

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 INFLUENCER-LED

MADE FOR SOCIAL & INFLUENCER MARKETING



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WHO WE ARE

NEXT GEN MARKET RESEARCH

ThisThat is the only survey platform made for social and offers one of a kind influencer-led research 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

5M

Creators we can work with and learn from globally

3

Core products:
Brand Lift Studies
Influencer Led Research
SaaS

100%

Innovation
Legitimation
Strategic Insight



**THE ONLY SURVEY PLATFORM
MADE FOR SOCIAL**

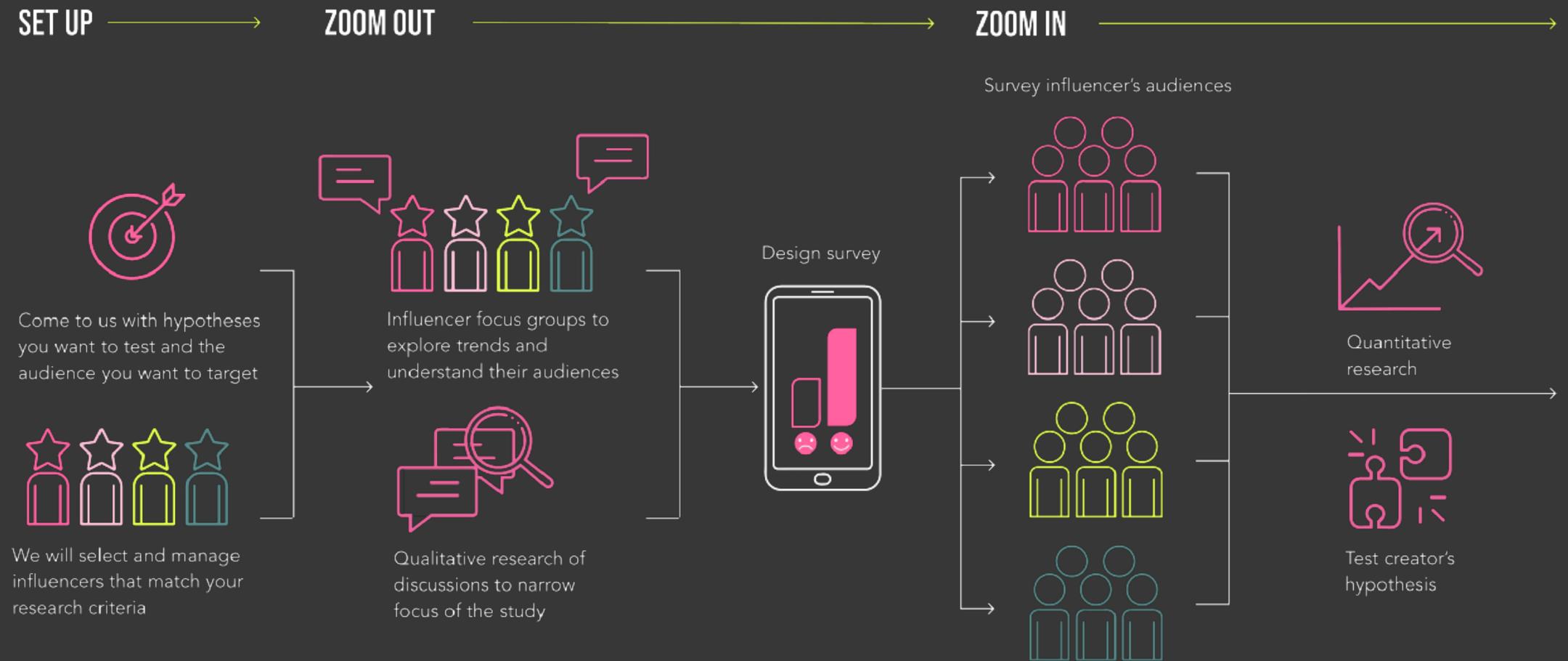
THISTHAT'S INFLUENCER-LED METHODOLOGY

THE NEW STANDARD

We spend time understanding your research goals and objectives. Forget trusting your project to those not in the know. We do things differently. **We make sure you are asking the right questions to the right audience.**

Learn from the best of the best as we zoom out with your research study. Influencers are the trendsetters, community representatives, leaders and people with genuine influence.

Finding the right audience is historically difficult if not impossible. Not at ThisThat. We survey Influencer's audiences so you know you are targeting the right people who share the same interests, affinities, characteristics and psychographics. Panels are dead. ThisThat is social led...



NEXT LEVEL INSIGHT

DATA DOESN'T TELL YOU S#*! INSIGHT DOES

Everybody and their uncle raves about insight. It's mistaken with data. Outdated solutions start with the wrong questions posed provided by the wrong researchers. At ThisThat we bring in the best of the best influencers to shape studies.

Only with ThisThat can you :

- Learn from creators; the thought leaders, trendsetters, community representatives.
- Shape your study with their qualitative insight.
- Test hypotheses directly with influencer audiences.
- Gain insight into specific topics regardless of how niche it is.



WHO WE WORK WITH

AGENCIES

TAKUMI



group^m

goat



THE
OUTLOUD
GROUP

REACHBIRD
YOUR PARTNER IN INFLUENCER MARKETING

Tailify.

influencer

inca
Intelligent Influence

BRANDS



L'ORÉAL



PHILIPS

Meta

Uber

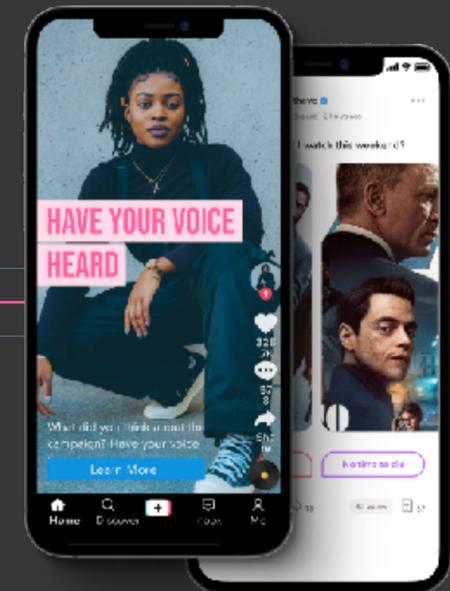
eCCO

LIDL



Uber Eats

INFLUENCERS AND THEIR AUDIENCES



PRICING

STARTER STUDY \$62,500

12 influencers

3x 2hr focus group (recorded)

Survey design (12 questions)

500 Respondents through a panel

Asking the right questions

Wrap report

8 weeks

PRO STUDY \$102,500

12 influencers, 36 organic stories and paid amplification

3x 2hr focus group (recorded)

Survey design (15 questions)

500+ Respondents through social

...to the right audiences

Wrap report

10 weeks

BLENDED STUDY \$85,000

Pro study lookalike, except influencers' stories will be organic only; they won't be amplified with paid. The shortfall of 500 respondents will be filled by screened lookalike panelists; resulting in a blended sample (social and panel)

PRO+

Gain more insight by involving more influencers and more data streams: platform, creator, paid or organic, content, messaging, and targeting. More data equals more segmentations and that equals more insight.

\$5,000 / audience of 100 respondents

\$5,000 / influencer for focus group and 3 stories

\$7,500 / extra focus group (up to 4 influencers)

TLDR

GET STRAIGHT TO THE CHASE

[Case study snippet](#): The Feminist Revolution will be Branded

[Case study video](#): The Feminist Revolution will be Branded



THANK YOU

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