

# TRADITIONAL BRAND TRACKING VS. TAPRESEARCH

See why more brands are leaving outdated trackers of the past behind, and turning to the power of TapResearch for the fastest, most cost-effective brand tracking solution yet.



## Traditional Trackers



### LOW-FREQUENCY

Insights tracked annually, quarterly, or monthly.



### HIGH-FREQUENCY

Insights tracked in real-time weekly or daily.

### LENGTHY AND SLOW

Upwards of 50 questions, making completion rates slow and overall lower.

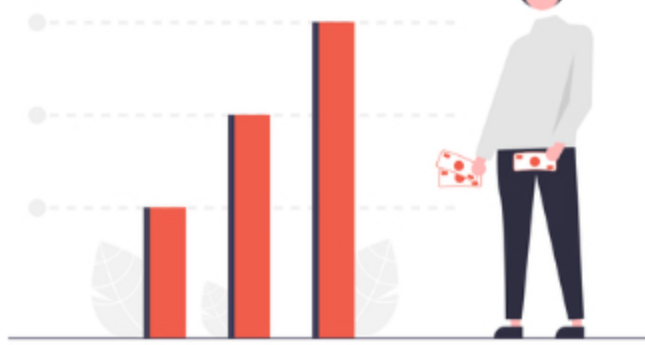


### SHORT AND FAST

Usually, 5-10 questions and faster to field, making completion rates faster and higher.

### COSTLY

With 3rd party data, resellers require a markup in cost. Basic profiling criteria not included, incurring additional costs to include additional questions.



### COST-EFFECTIVE

Built-in audience network of millions of consumers with 16 profiling criteria included. No additional costs or markups.

## 1 YEAR BRAND TRACKING SNAPSHOT (\$100,000 BUDGET)

- 1 - 2 Waves per year
  - 2,000 Surveys per wave
  - 50 Questions per survey
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- 8,000 Total interviews
  - 600,000 Total interview questions

Broad, high-level data delivered months after meaningful action can be taken missing key areas of opportunity to make informed decisions.

- 52 Waves per year (1 per week)
  - 3,200 Surveys per wave
  - 6 Questions per survey
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- 166,400 Total interviews
  - 998,400 Total interview questions

Deep, granular insights delivered more frequently so that you can spot trends as they're happening and make informed decisions that drive ROI and growth.

### SMALLER SAMPLE PER WAVE

1000n per wave

### LARGER SAMPLE PER WAVE

3000n+ per wave

### INSIGHTS FROM PROFESSIONAL PANELISTS

Respondents consist of "Professional Panelists" not real consumers (poor sample representation).



### INSIGHTS FROM EVERYDAY CONSUMERS

Respondents are real, everyday consumers reached directly through popular mobile apps they use every day.

### BROAD AUDIENCE

Limited to a national audience and high-level demographic insights.

### GRANULAR AUDIENCE

Global audience with granular insights on a regional level.

### HARD TO ANALYZE

Additional tools and resources required to analyze and understand data.

### EASY TO ANALYZE

Built-in intuitive reporting and visualization tool, making it easy to interpret data.



TapResearch enables modern marketers and researchers to get insights from millions of everyday consumers (not professional panelists) in real-time. With a built-in proprietary audience network and an intuitive reporting tool, it is the industry's fastest, most cost-effective, and comprehensive solution for all your market research needs. Track your brand's key health metrics as frequently as weekly or daily and get high-volume actionable insights to make more informed decisions.

VISIT [TAPRESEARCH.COM](https://tapresearch.com) TO GET STARTED TODAY!

