



Supportive insights that champion caregivers

HOMETHRIVE LEVERAGES AYTM'S DIY PLATFORM TO FURTHER THEIR VISION

Today, one in every five Americans are caregivers. That's over 53 million adults—nearly 10 million more than in 2015. And with that number expected to increase in the coming years, data suggest that millions of caregivers throughout the United States may be unsupported. This is a story about how Homethrive, a caregiving support benefit innovator, is using agile research to further their vision of reducing the work, worry, and stress for unpaid family caregivers, their loved ones, and their employers.



Objectives

- Design, field, and analyze an annual study using aytm's DIY platform
- Use the data to create evidence-based marketing materials for multifaceted campaigns that help promote the need for supporting unpaid employee caregivers across the country



Target audience

- 200 caregivers throughout the United States



Method

- Fully DIY survey with flexible support before launch to ensure the best results
- Leveraging aytm's "caregivers" house tag



Results

- Successful launch of a survey that yielded significant findings
- Connected with caregivers across the US with a 70% Incidence Rate (IR) among the "caregiver" house tag
- Fielded in less than 24 hours



Using agile research to further company vision

Homethrive is a startup focused on helping unpaid caregivers and their loved ones get the support they need to confidently maneuver the aging, eldercare, childcare navigation and special needs journeys. They're dedicated to building the caregiving category and want to see it become a mainstream benefit provided by employers. To support that mission, the Homethrive marketing team conducts annual research to measure where they are in terms of achieving their brand vision and to learn more about the current challenges caregivers are facing.



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It's a big issue. People are switching jobs to companies that have a culture and benefits that better support them. This survey helps us measure that shift, giving us data points we can use to explain to other organizations that this is becoming the norm more and more.

Bonni Kaplan DeWoskin, Chief Marketer

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*When we used the chat feature,
I expected a robot and got
guidance from an actual person.
It's positive customer service that
we really appreciate.*

Pauline Baron Morini, Director of Growth Marketing

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DIY doesn't mean doing it alone

As a nimble startup, Homethrive doesn't have an in-house research team. And with a small but mighty marketing team, they all have to do a little bit of everything to achieve their growth and marketing goals. “I'm definitely a marketing person and not a researcher,” says Claire Powell, the Senior Marketing Associate at Homethrive, “so leaning on aytm for support has been incredibly helpful.” The team got in touch with aytm using our chat function and found a support specialist eager to help them ensure their DIY efforts yielded impactful results.

Homethrive deepens their connection to caregivers

“What really interested me about aytm, was the panel,” says Bonni Kaplan DeWoskin, Homethrive’s Chief Marketer. “We were excited to see it actually comes with access to our target audience.” This was Homethrive’s second annual survey, and previously, they had used pre-qualification questions to target caregivers and qualified respondents. This year, they reached out to aytm to see how they could improve this process. After talking with their account manager, they learned aytm’s panel actually has a pre-built audience of caregivers, and by tapping into that, they no longer needed to include pre-qual questions. This would have a huge impact on their Incidence Rate (IR) and decrease the overall cost of the project.



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aytm’s definition of a caregiver aligned perfectly with ours. The platform had all of that built in so I could drag and drop, choose from a dropdown select, and it was all built out for us.

Claire Powell, Senior Marketing Associate

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We've gone through a lot of changes in the past year, but it was super easy to switch out messaging and make slight tweaks without creating a ton of extra work.

Claire Powell, Senior Marketing Associate

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Intuitive tools for a growing company

Homethrive is only four years old, which means that things like audience, messaging, and positioning are constantly in flux. So as the marketing team was cloning last year's survey and building out this year's, they wanted to widen the audience and expand the questions to further align with the way their mission had adapted over the past year. For them, one of the major benefits of aytm's all-in-one platform was being able to find an audience and design a survey all in the same place. Because of this, they could easily and efficiently make the updates necessary to drive more powerful results.



Insights that meet the needs

In a short period of time, the team at Homethrive managed to successfully iterate on their survey design, reach their niche audience, and pull compelling insights that can be put to use in a variety of marketing endeavors—all while staying within their budget. “I was so impressed with how quickly the survey was fielded! We turned it on Friday afternoon, and it was complete by the time I logged back on Monday morning,” says Claire Powell “Going from launch to being able to do a full analysis was a really quick process.”

Not only were they able to immediately see increasing trends in caregiving needs compared to last year, but they plan on using them in marketing materials and at upcoming conferences. Moving forward, the team at Homethrive has gained new confidence in their ability to leverage agile research methods to inform future decisions and stay connected to the issues caregivers across the country are facing.



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I find the analysis with aytm very easy to go through and glean insights out of the data, so I’m really grateful for that. It didn’t take me long at all to look through the results and pull out my highlights and key points.

Bonni Kaplan DeWoskin, Chief Marketer

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Get the support you need

The need for more intuitive market research is ever-growing. Are you looking to leverage agile insights to further your company's mission and vision? At aytm, we can empower you to connect with your audience and bring their voice to the decision-making table. Let's talk!

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