

THE BRIEF

To ascertain from Gen Z what attracts them most to reward apps and makes users want to keep using, engaging and stay loyal. The brief was commissioned on behalf of a client of Kurve's, a rewards and entertainment app.

THE RESPONSE

20 Gen Z research participants, from the US, answered a series of 10 questions to help inform the clients on what factors affect participation and retention when using rewards apps.

THE OUTCOME

Imagen Insights' community members provided Kurve with a broad range of in-depth insights that helped their client build their future app engagement and growth plans.

KURVE



I would recommend Imagen Insights to another company or colleague in a heartbeat - they provided a great service. The team at Imagen worked to a fast and efficient turnaround and we received more nuanced insights than I had expected.

Sam Olsson, App Growth Partner, Kurve

