

# TapResearch Comparative Analysis

Research-on-Research Executive Summary  
August, 2021



## The Situation

At TapResearch, we reach your target audience where they are already spending their spare time: in mobile apps and games. Our expansive mobile app network and innovative incentive model gives TapResearch access to genuine, diverse respondents. These are not “professional survey takers” - they are everyday people like you who use their mobile phones every day.

We believe this is the superior sample methodology for the mobile-first world we live in, and our customers agree (we’ve delivered 18M completes in the last year), but we recognize that our method may be new for some. We want our customers to share in our confidence that they can trust the data we help them collect.

To that end, TapResearch worked with a third party researcher at Strategic Resource Partners (SRP) to conduct a study comparing TapResearch to four of the largest global sample providers. The comparative analysis assessed whether there were any discernible differences in sample characteristics and response validity between sample sources.

Results of the study indicate that TapResearch respondent data is highly representative and data collected is comparable (and in some cases, superior) to the other sample sources.

## Methodology

Each partner was commissioned for 400 online completes to be representative of census demographics. In addition to collecting general demographic and behavioral data, the survey collected impressions of three well-known brands: Amazon, Best Buy and Walmart. The survey averaged less than 10 minutes to complete. Any adult age 18 to 64 was eligible to participate.

*The survey was fielded in May, 2021.*

# Results

TapResearch sample performed, in many cases, better than competitors as indicated by the following summarized results:

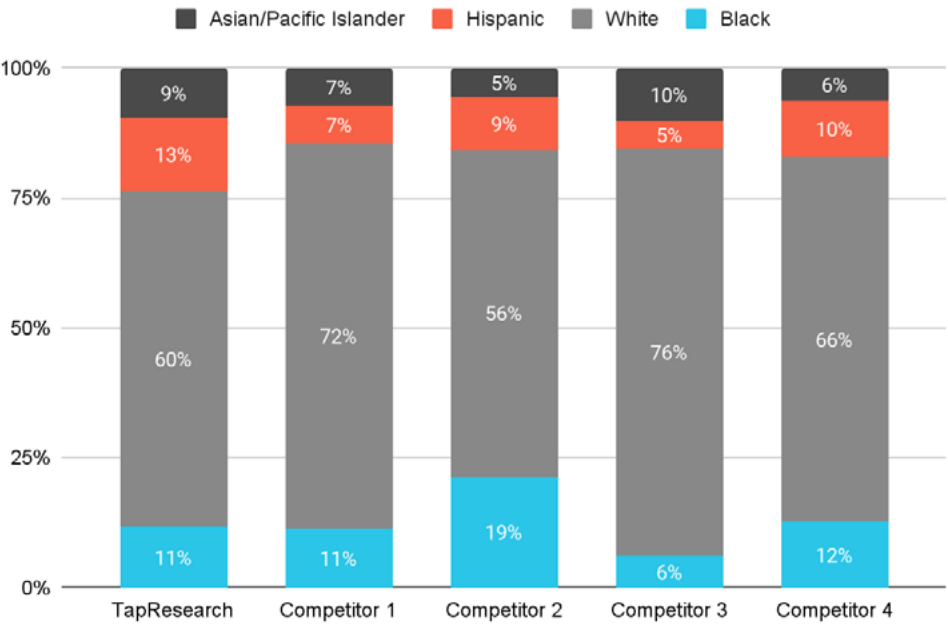


## Census Representativeness

Panel partners were asked to obtain results representative of the general population:

- TapResearch data was among the most representative of the sample sources, closely matching census percentages for age, gender, race/ethnicity, household income, and marital status.

## Race/Ethnicity



- Of all sample sources tested, TapResearch most accurately reflects the racial/ethnic composition of the US. (2019 US Census data reports 13% Black, 18% Hispanic, and 60% non-Hispanic whites)

