

Aki Technologies uses Market Insights by TapResearch to power their decisions with real-time data.



Aki Technologies empowers brands and retailers to reach people by targeting pivotal moments in the consumer journey with personalized advertising. With four personalization patents, Aki's technology dynamically tailors ads in the moment based on region, weather, buying preferences, and other historical and present factors. This ensures a more relevant ad experience that drives stronger campaign results.



MARKETING & ADVERTISING
150 EMPLOYEES
SAN FRANCISCO, CA
WWW.A.KI

THE SITUATION

Aki Technologies competes in the increasingly competitive AdTech landscape, against both large companies and emerging solutions. Using *TapResearch's Market Insights solution*, the Aki Technologies team is able to bolster marketing, sales, and thought leadership materials in a fraction of costs and time. With *TapResearch's Market Insights* their team stays on top of new trends, establishes cutting-edge solutions, and develops insightful reports for their clients.

THE CHALLENGE

Aki Technologies needed an easy and affordable research solution to help power their decisions and establish themselves as a thought leader in the industry.

In the past, Aki Technologies would have to hire an external agency to outsource insights work, which not only required an expensive budget, but also lengthy timelines. Equipped with an easy-to-use survey platform with access to the TapResearch Audience Network, Aki Technologies team gained agency over their own content and report creation.

With their entire Marketing and Market Intelligence team (Product marketers, Content marketers, Sales enablement, Analysts, and Public relations) utilizing *TapResearch's Market Insights Platform* they have been able to set themselves apart from their competitors and meet the demanding expectations of a quickly changing industry.

Using *TapResearch's Quick Market Insights Solution*, Aki Technologies was able to cut costs by over 75% and shorten project timelines from 6 weeks to just hours.

THE SOLUTION

Using *TapResearch's Market Insights Solution*, an agile DIY survey platform that provides 24/7 access to millions of global respondents with a click of a button, Aki Technologies can quickly create content for webinars, engage journalists using data-driven storytelling, and army up for calls using real-time data, etc. The *Market Insights solution* offers an easy-to-launch, flexible solution for accessing high-quality sample of real, everyday people.

The Aki Technologies team cited three principal benefits to partnering with TapResearch:

FASTER COMPLETION TIME

Using TapResearch's Market Insights solution, the Aki Technologies team was able to **shorten project timelines from 6 weeks to just hours**, while real-time access to TapResearch's robust Audience Network with over 3 million respondents a month, enabled them to give deliverables to their end client in a matter of days vs. weeks.

LOWER COST

In the past, Aki Technologies would have to hire an external agency to outsource insights work, which required an expansive budget. Using TapResearch's easy-to-use Market Insights Platform, the Aki Technologies team was able to **achieve unparalleled data volume while cutting costs by over 75%**.

EASE OF USE

With TapResearch's intuitive DIY built-in survey tool, **Aki Technologies was able to onboard the whole Marketing and Market Intelligence teams with minimal training.** The teams get quick and actionable insights using TapResearch's easy-to-use dashboards and comprehensive raw data downloads.

"The cost-savings we get from TapResearch truly made me a hero at my company. The speed at which these surveys complete allows for my team to quickly produce materials and pivot. If I have a hypothesis that is proving to not be correct after 20 minutes, I can think about it in a different way without waiting 6 weeks."

Stephanie Klimaszewski, SVP, Marketing



THE RESULTS

Now armed with *TapResearch's Market Insights Platform* Aki Technologies's Marketing and Market Intelligence teams can conduct 3x the research at a fraction of the cost, unlocking new use cases for research throughout the company. The Aki Technologies team highlighted three examples of how TapResearch's *Market Insights Solution* empowered their team:

AD VARIABLE TESTING

Aki Technologies conducted a report looking at trends year over year in consumers' resistivity to advertising. With TapResearch's *Market Insights* as a key part of the report, the Aki Technologies team was able to conduct a discrete choice analysis to glean which elements of personalization resonated most with consumers. Utilizing the Image Question type within *TapResearch's Market Insights Platform* the team was able to test which variables (persona usage, language type, setting, or product image) mattered most in influencing consumers. The report was published in Q1 and has been a key piece of thought leadership for Aki Technologies using it to bolster their brand, share with their clients and get sales leads.

SALES ENABLEMENT

With TapResearch's Market Insights Platform, Aki Technologies can create personalized sales materials grounded in data to tell a story of the trends within various verticals helping to convert leads into clients. When entering industries where they don't have previous experience their team can run surveys as a way to "army" up for calls and establish themselves as experts.

PRESS COVERAGE

TapResearch's Market Insights Platform has given the Aki Technologies team the opportunity to get traction with journalists across publications. With the ability to track trends over time, the Aki Technologies team is now capturing more earned media publications with new journalists and sources. Since Aki Technologies team is able to deliver real-time insight and their point of view quickly.

When looking to grow their business, establish themselves as a thought leader and offer creative insights to their clients, Aki Technologies knows they can count on *TapResearch's Market Insights* solution to meet their needs.



Visit www.tapresearch.com to learn more.

About TapResearch

TapResearch is a leading global insights platform empowering any company to access critical market insights to make better decisions. Our Audience Network connects tens of millions of people with surveys in the apps and games they use every day. Through this network we deliver unprecedented reach, and are quickly becoming the data collection backbone for the research industry. We partner with leading publishers to offer rewarded experiences to millions of mobile users worldwide, collecting high-value insights with unprecedented ease, speed, and affordability. **Learn more at www.tapresearch.com.**