

INTRODUCING

# Insight Reels

Transforming mobile market research into a social experience

## Barriers to Mobile Research



Optimizing display for mobile vs. desktop



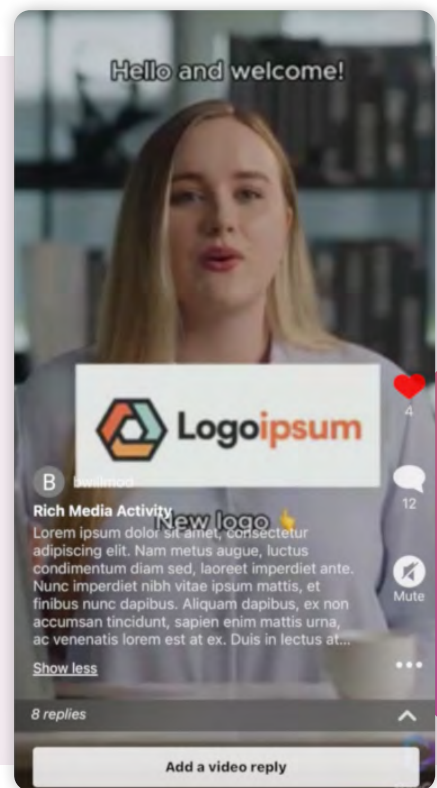
Increased risk of survey fatigue



Competing with distractions

## Insight Reels removes friction by:

- ✓ Providing a true, mobile-first solution
- ✓ Facilitating quick-turn, iterative insights
- ✓ Emulating familiar environments where consumers already spend their time



## How does it work?

- 1 Community moderators record a video prompt, such as “What holiday shopping trends are you excited to see this season?”
- 2 Video prompts can either be the moderator or an AI-generated avatar for increased blinding
- 3 Insight Reel activity is posted to community and members are alerted
- 4 Community members can respond two ways: with a video reply of their own that’s “stitched” with the moderator prompt or with an in-feed comment

## Additional mobile benefits:



Geolocation targeting



Mobile ethnographies, focus groups, IDIs



Push notifications for new activities

## Thrive on mobile with Fuel Cycle

On average, research run via the Fuel Cycle mobile app garners:

**20%**  
Increase in community logins

**23%**  
Increase in propensity to comment

**50%**  
Increase in time spent in community

To learn more about Insight Reels and the ways Fuel Cycle is leading market research in a mobile world, contact us.