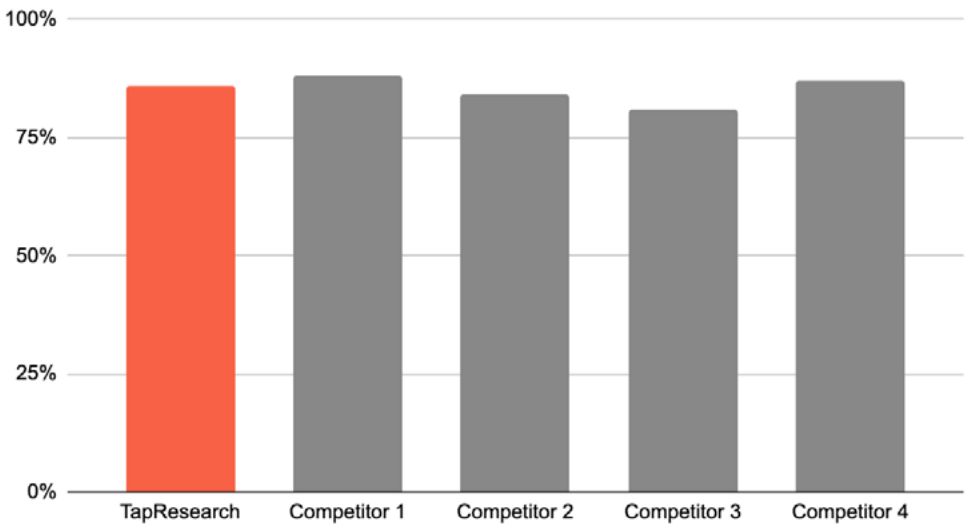
## Reliability in Benchmarked Question Set

Strategic Resource Partners utilized an existing battery of questions regarding brand awareness and gratitude that they had developed and implemented in past research. This survey module provided a benchmark for them to compare each sample source against to determine response validity.

TapResearch results were aligned with SRP's expectations based on prior research across this entire question set. For reference, the charts below show results for whether respondents value communications from Amazon and whether they agree that their experiences with Amazon are generally favorable.

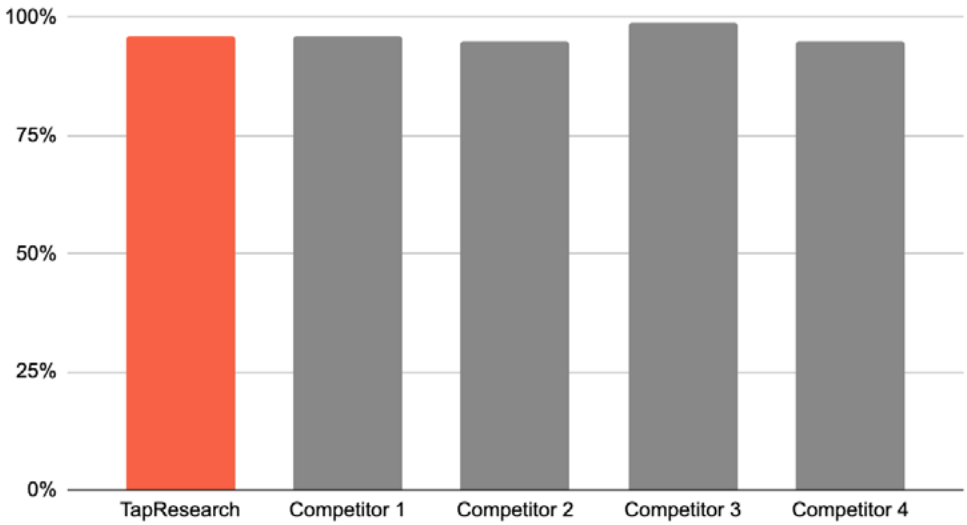


### Value Amazon Communications



**86%**  
or more of each panel's participants agreed that they value the communications they see from Amazon. The results for each panel partner fall within SRP's anticipated margin of error.

