

The DIY Platform Challenge:

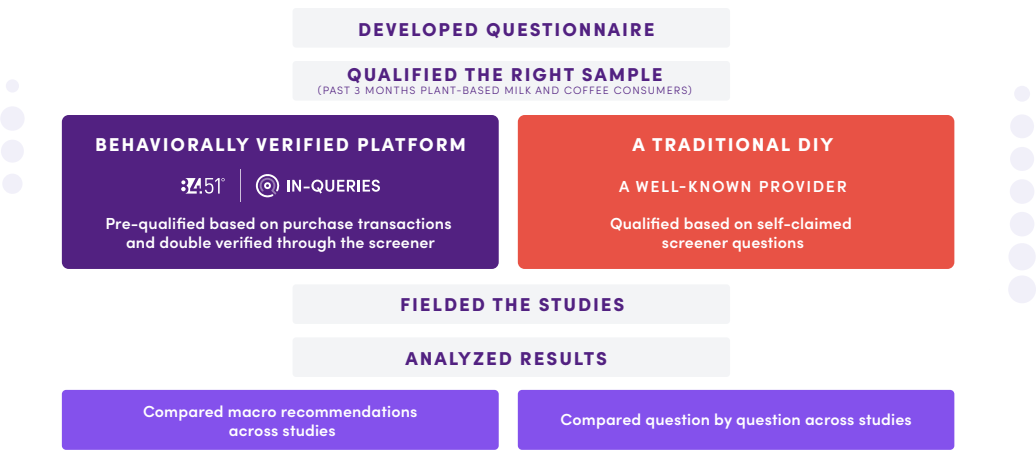
HOW NUTPODS IS PRIORITIZING RESEARCH QUALITY FOR BETTER DECISION-MAKING



What is the DIY Platform Challenge?

To better understand the impacts of sample quality on research outcomes, we teamed up with nutpods to **compare the results of the same study fielded in two different platforms**: one that uses behaviorally verified sampling and one that uses traditional, self-claimed sampling.

