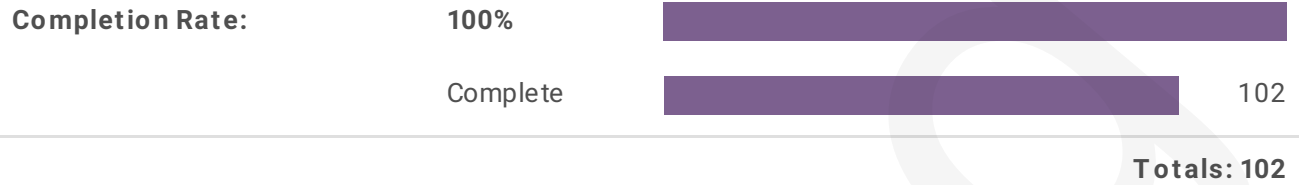
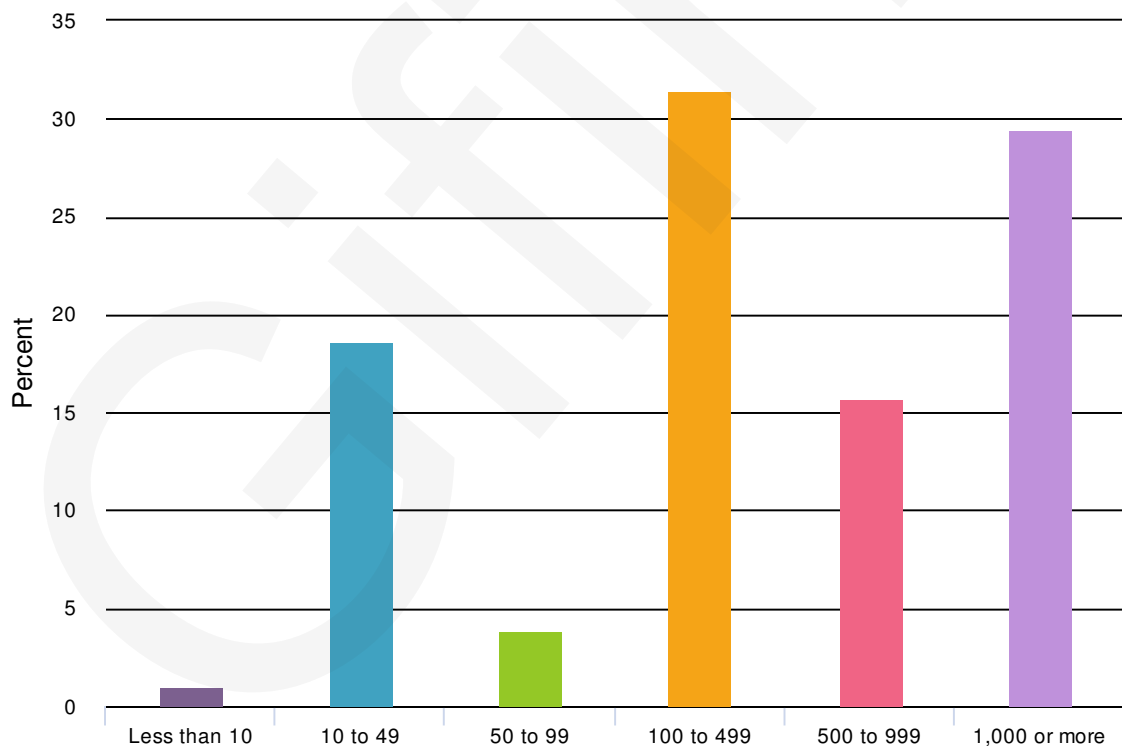

