



# ThisThat

Find out what the world thinks



Lightning fast market research at scale for marketers. Backed by powerful insights and delivered on a next-gen, mobile-first, gamified platform.

Effective content, distributed optimally, creating greater ROIs, confidence in campaigns and a more tailored experience for audiences.

Pre-Launch

# Product A/B testing

Design and develop your product with input from your existing customers and potential customers end-to-end. Improve your brand awareness and make them feel like they are being listened to. Build anticipation for your campaign and product launch.

Willing to spend over £100

15%

80%

90%

Willing to spend over £100

20%

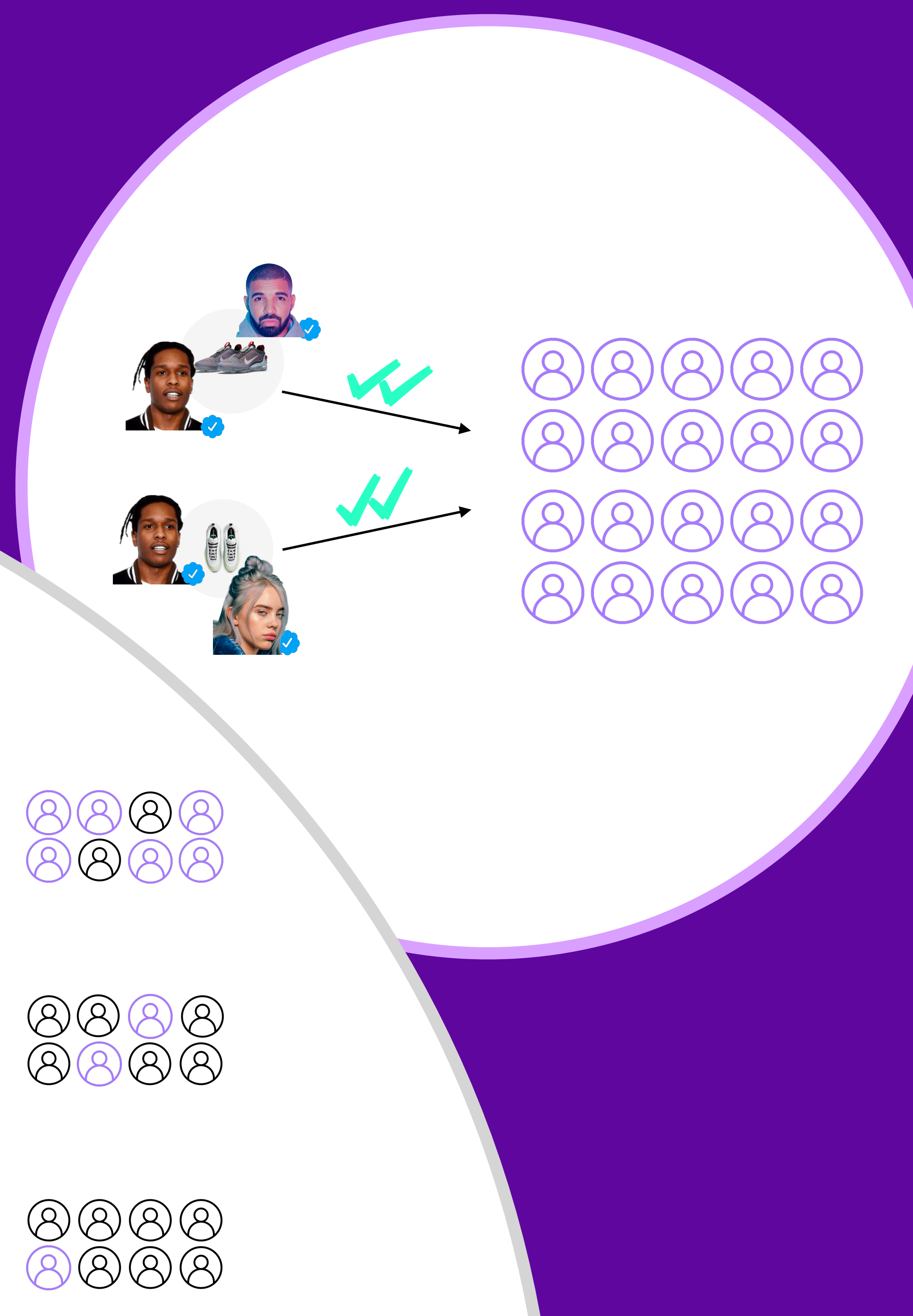
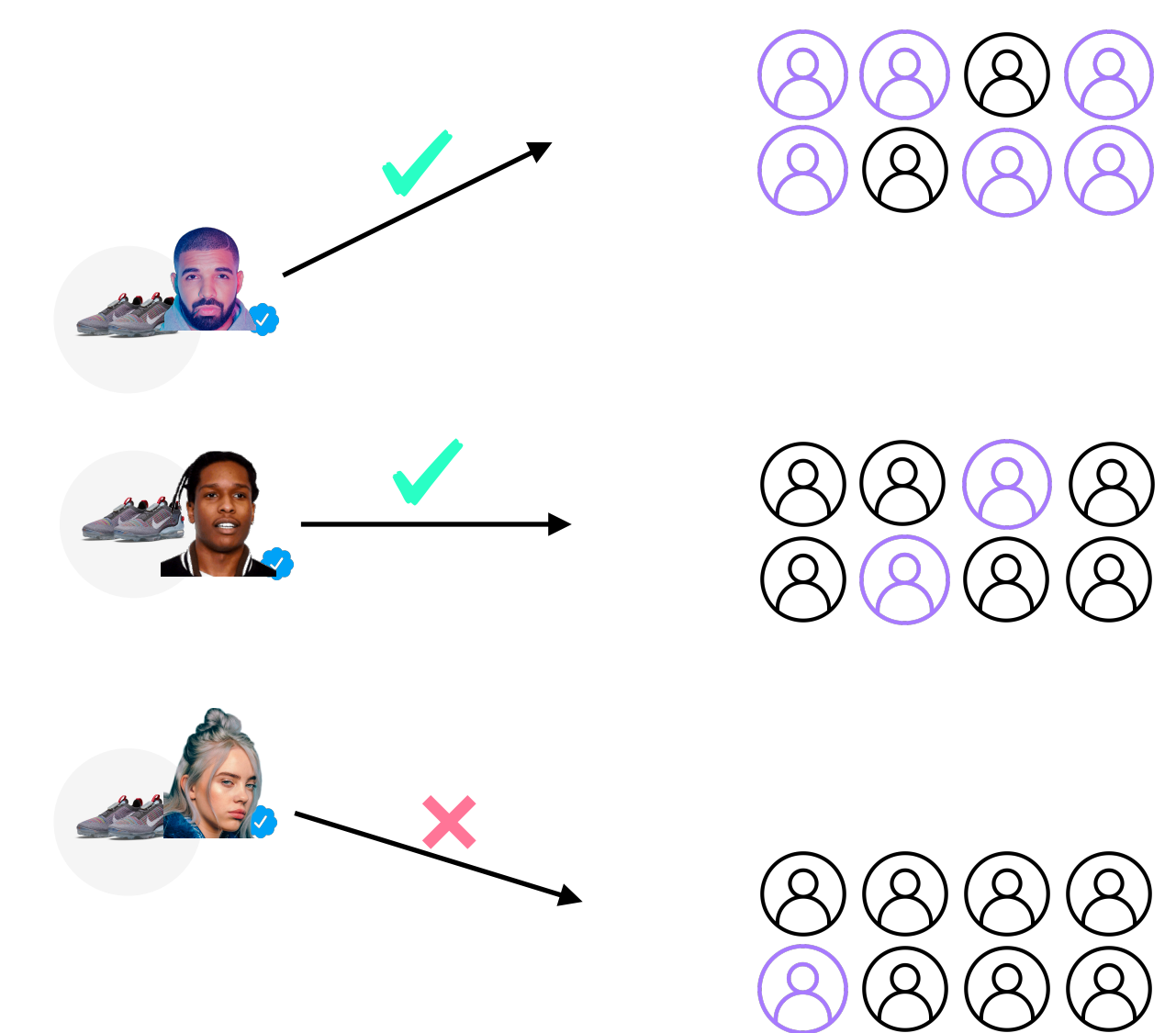
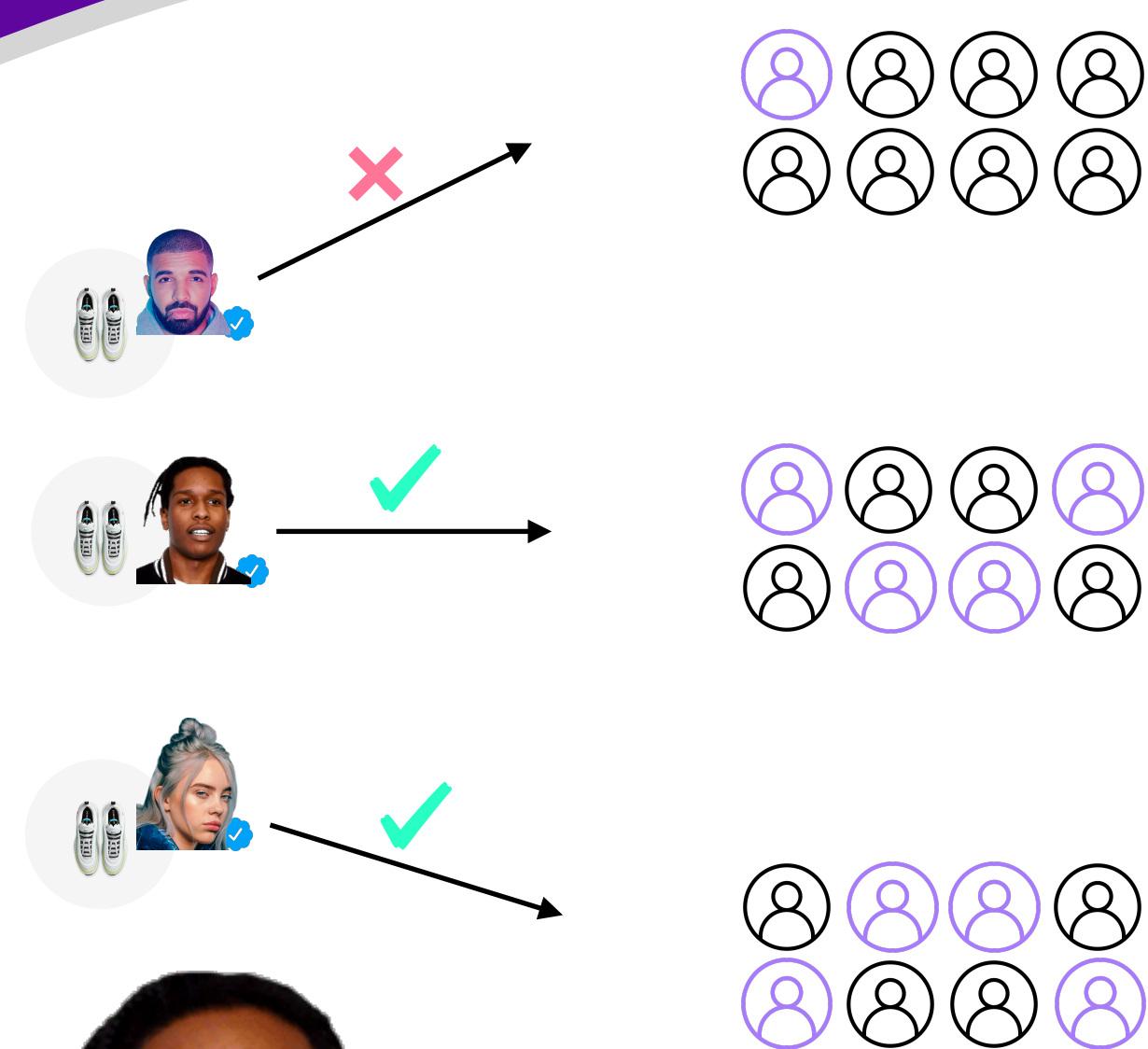




