

Introducing TapResearch

TapResearch is a mobile data collection company leveraging in-app virtual economies to engage a massive audience, unlocking greater scale, better data quality and lower costs for researchers.

Today, TapResearch reaches a total audience of ~20M people through integrations with mobile app publishers and networks. This is growing rapidly and will exceed 100M by the end of 2017. Our unique approach of providing in-app rewards for participating in a research questionnaire is becoming an important form of monetization for app publishers, an avenue for earning coveted virtual currency for users, and high value channel for reaching target audiences for researchers.

Working with companies like ResearchNow, SSI, Comscore, SurveyMonkey and Qualtrics, TapResearch is a trusted partner for many large insights organizations.

Enabling Device-Targeted Research At Scale

TapResearch has a profile for each user that includes both actively and passively collected data. This includes IDFA / GAID, device type, and a full demographic profile including age, gender, household income, etc, all of which can be leveraged for targeting users.

A re-contactable, mobile audience targetable by device advertising identifier enables several research use cases, including mobile ad measurement, location validation, mobile app user research and more.

Interfaces with Partners

Depending on customer needs, there are different ways to work together:

Fully automated API: See docs here: docs.tapresearch.com

Self-serve interface: Create an account here: https://www.tapresearch.com/customers/sign_up

Full-service: Send requests to bids@tapresearch.com and work with our full-service project management team.

Demo survey experience: www.tapresearch.com/demo

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