

Berbix uses real-time data from Market Insights by TapResearch to prioritize their product roadmap with confidence, **while cutting costs by over 75%**



Berbix makes it easy to verify photo IDs online for companies in the age-restricted goods, mobility apps, and fintech markets. Their instant ID checks provide platforms with reliable ways to verify age, fight chargebacks, enhance KYC, and deter fraud.



COMPUTER SOFTWARE

25+ EMPLOYEES

SAN FRANCISCO, CA

WWW.BERBIX.COM

The Situation

As a company, Berbix wanted to move from anecdotal evidence to verifying its ideas with data-driven market insights. As an innovative start-up, Berbix's team knew they must be strategic about what they prioritize internally. With various stakeholders, it can be difficult for a start-up to know what ideas deserve investment.

The Challenge

Berbix had 8 principal ideas on their roadmap. As a lean team, they knew they needed to rank what features would make the biggest impact and prioritize developing those features first to strategically use their engineering and go-to-market resources.

In order to validate what feature requests would make the largest impact on their business, they wanted to measure market appetite and get validation from actual users rather than having to make educated guesses from anecdotal evidence.



The Solution

Using *TapResearch's Market Insights Solution*, an agile DIY survey platform that provides 24/7 access to millions of global respondents, Berbix was able to get **direct access to survey respondents who use services** that require them to verify photo IDs online, like scooter app users, online cannabis/alcohol consumers, etc.

With TapResearch's intuitive survey tool, Berbix was able to present their target audience with various concepts to understand adoption likelihood given different parameters and contextualize usage intent. The results took 8 principal ideas on their roadmap and helped the Berbix team clearly rank them in terms of priority and product-market fit.

With access to market intelligence, Berbix didn't have to guess on their roadmap prioritization with anecdotal evidence. Instead, they could back up their decisions with real-time data. *TapResearch's Market Insights solution* offers a fast, cost-effective way to collect high-quality data from everyday people.

The Berbix team cited three principal benefits to partnering with TapResearch:

Faster Data Access

Berbix gets access to instant data to power their decisions quickly with real-time access to TapResearch's robust Audience Network that **sees more than 3 million respondents a month.**

Lower Research Cost

As a start-up, Berbix is unable to budget for exorbitantly expensive Market Research Solutions. With *TapResearch's Market Insights Platform*, Berbix can get access to data-driven insights, **while cutting their costs by 75-80%!**

More Accurate Results

With TapResearch's mobile-first technology reaching everyday consumers via hundreds of mobile apps, Berbix knows they are getting a **representative sample of every-day respondents rather than professional panelists**, giving them more confidence in their results.

"TapResearch's Solution makes me a better Product Marketer because not only can I bring a feature to launch, write the positioning, but I can really ensure that we are building what the market wants. I am able to play a role in market validation. I don't know if many Product Marketers are able to contribute to market understanding because they might not have access to a tool that is affordable and easy to use. Having access to TapResearch makes me better at my job"

- Raina Sheth, Sr Product Marketing Manager

The Results

TapResearch's Market Insights Solution enabled Berbix to get immediate, highly reliable insights from direct consumers.

Consumer & Market Intelligence

With the easy-to-launch *Market Insights Solution* the Berbix team can better understand the user's adoption, use cases, and attitudes towards new proposed features like Selfie Reverification. Armed with knowledge and data from the market, the leadership team can be confident in navigating their internal roadmap knowing that their decisions would be impactful to their clients.


Team Efficiency

Bringing data into their decisions helps the Berbix team be more productive with their time and resources. It's hard to make decisions, but with reliable data-driven market insights at their fingertips, the Berbix team can quickly come to a consensus with confidence.

Outstand Competitors

Using *TapResearch's Market Insights Solutions*, Berbix can bolster its marketing efforts with real-time stats from its client's users. With evidence and figures from the market, Berbix can make its product solutions stand out against its competitors.

When looking to grow their business, Berbix knows they can count on *TapResearch's Market Insights Solution* to help power their decision-making.

 [Visit tapresearch.com/market-insights](https://tapresearch.com/market-insights) 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](https://www.tapresearch.com).