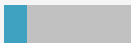






Response Counts



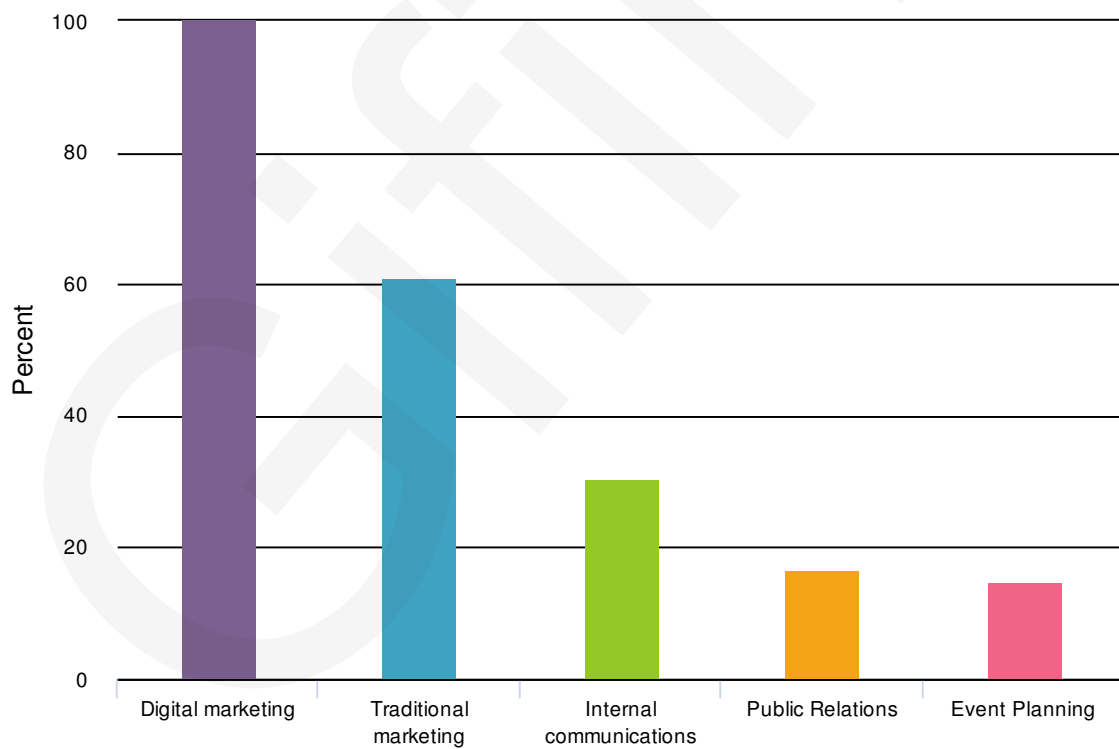
1. How many people does your company employ?








Value		Percent	Responses
Less than 10		1.0%	1
10 to 49		18.6%	19
50 to 99		3.9%	4
100 to 499		31.4%	32
500 to 999		15.7%	16
1,000 or more		29.4%	30

