

The background features a dark grey or black color. On the right side, there are several overlapping, bright pink geometric shapes. These shapes include a large triangle pointing upwards and to the right, and several parallel diagonal lines that create a sense of movement and depth. The overall aesthetic is modern and minimalist.

THISTHAT BRAND LIFT

MADE FOR INFLUENCER MARKETING



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WHO WE ARE

NEXT GEN MARKET RESEARCH

ThisThat is the only survey platform made for social and offers the leading full-service brand lift study solution for influencer marketing and social media.

ThisThat launched the world's first fun surveying experience and in doing so are uniquely able to survey influencer's audiences at scale directly through social.

In 2017, ThisThat set out on a mission to make surveying fun and since have built the most powerful survey analytics tool within the industry. Their strategic advisory is revolutionising campaign ROIs as well as understanding how to attract and engage any audience.

www.thisthatapp.com



4.5B Social media users that we can reach	10X Survey completion rates
∞ Ways to cut our data	120M Panelists that we can screen globally
3 Core products: Brand Lift Studies Influencer Led Research SaaS	100% Innovation Legitimation Strategic Insight

2X GOLD AT THE INFLUENCER MARKETING AWARDS 2022:

Best Influencer Marketing Technology
Industry Choice of SaaS



**THE ONLY SURVEY PLATFORM
MADE FOR SOCIAL**

THISTHAT'S BRAND LIFT METHODOLOGY

THE NEW STANDARD

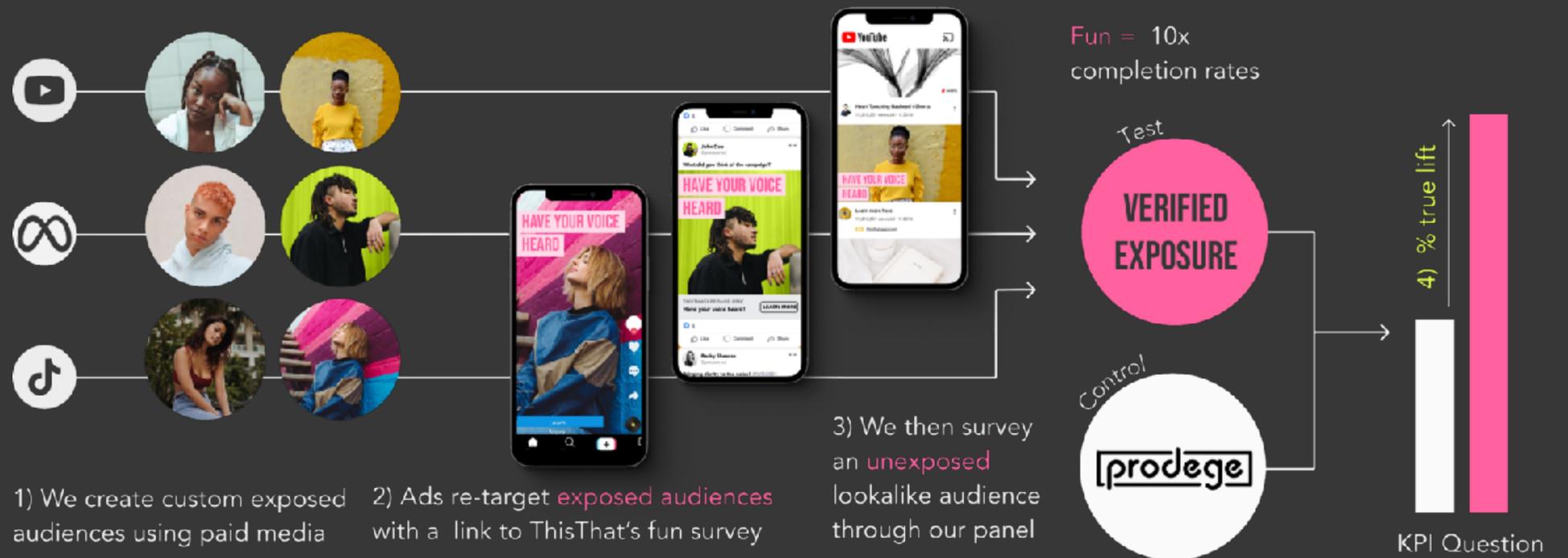
Long gone are the days of simulated exposure, and thank the heavens! Frankly it was bull\$#!

Now and only with ThisThat do you get brand lift data directly from the true source; each creator's reach whose exposure to the multiple touch-points of the campaign are verified - rather than some random groups' reaction to forced exposure of a single creative. New insight opportunities are endless; our surveys are fully customisable and you can reach audiences across multiple platforms. Answer questions like: what is the ad recall actually? Did the campaign get people talking? Did you shift the perception over time? Have they considered purchase and how likely are they to? Learn anything you desire directly from the creators' audiences.

Measure *any and all* KPIs with ThisThat:

- Awareness Lift
- Association Lift
- Perception Shift
- Favourability Lift
- Brand Love Lift
- Custom attributes
- Search Intent
- Conversation Lift
- Consideration Lift
- Purchase / Action Intent
- Recommendation Lift
- Message Relevance

HOW WE MEASURE LIFT



[Click to see an ad example](#)

NEXT LEVEL INSIGHT

DATA DOESN'T TELL YOU S#! INSIGHT DOES

Everybody and their uncle raves about insight. It's mistaken with data. Outdated Brand Lift solutions provide lift metrics only - that is data. At ThisThat we provide an accurate and deep understanding as to why the lift happened; that is insight.

