



23andMe partnered with M/A/R/C® to uncover key insights on customer experience and engagement

THE CHALLENGE

The leading consumer genetics and research company – 23andMe, Inc. – needed to understand the impact of the brand’s health offering on customers’ behavior.



It was critical to identify...

Changes in Health & Wellness attitudes, goals and behavior based on results

Specific benefits customers gained from their 23andMe engagement

Opportunities to further boost positive health-related outcomes

THE SOLUTION

A comprehensive customer engagement study among 1000 23andMe Health + Ancestry customers identified changes in attitudes, empowerment, and behavior based on the knowledge customers gained from their genetic results.



THE RESULT

As detailed in their published findings, 23andMe discovered that their genetic report is a positive motivator for healthy lifestyle changes, as over 75% of those surveyed indicated taking at least one positive step to improve health, especially when it comes to eating habits.

“As a primary care doctor I am excited any time a patient is engaged and proactive about their health” - Dr. Mylynda Massart, Assistant Professor of Family Medicine, University of Pittsburgh in response to the findings.

To learn more, please contact:
marketing@marcresearch.com