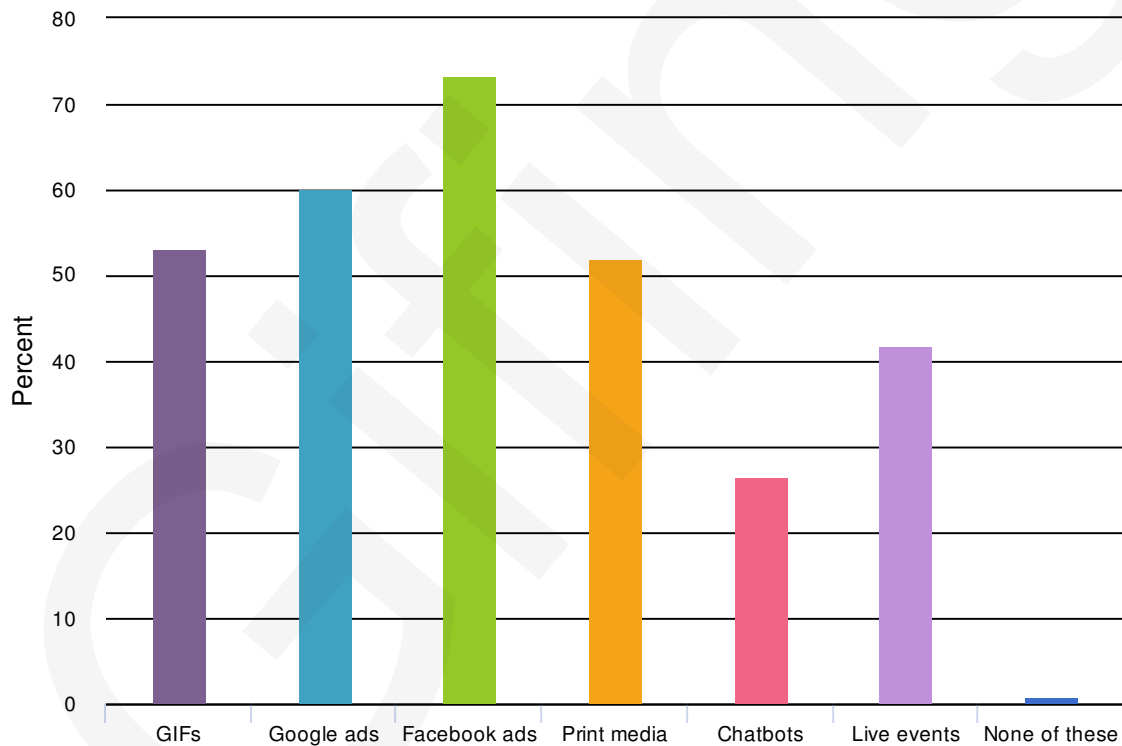
Totals: 102

2. Which of the following best describes the function of your team at work? Select all that apply.



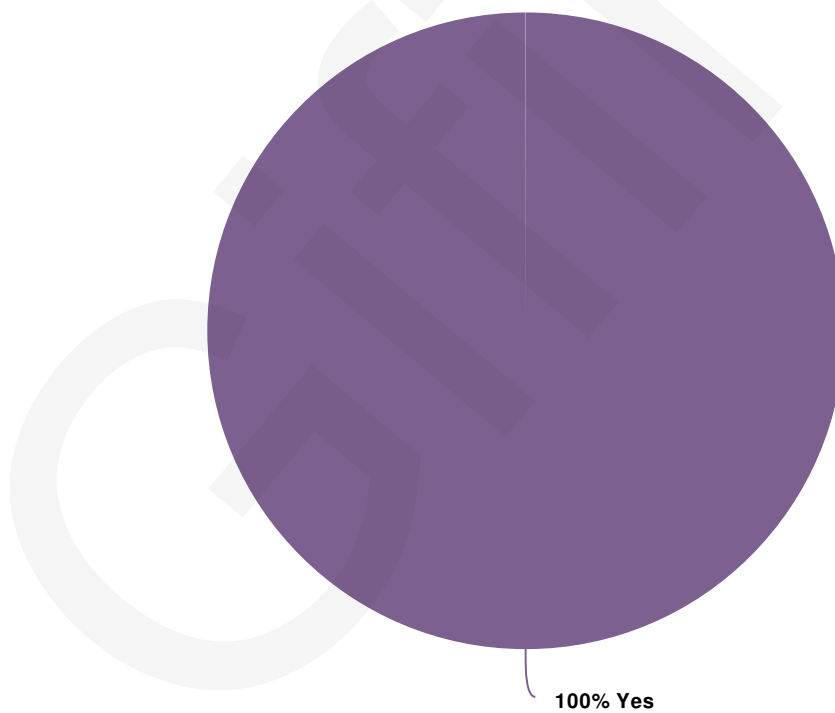
Value		Percent	Responses
Digital marketing		100.0%	102
Traditional marketing		60.8%	62
Internal communications		30.4%	31
Public Relations		16.7%	17
Event Planning		14.7%	15

3. Which of the following do you use as part of your clients' marketing strategy? Select all that apply.



Value		Percent	Responses
GIFs		53.1%	52
Google ads		60.2%	59
Facebook ads		73.5%	72
Print media		52.0%	51
Chatbots		26.5%	26
Live events		41.8%	41
None of these		1.0%	1

