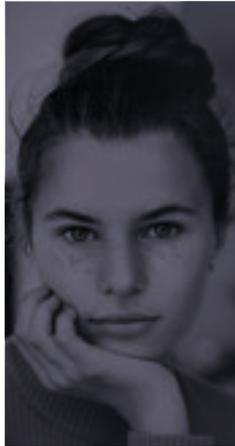
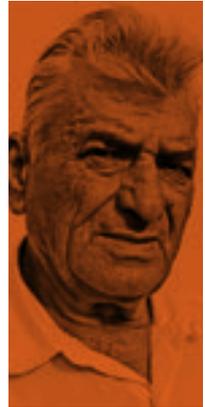
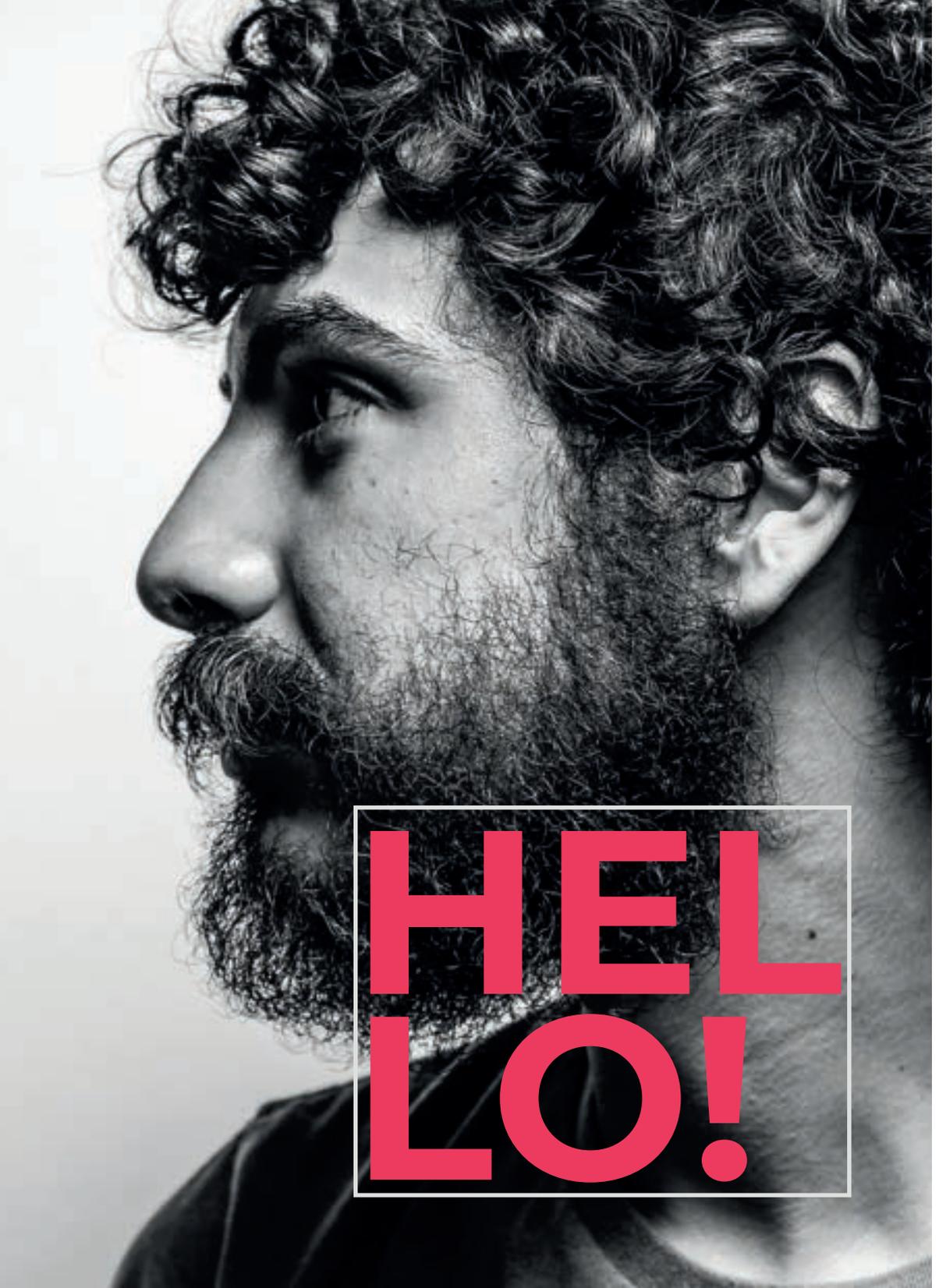


