

GAUGE

THE MARKET RESEARCH PLATFORM FOR EVERYONE

Market research firms charge thousands of dollars for research programs.

Even when organizations have the money to spend, the programs often take months to complete.

No easy way exists to quickly get data from a targeted population at an affordable rate.

A platform that allows companies to quickly develop research campaigns to be sent to users on a mobile application.



DEVELOP & DISPLAY

market research campaigns
on a moments notice from
your computer.



IDENTIFY & TARGET

the users you would like to
target through powerful
targeting features.



VIEW & ANALYZE

the results of your research
campaign in real-time.

THE SOLUTION

GAUGE



CREATE CUSTOM A/B STUDIES

THE PRODUCT

GAUGE

HOME

MY CAMPAIGNS

Target 3 Questions

Men's Board Shorts

College Jersey Faves

More...

MY AUDIENCE

ACCOUNT SETTINGS

Create a Campaign

Welcome Chris
My Account

Save for Later

Start Campaign

Campaign Name

Target 3 Questions

Question One: Assets to Test



Add New Asset

+ Add a Question

Start Date

06 - 01 - 2016



End Date

08 - 01 - 2016



Sample size

200,000

Audience size: 1,000,000



Estimated Budget

Included in your monthly plan

Start Campaign



DEFINE YOUR TARGETED AUDIENCE

THE PRODUCT

GAUGE

HOME

MY CAMPAIGNS

MY AUDIENCE

NYC DMA 25mi Radius

HNWI Woman 50+

Generation Z Girls

More...

ACCOUNT SETTINGS

Audience Settings

Welcome Chris
My Account

+ New Condition

Audience Nickname

Women 18-34

Geographic Target(s)

Miami, FL × Malibu, CA × Minneapolis, MN ×

Sync to Campaign(s) Remove

Gender

Female ×

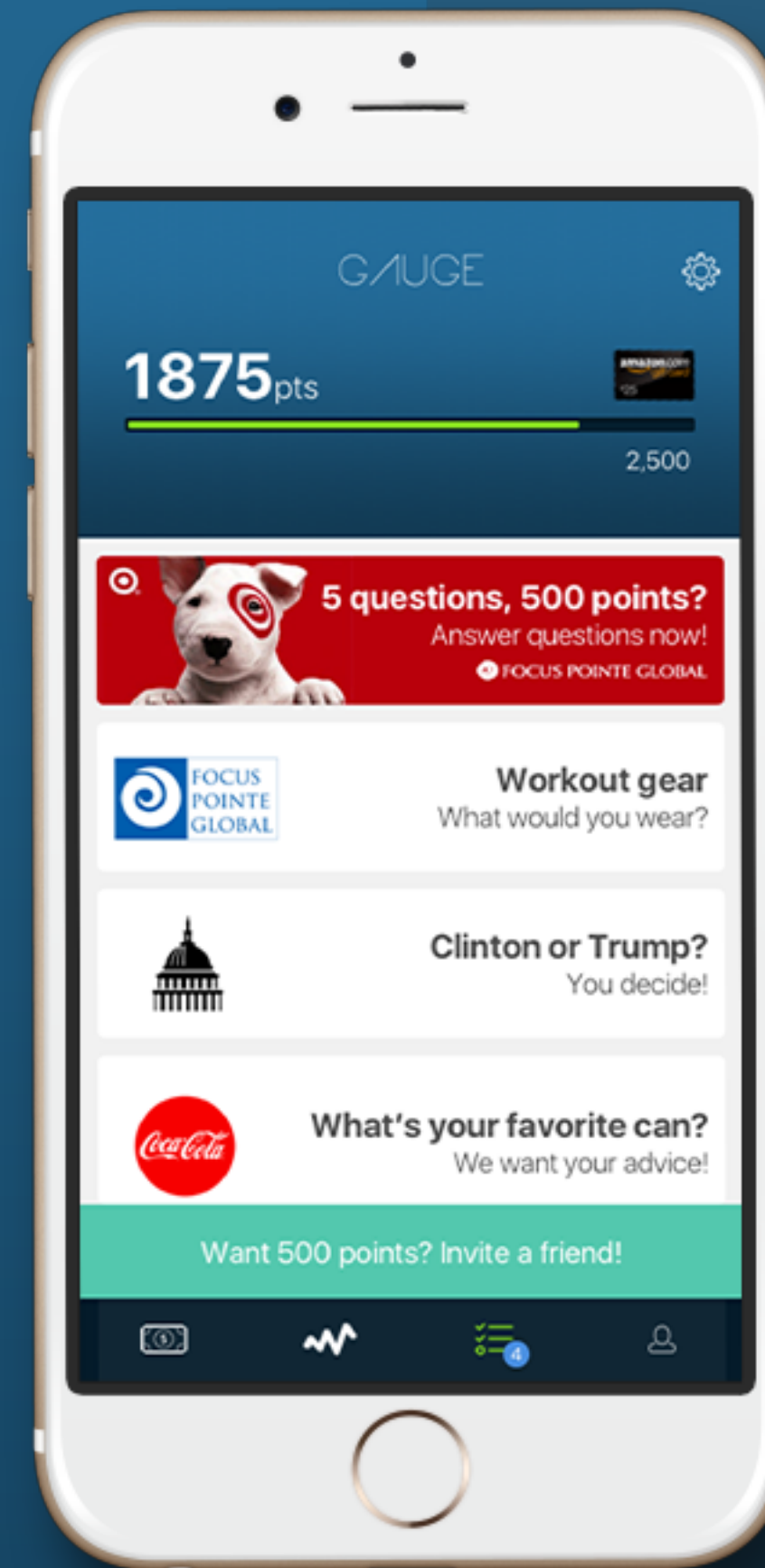
Annual Salary

\$25,000 - 49,000 USD

Based on your selections we suggest adding: Marital Status, Occupation Industry, Household Income



**YOUR QUESTIONS ARE SENT TO OUR
NETWORK OF GAUGE APP USERS.**



GAUGE

Create a Campaign

Save for Later

Campaign Name

Target 3 Questions

Question One: Assets to Test



Add New

+ Add a Question

Start Date

End Date

06 - 01 - 2016



08 - 01 - 2016



Sample size

200,000

Estimated Budget

Included in your monthly plan

THE PRODUCT



VIEW REAL-TIME ANALYTICS
ON YOUR CAMPAIGNS.