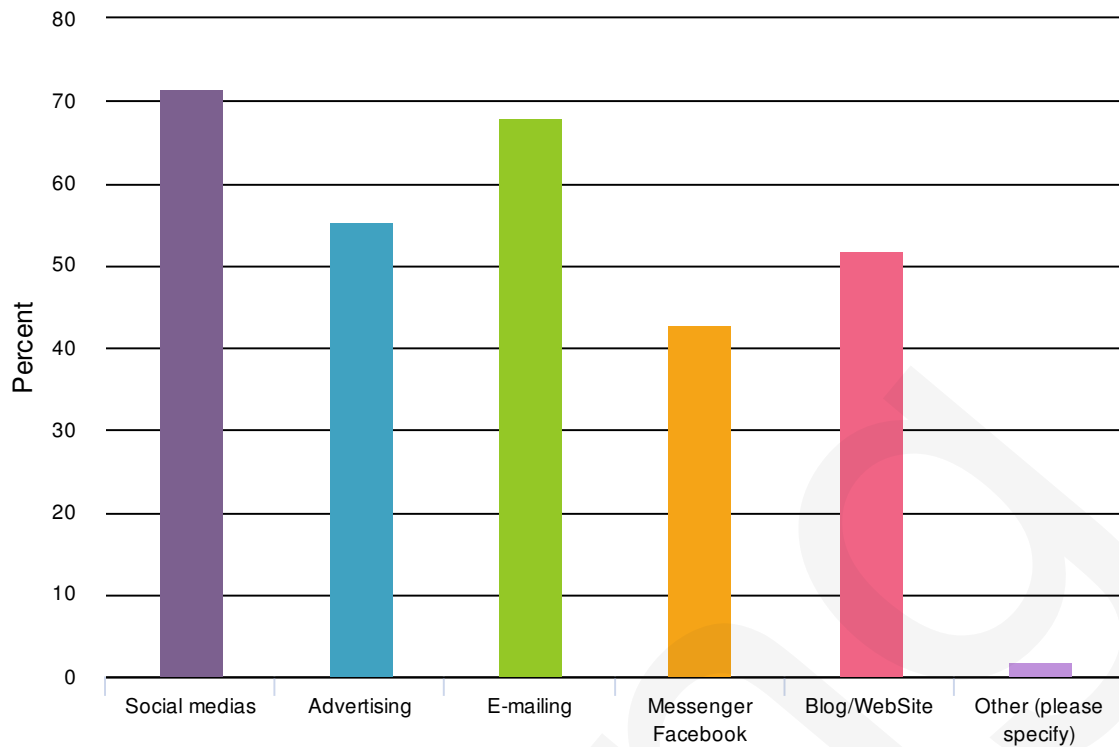
4. Would you consider using GIFs as part of your clients' marketing strategy?