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Instantly Sit Next To Your Consumers



Frequently
Asked
Questions



**HEL
LO!**



Who are

Bolt Insight?

We are a UK-based market research company that conducts agile end-to-end consumer research. We offer recruitment of research participants, surveys, data analysis & reporting by connecting our clients directly to their customers when they are most willing to share their opinions: **while scrolling through their social media feeds.**

Using a proprietary algorithm and combination of programmatic recruitment, we reach out to **behaviourally targeted** consumers who are already interested in answering questions about your brand or research topic **across more than 120 countries.**



Why should we prefer social media recruitment over traditional methods?

Our digital research methodology provides the same results as traditional market research - but **in a fraction of the time, and with a substantial reduction in cost and operational heavy lifting.**

Our system can deliver equivalent **results in 2/3 business days.**

Additionally, sourcing your participants through our **behavioral targeting** means you will receive **detailed and engaged answers** you need for high-quality research and market intelligence.



How does your solution/ method work?

Bolt recruits via social media and in-app advertising for highly engaged audiences, driving high quality output.

Our survey respondents are targeted on a behavioral level based on an individual's online actions such as; google search interests, influencers they follow, content they engage with, or online purchase activities.

Our system automatically selects the most appropriate survey participant recruitment method (social/app combination sampling) depending on the research objective and required audience, location, or other specific targeting requirements. (category/brand users)

Based on your business questions, we design a survey to ensure it meets our best practice guidelines, then following approval of a test survey link, launch the fieldwork.

Using the real time dashboard, you can view respondent's answers to all questions as fieldwork is ongoing. This will allow you a glimpse into the key findings before receiving our extensive tabulations post fieldwork.

For what research need or business question is your solution/method typically being used for most often?

Strategy:

Usage & Attitude, Consumer & Market Segmentation, Brand Health or Awareness Tracking / Brand Equity Measurement.

Innovation:

Idea & Concept screening and validation, Pack, Claim, Name and Logo testing, Range Optimisation, Price testing, Hackathon/workshop overnight screening.

Campaign Evaluation Studies:

Pre-Ad / Post-Ad Testing, Event / Campaign Effectiveness, Celebrity / Influencer Awareness.

Brand Awareness Studies:

Brand Health or Awareness Tracking, Brand Image or Positioning, Brand Equity Measurement.

Location-based consumer understanding:

Leveraging geo-location, trends hot spots, local retailer performance, test market assessment and launch assessment online with a quantitative lens.

What is the location coverage of Bolt Insight?



To date, we have executed research in 80 countries and counting, and our recruitment method functions in more than 120 countries worldwide. We can collect data in any location provided the smartphone penetration is sufficiently widespread enough for the representativeness of that study.

How **representative** is your recruitment **methodology**?

We invite survey participants via **social media apps** (Facebook or Instagram), **news websites**, **blogs**, **utility apps**, **google**, **programmatic digital media providers** such as AppNexus, gaming apps, and other similar categories. This means we can essentially reach out to **anyone using a digital device**.





Are there any **specific**
criteria **or limits** **within**
the targeting options?

We are only limited by the data sets provided by social media platforms (Facebook, Twitter, TikTok, LinkedIn) and programmatic DMPs, and these channels already offer algorithmic and behavioral driven specific/niche targeting options that are not available elsewhere.



