



Mission Statement

CitizenMe's mission is to bring people and companies together to share information for mutual benefit. It's a democracy in the truest sense; ethical because it's fully opted-in, powerful because we integrate data from multiple sources and effective because the insights we provide add tangible value. We believe it's the way human data should be done, and our clients agree.



Challenger banks

The path to growth



The Challenge

Challenger banks are a hot topic in the UK. But with current account switching behaviour at very low levels, who is likely to put their money and their trust into a relatively unknown digital-only bank?

The CitizenMe Solution

Our approach was simple: we integrated multi-source data to paint a richly-profiled picture of consumers likely to have a strong affinity with the challenger bank's proposition. We tailored three custom questions for Citizens and interpreted data from their Facebook likes, Smartphone app usage and personality traits to provide insights about the attitudes and behaviours of potential customers.

The Insights: 3 Key Findings

Consumers are ready, but awareness is low

1 in 3 UK consumers are accepting of the challenger bank proposition but 63% of this segment are unaware of challenger banks... That's a lot of growth potential if challenger banks can improve their brand awareness

Reach this savvy audience via Twitter and LinkedIn

This tech savvy audience are more likely to use Uber, Fitbit and SoundCloud. What's more, they are less likely to use Facebook and more likely to use Twitter and LinkedIn.

Positive & honest messaging will grab attention!

They are organised and relaxed so focus messaging on features that help stay on top of finances but do not over-claim, they respond better to honesty

International Flavors & Fragrances

Understanding niche customer groups

IFF

July 2017

IFF | FMCG | Product Testing

UK

The Challenge

IFF needed to get fast feedback from a niche group of consumers in the UK about their attitudes and behaviours around using different laundry detergents.

The CitizenMe Solution

IFF didn't have to waste time writing and scripting the various profiling questions they wanted; instead, they could rely on the rich profiling data readily available on the platform. This offered a quicker, smoother user experience and left IFF free to focus time and resource on creating the custom questions that really mattered to them.

The Result

Using the CitizenMe platform, IFF were able to go from business question to insight in a very short space of time. They had 100 responses in under 10 minutes and the full 300 in under 2 ½ hours, even from a niche group. The timely insights enabled them to make informed, data-backed decisions quickly.

What they said

“ Our project went very smoothly from start to finish, and the consumer feedback was incredibly fast. The data CitizenMe could provide very rich insight into the differences between expectations of men and women on their washing products. A great platform!

Roel van Dijk, Consumer Insights Manager, IFF

Wolff Olins

Creating thought leading research

WOLFF OLINS

April 2017

Wolff Olins | Consumer | Usage & Attitudes

Brazil, Germany, UK, US

The Challenge

Being internationally recognised thought leaders in brand and business change, Wolff Olins needed high quality research to provide the foundation of a white paper report. They wanted data with integrity through an approach that was ethical, providing participants with fair compensation. And naturally, they needed it fast to fit tight deadlines.

The CitizenMe Solution

We first helped to frame the research problem and write the questionnaire, before publishing the survey to the CitizenMe app to collect 4000 responses across 4 countries in 3 continents.

The Result

Wolff Olins were able to reach 1000s of real people globally, reaching a nationally representative sample in each of the markets. The fieldwork took a matter of days to complete, and the research has formed the basis of their work: [\[INSERT TITLE & LINK HERE\]](#)

What they said

“ After talking to a number of traditional research consultancies, we chose to work with CitizenMe as we really liked their philosophy – specifically the way that they offer people real value in return for their personal data. The platform felt innovative and the promise of global results, turned around quickly, was appealing. The experience delivered beyond expectations, and we were thrilled with the results.

Jemma Elliot, Global Head of Content, WO

Wileyfox

Measuring brand NPS



WILEYFOX

February 2017

Wileyfox | Mobile Technology | NPS

UK, Germany, Italy, Netherlands,
Poland, Spain Wileyfox customers

The Challenge

As a fast growing mobile phone brand, Wileyfox needed a cost-effective way of measuring brand performance to identify key areas for improvement. Ultimately, they wanted to inform their short and longer term business strategy.

The CitizenMe Solution

As a cost-efficient solution, they chose to do an NPS study using a web survey created on the CitizenMe platform. The unique survey link created was then put in an email campaign sent out to a portion of their customers. They were able to create a fully branded web survey with slick design that fitted with their overall brand.

The Result

Wileyfox were able to analyse their results in real-time using the CitizenMe platform, and could pinpoint exactly where they needed to improve their customer experience. The research was taken to the board as proof of improvements needing to be made, with wholesale changes to large areas of the business being implemented as a result.

What they said

“ We’re delighted to have partnered with Citizenme. We see them as a core partner in our growth strategy in the coming years. They are helping us with the basics like quick responses NPS and more in depth customer communities. All this gives us instant insight and quick access to our customers in a mobile native way.

Naeem Walji, CMO, Wileyfox

Tandem

Agile Product Innovation

TANDEM

March 2017

Tandem | Financial | JTBD
Innovation

UK

The Challenge

As a challenger to the big-name high street banks, Tandem needed an agile, cost-effective and cutting-edge solution to test new concepts, features and designs with richly profiled consumer audiences.

The CitizenMe Solution

The consultancy team at CitizenMe worked closely with Tandem to define an outcome driven, JTBD product innovation and insight methodology. Using the CitizenMe platform, we created benchmarks and customized audiences to run insight projects that aligned with product design and marketing sprints.

The Result

Tandem were able to validate their early business and market assumptions, iterate their marketing messaging and define a customer strategy built around customer life outcomes. Their launch proposition is heavily influenced by the outcome of this research program.

What they said

“ The technology, data and expertise at Citizenme has helped us shape our product strategy. We aim to transform our customer's relationship with money and we can only do that if we understand the full picture of our customers lives. Integrated data and an outcome driven approach is at the heart of our success.

Tom Probert, Head of Insights & Propositions, Tandem

I T OMD A C H I

Next generation audience profiles



August 2017

OMD | Technology | Audience
Profiling

UK, US

The Challenge

OMD are a leading advertising agency whose planners are searching for rich customer profiles to better define their new campaigns. To gain competitive advantage for their clients, OMD sought a more integrated insight platform.

The CitizenMe Solution

OMD utilised the the CitizenMe Exchange to integrate, psychometrics, smartphone and app usage data and social media activity, to better define and understand audience profiles. They used both survey data and digital behavioural data integrated at the individual level.

The Result

OMD were able to move beyond demographic profiling, into affinity based profiling. They unlocked new insight about their client's audiences that were not limited to set demographic groups but defined around customer interests and digital behaviours.

What they said

“ I was amazed at how quick CitizenMe was. From scripting the questionnaire and selecting data points to receiving completed data took minutes rather than weeks! CitizenMe epitomises how market research and big data should work in harmony to generate the actionable consumer insights, agencies like OMD, have been searching years for.

Ben Mason, Insights Director, Advanced Customer Intelligence, OMD