Pre-Campaign

# Content and Distribution Strategy

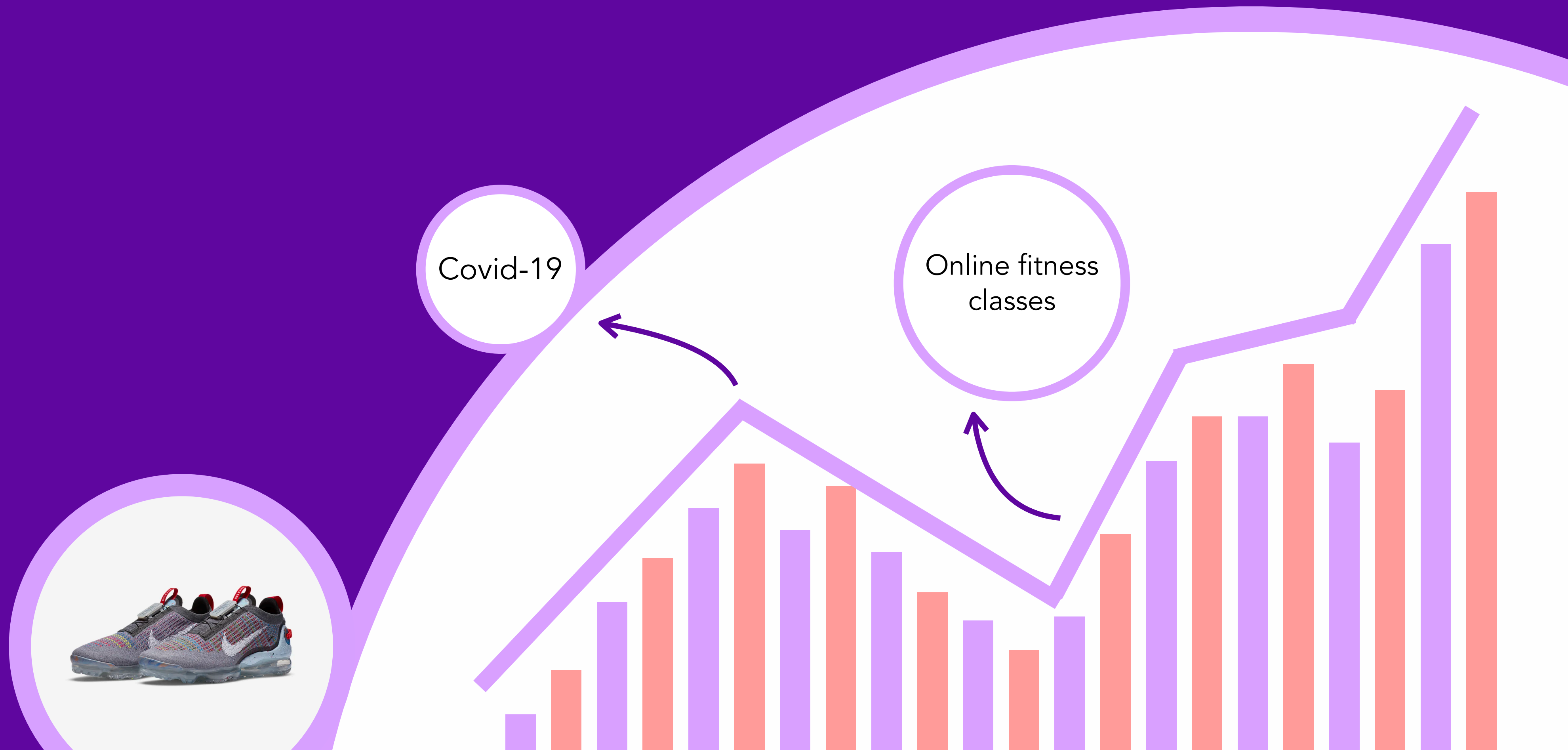
Understand what content specific audiences are suited for and why. Strategise the best methods of distributing said content and work with the most optimal channels, hubs and/or ambassadors. Audiences answer surveys in record time on our web app or iOS app.



Mid-Campaign

# Data Driven Content and Trend Analysis

Adapt your campaign in real-time based on the sentiment of the audience. Stay ahead of the curve and realise trends as and when they emerge. Adapt your content and push what is most effective in an instance.



