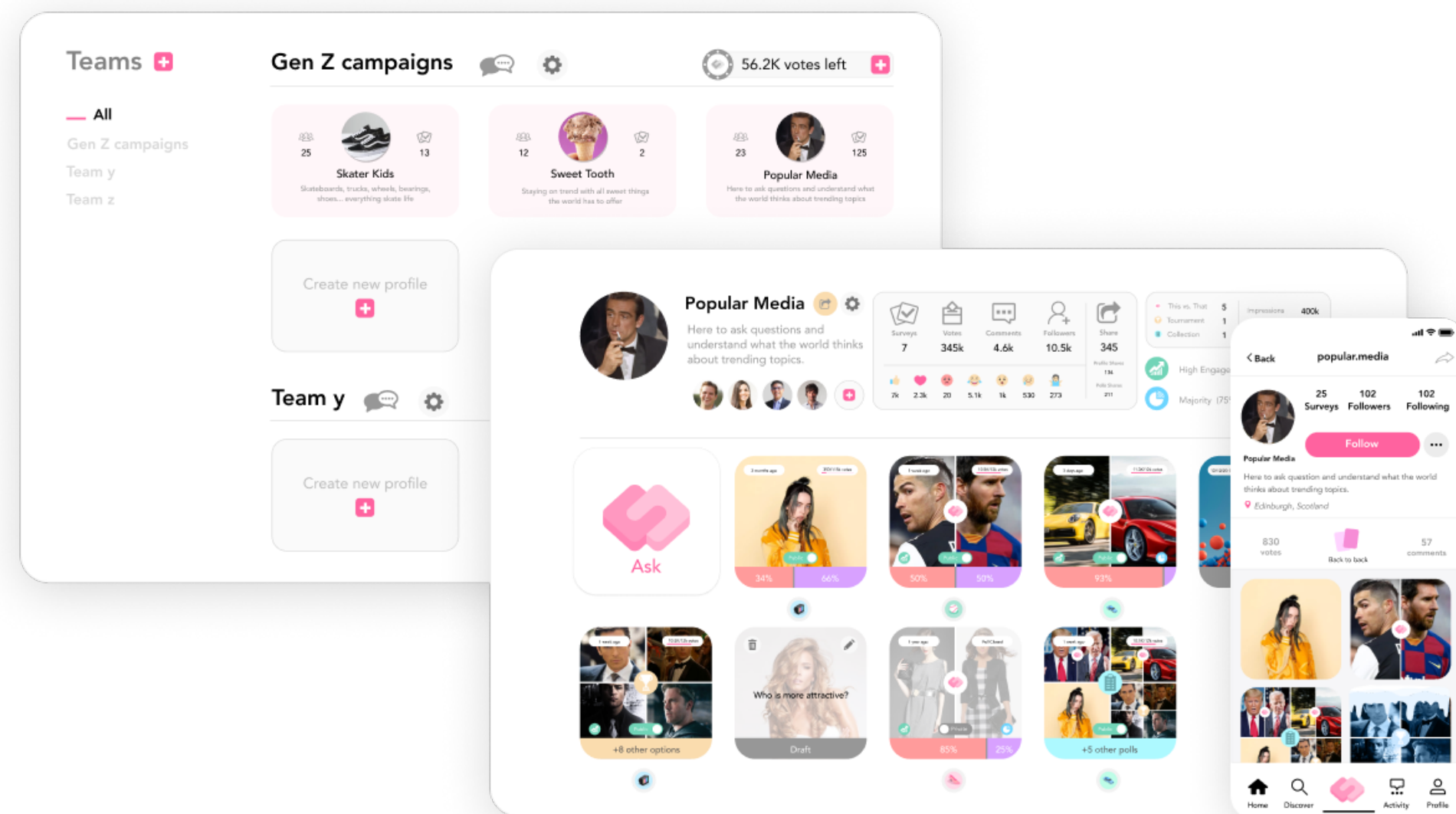
3. Learn



Use questions to **create any demographic you desire** by filtering and comparing respondent groups. Say goodbye to limitations on drilling down for a deeper understanding!

Stay **on-trend** by observing evolving opinions in real-time.

Easily collaborate and manage multiple campaigns with Teams and Profiles




Teams and Profiles

On ThisThat you survey on behalf of a profile. This is how you can **build a following** to notify and engage. Provide your audience the opportunity to be part of an **empowered community**.

Inspired by our favourite project management tool Trello, we made sure that it is super easy for you to survey on behalf of Profiles across a variety of Teams (i.e. clients, campaigns, or projects). **Collaborative work and cross campaign management of surveys has never been easier**. A true game changer for agencies and larger organisations!



Convert audiences to respondents

Best mobile UX for your audience. Send survey link to any device, no download, nor signup is required and we're GDPR compliant. 



Honesty, and more completions

Every respondent has fun on ThisThat. Surveys are no longer a task and it shows! Our respondents share 30 opinions per minute. Uncover biases.



Gamified, social and visual

Images, video, giphys and tailored thumbnail designs. Respondents engage with like-minded users, challengers and gamification.



Uncover powerful insights

Drill down into audience subgroups by comparing and filtering questions and answers. Rank options and stay on trend with real-time insights.



Build your community

Build a following on ThisThat to notify, empower and engage your true fans with product, brand and marketing cycles.



Understand why

Comment threads are embedded with every survey, providing you the opportunity to engage qualitatively and understand **the why**.



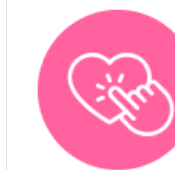
Optimised marketing

Iteratively and continuously evaluate campaign content and market positioning. Tailor distribution of content across targeted audiences.



Utilise verified accounts

Share surveys through influencer and brand profiles to gain deep insights into audience sentiment with a simple insta story swipe up.



On-trend brand positioning

Have an up-to-date understanding of brand perception. Regularly measure consumer awareness and the effectiveness of your communication.



Product development

Access your community's opinion at every stage of your product development cycle.



Creative testing

Consumer reactions to videos, images, designs, logos, packaging, user experience and anything visual.



Test and evaluate more

Make a habit of iteratively and quickly checking in with your target market for feedback on anything from concepts to business ideas.



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