mayk.it

/January, 12 Insights

Super Users Research

Executive Summary   **Sep. - Dec. Data**
Active Days: 31 - 76   **41 super-users**

1. A lot of our **normal users** who are highly active are children spamming our page.
2. New particular persona in our **super-actives** that drops *juicewrld-type trap/hip-hopmusic*, & likes anime
3. New cohort is **very diverse**, similar to our original cohort
4. Still a very present **singer-songwriter** community, and many users are **hobby singers**
5. Most of the new cohort is **male & gen z**
6. A huge portion of the new cohort are **hobby singers,** people who are not musicians/artists but enjoy expressing themselves through music & further adopting this hobby
7. Very small portion are obvious gamers (**9.76%**). It is possible that we get high day 1 retention & low CPI b/c kids are easy to convince to download another "game"
8. Most of our users do not link a TikTok
9. Opportunity to position the app as a lyrical, songwriting, freestyling tool
    a. Messaging:
        i. Practice freestyling on our app
        ii. Improve songwriting skills
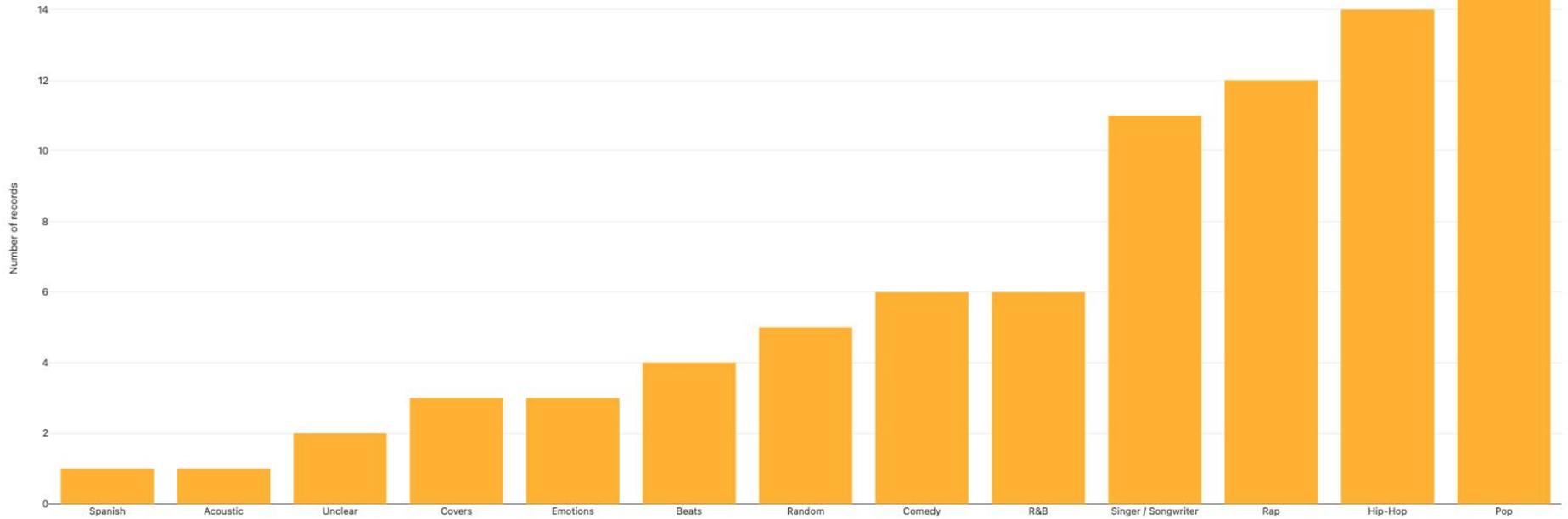   iii. Express yourself through songwriting

