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QUANTITATIVE ONLINE TESTING

# Confidence in Every Response

Shelf Set Selection Example




Online testing allows you to uncover broader market insights, test hypotheses, spot differences in key demographics, and establish performance benchmarks for products and concepts. Our online methodologies protect data quality and ensure the right respondents provide meaningful, valuable responses, every time.

## LEARNING FROM LARGER SAMPLES

With quantitative online testing, you can reach a true nationally representative panel or zero in on highly targeted segments.

Validating qualitative findings, refining products and messaging ahead of in-person testing, or prioritizing which concepts move forward before you invest in development. Adding credibility to your insights and confidence in your decision-making.

## PROTECTING DATA QUALITY

From first click to final analysis, rigorous quality controls help ensure reliable, meaningful insights.

- Surveys designed to elicit thoughtful, honest responses
- Pre-launch programming and quality review
- Real-time fraud detection to stop bots and bad actors
- Proprietary cleaning to remove low-quality responses

## PROVIDING FLEXIBILITY

Online testing creates endless opportunities. Use eye tracking, heat mapping, and other features to understand user behavior, attitudes, and interactions. Build a virtual shelf set or replicate an online shopping experience. Choose which concepts to move into development, or seek consumer feedback on your existing products.

Heat Mapping Example




## EXPLORE MORE ONLINE SOLUTIONS

Our online methodologies are fast, flexible and cost-effective - giving you broad-market confidence in your products and concepts.

Let's discuss your research needs. >