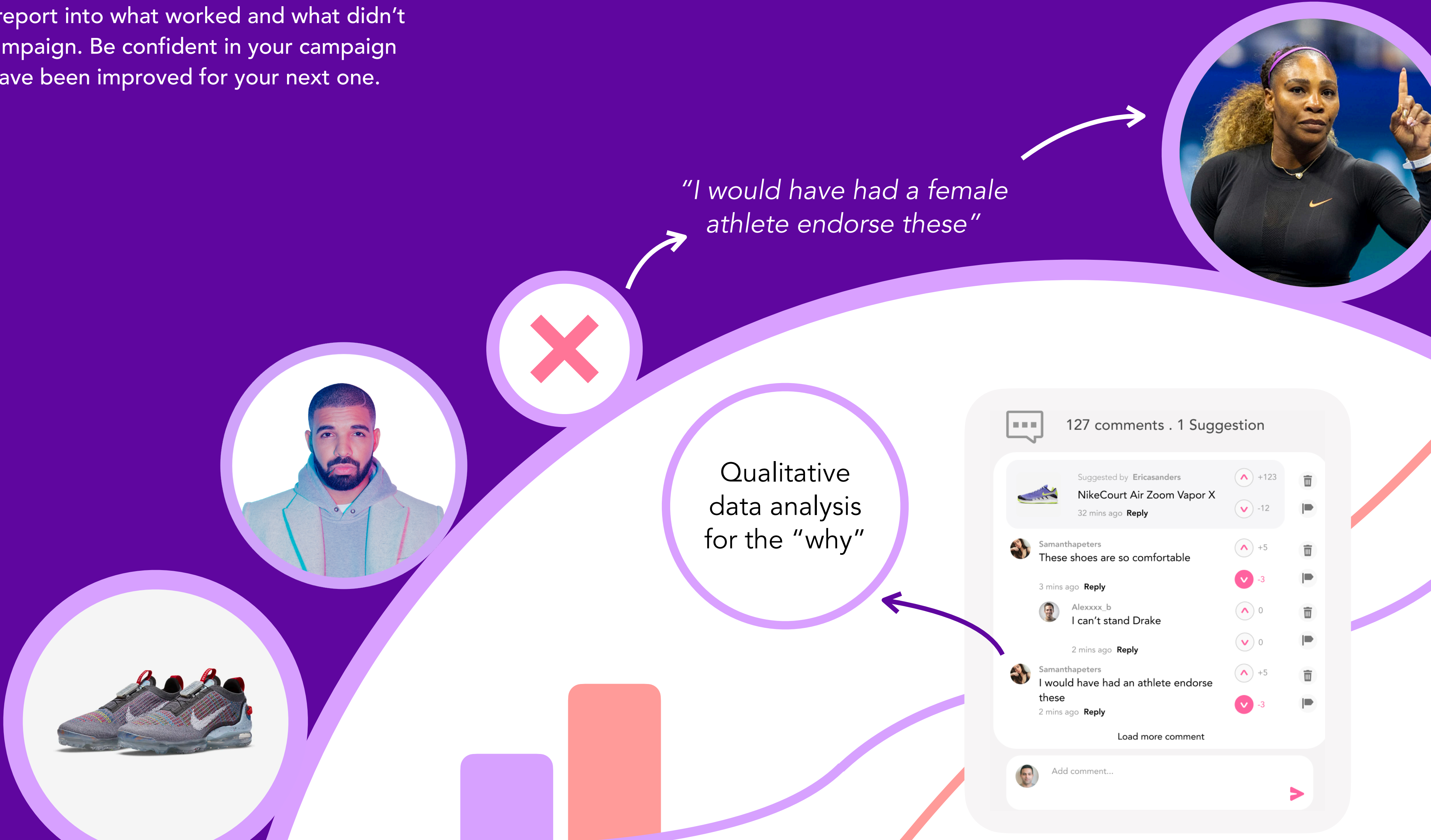


Post-Campaign

# Campaign Review and Analysis

Provide your clients with a report into what worked and what didn't from start to finish in the campaign. Be confident in your campaign and reflect on what could have been improved for your next one.


Quality assurance ✓



*"I would have had a female athlete endorse these"*

Qualitative data analysis for the "why"

127 comments · 1 Suggestion

Suggested by Ericasanders  
NikeCourt Air Zoom Vapor X  
32 mins ago Reply

Samanthapeters

These shoes are so comfortable

3 mins ago Reply

Alexxxx\_b

I can't stand Drake

2 mins ago Reply

Samanthapeters

I would have had an athlete endorse these

2 mins ago Reply

Load more comment

Add comment...



# Listen and adapt

A good manager is aware of how his team is performing, how satisfied they are in their job and is willing to democratise the work environment. In a chaotic world it is important to listen to your staff and adjust your practices to best suit their needs. Create surveys bespoke to your firm. We promise higher engagement rates and completion rates compared to other surveying platforms. Not only that- using ThisThat, your employees will actually enjoy a survey experience for the first time.



GYM  
MEMBERSHIPS

The diagram illustrates a path of employee benefits. It starts with a purple square at the bottom left, followed by a light blue square, then a pink square, and finally a yellow square at the top right. A curved line connects the purple square to the pink square, with the text 'GYM MEMBERSHIPS' inside. A curved line connects the pink square to the yellow square, with the word 'Holiday' in a cursive font inside. A speech bubble points to the yellow square, containing the text 'I'd like to continue working from home'.