Super Users Research

Count of Active Days Segment

- 70-79 — 4.9%
- 60-69 — 7.3%
- 50-59 — 9.8%
- 30-39 — 56.1%
- 40-49 — 22.0%
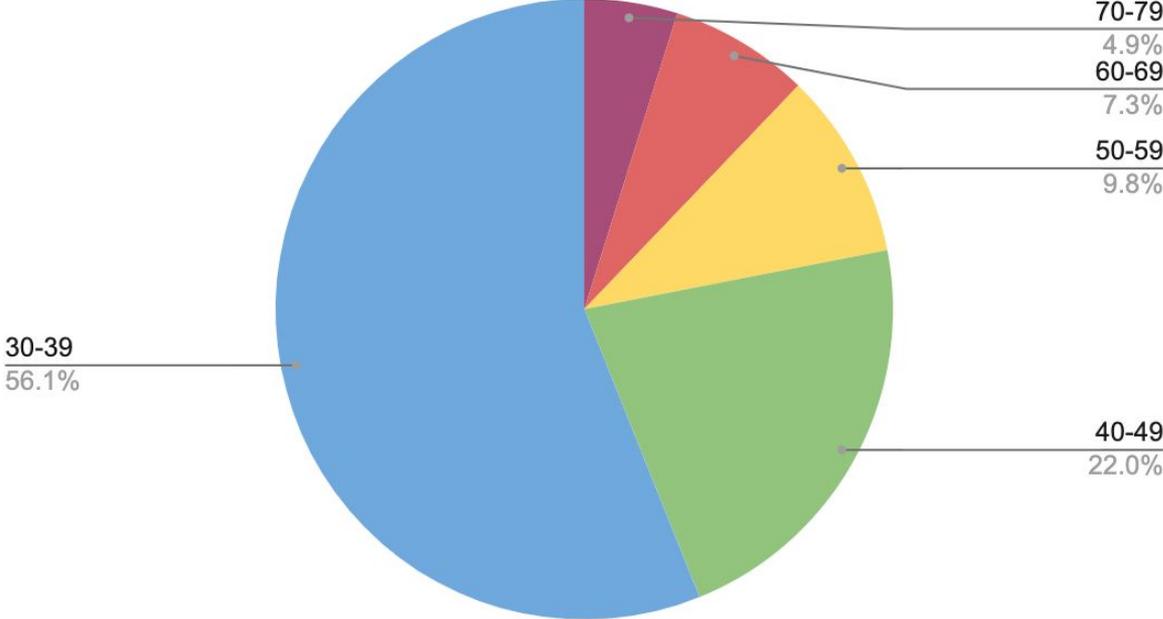
Super Users Research
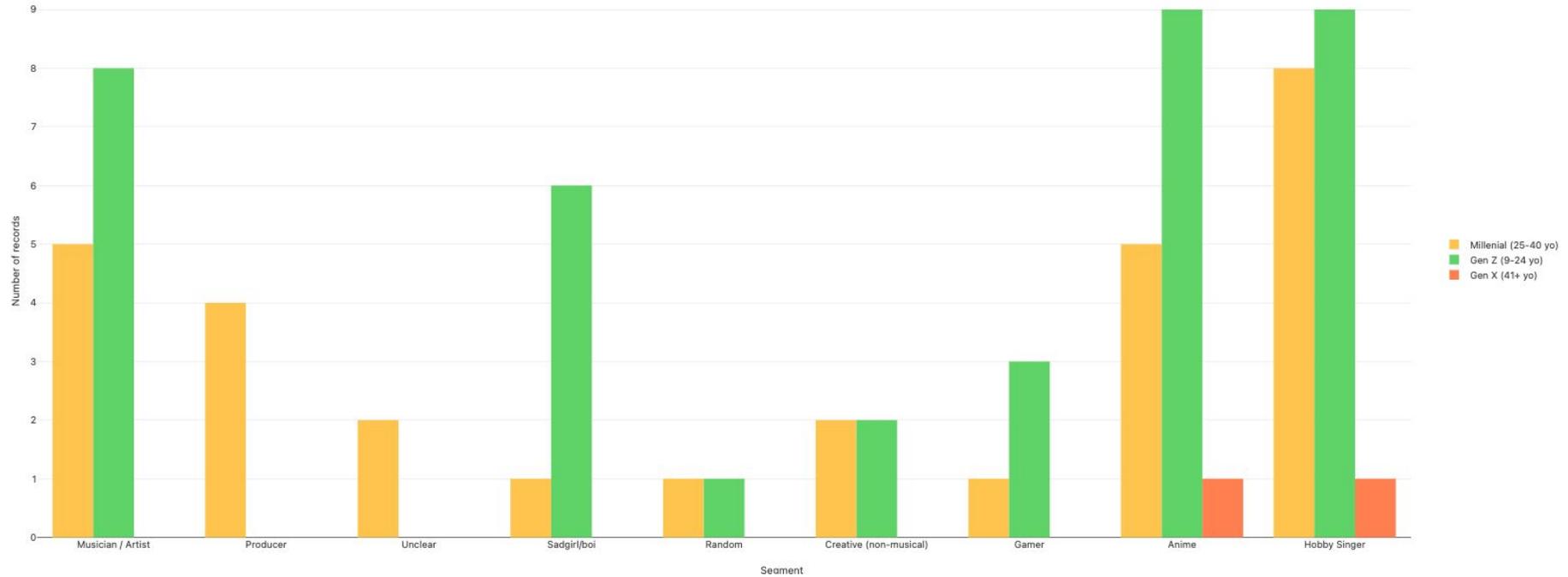
Super Users Research

