



An Overview

What is OMGYES?

OMGyes is a research company that partners with scientists to fill the gap in scientific and public understanding of sexual pleasure. OMGyes helps turn the research findings into published papers and materials for clinical & scientific communities and a website, [OMGYES.com](https://omgyes.com) to get the results to the public in refreshingly frank and relatable videos and interactive graphics. (Journalists can email press@omgyes.com for a press login.)

After conducting research with more than 2,000 women, ages 18-95, we created a website where real-life women - not actors - share their stories and demonstrate their techniques. Then, users get the chance to practice through touchable simulations. The topic has been so taboo that even scientists hadn't studied the specific, various ways of touching that feel good for different women. See what our users say about the experience on our [Facebook page](#).

Why did we make OMGYES?

The details of women's sexual pleasure have hidden in the shadows for far too long, and the taboo hasn't helped anyone. People are ready for an honest, clear-headed look at the nuances that can make all the difference in pleasure. No blushing, no shame.

Who is it for?

OMGYES is for women, men and couples — together or solo. It's for anyone curious about learning more ways to make a great thing even better. Women use the site to explore more ways to touch themselves and guide their partners, while men and partners are adding new, research-based tools to their toolbox.

- Approximately half of our users are female and half are male

- Couples who are constantly exploring ways to make sex more pleasurable are 5 times more likely to be happier in their relationship and 12 times more likely to be sexually satisfied.

How does it work?

OMGYES is a website, not an app. It's not a subscription site — but more like a series of books. You pay for a season once and get permanent access.

Users can explore newly uncovered insights breaking down the specific ways different women and their partners increase and enhance pleasure ([like edging, hinting and layering](#)). Each of these is brought to life in a different episode. The site currently includes:

- 62 short videos where women explain and demonstrate how these techniques work for them, how they discovered them, and why they feel so good
- Statistics showing the prevalence of each variation and info-graphics clarifying how exactly they work
- The world's first touchable videos, where users can put the concepts into practice through touchable simulations on their touchscreen or laptop/desktop and receive feedback until the insights are crystal clear

How was the research conducted?

Over the years we spent developing OMGYES Series One, there were two phases of research:

- Qualitative: OMGYES staff conducted more than 1,000 in-depth interviews over video-chat with women of all ages around the country where they shared insights into their sexual experiences. Insights like how they discovered what works for them, what the a-ha moments were in their sexual journeys and what they wish all partners knew about women's pleasure.
- Quantitative: Then, in partnership with Debby Herbenick and Brian Dodge, researchers at the Indiana University School of Public Health, we conducted the OMGyes Pleasure Report: Women and Touch** with 1,055

women, ages 18-95. This study is the first-ever, large-scale, nationally representative study on the specifics of women's pleasure.

***The OMGyes Pleasure Report: Women and Touch was conducted by researchers Debby Herbenick, PhD and Brian Dodge, PhD, both Associate Professors in Applied Health Science at the Indiana University School of Public Health. The first paper from the study is **Women's Experiences With Genital Touching, Sexual Pleasure, and Orgasm: Results From a U.S. Probability Sample of Women Ages 18 to 94** which was published in the [Journal of Sex and Marital Therapy](#).*

About the OMGYES team

Founded by two former college housemates, Lydia Daniller and Rob Perkins, OMGYES is a group of researchers, filmmakers, engineers, designers, educators and sexologists who are passionate about creating an honest, practical resource on women's pleasure.

What's next?

There's still so much left unexplored. Bolstered by the success of our first series, we're now in production on a second and third series of research and content for the site. Topics we're studying now include internal stimulation, pleasure during pregnancy and postpartum, pleasure post-menopause, trans pleasure, pleasure with toys, pleasure for FGM/FGC survivors and an entire division focused on men's pleasure.

Our company is official called, For Goodness Sake LLC, and our motto is Tech + Cause + Courage.