

How Ypulse is Making Market Research Millennial-Friendly and Getting Results (HINT: There's an App for That)

Ypulse, the authority on Millennial research, turns to mobile research software innovator, Kinesis, to support growing need for mobile and video research.

ABOUT YPULSE

With access to over two million Millennials across two communities, Ypulse is the leading authority on Millennial tweens, teens and young adults. The firm provides content, data and strategic insight about Millennials to some of the largest brands in the world.

THE CHALLENGE: ENGAGING MOBILE MILLENNIALS

When Ypulse wanted to build a representative panel to understand Millennials' attitudes toward their client – a major mobile carrier – they knew traditional email interactions would not fit the bill.

"From experience we know Millennials strongly prefer contact via in-app alerts or text messages, and only use email as a last resort," said Dan Coates, President and Co-Founder of [Ypulse](#). "Our mantra is 'keep the fish in their fishbowl', knowing that mobile is the air that Millennials breathe."

Due to the nature of the client and armed with the knowledge of Millennial's mobile preferences - Ypulse sought out a mobile-centric solution that would encompass alternate forms of data collection in addition to typical surveys, in order to effectively communicate with Millennials and keep them engaged on an on-going basis.

In order to be successful, Ypulse needed a solution that would provide:

- Full mobile functionality across panel management and survey platforms. This included the need for mobile-responsiveness from the point of opting into the panel, through the invitation process, while responding to project requests, and while redeeming incentives.
- Project scalability
- Support for video and image submissions
- Sophisticated style and design for all panelist-facing communications
- Full support for their end client's needs without requiring direct involvement

THE SOLUTION: THERE'S AN APP FOR THAT

To offer Millennial panelists the modern mobile experience they expected, Ypulse partnered with [Kinesis Survey Technologies](#), a pioneer in mobile device solutions for market research, and data collection firm, [Paradigm Sample](#), to develop the [Mobile Future Forum](#) - a fully integrated white label solution based on Paradigm's native app.

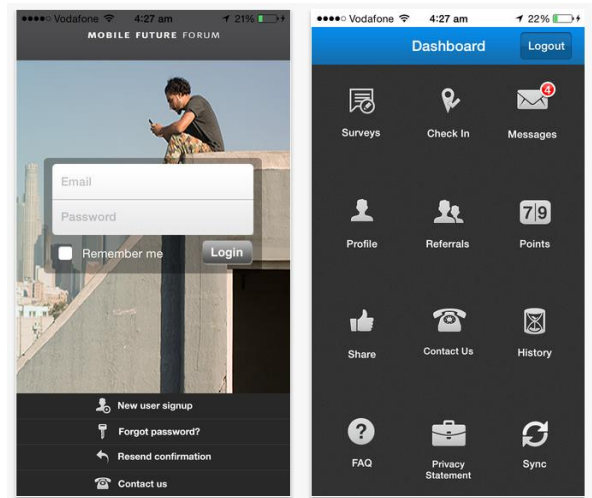
The app was designed to allow panelists to participate in every portion of the project from invitation to point redemption on a mobile-responsive, user-friendly and stylish platform.

The Mobile Future Forum logo is a dark grey rounded square with the words 'MOBILE', 'FUTURE', and 'FORUM' stacked vertically in white, sans-serif capital letters.

MOBILE
FUTURE
FORUM

Millennial panelists were initially recruited directly from Ypulse's proprietary SurveyU panel, led through a recruitment survey, and then asked to download the app. Once downloaded, the remainder of the experience was strongly encouraged to take place within the app. However, desktop options were available for those who preferred.

While the projects included some surveys, there was a high degree of focus on qualitative submissions. For instance, participants were recruited to a project in which they were asked to share their feelings about their mobile carriers by providing a video "selfie." In other projects, they were asked to share content that they found online, such as in an image collage or other form. Ten percent of respondents – all contacted from within the app – were willing to participate in this manner, and supplied videos of very high caliber.



"Millennials have no problem taking videos of themselves and talking about how they feel," Dan explained. "This method offered an incredibly effective opportunity to hear first-hand from Millennials and gain invaluable insights."

Incentives were also redeemed through the app. Each project was rewarded with a specific number of points, which could be redeemed for gift certificates. The certificates could be delivered to any device, and used for subsequent purchases on any device.

THE RESULTS

Overall, 66% of respondents used a PC to initially register for the project. Only 2% used a tablet to register and the remaining 32% registered for the project using their smartphones.

As the project moves forward, it continues to become increasingly mobile-centric. During the initial phase of the project which launched in January 2015, 52% completed via a PC and the remaining 48% completed via a mobile device. In the second phase which took place in March 2015, only 45% completed via PC and the remaining majority of 55% completed via mobile. Virtually no participation has occurred on tablets, which Millennials are increasingly discarding.

"Kinesis was the first in the market to capitalize on mobile for market research and they've remained the leader in this field for over a decade," Dan said. "We knew if we wanted to get this right, we needed to be talking to Kinesis and we're glad that we did."