Super Users Research

Audience Insights

Overall Insights

Psychographic & Demographic Info

49% of super users are **gen z,** while 46% is mostly millenial, average age is **26**

66% of super users are **male identifying**

56% of super users are **diverse**

44% of super users are **hobby singers**

37% of super users appear to have an interest in **anime**

10% of super users appear to have an interest in gaming

27% of super users post **singer/songwriter** content

29% of super users post **rap** content

12% of super users post **comedic** content

App Behavior

54% of super users have a **profile picture**

24% of super users **pin a song**

46% of super users post **1+ min. content, 37% random (mix-match), only 5% posted mostly <30 seconds sounds**

73% of super users **always use gifs**

63% of super users linked their **Instagram**

32% of super users linked their **SoundCloud**

80% of super users **did not have a linked Spotify**

90% of super users **did not have a linked TikTok**

Super users on avg. posts .68 **songs on a daily basis**

Super users has an avg. of *52 followers*

Super users has an avg. of *26 following*

*With this information, we can tell that generally, **super users need listeners.***

Super Users Research

Audience Segments - Anime

Anime

36.59% of super users appear to have an interest in **anime**

Psychographic & Demographic Info

53% of super users with an interest in anime are **gen z,** while 33% is millenial, average age is **24**

79% of super users with an interest in anime are **male identifying**

50% of super users with an interest in anime are **musicians/artists**

57% of super users with an interest in anime post **hip-hop (trap), juicewrld type music**

50% of super users with an interest in anime are **diverse**

App Behavior

50% of super users with an interest in anime have a **profile picture**

21% of super users with an interest in anime **pin a song**

64% of super users with an interest in anime post **1+ min. content**

93% of super users **always use gifs**

79% of super users with an interest in anime linked their **Instagram**

50% of super users with an interest in anime linked their **SoundCloud**

71% of super users with an interest in anime **did not have a linked Spotify**

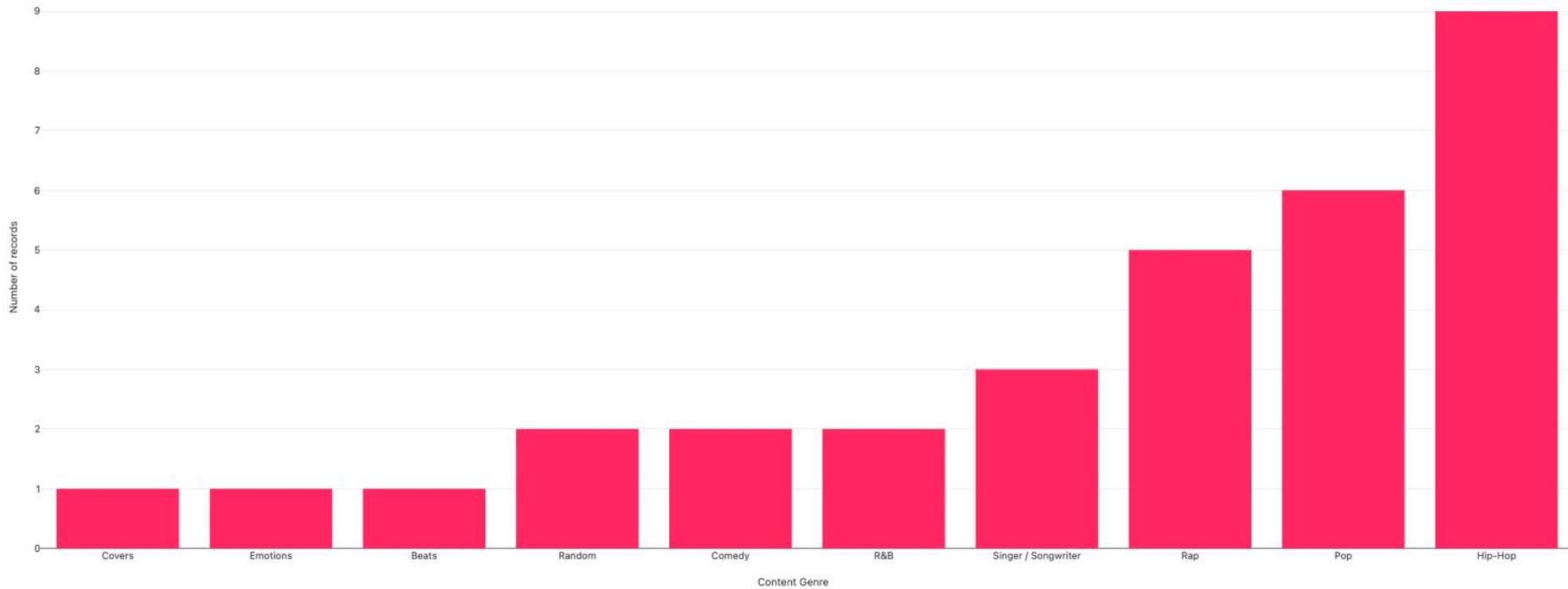**86%** of super users with an interest in anime **did not have a linked TikTok**