Holiday

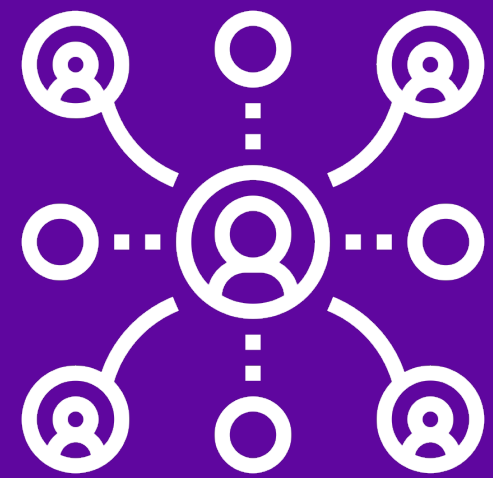
I'd like to continue working from home





## How it works

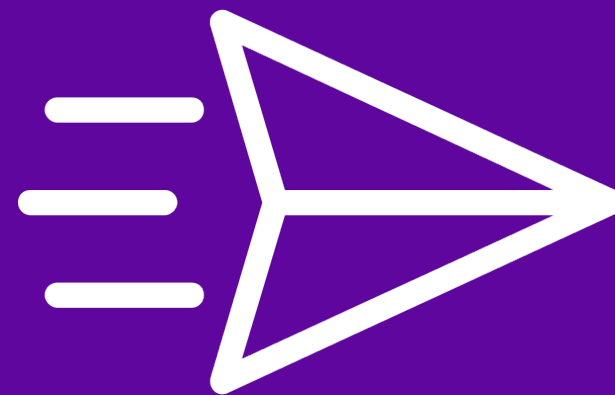
## The platform in 5 simple steps



Create teams and  
profiles



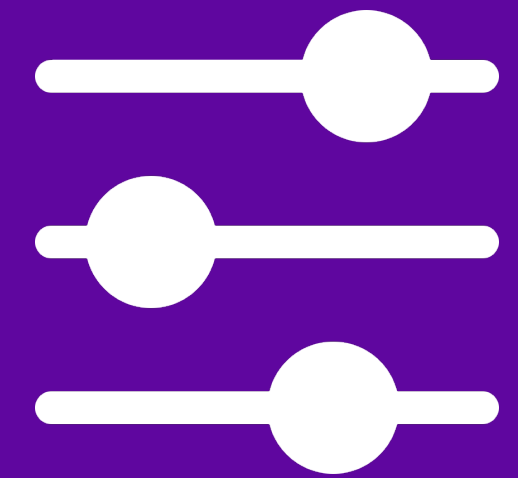
Create your first  
survey



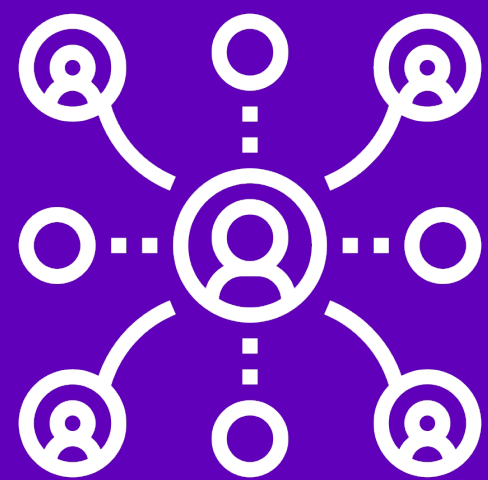
Send to your desired  
audience



Collect data in real-  
time

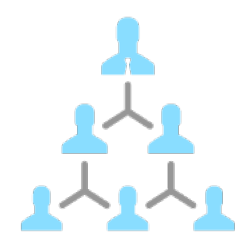


Filter and compare  
results



## Create teams and profiles

Allow for collaboration and agencies to represent multiple clients, product releases and trends. Interact with members & users via ThisThat Messenger.



Team

Make a team and start collaborating.



Profile

Make profiles within a team to survey from.



Ask

Find out what the world thinks.

Team x



56.2K votes left



25



13

Profile name  
Profile description

12



2

Profile name  
Profile description

23



125

Profile name  
Profile description

Create new profile



Team y



Add credit!



0 votes left



Create new profile



✓

✓

✓

Create your first survey

Control the rhetoric. Ask your own questions on whatever subject you want. Ask a this vs that question, a multiple choice tournament mode question or a multi question survey, we call collections.

Ask your question!

Profile's name

Poll type:  
Two photos, two options

Question?

