



# CASE STUDY

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



## THE CHALLENGE

A leading consumer genetics and research company – 23andMe, Inc. – wanted to gain a better understanding of 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

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.\*

\*Source: 23andMe.com

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