Super users with an interest in anime on avg. posts **.5 a song on a daily basis**

Super users with an interest in anime has an avg. of *20 followers*

Super users with an interest in anime has an avg. of *30 following*

*With this information, we can tell that this segment **enjoys listening to other artists** to be inspired*

Super Users Research

Super Users Research

Audience Segments - Hobby Singers

Hobby Singers

43.90% of super users are **hobby singers**

Psychographic & Demographic Info

50% of super users that are hobby singers are **gen z,** while 44% is millenial, average age is **25**

56% of super users that are hobby singers are **male identifying**

33% of super users that are hobby singers post **rap**

33% of super users that are hobby singers post **singer-songwriter content**

39% of super users that are hobby singers post **pop music**

61% of super users that are hobby singers are **diverse**

App Behavior

67% of super users that are hobby singers have a **profile picture**

11% of super users that are hobby singers **pin a song**

39% of super users that are hobby singers post **1+ min. content**

61% of super users that are hobby singers **always use gifs**

44% of super users that are hobby singers linked their **Instagram**

11% of super users that are hobby singers linked their **SoundCloud**

94% of super users that are hobby singers **did not have a linked Spotify**

83% of super users that are hobby singers **did not have a linked TikTok**

Super users that are hobby singers on avg. posts **1 song daily**

Super users that are hobby singers has an avg. of *57 followers*

Super users that are hobby singers has an avg. of *21 following*

With this information, we can tell that this generally **super users need listeners.**

Super Users Research

Audience Segments - Hobby Singers

Hobby Singers

    43.90% of super users are **hobby singers**

        Psychographic & Demographic Info

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                *With this information, we can tell that this generally **super users need listeners.***

Super Users Research

Additional Audience Segments

Musicians/Artists

    32% of super users are **Musicians/Artists**

        54% of super users that are Musicians/Artists are interested in anime

        62% of super users that are Musicians/Artists post hip-hop, while the rest are songwriters, pop etc.

Gaming

    9.76% of super users appear to have an interest in gaming

      3/4 of super users with an interest in gaming are **diverse**

      2/4 of super users with an interest in gaming post **comedic** content among other things

      only 4 super users w/ obvious interest in gaming, so not a lot of useful intel

Super Users Research

The Juice Wrld-trap artist

24% of our super-users (10 users out of 41)
 Demographics
- **80%** are **Gen-z,** average age is **19** *excluding an outlier*
- **100%** are **male-identifying**
- **60%** belong to a **diverse** group *(Black, Latino, LGBTQ+)*

Psychographics/App Behavior
- **60%** are **musicians/artists**
- **50%** have a **SoundCloud,** only **20%** on **Spotify**
- **70%** links their **Instagram,**
- **70% are not on TikTok**
- **50%** have a profile photo of themselves
- Posts **.5** a song on a daily basis, thoughtful with posts
- Almost always uses **gifs &** has an **edgy** aesthetic to their page

- **Content:** Often sad, hip-hop, (trap-style) tracks where they rap/sing with autotune & freestyle sometimes *#hiphop #sadvibes*