Category

Caption

Upload

+

Upload

+

+

Option 1

Option 2

Next

Ask more

Collection

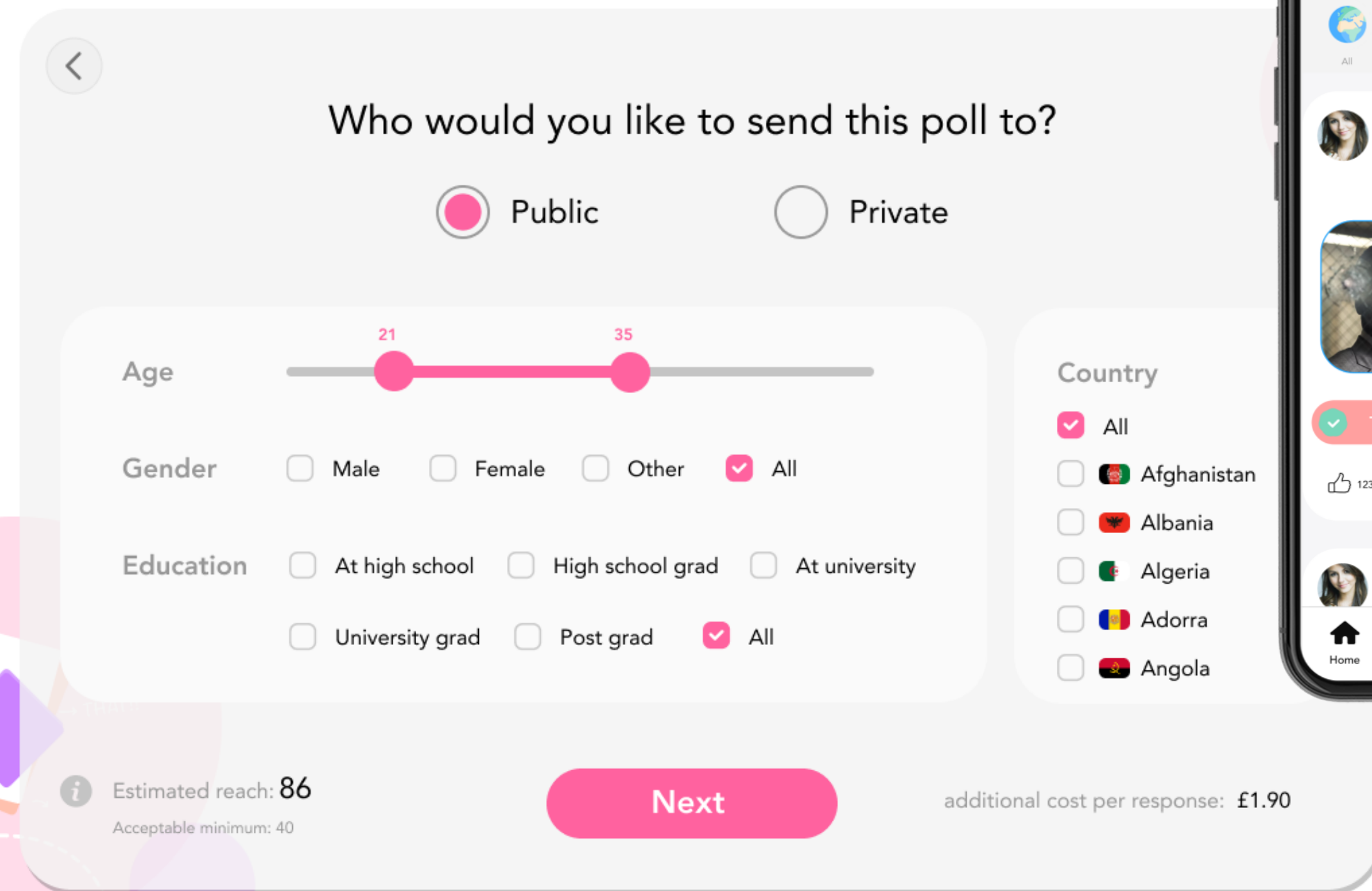
This vs That

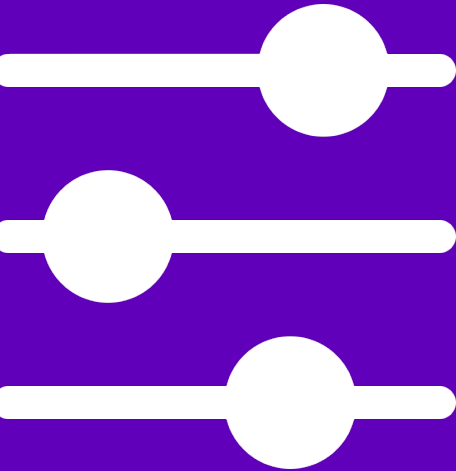
Tournament Mode





Send your polls publicly, privately or to a bespoke audience. Choose from a variety of demographic subsets. Share surveys on any social media platform, website or mailing list. Audiences answer on the web app, available on any device, anywhere.

