



COMMUNITY

Right Answers from the Right People

Voxpopme gives you instant access to a high-quality, double opt-in video community for fast, authentic consumer research. They're ready to answer your questions, show you their behavior, and go on mobile missions. The only question. What will you ask first?



 **Over 5 Million Videos Captured**

 **Insights in Less Than 48 Hours**

 **100+ Enterprise Insights Teams Trust Voxpopme**

 **GRIT 2023 Top Qualitative Research Provider**

 **ISO 27001 & ISO 9001 Certifies**



How we recruit

Our combined organic and paid recruitment strategy ensures you can get fresh opinions from high quality community members via video.

New members are recruited via existing member referrals and targeted social media ads to provide you with a balanced community for your research projects.



Why consumers respond to Voxpopme

Voxpopme's community offers members the opportunity to share their opinions directly with the brands they love and use. They can participate anywhere, anytime and are incentivized at 8x the US minimum wage.*



Feedback you can rely on

Video is a natural tool for validating real people. But just in case, our quality control process is there to deliver a high standard of feedback for your projects.

We lookout for low-quality responses in real-time so bad responses don't impact your field time. And we cleanse the community to maintain its health, minimizing the risk of poor or fraudulent responses.



I was just amazed at the level of detail each of the consumers went into.

Izabela Klein, Global Brand Tracking Manager  Shell



Influence Users in 2023

INFLUENCE USERS IN 2023



United States

Active Members*

24,500+

Questions answered

380,000+

AGE & GENDER



Female

72%



Male

26%



Identify on my own terms

2%

22.1%

16-20

34.8%

20-25

16.7%

25-30

10.8%

30-35

6.7%

35-40

4.1%

40-45

4.8%

45+

INCOME

23%

Less than \$25,000

24%

\$25,000-\$49,000

17%

\$50,000-\$74,999

11%

\$75,000 - \$99,999

10%

\$100,000-149,999

6%

\$150,000+

9%

Prefer not to say.

Trusted by the world's biggest brands



MARS