Value		Percent	Responses
Yes		100.0%	46

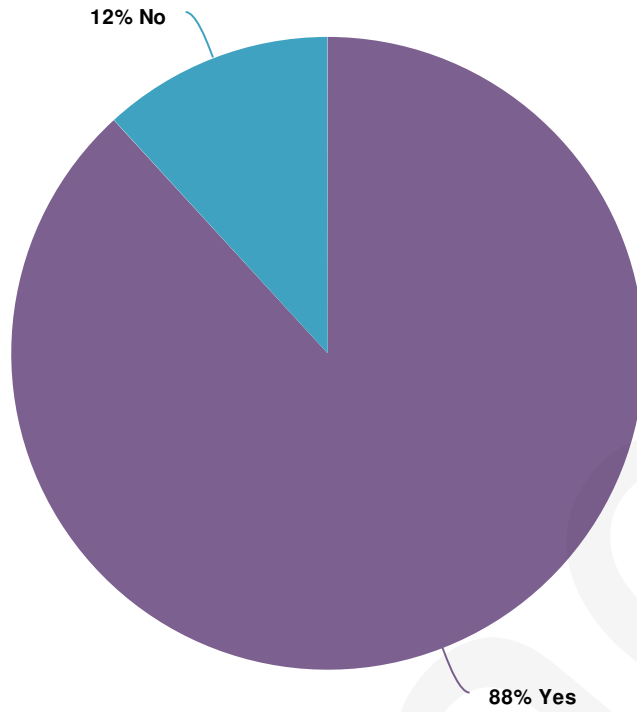
Totals: 46

5. Which channels are you using to publish GIFs? Select all that apply.



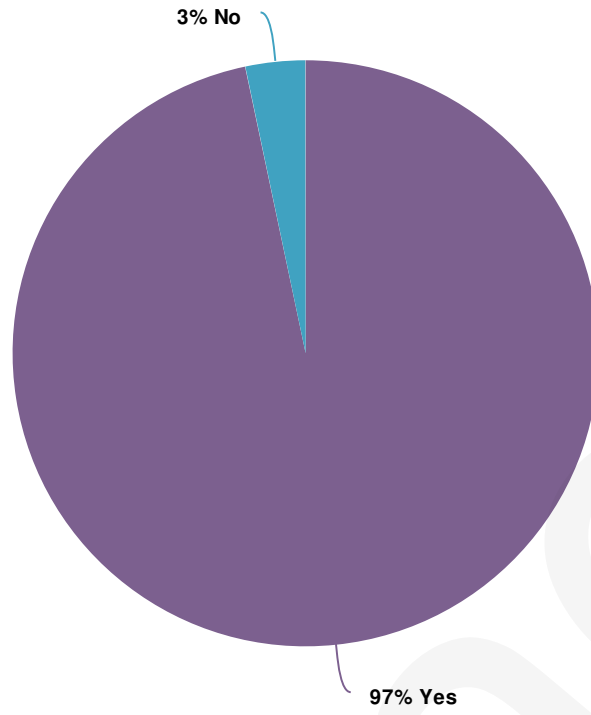
Value		Percent	Responses
Social medias		71.4%	40
Advertising		55.4%	31
E-mailing		67.9%	38
Messenger Facebook		42.9%	24
Blog/WebSite		51.8%	29
Other (please specify)		1.8%	1