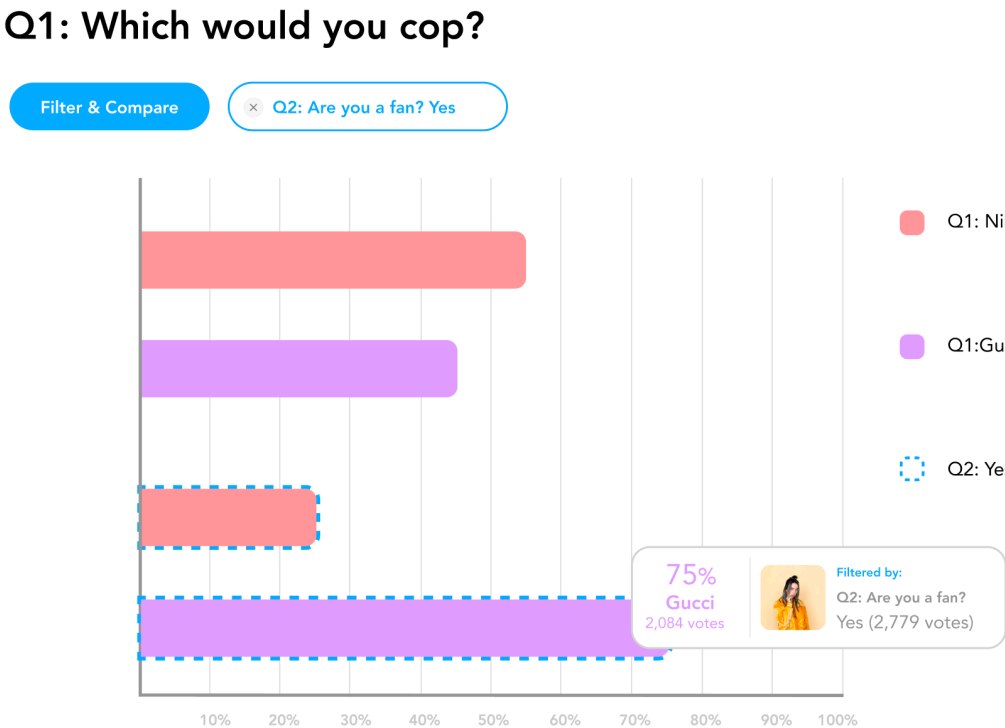
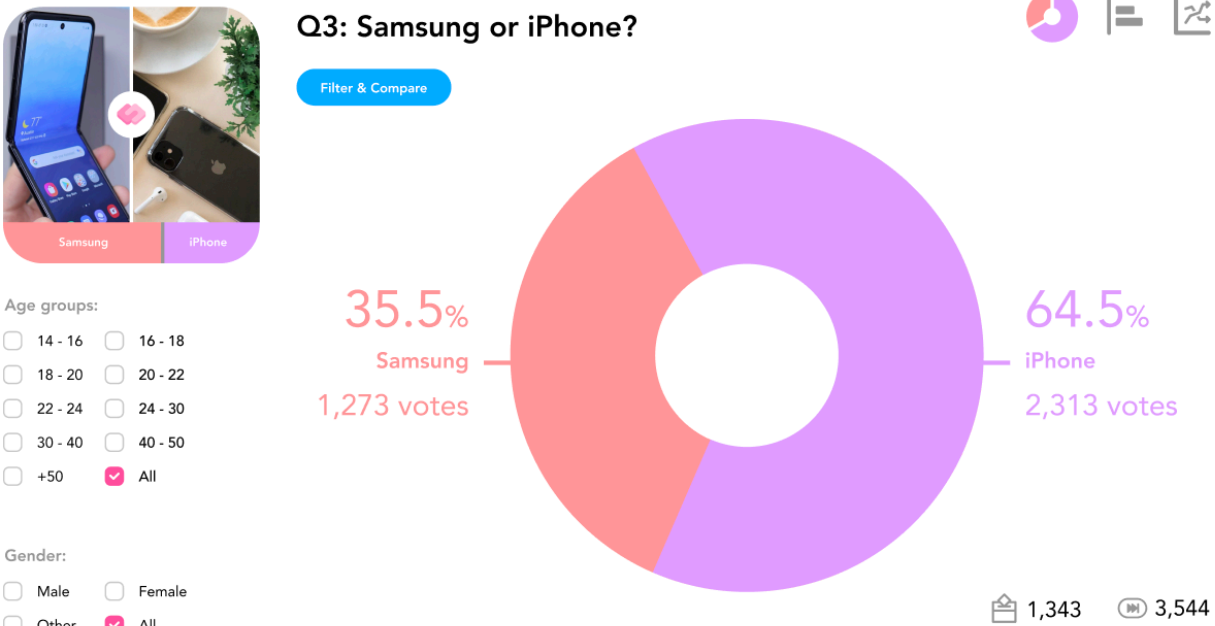
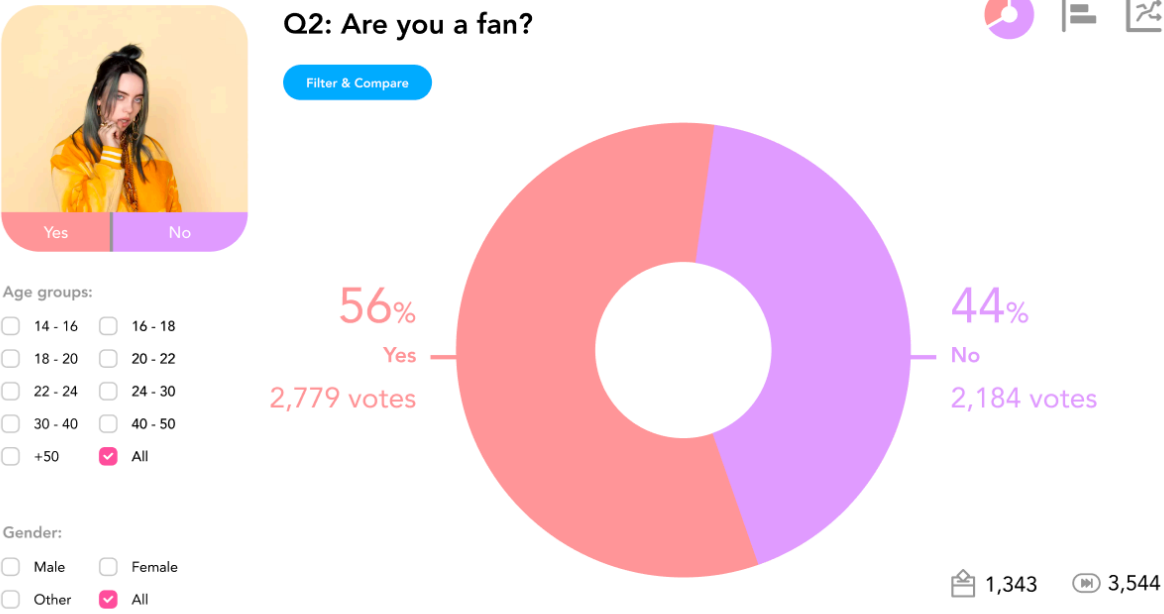
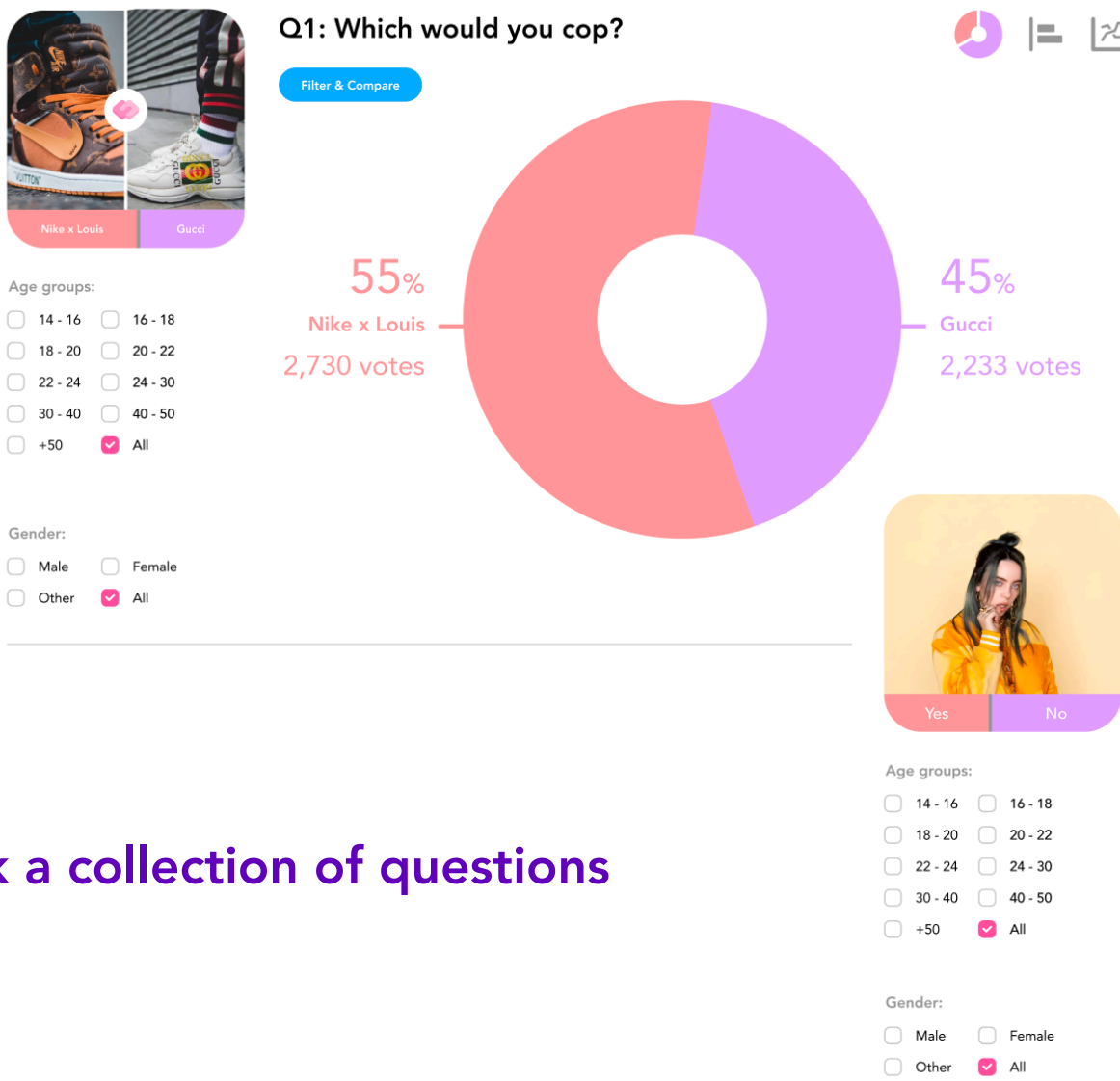