THE PRODUCT

GAUGE

HOME

MY CAMPAIGNS

Target 3 Questions

Men's Board Shorts

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More...

MY AUDIENCE

ACCOUNT SETTINGS

Campaign Results: Target 3 Questions

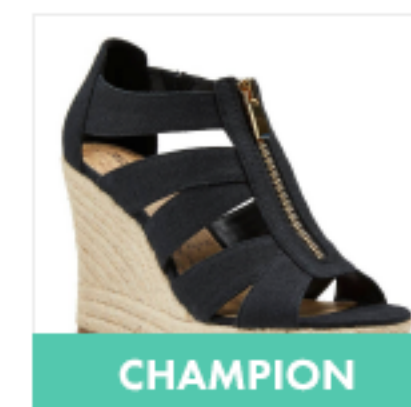


Welcome Chris
My Account

Export to PDF

Promote Campaign

All Questions: Question One Scores



Variant A
74%
+ 84,355 votes

CHAMPION

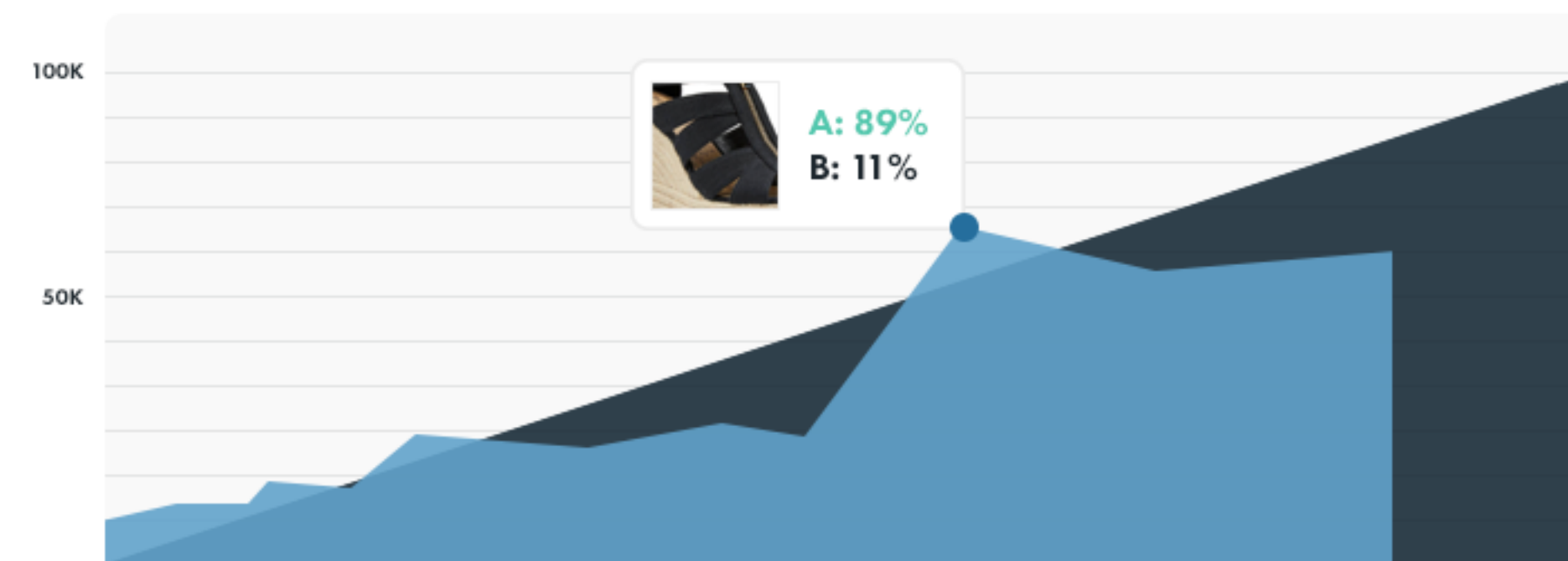


Variant B
26%
- 4,355 votes

Most Engaged Segments



Results collected to date





FIRST TO MARKET

for crowdsourced mobile A/B testing. Our platform is the only solution that allows companies to solve complex problems through A/B testing.



QUICK TURNAROUND

through our application's ability to break complex questions into A/B tests; which are pushed to our network of Gauge App users.



MOST AFFORDABLE SERVICES

in the market without the compromise of data quality. Ranging from \$1.00 - \$2.00 per question; we offer rates 1/10th than that of other research firms.

COMPETITIVE ADVANTAGE

GAUGE

Gauge Insights Database **(200,000 initial users).**

Focus Pointe Global Database **(1,500,000 initial users).**

Application Social Media Marketing **(20,000 new users/month).**

College Campus Events **(10,000 new users/month).**



Client Contract with FPG

\$80,000 Contract
\$10,000 MRR
thru May 2017



Meeting with Intercontinental
Group planned for Spring 2017.



Meeting with Coca-Cola planned
for Spring 2017.