Only with ThisThat can you :

- Segment results by type of exposure: Compare creators, content and platform
- Compare results by question response
- Test hypotheses and uncover interesting insight that drives ROI
- Gain continued recommendations on future hypotheses and data exploration to uncover any other interesting correlations that drive ROI

Understand why the impact happened

Which Creator did best across the funnel?

Have you **considered** purchasing <Brand>?

Filter by Brand Lift KPIs

Filter by primary **association** with <Brand>



<Brand> offers a social experience

<Brand> has a range of experiences



- Awareness Lift
- Association Lift
- Perception Shift
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WHO WE WORK WITH

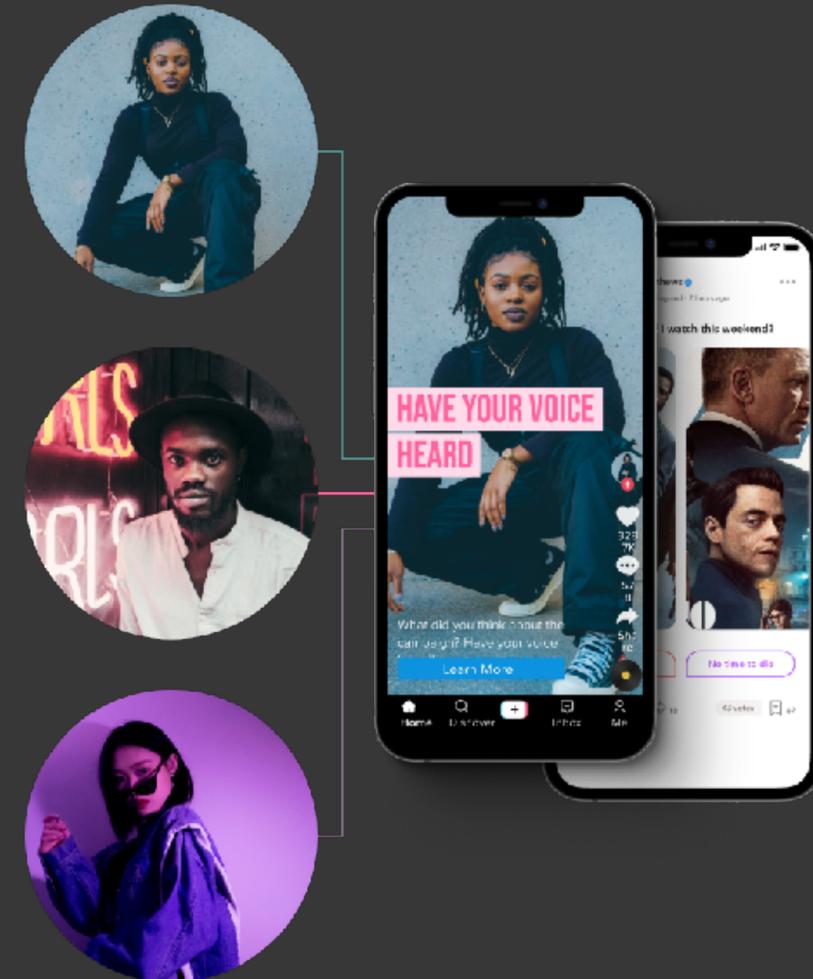
AGENCIES



BRANDS



INFLUENCERS AND THEIR AUDIENCES



COMPARISON GRID

	ThisThat	Nielsen / Kantar / Boffins ^{ZZ} _Z
Output	Dashboard, Deck, and customisable survey with 15Qs	Deck and survey with standardised survey and limited questions
KPIs	Any and all KPIs	Limited customisability of KPIs
Delivery time after fieldwork	Dashboard is immediate and Deck comes within 2 weeks	4-8 weeks
Do they get Influencer marketing and social?	Yes	No
Can you trust the data?	Yes	No (simulated exposure is fundamentally flawed)
Exposed group and Unexposed group	200-1,600 Influencers' audiences across multiple platforms and touchpoints and 100-300 screened lookalike panelists	100-150 Panelists who are forced to watch a creative and 100-150 Panelists who aren't forced to watch a creative
Insight on creative, targeting, messaging and why the impact happened the way it did	Yes	No
Strategic recommendations and exploratory research for continuous MROI optimisation	Yes	No
Exposure segmentation options	Compare platforms, content, creators, paid vs organic, short vs long form, Influencer reach vs TV and social	None
Survey response segmentation options	Compare results by question response	None
Comparison of results against competitors	Yes. Learn how to retain existing and conquer new customers	Yes (only data, not insight)
Platforms	FB, Instagram, TikTok and Youtube (and simulated exposure...)	Simulated exposure only
Minimum reach / paid media spend	No minimum spend, minimum reach of 30k /influencer	Paid media spend and 1m+ reach thresholds

TLDR

GET STRAIGHT TO THE CHASE

Case studies:

#1 [Food Delivery Service](#)

#2 [Taxi Driver Platform](#)

#3 [Virtual Reality Headset](#)

#4 [Skincare product](#)

#5 [TV streaming service](#)

See ThisThat's [Dashboard in action](#)



THANK YOU

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*Book a discovery call
with Dom: [Calendly link](#)*