What is your reporting capability?

Depending on the objective of the research and the questions used, our research team (former agency and corporate background) work on the delivered data and create a detailed and bespoke Powerpoint report, including actionable recommendations to help you implement market intelligence-led and data-driven decisions into your strategy and operations.



From a commercial standpoint, how is working with Bolt Insight different from working with an agency or other agile solution?

We offer the best of technology combined with leading industry expertise, delivering not only a comprehensive end-to-end digital research tech solution, but also dedicated and personalized consultancy and market research expertise for each and every project.

Our core team has a combined total of over 65 years of combined experience in tech, media and insights.

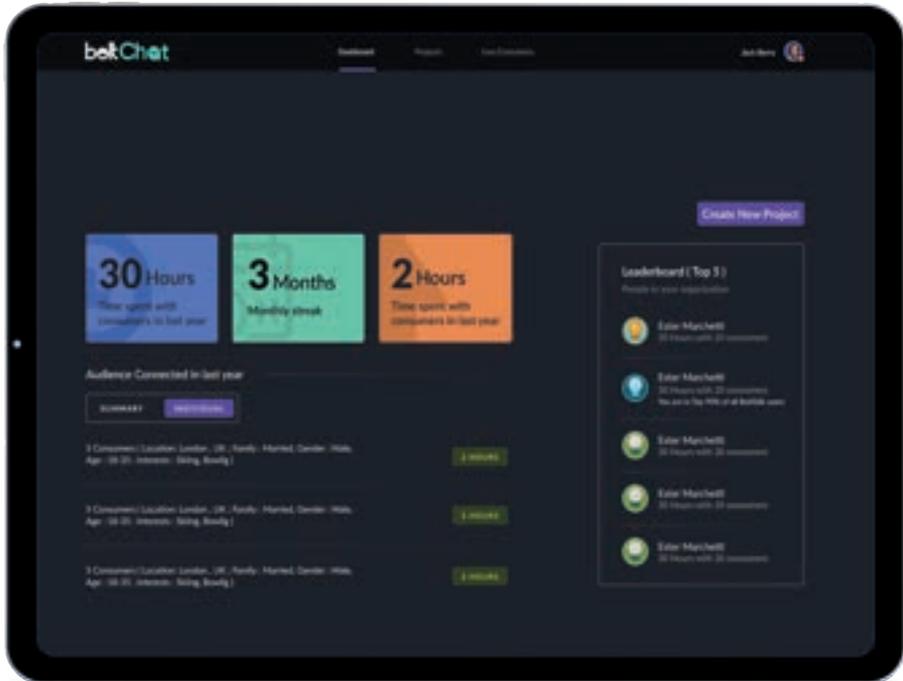




Can you do Qualitative studies with this same recruitment method?

The best part is you'll get to combine **Quant** and **Qual** methodologies in one project. For example - you ran your new innovation ideas on a concept test with 300 people, and 10 of those were identified as not being convinced by your concept ideas. You may then invite those 10 into an online focus group and keep the conversation going for another day or two, while gathering further detailed qualitative insights from that sub-group.

Our **Bolt Chat cross-platform technology** provides an engaging experience for consumers and clients alike, by **allowing consumers to share their opinions easily by directly messaging and allowing clients to CHOOSE who they want to talk to, CHAT with them and CONNECT the dots to analyse the key insights.**