6. Do you purchase stock photos (free of copyrights) from platforms like Shutterstock, iStock, etc?



Value	Percent	Responses
Yes	88.2%	90
No	11.8%	12
		Totals: 102

7. Would you be willing to buy GIFs (free of copyrights) in the same way that you buy stock photos?

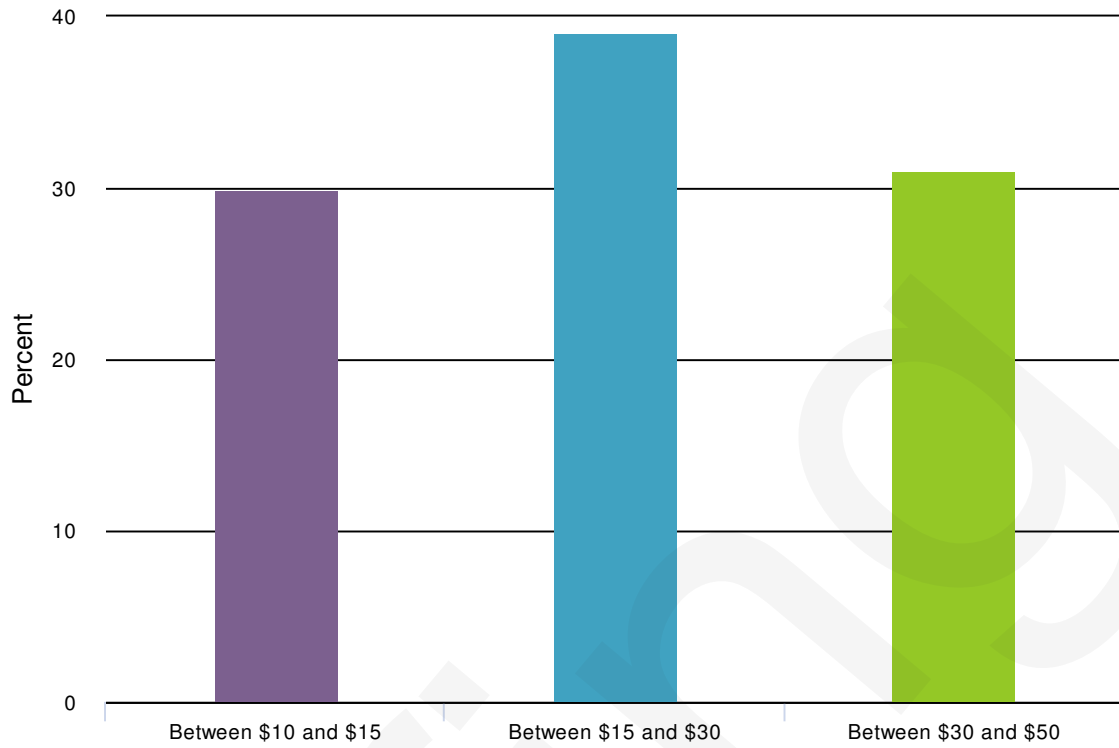





Value	Percent	Responses
Yes	96.7%	87
No	3.3%	3
		Totals: 90

8. Why not?

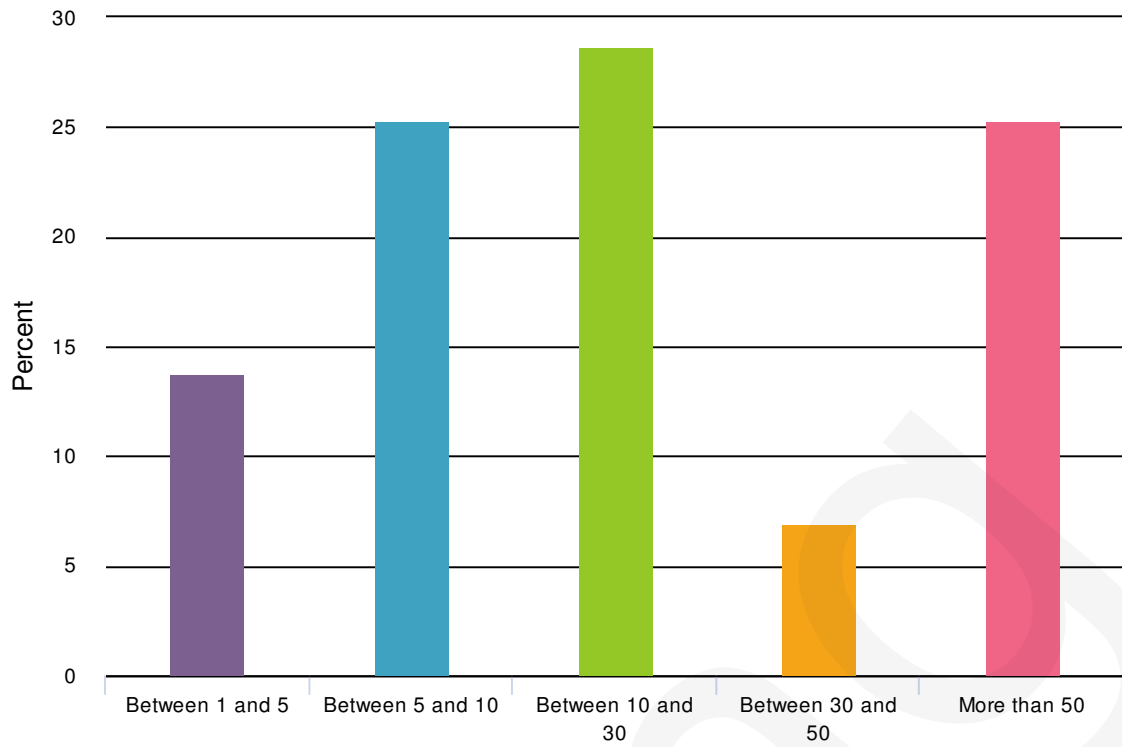
worth
fool
house

9. How much would you be willing to pay for a GIF?



Value		Percent	Responses
Between \$10 and \$15		29.9%	26
Between \$15 and \$30		39.1%	34
Between \$30 and \$50		31.0%	27
			Totals: 87