### Amazon Experiences are Usually Favorable



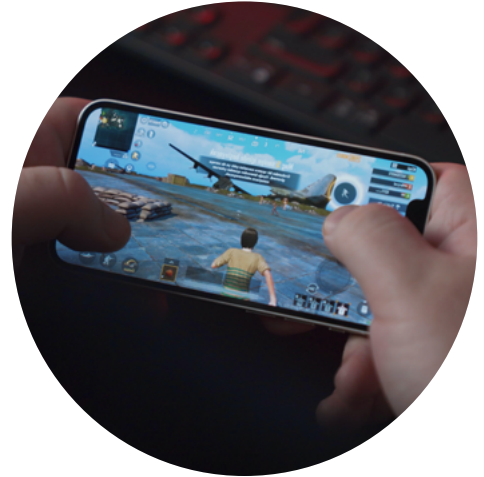
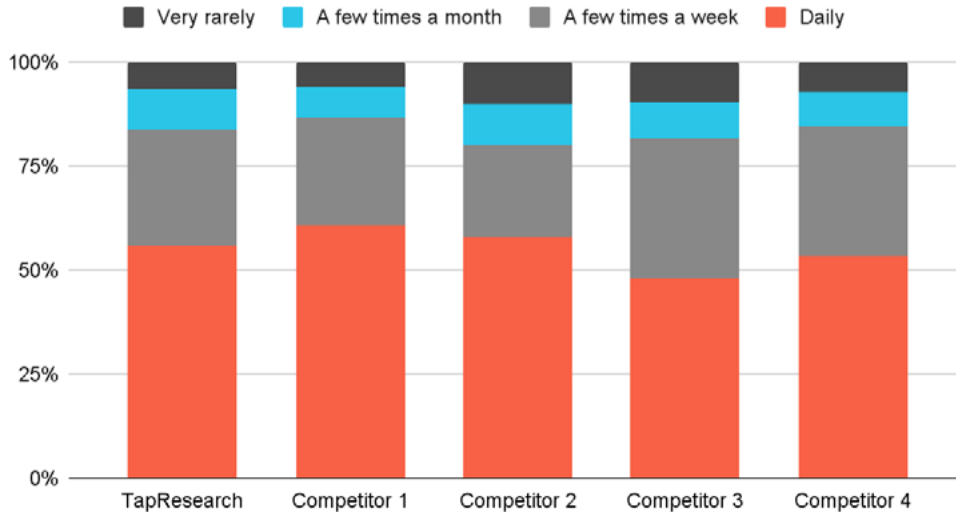
**95%**  
or more of each panel's participants agreed that their Amazon experiences are usually favorable. The results for each panel partner fall within our anticipated margin of error.



## Gaming

It is important to note that although TapResearch's sample is recruited via mobile apps and games, the frequency of gameplay was very similar to other sample sources. This is indicative of the fact that the majority of US adults play mobile games daily.

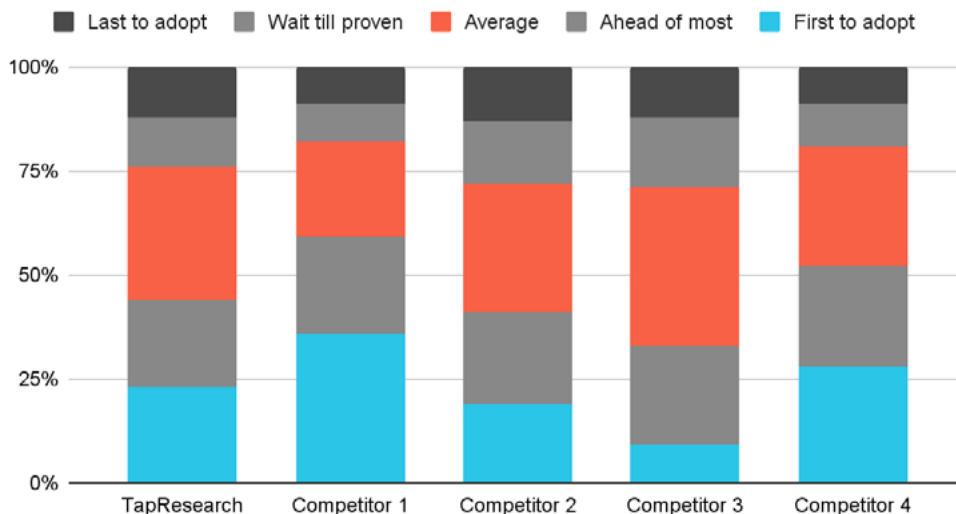
### Frequency of Mobile Game Play



## Technology Adoption

TapResearch respondents were comparable to others in terms of participants' placement on the technology adoption curve.

### Technology Adoption



#### About TapResearch

TapResearch is a technology company that powers research for customers through unprecedented access to everyday people. This is enabled by its Audience Network that engages audiences within the mobile applications that they use everyday. TapResearch is integrated with hundreds of publishers, reaching audiences across 28 countries, and has research customers in North America, South America, Europe, and Asia-Pacific.