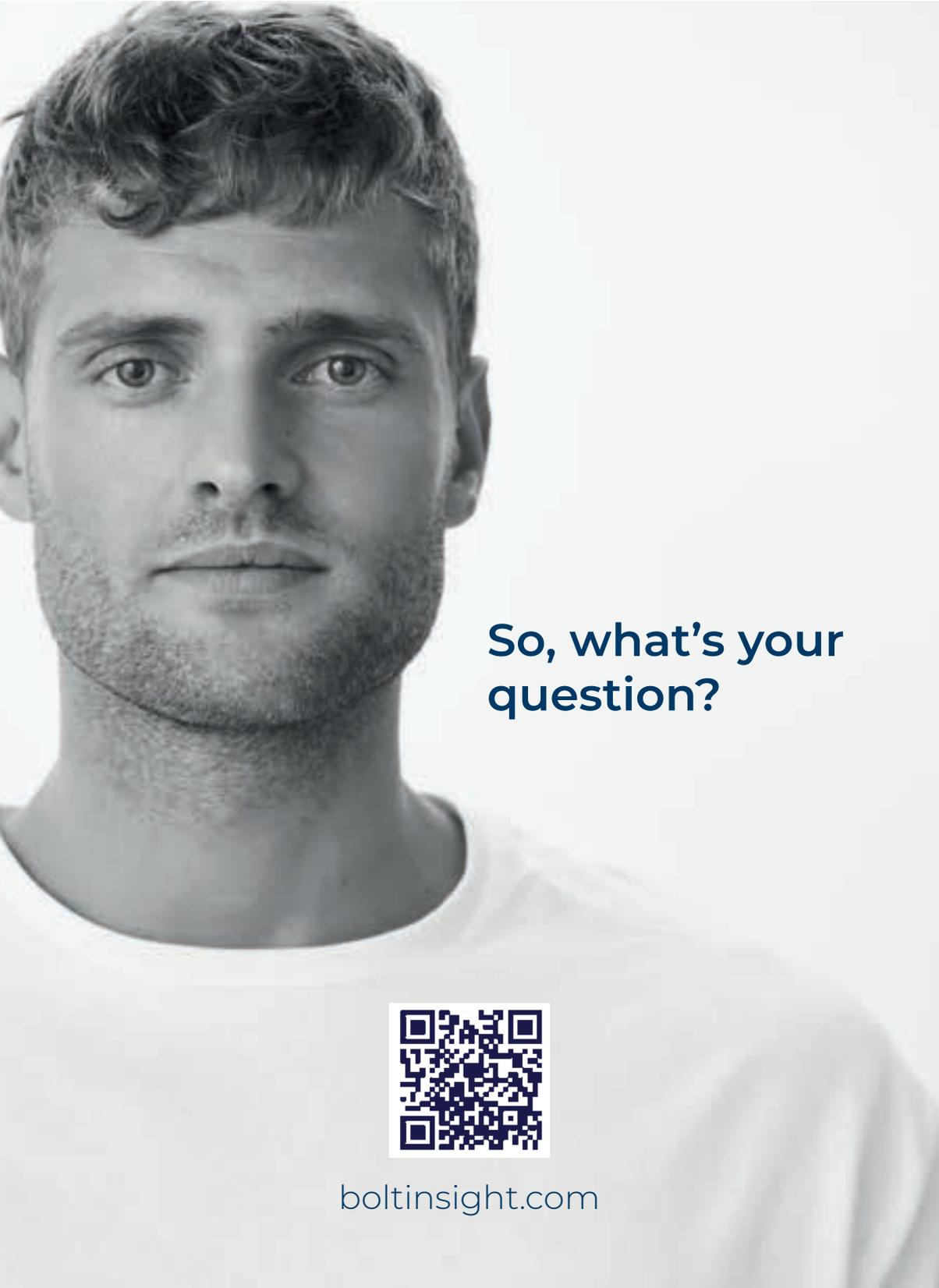


How does Bolt Chat work?

It's very simple! Get access to the Bolt Chat platform, **choose among consumers that are ready and engaging live, chat directly with them, ask them to share pictures, videos, thoughts and then download easily your insights and share with your organisation.**

It is all about connecting consumers with their favorite brands and transforming how brands connect with audiences.

It is a **human and tech identity platform** that offers an agile experience to help you make smart, cost-efficient, and fast decisions by connecting with behaviourally targeted audiences, allowing you to generate actionable insights in real time based on a direct and on-demand consumer connection and feedback.



**So, what's your
question?**



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