10. How many GIFs would you buy per month?



Value

Percent

Responses

Between 1 and 5



13.8%

12

Between 5 and 10



25.3%

22

Between 10 and 30



28.7%

25

Between 30 and 50



6.9%

6

More than 50

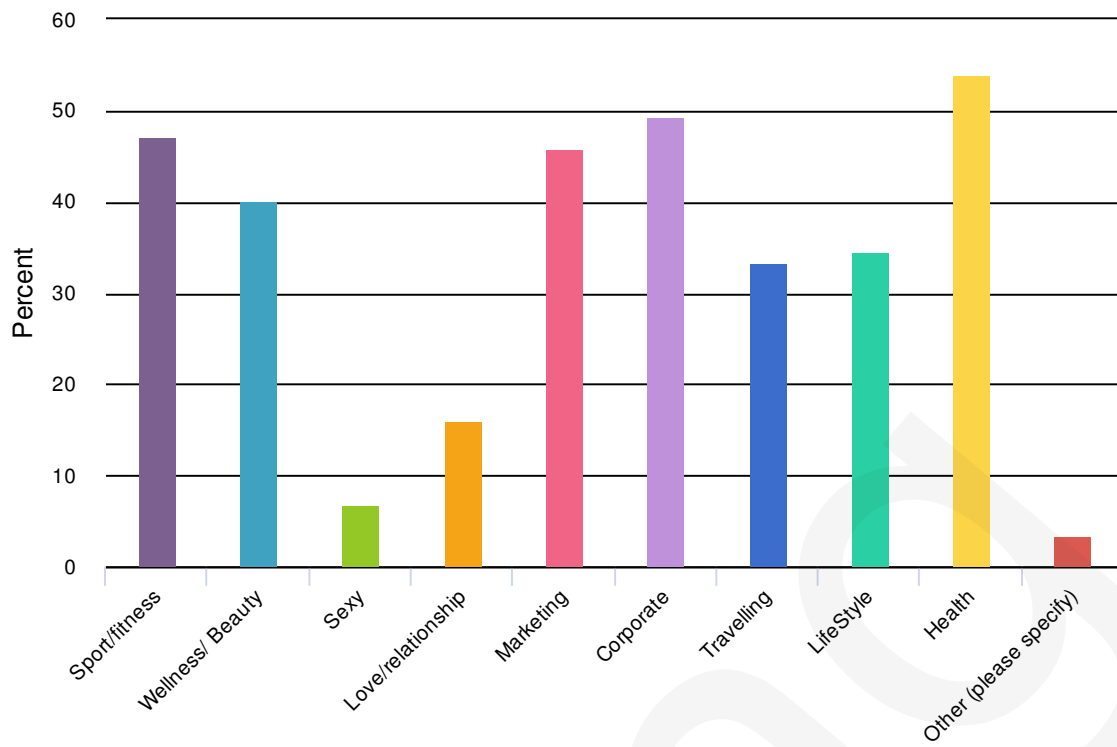


25.3%

22

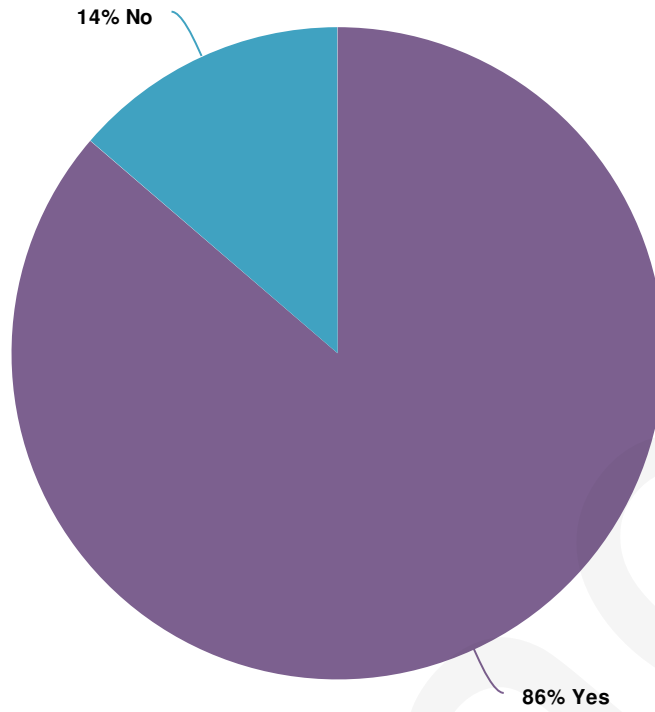
Totals: 87

11. What kind of GIFs would you be interested in purchasing? Select all that apply.



Value	Percent	Responses
Sport/fitness	47.1%	41
Wellness/ Beauty	40.2%	35
Sexy	6.9%	6
Love/relationship	16.1%	14
Marketing	46.0%	40
Corporate	49.4%	43
Travelling	33.3%	29
LifeStyle	34.5%	30
Health	54.0%	47
Other (please specify)	3.4%	3

12. Are you interested in learning more about an online marketplace for GIFs?



Value	Percent	Responses
Yes	86.3%	88
No	13.7%	14
		Totals: 102

13. Great! Please leave your email below.