# Filter and compare results

Our sophisticated analytics platform gives you the freedom to gain insights otherwise unobtainable. Create any audience with any demographic subset and filter results accordingly.

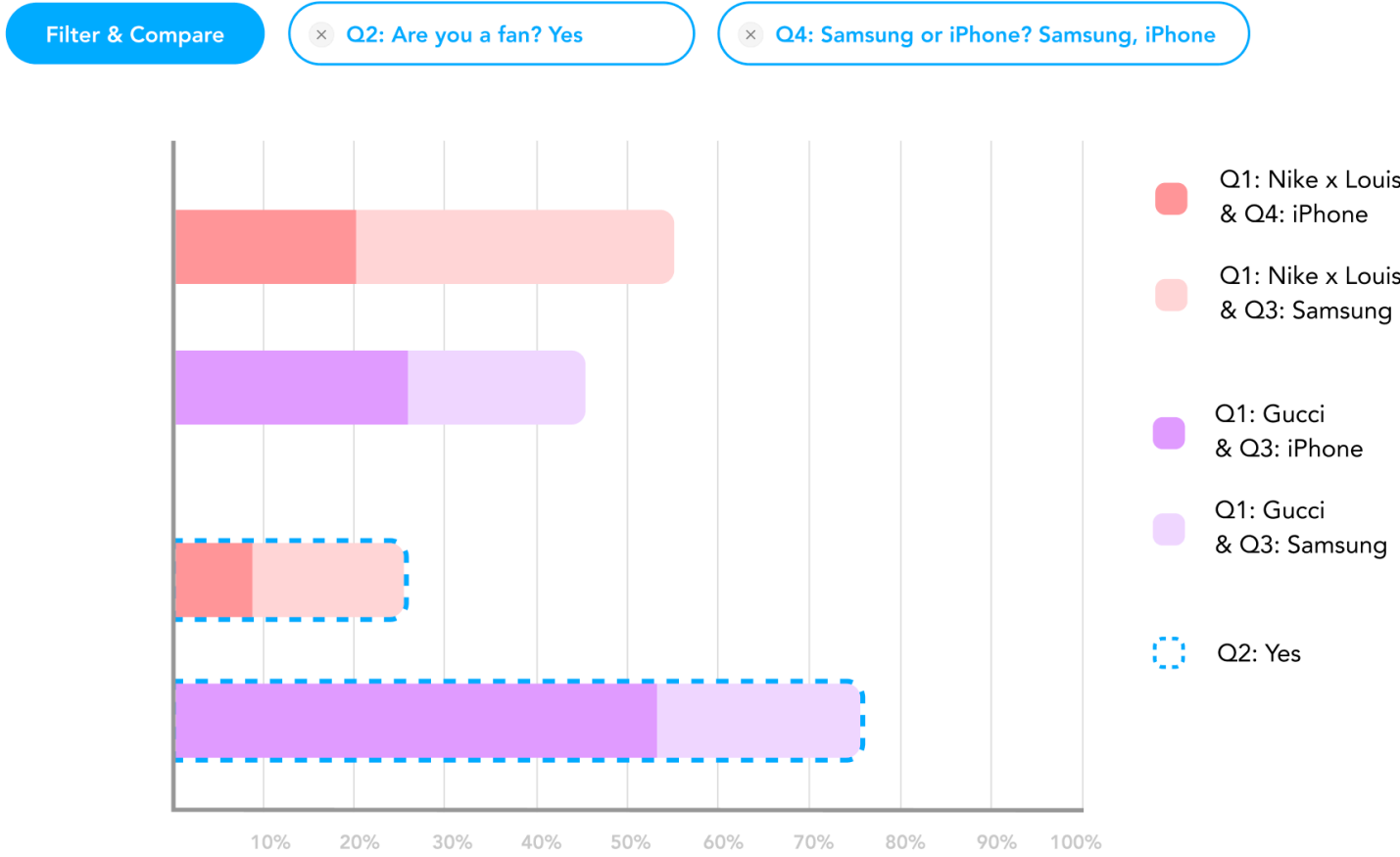
## Step 1: Ask a collection of questions



**Step 2:** Compare original results by those filtered with Billie Eilish’s fans

Conclusion: Fans are more likely to have a stronger preference for Gucci

## Q1: Which would you cop?



**Step 3:** add an additional comparison of iPhone vs Samsung supporters

- Conclusions:
- While Gucci fans seem indifferent on phone choice, those who are Billie Eilish fans have a strong preference of iPhone
  - Nike x Louis supporters are more likely to prefer Samsung regardless whether they are a fan of Billie Eilish or not

As trusted by



If you want to make data backed decisions, and tailor  
campaigns in real-time to best suit your audiences; get in  
touch

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[www.thisthatanalytics.com](http://www.thisthatanalytics.com)