DON’T JUST TARGET YOUNG CONSUMERS.
ENGAGE THEM.
When the stakes are high, unique challenges require custom solutions.

MORE THAN QUANT OR QUAL
The Ypulse custom research team can apply their extensive knowledge of youth audiences across quantitative, qualitative and ethnographic techniques. Our swat team of youth experts will find the right technique—or combination of techniques—to unlock massive opportunities, in the U.S. or around the globe.

MORE THAN SURVEYS
Young people value authenticity, and want to feel empowered when interacting with brands. But we’re competing with social networks, messaging apps, YouTube, and many other (more) exciting pursuits vying for their attention.

We connect brands with Gen Z and Millennials by creating personal, two-way research experiences that actually meet young people at their level—through mobile interfaces, gamification, and more. Most research companies consider working with youth a sampling issue. For Ypulse, every element of the research project is designed to obtain accurate and authentic feedback from young consumers.

MORE THAN DATA
Ypulse talks to hundreds of young people daily. We have a unique understanding of youth culture and language that helps brands go beyond raw data and into actionable insights.

We’re already up to speed when it comes to what’s driving youth. We collect more than 100,000 interviews a year via our Ytrends and Ybrands syndicated products, allowing us to start the conversation with a deeply informed perspective on the trends and brand dynamics that will impact your success.

MORE THAN TABLES
While our work is grounded in the fundamentals of solid research, our deliverables are anything but mainstream. We make sure that your team will quickly and easily internalize the findings by using infographics, white papers, video presentations, sizzle reels, animation, GIFs, immersion sessions and strategic workshops to drive the consumption of insights.

To hear how our custom research team can solve your young consumer challenges, contact Jillian Kramer at (646) 797-2779 ext. 115 or jillian@ypulse.com
CUSTOM RESEARCH CASE STUDY

Music, Moments and More

An 8 phase project leveraging quantitative, qualitative, behavioral and ethnographic methods to understand Millennial and Gen Z Spotify users at scale

Over the course of our 15-year history, we’ve worked with a number of imaginative and creative clients. One of our clients, Spotify, came to us with a simple question: How can we demonstrate that Spotify understands people through music? Equipping Spotify’s sales and marketing teams with the answer to this question fueled business growth, positioned Spotify as thought leaders within the music industry and culminated in Ypulse and Spotify being awarded the EXPLOR Award for Excellence in research innovation.

1. We surveyed more than 7,000 individuals in the US, UK & Australia, quantifying the ROI of advertising on Spotify while recruiting participants to phase 2.

2. A qualitative community of 1,800 participants examined the day-to-day moments when music played a role in their lives and how their mood was impacted.

3. Qualitative participants uploaded 9,250 photos to show us where they were and what they were doing as they were listened to Spotify over the course of a week.

4. Participants agreed to download passive metering software to their smartphones, enabling us to see what other apps they were using while listening to Spotify.

5. We re-analyzed the qualitative findings to validate segmentation and retention models, marrying internal Spotify usage data with attitudinal qualitative insights.

6. We dug back into the qualitative findings among teen Spotify users to facilitate a teen summit that generated over 500 ideas for teen-centric campaigns.

7. We recontacted half of the qualitative community participants nine months after the initial research to dive deeper into ad receptivity, guiding ad production teams.

8. A mini-site as well as a downloadable white paper and infographic were created, positioning Spotify as thought leaders when it comes to Millennials and music.