LookLook is an end-to-end platform for qualitative and hybrid qual/quant research that manages all aspects of studies from recruitment to analysis.

We approach research as a creative content business. By designing topics and questions to be smart and fun, we generate incredible levels of engagement from participants, harnessing extraordinary insights.

We make it easy to collect insights from the people you care most about, from customers to stakeholders, influencers to prospects.
Methodology

One-on-one digital conversations that use video, pictures, screenshots and screen recordings to capture life in the moment with incredible intimacy.

Hybrid qual/quant for robust samples and precise follow-ups.

Expertise

Our expertise lies in teasing out rich and nuanced insights, which we apply to a wide range of categories, including food and drink, beauty and wellness, technology and automotive ... and anything in between.
The LookLook Difference

1. Intimate & In-Depth Engagement
2. Robust Qual/Quant Study Design
3. Quicker Data Storytelling
4. Best-in-Class Recruitment
LookLook Reflects How People Naturally Communicate

- Natural use of visuals and video for “in situ” self-expression
- One-on-one intimacy
- Asynchronous texting transcends typical surveys
- Flexible – user is in control of his/her time
- Feels like social media
- Easily crosses borders and time zones
Agile Enough to Be Used in a Myriad of Ways

- CREATIVE testing
- MOBILE ethnography and diaries
- SEGMENTATION
- PRODUCT testing
- EMPLOYEE EXPERIENCE feedback
- SHOPPER insights (in-store, online)
- STAKEHOLDER interviews (B2B)
Intimate & In-Depth Engagement

We approach research as a creative content business. By designing topics and questions to be smart and fun, we generate incredible levels of engagement from participants, harnessing extraordinary insights.

- Any subject can be made to be fun and engaging
- We speak in real language
- People have flexibility to interact on their time which fits busy lives
- No bots or boring focus groups
The quality of the recruit is *everything* when it comes to understanding your consumer’s attitudes and behavior and uncovering their unmet needs. Using our broad network and skilled recruiters, we can find highly targeted individuals for any study, meeting criteria such as:

**DEMOGRAPHICS**
- Geographic targeting worldwide
- Families with children
- College students
- Professionals in a specific field

**BEHAVIORAL**
- Purchasers of your (or your competitor’s) brand
- Shoppers of a particular channel or retailer
- Frequency of product purchase/usage
- Annual spend in a category

**ATTITUDINAL**
- Indulgent vs. healthy lifestyle
- Explorers vs. brand-loyal
- Luxury buyers vs. cost-conscious

**LIFESTYLE**
- Gluten-free
- Vegan/vegetarian
- Diabetics
- Keto/carb-conscious
A Global Network of Engaged Consumers

We make it easy to collect insights from the people you care most about, from customers to stakeholders, influencers to prospects. Our high-touch recruitment approach is innovative in an age of bots, boards, and social listening.

We have panels of Gen Z, millennials, foodies, luxury buyers, moms, and college students within our rich network. We can recruit participants from target markets around the world, bringing multiple geographies together seamlessly thanks to our local-language moderators and translation-enabled platform.

WECHAT INTEGRATION

Our WeChat mini program allows us to engage luxury buyers in China, moderated in Mandarin. Our recruitment is best-in-class and lives up to our high standards, trusted by the world's leading luxury brands.
Our Range of Expertise

Our work for blue-chip clients is applicable to any category
Key Features

Progressive web app (no download required)

"Notebook" feature for team collaboration

Quant graphics easily lift into reports

Screen recordings and video are auto-transcribed

Questions can be closed or open-ended

All data are easily tagged for content
Research Design: Blending Art & Science

We believe dividing the world into “qualitative” and “quantitative” is old dogma. Samples must be meaningful, but findings can (and should) bring to light the “why” behind behavior.

HYBRID DESIGN
Measured closed-end questions are great, but should include the possibility of the individual explaining their answer.

SEQUENCING
For example, we can start with large sample sizes then adjust the aperture to target a smaller subset with additional dialogue.

UNMASKING
We believe clients should be able to see the participants behind their answers – so we make all profiles clickable and transparent.
Our Intuitive Platform Lets You Dig Right In

Our elastic approach to services means clients have full access and can be hands-on throughout the process. Your team can use the platform to examine the recruit, add questions, analyze responses, or manage a panel for ongoing studies. Throughout the study, content is available in real time, and is searchable, taggable, and downloadable.

### SET UP TOOLS
- Organize participants into subgroups, or manage an ongoing panel
- Add study topics and questions
- Prepopulate stimulus and follow-up questions
- Design quantitative questions with ready to use presets

### ANALYSIS TOOLS
- Keep a shared team notebook to document key insights
- Tag verbatims on key themes
- Mine the photo and video library
- Slice and dice quant data with dynamically-generated charts
- Export data for reports
Or, Let our Strategic Team Take the Wheel

If you don’t have the team, or the time, to DIY... our strategic team of experienced marketers, moderators and data analysts will handle every step, from setting the strategy to fielding your study. At the end, findings are summarized in a comprehensive, multimedia report that showcases findings, themes, and actionable recommendations.

**WEEK 1**
- PROJECT KICKOFF
  - Briefing, choose markets, approve specs

**WEEK 2-4**
- Design | Recruit
  - DESIGN
    - Align on study topics and questions
  - RECRUIT
    - Identify and screen ideal participants

**WEEK 5**
- Engagement
  - FIELD
    - Prospects have one week to complete and one day to answer follow-ups

**WEEK 8**
- Reporting
  - ANALYZE & REPORT OUT
    - Summary of insights and actionable strategies. Client has full access to data.
Panels: Our Fastest Growing Offering

AGILE PANELS
(Curated by Demo or Buying Behaviour)

- A longitudinal pulse check amongst a curated group of individuals – global or in key markets
- Agility to change the line of questioning every week or month
- Provides longitudinal perspective for benchmarking
- Follow-ups can be asked at any point – added on to closed-end question types
- Ownable database as valuable asset
Panel Support Includes:

- RECRUITMENT and management of panelists
- UNLIMITED training and support
- ACCESS to your panel and platform 24/7
- If needed: moderating, analysis, design
What Others Say

“LookLook provides a ton of actionable ideas and insights.”
Leading Luxury Vehicle Company

“There is an incredible intimacy in the way you moderate and talk to people individually. It’s like a virtual confession.”
Leading Luxury Jewelry Company

“This is better than mystery shopping. It’s a periscope into people’s worlds.”
Leading Luxury Beauty Company

“We won the pitch! The insights and videos were clutch.”
Leading Brand Agency

“I can’t believe how fast you turn around the learning. It’s incredibly agile.”
Leading Hospitality Brand

“This interface is so intuitive – I didn’t need any instruction at all.”
Luxury Fashion Brand
Prior to founding LookLook, Malinda was trained in new product innovation at The Coca-Cola Company then worked as a strategic planner at several leading brand agencies in New York.

After observing that traditional methods of gathering insights were outdated, Malinda started creating new techniques to bring creativity and integrity to the world of marketing insights, and a mobile ethnography platform was born.

A global team supports the work of LookLook, with executives on the ground in New York, Paris, Qatar, Sao Paolo and Shanghai.

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