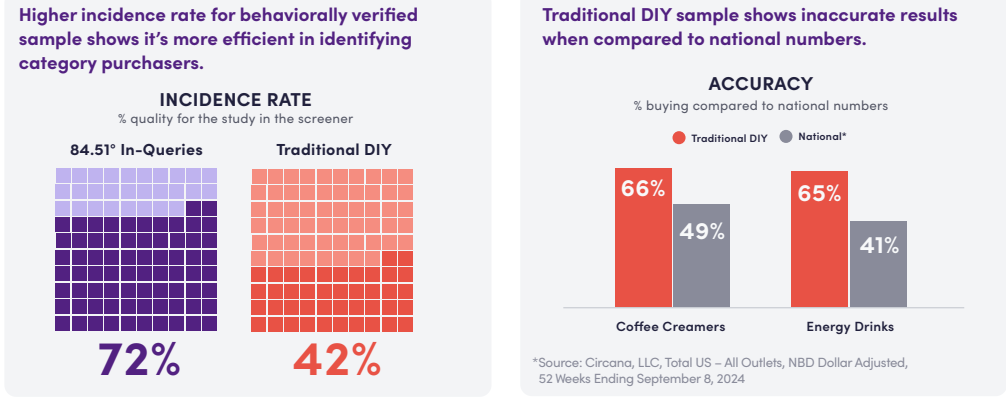
How we did it



Results & Findings

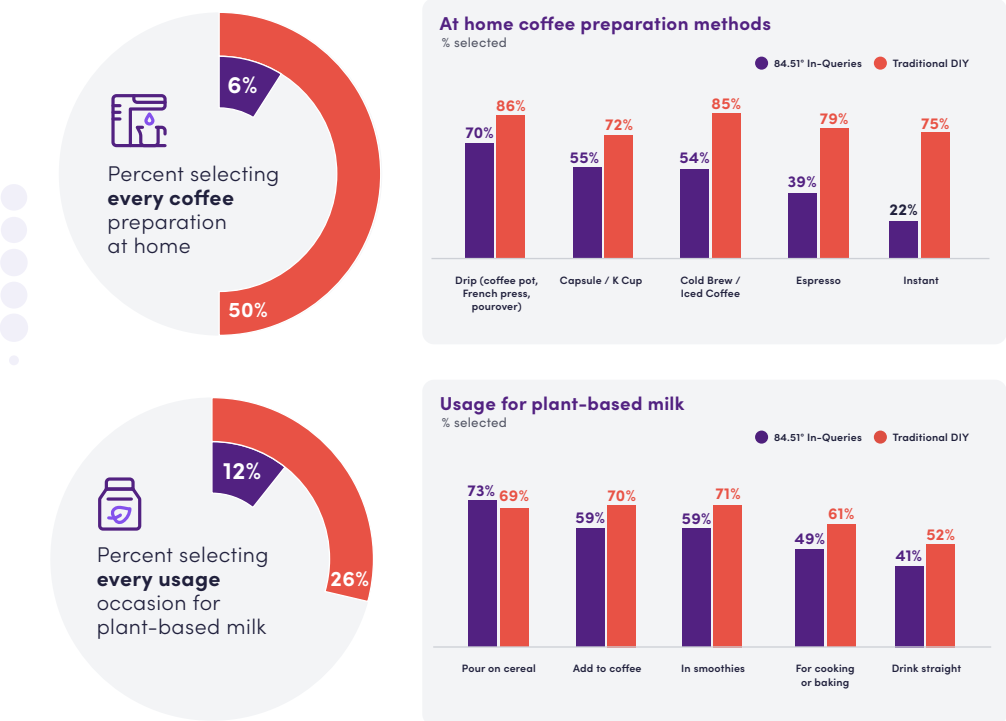
MORE EFFICIENT RESEARCH

The behaviorally verified platform was **significantly better at identifying individuals who qualify for the survey** for more efficient and effective research.



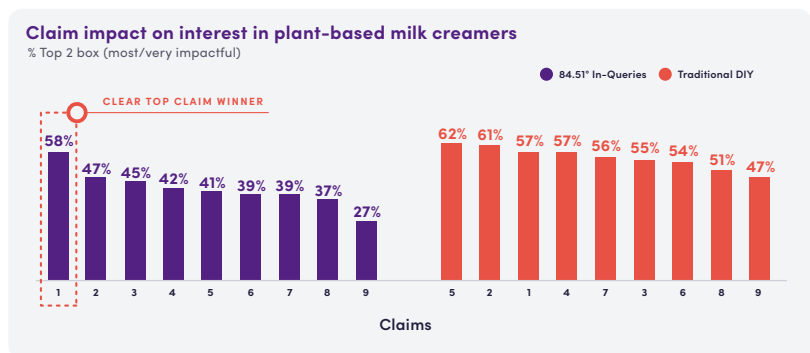
GREATER TRUST IN RESULTS

Traditional DIY is between **2X-8X more likely** to have respondents **select all options on habits and practices** which could signify respondents are “checking the box” just to qualify. This leads to unclear findings and challenges in making key marketing decisions.



GREATER CLARITY IN THE DECISIONS YOU MAKE

84.51° In-Queries **clearly identified the top claim** that would most impact plant-based creamer purchase interest, while the traditional DIY platform showed similar impact to purchase across all claims.



DATA THAT JUST MAKES MORE SENSE

We used a “claims exposure test” to measure how various claims about nutpods would impact purchase decisions.



Traditional DIY showed results that were **nonsensical and unreliable**. According to the data, when respondents were presented with positive claims about nutpods, there was a decrease in purchase likelihood, which **undermines confidence in the results**.



Key takeaways

With **behaviorally verified approaches** you can make business decisions with confidence and efficiency, empowering you to better align with your market and reducing the risk of costly business decisions.

EFFICIENT WITH YOUR DOLLARS

Higher qualification rates and more accurate data in behaviorally verified research allows you to invest your research dollars wisely.

CONFIDENCE IN YOUR DATA

Relying on behavior guarantees that 100% of the individuals in your research are engaged in the category or with your brand, so you can trust your results and reduce the risk of making ill-informed business decisions.

CLARITY IN YOUR BUSINESS DECISIONS

Claims testing shows that behaviorally verified approaches clearly identify a leading claim, so you can make the right decisions to give your consumers what they want.



Sources: The DIY Platform Challenge, September 2024 by 84.51° and nutpods, 84.51° In-Queries n=150; Traditional DIY n=252.

Want to learn how you can incorporate behaviorally verified data based on actual purchasers into your research? We can show you.

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